



Fostering Sustainability Education through a Film Festival

Sustainable Jersey Webinar – March 18, 2015

Lindsey Kayman, CIH, LEED-AP, President
Environmental Education Fund

lindsey@EnvironmentalEducationFund.org

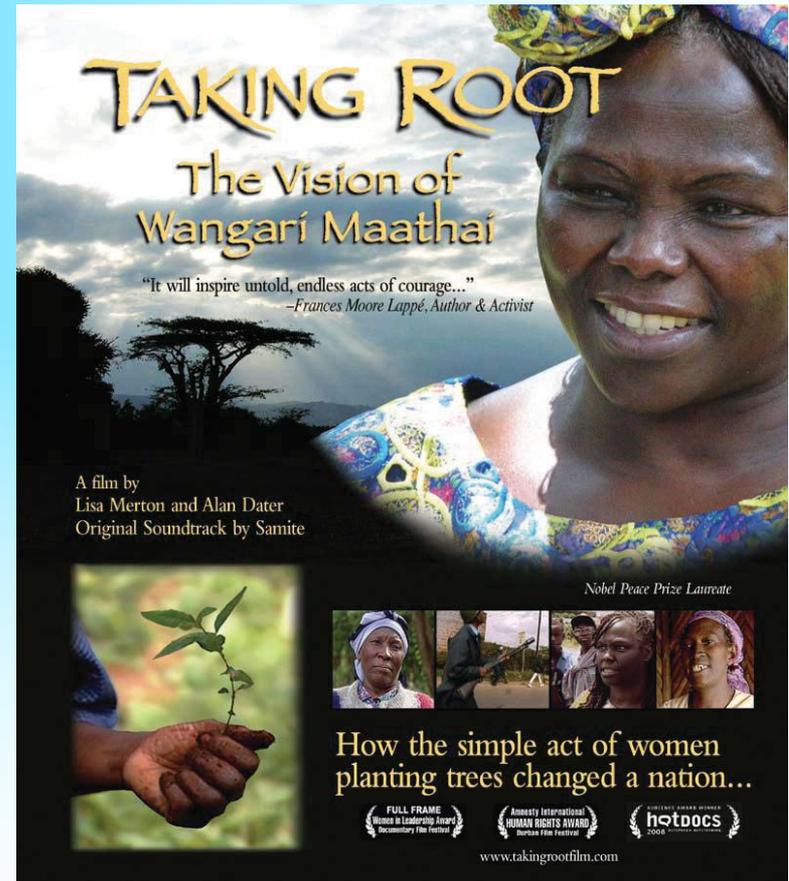
204 West State Street

Trenton, NJ 06609

Why an Environmental Film Festival?

Many of the films are:

- Fantastic,
- Inspiring,
- Creative
- Well-made!





Goal of your festival?

- Inspire - ordinary people protecting their special places or taking a stand
- Educate - distill a complex issue through clever use of narrative, photography and animation
 - Where does our food come from?
 - Where does our fuel come from?
 - How can a radio sell for \$5?
 - How can I help?
- Motivate - people who are or become passionate about specific issues

Motivate!

- Give people a way to be active
- Give people a way to utilize their talents
 - Youngsters on the Princeton Environmental Film Festival Planning Committee have many of the best ideas
- Provide leadership opportunities
- Build on the work of the filmmakers
- Become part of the story

This is serious work!

What is special about Enviro Films?

- Films expresses moments of challenge.
- We identify with protagonist and see emotional resources, sources of courage, get hope, self-worth
- Urgency enough to motivate engagement
- Sense of hopefulness, solidarity, own capacity
- Support and build on the work of the filmmakers
- A place to have important conversations

How to Get People to Attend

Planning Committee is Critical

- Important for energizing and talking up the festival
- Getting the word out
- Introduce local resources/contacts
- Continuity
- Building a movement

How to Select Films

- **Vetted**
- Appropriate for audience – some of the films can be devastating
- Suggest solutions
- Hopeful
- Well made
- Tell a good story

How to Select Films

- Explain issues the community wants to work on
- Select films to illustrate new concepts, scope of problems, ideas, creative solutions, courage, basic information, people making a difference, good story, fine filmmaking, concise, fun, stimulate debate, address local issues
 - A Tree Grows in Trenton
 - Rescuing the Raritan
- You don't have to select the “newest” films, which are the most expensive , but need strategy for attendance

How to Select Films

- Different kinds of films - something for everyone!
- Don't just choose based on topic
- Look at the shorter, educational film versions
- Look at what was shown at Princeton Environmental Film Festival
- Bullfrog Films – specials
- Ask Environmental Education Fund
 - Filmmaker available for Q&A?



