Festival Wrap Report 2018

The San Francisco Green Film Festival is the West Coast’s leading event for films & discussions about people and the planet. **We shared the world’s most urgent stories, from the Wine Country wildfires to vanishing islands in the Pacific, and the melting Arctic tundra.** These were powerful stories of inspiration and hope, of people who are rising up to fight for environmental justice.

For 9 days – September 6-14 – at venues including Castro Theatre, Yerba Buena Center for the Arts, and Cowell Theater at Fort Mason, audiences saw compelling environmental films; connected with filmmakers and experts; and participated in discussions that spark green ideas & actions.

The Green Film Festival is more than just movies, it’s a movement.

**PROGRAM HIGHLIGHTS**

- The spotlight theme was *It’s Elemental*, utilizing the four elements - earth, fire, water, and air - to highlight the multifaceted aspects of climate change and environmental justice, which kicked off with **Opening Night: Into the Okavango**.

- **The Green Fire Award** - a juried $1k cash prize for best Bay Area environmental feature - was presented to Kevin White and Stephen Most for *Wilder Than Wild: Fire, Forests, and the Future*.

- Closing night brought dozens of indigenous activists to the Castro Theatre for a sneak preview of *The Condor and the Eagle*.

- Green Film Fest was an official Affiliate Event of the **Global Climate Action Summit**. Other collaborations included **COAL + ICE** at Fort Mason Center for Arts & Culture; **Bay Area Now 8** at Yerba Buena Center for the Arts; and the **Reel Science Challenge** at Exploratorium.

**FESTIVAL AT A GLANCE**

- **64** films from **20** countries
- **9** days in **5** venues
- **4,800+** attendees
- **97%** of programs had speakers – filmmakers, special guests, or panels
- **100+** guest speakers
- **21** international guests from **11** countries
- **69%** of feature films had a female director
- **300+** attendees at first-ever Schools program

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AUDIENCE SURVEYS

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

75% said very likely.
Net promoter score: 70
Global average: 52

Has the Festival inspired you to take action or make changes in your life?

88% said yes

What were some of your favorite things about visiting the Festival

77% said seeing the films
51% said learning something new
42% said interacting with filmmakers

91% of audiences rated films as good or excellent

“My favorite film was the cultural fire film and discussion, because it’s important to all of us to heal, and to live in harmony with each other and all our relations.”

“It was so incredible to see all the native American activists and their families on stage, sharing their visions and greater passion. This was deeply moving and inspiring.”

“I’m encouraged to see how many people are here and are actually paying attention, and are learning about climate change and how they can help.”

GREEN SPEAK OUT

Audiences recorded their green ambitions with messages on Instagram.

“It’s time we all took a stand for climate justice.”

“Respect mother Earth! We have to wake up and get together in this hour and fight and help to preserve for future generations.

“Nature rocks, and we need to do what we can to keep it rockin’.”

“I want to take the information that I learn from this, and hopefully reach more people with it, to help people to know more about the environment and better it through knowledge.”

“A lot of the time we only read about our heroes... leaders that have accomplished so much, so it’s a pretty great experience to be here [and hear them in person].”
At every event, films were paired with a call to action - on-screen during Q&As with filmmakers and leaders in the field. 97% of our programs included speakers. This is designed to inspire audiences to take action, and provide them with green connections in their communities.

**Audience survey: What will you be doing to make a difference?**

- share my inspiration with friends and family
- see more environmental films
- learn more about the issues
- make different purchasing decisions
- volunteer

**GREEN PLEDGES**

Audiences make written pledges at screenings.

*My Green Action Pledge is to...*

- “work towards creating a more sustainable clothing supply chain.”
- “provide first the battery, then the PC, then the windpower product we need, in the volume that is required, to end the use of fossil fuels in 15 years or less.”
- “stop buying single-use plastic items.”

**COMMUNITY IMPACT PARTNERS**

Green Film Fest connects passionate audiences with immediate actionable approaches to getting involved in the issues.

