

EUROPEAN CINEMA & AUDIOVISUAL DAYS

Cagliari, 26 February - 1st March 2015

Sustainable Creative Industries

NEW CHALLENGES FOR PROFESSIONALS
AND INSTITUTIONS

26/02/2015

Hotel Regina Margherita (Cagliari)

9.00-9.30 am Welcome and registration

9.30-10.00 am Opening Remarks:
Francesco Pigliaru, President of the Autonomous Region of Sardinia
Claudia Firino, Regional Councillor of Education, Culture, Entertainment and Sport
Maria Grazia Piras, Regional Councillor of Industry
Massimo Zedda, Mayor of Cagliari

10.00-11.00 am Presentation of the European Cinema and Audiovisual Days 2015
Presentation of the Project Heroes 20.20.20.
By Alessandro Signetto (F.E.R.T.) and Nevina Satta (F.S.F.C.)

11.00-11.15 am Coffee break

11.15 am – 1.00 pm **IS SARDINIA GREEN?**
The role of public institutions in support of green practices: the case Sardinia
Speakers:
Sardegna Ricerche, Valter Songini
Assessorato all'Industria della Regione Autonoma della Sardegna - Servizio Energia, Roberto Saba
Centro Regionale di Programmazione, Piergiorgio Bittichesu
CTM Cagliari, Roberto Murru
Sardegna Compra Verde, Gianluca Cocco
Case studies:
Swan Glasses, Luca D'Errico
Sardex, Carlo Mancosu
Team Solar Srl, Massimo Loni
Km o Design, Stefano Carta Vasconcellos

1.00-2.30 pm

Lunch

2.30-4.00 pm

The Italian Green Cluster

Case studie :

Trentino Film Commission

“Progetto Manifattura – green innovation factory”/ Ecomovie

Marche Film Commission, Marche Landscape Cine Fund

Piemonte Film Commission, Alternative Energies for Italy

Politecnico di Torino, Giuliana Mattiazzo e Paolo Gherra

Tiscali Open Campus, Alice Soru

Moderator: Massimo Mancini (Teatro Stabile della Sardegna)

4.00-4.15 pm

Coffee break

4.15-6.00 pm

Green seen by European film professionals Part I

Screening: making of “Greenery Will Bloom Again” (15') by Ermanno Olmi

Round table with film professionals, including:

Alessandro Bonifazi, Producer

Alfredo Federico, Producer

Gianfranco Pannone, Director

Peter Marcias, Director

Camillo Esposito, Producer

Paolo Zucca, Director

Andrea di Blasio, Producer

Luca Cabriolu, Producer

Paolo Ansaldi, Producer/ Distributor

Paolo Spina, Producer

Tore Cubeddu, Tv producer

Moderator: Paolo di Maira (Cinema&Video)

7.30 pm

Sardinian Dinner

9.15 pm

Screening "Sul Vulcano", by Gianfranco Pannone, Cinema Greenwich

27/02/2015

9.30-11.00 am

Sustainability at Regional Level

Opening remarks : Barbara Argiolas, City of Cagliari (Councillor of Economic Development and Tourism)

Speakers:

Green Film Shooting (Germany), Birgit Heidesiek,
Flanders Audiovisual Fund (Belgium), Siebe Dumon
Università La Sapienza (Italy), Bruno Zambardino
Moderator: Cristina Priarone and Nevina Satta (F.S.F.C.)

11.00-11.15 am

Coffe break

11.15 am – 1.00 pm

Sustainability at National Level

Speakers:

MIBACT (Italy), Chiara Fortuna
Edison (Italy, France), Gianluca Della Campa
EcoProd (France), Joanna Gallardo
NL Film Fonds (Netherlands), Renée van der Grinten
Solar Cinema (Netherlands), Maureen Prins
Movieday (Italy), Antonio Centomani
Moderator: Stefania Ippoliti (I.F.C.)

