

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 Sardegna
Claudia Firino, Regional Councillor of Education, Culture, Entertainment and Sport

Maria Grazia Piras, Regional Councillor of Industry

Donatella Spano, Regional Councillor of Environment

Francesco Morandi, Regional Councillor of Tourism, Crafts and Commerce

Massimo Zedda, Mayor of Cagliari

10.00-10.45 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.)

10.45-11.00 am Coffee break

11.00 am – 1.00 pm

IS SARDINIA GREEN?

The role of public institutions in support of green practices: the case Sardegna

Speakers:

Sardegna Ricerche, Valter Songini

Assessorato all'Industria della Regione Autonoma della Sardegna – Direttore del Servizio Energia, Roberto Saba

Centro Regionale di Programmazione, Piergiorgio Bittichesu

CTM Cagliari - Presidente, Roberto Murru

Assessorato della Difesa dell'Ambiente - Direttore del Servizio della Sostenibilità Ambientale, valutazione degli impatti e sistemi informativi ambientali, 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 studies:

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

Coldiretti, Efisio Perra

Moderator: *Lorenzo Canova* (Italian Ministry of Economic Development,
Department of Cohesion and Development - "Sensi Contemporanei")

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:

Tore Cubeddu, Tv producer

Alessandro Bonifazi, Producer

Pietro Reggiani, Producer

Gianfranco Pannone, Director

Paolo Zucca, Director

Peter Marcias, Director

Paolo Ansaldo, Producer/ Distributor

Alfredo Federico, Producer

Luca Cabriolu, Producer

Paolo Spina, Producer

Camillo Esposito, Producer

Andrea di Blasio, Producer

Moderators: *Paolo di Maira and Carolina Mancini (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

Moderators: Cristina Priarone (I.F.C.) and Nevina Satta (F.S.F.C.)

11.00-11.15 am

Coffee 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:

Enrico Pau, Director
Gianfilippo Pedote, Producer
Piero Sanna, Director
Bonifacio Angius, Director
Grazia Porqueddu, Producer
Corrado Serri, DoP
Francesco Pamphili, Producer
Stefania Benetti, Producer
Giovanni Columbu, Director
Erika Tasini, Screenwriter
Antonia Iaccarino, Screenwriter
Gian Enrico Bianchi, DoP
Massimo Foletti, DoP

Elisabetta Soddu, Producer
Daniele Maggioni, Producer
Maria Grazia Perria, Screenwriter
Marilisa Piga, Director
Carlo Milia, Producer
Michela Anedda, Director
Massimo Casula, Producer
Moderators: *Franco Bocca Gelsi (C.N.A. Industria Cinema) and Carolina Mancini (Cinema&Video)*

4.15-4.30 pm *Coffee break*

4.30-6.00 pm **CREATIVE INDUSTRIES TURN GREEN: the role of Festivals**

Speakers:

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

Time in Jazz (Italy), Emanuele Gosamo and Giannella Demuro
Drap Art Festival (Catalonia), Tanja Grass
A Greener Festival Network (UK), Clare O'Neill
Festival CinemAmbiente Torino (Italy), Francesco Gai Via
ANDASA Project by CRS4, Carole Salis and Fabrizio Murgia
Festival Alig'Art / Sustainable Happiness (Italy), Silvia Doneddu
Sardinian Film Festival (Italy), Carlo Dessì and Patrizia Masala
Skeptto Film Festival (Italy), Francesca Vacca e Stefano Schirru
Moderator: Massimo Mancini (Teatro Stabile della Sardegna)

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 farmers?**

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

"Supramonte", by Luca e Davide Melis

Prommata France, André Gimenez

"Seediversity", formicablu, Francesca Conti and Giulia Bonelli

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

anchor: *Claudio Papalia (F.E.R.T.)*

11.30-11.45 am *Coffee break*

11.45 am – 1.00 pm **THE AGENDA FOR A NEW AGROECOLOGICAL RURAL SOCIETY
BASED ON KNOWLEDGE SHARING AND NETWORKING - PART I
Users requirements for a farmers' experimental social network**

By:

Centro Internazionale Crocevia, Antonio Onorati

Prommata France, André Gimenez

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

anchor: *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

anchor: *Claudio Papalia (F.E.R.T.)*

4.15-4.30 pm *Coffee break*

4.30-6.00 pm **SUSTAINABILITY IN A BOTTLE: NEW FRONTIERS FOR CINEMA AND WINE**

Speakers:

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

6.00-6.15 pm *Closing remarks:*
President of Fondazione Sardegna Film Commission, Antonello Grimaldi

6.30 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