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Press release
Palić, Serbia

European Film Festivals Join Forces to Go Green

The MIOB – Moving Images Opening Borders, a network of seven European film festivals with the support of the MEDIA program of Creative Europe, is further expanding its Green Charter for Film Festivals online platform. The latest presentation of the on-going initiative inviting film festivals to reduce consumption of energy and waste took place at the 29 European Film Festival Palić in Serbia.

The leading role in creating the platform was taken by the festival in Les Arcs in France. During the 29th European Film Festival Palić in Serbia the general manager of Les Arcs Film Festival Guillaume Calop presented the initiative, the platform and the basic idea to motivate film festivals as well as all other types of manifestations to develop their green agenda, make progress from year to year and spread the idea of environmental protection.

A presentation was followed by a discussion about cooperation with other institutions and organizations that recognize the importance of this topic, as well as mechanisms for achieving this cooperation in the most efficient manner including daily green practices and significant economic, political and value-based decisions.

Practical steps to change the main picture

Energy, waste, food and transportation were the four themes of the panel discussion covering most of the ecological impact of any film festival. The executive producer of the European Film Festival Palić Ilija Tatić presented different examples of how green ideas can influence the main values of a film festival but also change a local market.

According to him, a few years ago most of the restaurants in Palić and Subotica did not have a lot of vegetarian, vegan or pescatarian options to offer. Since then, the situation has changed dramatically – the growing demand for more varied food has affected the market for the catering sector and the role of local producers in the context of film festivals.

The European Film Festival Palić also actively promotes green transport, choosing electric or hybrid cars for logistics purposes. Such a move changes the approach not only to transportation options, but also increases their demand, making them available to the average consumer.

During the discussion, an example of European Film Forum Scanorama's green policy avoiding cooperation with business giants of dubious reputation was also heard. The representatives of the festival were encouraged to focus not only on small daily practices, but to think more broadly and conceptually, pushing business giants to take real responsibility for their actions aside from communication and advertising campaigns that are merely claiming green values.

Why a charter with all film festivals?

The Green Charter is proposed to any film festival willing to commit to becoming more careful and sustainable. By signing, the festivals are asked to write their own charter corresponding to their own goals and to record their consumptions through an online platform in the fields of transports, energy, food and waste, communicate about it and share their progress. It has been designed to be simple, universal and to sensitise and engage teams, public, partners and institutions. Signing the same charter allows a common movement, to be able to compare good practices, share and communicate positively on progress.

The Green Charter for Film Festivals online platform is open and free of charge to all the film festivals ready to sign and follow the principles of the charter:

<https://greencharterforfilmfestivals.org/up/CharterGCFFF.pdf>

Registering a film festival can be done here:

<https://greencharterforfilmfestivals.org>

The initiative The Green Charter is supported of the MEDIA program of Creative Europe.