Closing remarks: Barbara Cadeddu, City of Cagliari (Councillor of Strategic Planning)

1.00-2.30 pm

Lunch

2.30-4.30 pm

Green Seen by European film professionals Part II

Roundtable with Gianluca della Campa (Edison) and film professionals, including:

Mauro Sangiorgi, Line producer
Stefania Benetti, Producer
Piero Sanna, Director
Corrado Serri, DoP
Caterina Colombo, DoP
Bonifacio Angius, Director
Grazia Porqueddu, Producer
Enrico Pau, Director
Francesco Pamphili, Producer
Amedeo Pagani, Producer
Giovanni Columbu, Director

Erika Tasini, Screenwriter
Antonia Iaccarino, Screenwriter
Massimo Casula, Producer

Moderator: Franco Bocca Gelsi (PMI Cinema)

4.30-4.45 pm *Coffee break*

4.45-6.00 pm **CREATIVE INDUSTRIES TURN GREEN: the role of Festivals**

Speakers:

Time in Jazz (Italy), Emanuele Gosamo and Giannella Demuro
Film Festival Food Network (Croatia), Ines Vasiljevic
Drap Art Festival (Catalonia), Tanja Grass
Festival Cinema Ambiente Torino (Italy), Francesco Giaivia
ANDASA Project by CRS4, Carole Salis e Fabrizio Murgia
Festival Alig'Art / Sustainable Happiness (Italy), Silvia Doneddu
Sardinian Film Festival (Italy), Carlo Dessì
Skeptofilm Festival (Italy), Francesca Vacca e Stefano Schirru
Moderator: Carolina Mancini (Cinema&Video)

Closing remarks: Enrica Puggioni, City of Cagliari (Councillor of Culture, Education, Sport, Entertainment and Youth Policies)

8.30 pm *Sardinian Dinner*

28/02/2015

Cantine Argiolas (Serdiana)

10.00-11.30
Am

NEW MEDIA FOR A NEW AGROECOLOGY:

How can content producers co-operate with organic farms?

Screenings and case histories:

"Attrazione Animale", Mario Gala, WWOOF Italia

"Capo e Croce", by Marco Antonio Pani e Paolo Carboni

Festival delle Terre / Centro Internazionale Crocevia, Antonio Onorati

"Lost in the country", by Luca e Davide Melis

Prommata France, Marco Spinello

"Seediversity", formicablu, Francesca Conti and Giulia Bonelli

"Transumanza Tour", FreeU, Valerio Gnesini and Alessandro Paci

moderator: Claudio Papalia (F.E.R.T.)

11.30-11.45
Am

Coffe break

11.45 am –
1.00 pm

**THE AGENDA FOR A NEW AGROECOLOGICAL RURAL SOCIETY
BASED ON KNOWLEDGE SHARING AND NETWORKING- PART I**

Editorial guidelines for a farmers' experimental social network

By:

Centro Internazionale Crocevia, Antonio Onorati

Rete Semi Rurali, Claudio Pozzi

WWOOF Italia, Mario Gala

To:

Giulia Bonelli, Paolo Carboni, Francesca Conti, Valerio Gnesini,

Davide Melis, Luca Melis, Alessandro Paci, Marco Antonio Pani

moderator: Claudio Papalia (F.E.R.T.)

1.00-2.30
Pm

Lunch

2.30-4.15
Pm

**THE AGENDA FOR A NEW AGROECOLOGICAL RURAL SOCIETY
BASED ON KNOWLEDGE SHARING AND NETWORKING - PART II**

Editorial guidelines for a farmers' experimental social network

Roundtable: discussion between all the participants

moderator: Claudio Papalia (F.E.R.T.)

4.15-4.30
Pm

Coffee break

**4.30-6.00
Pm**

CINEMA AND WINE

Speakers:

Valentina Argiolas, Cantine Argiolas
Diana Rulli, Entertainment lawyer
Charlie Arturaola, Opera Wine
Lino Pujia, Indieindiefilms
Moderator: *Enrica Anedda (Cinemecum)*

**6.00-8.00
Pm**

Cellars visit

**From 8.00
pm**

Wines tasting and Sardinian dinner

01/03/2015

Visit to the Mines of Montevecchio

**8.45-09.45
am**

Shuttle to Montevecchio

**10.00 am –
1.00 pm**

Visit

**1.15-3.00
pm**

Sardinian lunch in farm

**3.15-4.30
Pm**

Shuttle to Cagliari

**From 4.30
Pm**

Airport departures and greetings