

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
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 - Servizio Energia, Roberto Saba
Centro Regionale di Programmazione, Piergiorgio Bittichesu
CTM Cagliari, Roberto Murru
Assessorato della Difesa dell'Ambiente - 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 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 (Expert for the European Commission on Tourism, Environment, Culture and sustainable local development)*

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 Ansaldo, Producer/ Distributor

Paolo Spina, Producer

Tore Cubeddu, Tv producer

Pietro Reggiani, 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

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:

Stefania Benetti, Producer
Piero Sanna, Director
Corrado Serri, DoP
Bonifacio Angius, Director
Grazia Porqueddu, Producer
Enrico Pau, Director
Elisabetta Soddu, Producer
Francesco Pamphili, Producer
Amedeo Pagani, Producer
Giovanni Columbu, Director
Erika Tasini, Screenwriter
Antonia Iaccarino, Screenwriter
Carlo Milia, Producer

Michela Anedda, Director
Daniele Maggioni, Producer
Maria Grazia Perria, Screenwriter
Marilisa Piga, Director
Gian Enrico Bianchi, DoP
Patrizio Patrizi, DoP
Massimo Foletti, DoP
Gianfilippo Pedote, Producer
Massimo Monachini, Line producer
Massimo Casula, Producer
Moderators: Franco Bocca Gelsi (C.N.A. Industria Cinema) and Carolina Mancini (Cinema&Video)

4.30-4.45 pm Coffee break

4.45-6.00 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 Cinema Ambiente Torino (Italy), Francesco Giaivia
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 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

"Supramonte", by Luca e Davide Melis

Prommata France, Andrè Gimenez

"Seedversity", 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

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

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

moderator: *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, Independiefilms
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

Montevecchio (Guspini)

- 8.45-13.00 am** Visit to the Mines of Montevecchio