



**Green Best Practices for Film Industry Highlighted at Planet in Focus Film Fest  
– Green Screen Toronto Resource Guide Set to Launch –**

Toronto, October 8, 2008 –The 9<sup>th</sup> annual **Planet in Focus International Environmental Film & Video Festival** runs **October 22-26** in Toronto and includes over 100 international features, documentaries and shorts on environmental themes. It also proudly features a **Film Industry Program** on **October 24** at **The Bata Shoe Museum** where workshops and panels discuss the greening of films and the business of greening films: green best practices in film production, recent developments in cinematography, case studies on greening operations, a green pitch session and more. As well, the **Green Screen Toronto Resource Guide** will be launched that evening.

As Canada's largest environmental film and video festival, Planet in Focus encourages the growing trend toward sustainable processes in the practice of filmmaking and is pleased to present a full day of programs and presentations relating to green best practices for the film industry, from the production floor to administrative offices. The program is co-presented by **Green Screen Toronto**, an alliance of film industry organizations developing environmental standards and protocols that will transform Toronto into a centre of excellence for green production.

In announcing the workshop details, **Planet in Focus Artistic Director Candida Paltiel** noted, "In 2007, Planet in Focus was the first film festival worldwide to put out a call for carbon neutral films: works that were created with a minimal carbon footprint. This year, we received dozens of submissions detailing the impressive and often creative strides that productions took to limit that footprint. We commend and celebrate the filmmakers in the vanguard of this movement."

**FILM INDUSTRY PROGRAM — FRIDAY, OCTOBER 24**

**PANEL: Green Best Practices in Film Production**

**5pm-6pm**

Moderator: **Woody Brown**. Panelists: **Melissa Felder, Lui Mancinelli, Paul Scherzer, Avi Federgreen**, and others.

Six months ago, Green Screen Toronto began a ground-breaking baseline study examining present practices within Toronto's film industry pertaining to waste generation, greenhouse gases and other environmental outcomes caused by film production. The findings will be revealed by lead consultant **Melissa Felder** and will include recommendations for best practices that producers, filmmakers, crews and those affiliated with film production can use to green their efforts. The panel will also discuss how other creative industries have developed sustainable solutions.

**WORKSHOPS:**

***Shooting Green: A Cinematography/Videography Workshop***

**9:30am-12 noon**

Led by award-winning cinematographer and filmmaker **Lance Carlson**. *Shooting Green* focuses on what green options exist for individual camera persons or small crews. Equipment will be



demonstrated and the pros and cons of each examined. Topics include cameras and batteries, breakthroughs in lighting and 'is film really dead?'

***The New Business Imperative: Going Green***

**1:30pm-3pm**

Sustainability is no longer a sidebar conversation in major corporations. Led by **Lui Mancinelli**, Senior VP and Managing Principal of HOK, responsible for Canadian operations, this workshop is a must for screen-based businesses seeking to transform their practices. Drawing on the experience of a major multi-disciplinary design firm as a case study, the benefits of going green are illustrated along with the strategies to do so, including how industry leaders are meeting public and shareholder demands for greater environmental responsibility.

***Green Pitch***

**1:30pm-4pm**

Sponsored by **CBC's *The Nature of Things*, Canadian Environmental Network, Wallace Studios & PS Production Services Ltd.**

Moderator: **Frances-Mary Morrison**, *The Nature of Things* Senior Producer

Five filmmakers selected from a pool of competitors pitch green film ideas to a panel of industry professionals made up of broadcasters, producers and filmmakers (**Bruce Glawson**-Executive Producer, Programming at Discovery Channel; award-winning filmmaker **Michael McNamara**-Producer, Markham Street Films; **Tsur Mishal**-founder and director of environmental film fest Ecocinema Israel; award-winning producer and director **Robert Lang**-President, Kensington Communications). Industry professionals hear what works and what doesn't. The winner receives development funding and post-production assistance valued at \$6,000 (\$2000 cash, \$2,000 post-production facilities, \$2000 production package) toward their project.

**RECEPTION:**

**Gala/Industry Reception & Green Screen Toronto Resource Guide Launch**

**7pm-9pm**

Winding up this exciting, idea-filled day is a reception where the ***Green Screen Toronto Resource Guide*** will be launched. The guide outlines alternative practices that can reduce a film's carbon footprint at every level of production, and helps producers find local green services and products. It will be made available on-line at [www.greenscreentoronto.com](http://www.greenscreentoronto.com) and a limited print edition will be distributed at the launch.

**2008 Planet in Focus Environmental Film & Video Festival runs October 22-26 at various venues**

Green Best Practices Industry Panels & Workshops, Resource Guide Launch, and Gala Reception - **Friday, October 24** at **The Bata Shoe Museum, 327 Bloor St. West** Seating is limited. Pre-registration strongly suggested.

To pre-register call **416-531-4689**. Alternatively, arrive 30 minutes prior to register on the day.  
(\$20/session, \$30/2 sessions; panel \$4)

**[www.planetinfocus.org](http://www.planetinfocus.org) / [www.greenscreentoronto.com](http://www.greenscreentoronto.com)**

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