46 community partners in the arts and environment connecting us to wider audiences & campaigns.

Our partners include leading film, arts and environmental organizations across the Bay Area, giving people tangible ways to connect with the stories in the films.

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FILMMAKER REACTIONS

“Movies merely have stars. The SF Green Film Festival displays a whole constellation. I have learned a great deal from the films I've seen there over the years, and I've encountered, in person and on screen, inspiring people. This year’s festival was the best of all. I feel proud to have participated in it and encouraged to know the work that others who took part in the festival are doing.”

“We were treated so well at every stage of the festival. It was truly an honor to be invited and have our entire film team involved. The films were amazing and the commitment to environmental social justice was exactly the community we were looking for. It was the best experience possible on all levels!” ~ Elizabeth Castle and Christina King, *Warrior Women*

IN THE NEWS

The Festival had an estimated 1.5M+ external media impressions across print, online, radio and social media platforms.

Featured highlights in SF Chronicle Datebook, SF/Arts Monthly, SF Weekly, SF Magazine, KQED Arts, Sierra Magazine, Earth Island Journal, and many more outlets.

“From protecting the waters of the Okavango Delta in Africa to re-introducing the Native American tradition of prescribed fires in California, the festival highlights the grassroots efforts of everyday people – in particular, indigenous populations and women – whose acts of bravery can inspire us all.” ~ SF Weekly

ONLINE ENGAGEMENT

From Festival Launch to Festival Wrap, (August 1 - September 14), we expanded our eco-savvy community, connecting people with green ideas.

- **18,300** impressions, represents 2% increase on 2017
- **88,445** page views (greenfilmfest.org)
- **27,800** impressions

26% increase in followers on 2017
16% increase in new newsletter subscribers on 2017

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AWARD WINNERS & INTERNATIONAL COLLABORATIONS

FESTIVAL AWARD WINNERS

Green Fire Award
$1k cash prize for best Bay Area environmental feature: Kevin White and Stephen Most, *Wilder Than Wild: Fire, Forests, and the Future*

Best Feature Award
Matthieu Rytz, *Anote’s Ark*

Best Short Award
Pasha Reshikov, *Invisible Blanket*

Green Tenacity Award
Susan Scott, *STROOP: Journey Into the Rhino Horn War*

Inspiring Lives Award
Tom Boothe, *Food Coop*

Young Filmmaker Award
Slater Jewell-Kemker, *Youth Unstoppable*

Audience Award
Lisa F. Jackson & Sarah Teale, *Patrimonio*

Youth Competition Awards
High School
Lukas Mills, *Car Pollution and the Air You Breathe*

Middle School
Cambria Bartlett & Coralyn Taylor, *The Story of a Plastic Bottle*

MORE AWARD WINNERS

For the first time, the **SF Film Critics Circle** – a group of Greater Bay Area reviewers and film writers – presented an award at the festival.

**San Francisco Film Critics’ Circle Award for Best First Feature Documentary**
Tom Boothe, *Food Coop*

Green Film Network Award for Best Feature
Christian Frei and Max Arbugaev, *Genesis 2.0*

Green Film Network Award for Best Short
Michael Premo, *Water Warriors*

NEW COLLABORATIONS

Green Film Fest was an official **Affiliate Event of the Global Climate Action Summit**, bringing the heart of the conversation on environmental film directly to local and international leaders.

Collaborated with the Exploratorium in the **Reel Science Challenge**, which paired filmmakers with climate scientists in creative teams tasked with making a movie.

Collaborated with **Asia Society’s COAL + ICE**, a documentary photography and video exhibition & festival focusing on climate change and fossil fuels.

Partnered with **Yerba Buena Center for the Arts (YBCA)** to feature compelling environmental films.

Partnered with the **Rise for Climate**: a worldwide march for climate, jobs, and justice.

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Thank You to Our Supporters

**SPONSORS**

- **34** cash and in-kind sponsors.
- **10** foundations and public supporters.
- **28%** growth over 2017 in new people joining Green Film Fest’s Membership program.

**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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