Take this Festival
and Run it!

204 West State Street
Trenton, NJ 08609
info@EnvironmentalEducationFund.org

HOME

ECOCINEMA EVENTS

EVENTS

SPONSORSHIP OPPORTUNITIES

PARADIGM SHIFTS 2015

RESOURCES TO EDUCATE, MOTIVATE & EMPOWER YOUR COMMUNITY!



Interactive Art display at JJC EcoCinema Cafe Bringing the Hidden into View
Artist: Milena Popov

Environmental Education Fund (EEF) is a 501(c)(3) non-profit organization based in Trenton, NJ. We provide resources that allow you to hold engaging programs that foster environmental education through film, discussions and multimedia events.

Our programs present issues creatively to raise awareness, develop leaders, and inspire constructive solutions and environmental stewardship.

Lead Your Event Yourself Or
Have EEF Run It

COMING UP THIS MONTH!

PARADIGM SHIFTS 2015 MUSIC AND FILM FESTIVAL March 19-29, 2015

EEF EcoCinema Cafe

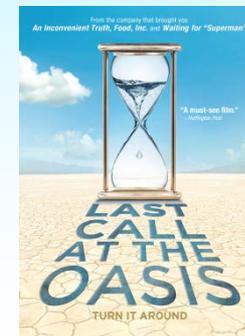
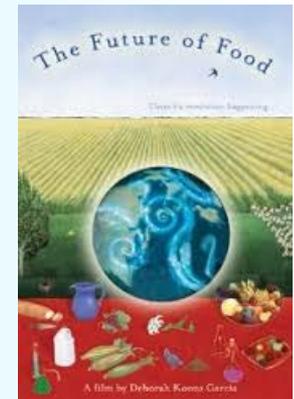
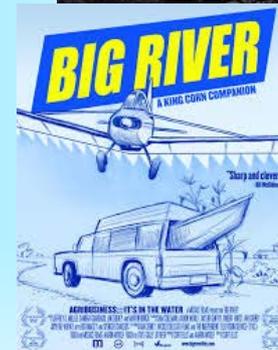
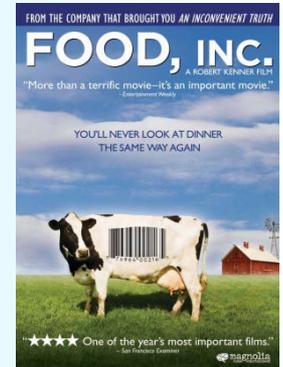


People need to be brought up to speed on the basic issues!

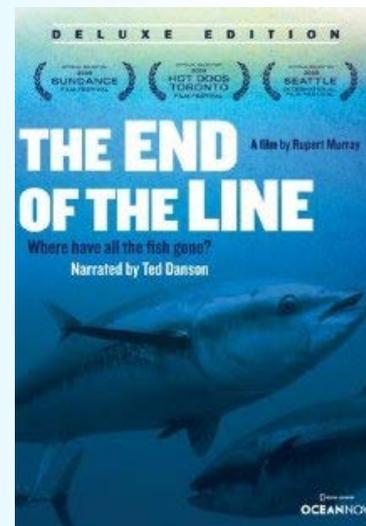
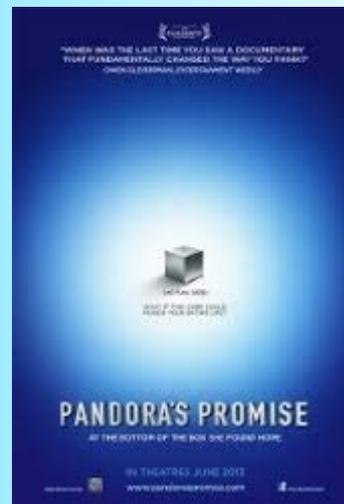
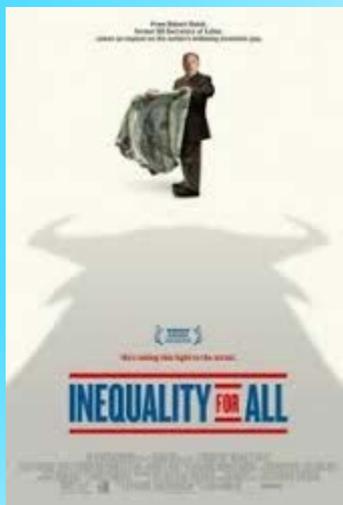
- Where does our fuel come from?
- Why are people concerned about GMOs?
- Why is there a water crisis?
- What are the main benefits of buying organic vegetables?
- What is an externalized cost?
- Is there really an emergency?



