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Eco support & Media production

## AGENDA

- 1) A Danish status: Creative sustainability - in politics, theory and practice
- 2) Greening the red carpet for moviegoers - engaging the audience
- 3) Uniting Academia & Industry - Ecomedia Manifesto Workshop

## CREATIVE SUSTAINABILITY - IN THEORY, POLITICS AND PRACTICE

How does one small creative company change the mindset and methods of an entire industry?

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2) Greening the red carpet for moviegoers

3) Uniting Academia & Industry

## CREATIVE SUSTAINABILITY - IN THEORY, POLITICS AND PRACTICE



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## CREATIVE SUSTAINABILITY - IN THEORY, POLITICS AND PRACTICE

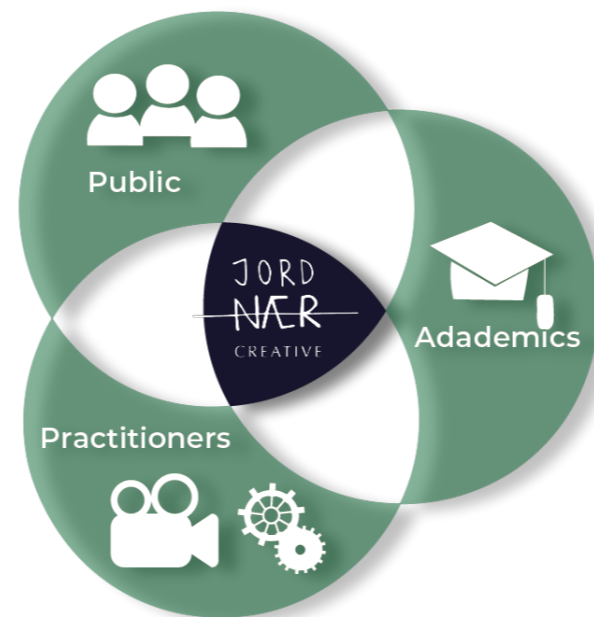


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## BETWEEN PUBLIC, ACADEMICS AND PRACTITIONERS



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## CREATIVE SUSTAINABILITY IN THEORY

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## A Call to Environmentally Friendly Action in the Danish Film- and Television Industry



- Examining sustainable production initiatives in Europe and identifying enablers and constraints for introducing an ecologically conscious practice for the audiovisual sector in Denmark

University of Copenhagen - Department of Media, Cognition and Communication  
Film and Media Studies

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## CREATIVE SUSTAINABILITY IN THEORY

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# THE ECOLOGY OF FILM - A RESEARCH DOCUMENTARY

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## POLITICAL INITIATIVE IN THE DANISH FILM INDUSTRY



Danske Dramatikere



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## WHERE ARE WE NOW?



Kaisa Astikainen

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## WHERE ARE WE NOW?



Kaisa Astikainen

## NORNE

Maria Kluge

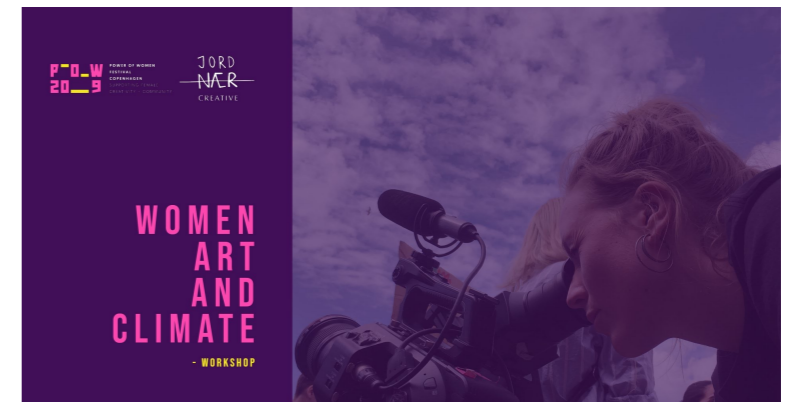
## WHERE ARE WE NOW?



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Power of Women 2019

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# GREENING THE RED CARPET FOR MOVIEGOERS ENGAGING THE AUDIENCE



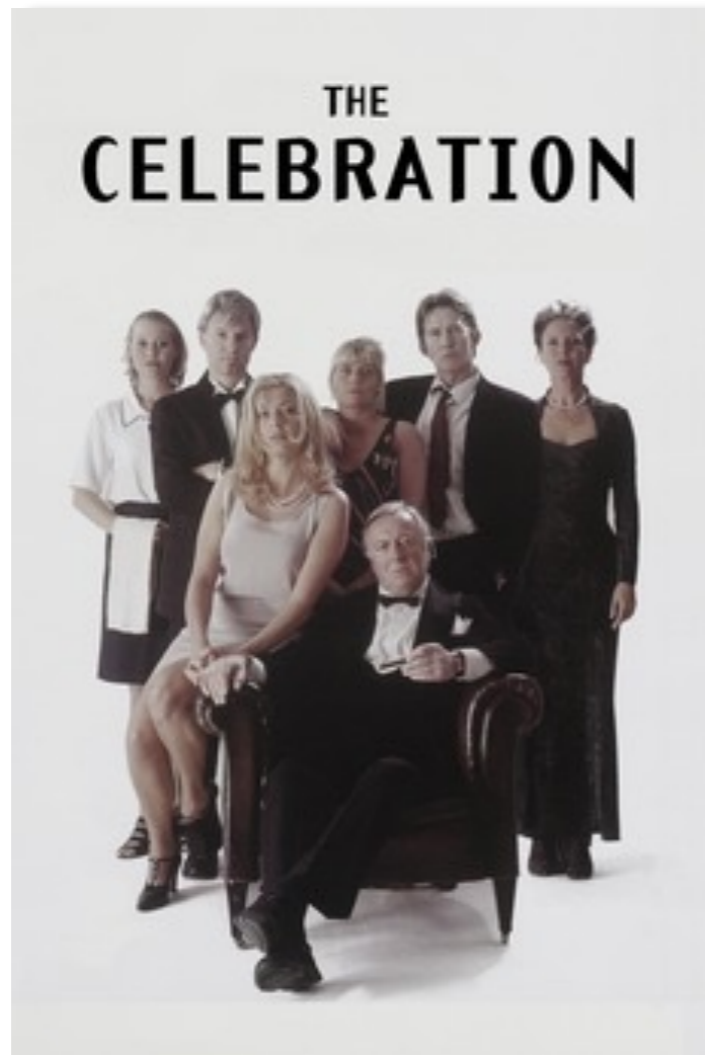
## GREENING THE RED CARPET FOR MOVIEGOERS

ENGAGING THE AUDIENCE





## UNITING ACADEMIA & INDUSTRY



## UNITING ACADEMIA & INDUSTRY

## ECOMEDIA MANIFESTO WORKSHOP

5 Eco-aesthetics ON SCREEN

→ ecologically responsible representations of human behaviour & nature

## ECOMEDIA MANIFESTO WORKSHOP

5 Eco-aesthetics ON SCREEN

→ ecologically responsible representations of human behaviour & nature

5 Eco-ethics OFF SCREEN

→ ecologically responsible production principles



## STAY GROUNDED!

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