

Launch of the Deauville Green Awards 2017!

The Teinturerie in Paris, February 22, 2017

The 2017 call to film was launched in front of a crowd of 100 journalists, as well as experts in green, socially responsible communication and audio-visual productions.

From now until the **28th of April**, professionals can register their best **spots, corporate films and documentaries** in our 3 competitions and 14 categories, covering themes of sustainable development, eco-innovations and CSR.

The 5th edition in 2016 received a record total of **300 film submissions**. Georges Pessis and François Morgant, founders of the festival have confirmed that the 2017 Deauville Green awards has already collected nearly a hundred films from 5 continents.

As the Deauville Green Awards festival is now the meeting place for all innovations in the green communication and audio-visual sector, a presentation on "**The new trends in Green audio-visual communication**" was made by the students of the Master 2 Environment of the University of Cergy-Pontoise. The topic was also addressed by guest experts, Monica Fossati, Sauveur Fernandez, Xavier Gay and Claire Beffa, during an inspiring discussion hosted by Alexandre Pasche. Finally, a cocktail party allowed the hundred professionals present to meet in a convivial atmosphere.

The festival allows professionals to enhance their films and messages by winning an **internationally recognised trophy**; the Golden Green Award, which since 2012 has rewarded excellence in responsible communication and audiovisual media.

As every year, the festival will bring together **key players** from the sector such as ADEME, AFD, World Bank, BBC, BNF, Canal+, Paris Film Commission, Euronews, France TV, the UN, Orange, several National Parks, Publicis, RTBF, Radio Canada, SNCF, TF1, Ushuaia TV, WWF, ZDF, innovative start-ups, etc. As well as many journalists, producers, directors and agencies.

For this 6th edition, in addition to the networking sessions, cocktails, meals and after-parties, a rich program rich awaits the profession on **June 27th & 28th** in Deauville:

- > Numerous experts' **round tables** devoted exclusively to innovation in 2017
- > **Workshops** of key organisations: Paris film Commission, Ministry of Culture ...
- > The **screening** of the hundred finalist films, screened in the presence of the teams.
- > Many projections offered to the **general public**

The 2017 edition will include Jean Jouzel, **Nobel Prize winner in 2007** with the IPCC, who will accompany the festival as a sponsor. The organisation's leitmotiv: « *When one seeks, it is not enough to find, you must make it known* ». This is precisely the essence of the festival for the past five years, the use of images in order to reveal, denounce, value and explain.

It was also revealed that **many personalities** support the festival in its effort to raise awareness of good practices through imagery; Arnold Schwarzenegger, Jerry Brown (Current governor of California) and Jane Goodall (famous primatologist) who took part in the COP21, the climate conference at the Grand Palais. But also: Luc Jaquet, Nils Tavernier, Sonia Roland, Georges Pernoud, Jean-Michel Cousteau and Bertrand Picard.

>>> Register now your best spots, corporate and documentary films.

>>> See you next June **27th and 28th** at the Villa Le Cercle in Deauville, Normandy.