Story of Stuff



Understand the Issues More Deeply



Thomas Linzey

Why is there an enviro crisis
and what can we do about it?

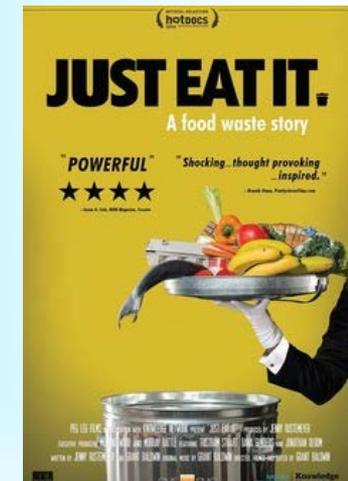
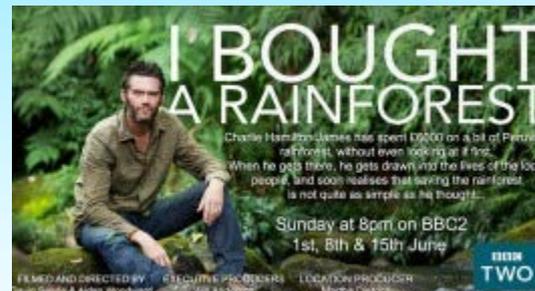
<http://vimeo.com/61778883>

Coming Soon: We the People 2.0



Prospective Films

People start a project and see how it turns out

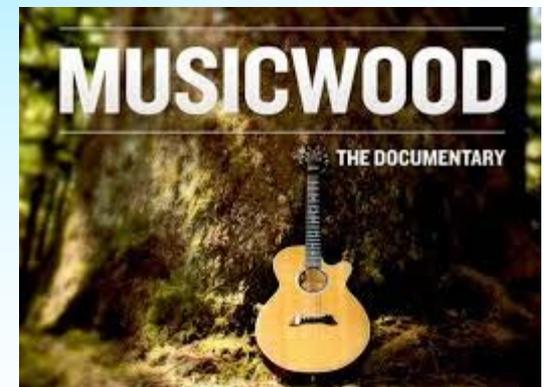
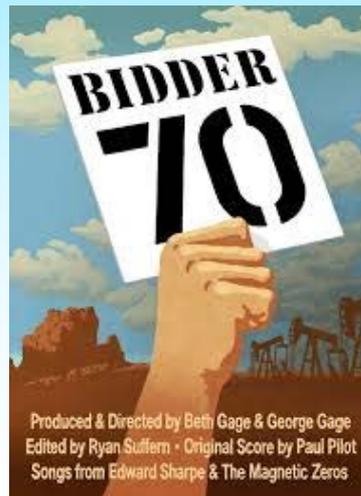


Have the filmmaker or another involved person Skype in

- Often, the story of how the film came to be made is hugely inspiring!
- The filmmakers have great stories and are thrilled to be involved!



Chasing Ice



A Place to have important conversations

- We are hearing dismal, scary news about climate change and drought, the ocean and very few people are talking about it.....
- Subjugation and Mass Extinction of Animal Species
- Dark money controlling elections
- Our generation not stepping up to the plate...



Incorporate the arts, local talent, creative outlets



Tom Adelman on Princeton Environmental Film Festival

The most memorable moments of the film festival for me are not films at all but speakers. Though I come for a film, I end up accidentally sitting through a preceding panel discussion or a follow-up talk that quite often carry more lasting impact. I think it's because the live talk at the festival becomes quite energized, with the air so full of cinematic scenarios and statistical surprises, and random ideas flying around the room. There was a panel last year on taste, which was absolutely fascinating; another year there was Marty Johnson, casually, confidently, knowledgably sorting through Trenton's environmental issues; or yet another year, an unknown speaker who turned out to be Brooklyn's Leila Darabi, a fascinating woman who blogs about garbage with a rare and wonderfully wry humor. To me, the films at the PEFF set the stage for a series of rich community exchanges and learning sessions that makes Princeton in January feel positively urban.