Festival Wrap Report 2017

From the Amazon to Standing Rock, from the streets of SF to the fields of Ethiopia, there were new stories from around the world at Green Film Fest 2017.

We believe movies change the world. All week, at venues including the Castro Theater, Roxie and Bayview Opera House, audiences were able to see acclaimed environmental films and talk about filmmaking and the most vital environmental issues with filmmakers & expert guests.

Together our partners, sponsors and members are making it possible to bring these films to San Francisco Bay Area. More than ever, we’re coming together to champion independent filmmakers and show audiences the power of film to take on the biggest environmental hurdles.

PROGRAM HIGHLIGHTS

- The spotlight theme What’s on Your Plate? asked viewers to explore the origins and impact of their food, kicking-off with Opening Night World Premiere Evolution of Organic.
- The first Green Fire Award – juried $5k cash prize recognizing the best Bay Area environmental feature - was presented to Nate Birnbaum and Roger Sorkin for Tidewater.
- Green Film Fest was the first festival in the USA to implement the F-rating system, designed to support and promote women and redress the imbalance in the film industry.
- The Green Film Now program provided a series of free workshops for filmmakers, topics included distribution & impact strategy.
- Closing Night hosted live piano performances on-the-red-carpet before the World Premiere of Twelve Pianos.

FESTIVAL AT A GLANCE

- 71 films from 16 countries
- 37 programs in 7 days in 7 venues
- 4,100 attendees
- 12 World Premieres
- 21 Bay Area & 28 International films
- 8 free programs
- 105 filmmakers / special guests
- 30 women directors
- 12 youth/student directors

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AUDIENCE

Would you recommend Green Film Fest to a friend or colleague?

68% said very likely

We polled our audience at every film:

95% rated films good or excellent

What was the best thing about visiting the Festival?

63% said seeing the films
53% said learning something new
37% said interacting with filmmakers

“It’s a topic I wanted to learn more about, and this film and discussion really showed me new aspects”

“Seeing a story from an alternative POV was heartbreaking but real. Hearing the Q&A with the director provided us with the important behind-the-scenes details.”

“The audience and the setting reminded me of why SF is so special.”

FILMMAKER REACTIONS

“We greatly appreciated all of the hard work of everyone in this incredibly well organized Green Film Festival in San Francisco. As filmmakers, this festival exceeded our expectations. The programming was a delight and the workshop sessions were so great to be a part of. We hope to be back again.”

~ Roger Williams, & Lisa Mazzotta, RiverBlue

“A wonderful festival and a great film going experience - my film crew and I felt like part of the family. The programmers and staff are full of heart and I was delighted to find films that illuminated not just our environment but many topics beyond that.”

~ Tal Skloot, 4 Wheel Bob

IN THE NEWS

“Since its inception seven years ago, the San Francisco Green Film Fest has taken on tough environmental issues such as global warming and pollution, but even as the weeklong event has highlighted dire problems, the goal has always been to offer inspiration and hope.”

~ David Lewis, SF Chronicle

“Now in its 7th year, the area’s leading ecology-minded film festival seems a public service of particularly urgent importance in 2017”

~ Dennis Harvey, 48 Hills

“There’s still hope for planet earth at the SF Green Film Festival”

~ Michael Fox, KQED Arts

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LIGHTS! CAMERA! TAKE ACTION!

At every event, films were paired with a call to action – on screen and in Q&A's and interactive panels, with 84% of our programs including speakers. All designed to inspire & motivate audiences to take action.

In our Audience Survey, 82% said the Festival inspired them to take action or make changes in their life. Audiences recorded their green ambitions with Green Speak Out! video messages on Instagram.

“I just watched Can You Dig This. I found it super inspiring. I can’t wait to grow my own garden one day.”

“I have to say from the film tonight [RISE: Standing Rock] I’m extremely sad, it brings up pain and sadness but also hope that the fight continues”

“We should all be much more aware of where we get our food from, what it is we indulge in and how we enjoy ourselves actually”

YOUTH PROGRAM

Youth Filmmaker Workshop: Attendees learned to script, shoot and edit a short green film, which was screened to Green Film Fest audiences.

Youth at the Festival: 250 complimentary tickets to local schools & youth organizations.

“Thank you again for inviting us! It was great. Several kids commented on how inspiring the movie was.”

“The discussions we’ve had in class have strongly suggested that the experience was very moving for them.”

AWARD WINNERS

Green Fire Award
Our new juried, $5k cash prize for best Bay Area environmental feature:
Nate Birnbaum & Roger Sorkin, Tidewater

Best Feature Award
Michelle Latimer, RISE: Standing Rock

Green Tenacity Award
Joakim Demmer, Dead Donkeys Fear No Hyenas

Best Short Award
Katie Schuler & Nick Rogacki, Pangolin

Inspiring Lives Award
Flo Stone, Environmental Film Festival in the Nation’s Capital

Young Filmmaker Award
Jeffery Chen, The Plastic Bottle Controversy - Explained

Audience Award
Ryan Killackey, Yasuni Man

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THANK YOU TO OUR SUPPORTERS

- **42** cash and in-kind sponsors.
- **6** foundations and public supporters.
- **105** people joined Green Film Fest’s membership program, representing 27% growth on 2017.
- **74** community partners in the arts and environment connecting us to wider audiences & campaigns.

ONLINE ENGAGEMENT (MARCH 22 – MAY 5)

From **Festival Launch to Festival Wrap (March 22 – May 5, 2017)**, we reached a growing online community, connecting people to the films and issues at Green Film Fest 2017.

- **86,205** page views (**greenfilmfest.org**)
- **9,337** views, represents 3% increase on 2016
- **8,138** followers, represents 7% increase on 2016
- **104,000** impressions, represents 11% increase on 2016

CONNECT

Thank you, for being part of our eco-savvy, movie-loving community. Stay in touch to hear about our upcoming green film events.

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