

12th Annual Planet in Focus Environmental Film Festival, October 12-16, 2011,
Toronto

「planet in focus」
12th Annual Environmental Film Festival



October 12 – 16, 2011 Toronto, Canada

Film Festival Highlights

“Details about the way-cool, environmentally themed Planet in Focus Festival are emerging and it’s safe to say that this year’s event—the 12th annual—is shaping up to be blockbuster.”—Kim Hughes, InMovies

Thank you for making the 12th Annual Planet in Focus Environmental Film Festival a tremendous success! Together, Planet in Focus continues to set the pace for raising environmental awareness and education, and recognizing and celebrating environmental achievements.

Record attendance made our festival screenings come alive with anticipation, and audiences of all ages laughed and were moved by the stories and pictures they saw onscreen. Filmmakers and speakers from across Canada and around the world brought insight and urgency to the issues and stories.

Thank you to our incredible roster of sponsors and supporters who made our programming possible. A special thank you to our wonderful Planet in Focus volunteers – almost 200 over the course of the year – who helped make the festival the place to be for five days this past October.

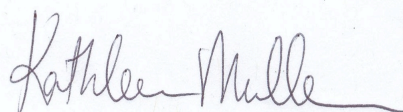
We hope that you have enjoyed the programming...and mark your calendars for next year’s edition of Canada’s largest environmental film festival, taking place October 10-14, 2012 in Toronto.

We are excited to share with you this year's special moments in the following Film Festival Highlights. Get involved with 2012 now by contacting our office or visiting our all-new website at www.planetinfocus.org.

Sincerely,



Sarah Margolius
Executive Director



Kathleen Mullen
Director of Programming

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**Film Festival Program Guides are available. Please request one by emailing
info@planetinfocus.org.**

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1. EVENT SNAPSHOT

“An excellent festival, personal and intimate, where audiences truly engage and breathe appreciation and life into the films.”—Adam Wakeling, filmmaker in attendance from the UK and Berlin with his film *Up in Smoke*.

- Planet in Focus is on the move, with record attendance and an overall increase of 15%;
- An overwhelming number of attendees said they **LOVED** the festival, which shows that our unique mix of films, speakers and artists hit the mark;
- Importantly, almost **70% of attendees were attending the festival for the first time**, showing that Planet in Focus continues to attract new audiences;
- Planet in Focus continues to offer unique programming. A full **30% of attendees do not attend any other film festival**, which is a testament to the relevance of our programming and the special role our community partners play in our events;
- We screen highly anticipated films first: 17 World Premieres and 29 Canadian Premieres were on the roster this year;
- Audiences got up-close and personal with filmmakers from across Canada (including Quebec, British Columbia and Alberta) and around the world (Norway, UK, Italy, Germany, The Netherlands and USA) at TIFF Bell Lightbox, Al Green Theatre at the Miles Nadal Jewish Community Centre and the Royal Ontario Museum;
- **Planet in Focus continues to blaze new trails.** We are the first festival to offer Bike Valet Service at TIFF Bell Lightbox. A special thanks to Mountain Equipment Coop, Toronto Cyclists Union and TIFF Bell Lightbox for making it easier to be carbon neutral in our transportation!

2. UNPARALLELED ADVERTISING AND PUBLICITY REACH

- Planet in Focus kicked off with a packed press conference in the spectacular Schad Gallery of Biodiversity at the Royal Ontario Museum.
- Media coverage included The Globe and Mail, CBC Radio's The Current, CTV News, NOW Magazine, National Post and more!
- Thank you to our many media sponsors, including Discovery World HD, Rogers TV, CBC The Nature of Things with David Suzuki, ONESTOP, DOCspace, POV Magazine, Playback, The Globe and Mail, NOW Magazine, Alternatives: Canada's Environmental Magazine, Spacing, Ballyhoo Push Pin Media promotions and more!
- Be sure to visit our brand-new website www.planetinfocus.org

3. OPENING AND CLOSING NIGHT GALA SCREENINGS & PARTIES

“Planet in Focus is a wonderful gathering of artists and audiences who have diverse styles but share a profound appreciation for the environment that sustains us. To be included in this celebration is, for me, a privilege and a joy!” —Kevin McMahon, filmmaker and 2011 Planet in Focus Canadian Eco Hero

- The Green Carpet was rolled out for the **2011 Festival Opening Night** at TIFF Bell Lightbox featuring the Canadian Premiere of the gripping *Revenge of the Electric Car*, Chris Paine’s follow-up to the popular *Who Killed the Electric Car?* Do-it-yourself car converter **Greg "Gadget" Abbott**, star of the TV shows *Smash Lab* and *Monster House* and director **Chris Paine** fielded questions from the audience;
- **David Miller**, former mayor of Toronto and sustainability consultant, helped to set the night’s celebratory tone with special remarks;
- Award-winning filmmaker, Kevin McMahon, *Waterlife*, *National Parks Project: Standing Wave* accepted the Canadian Eco Hero Award at the Opening Night Gala with a rousing speech about the future of the environment;
- **Fashion Takes Action, an exciting eco organization with a mandate to green the fashion industry**, conducted an exciting live performance at the Opening Gala Party at Devil’s Martini. Toronto fashion students unleashed their creativity and went to work creating incredible dresses using recycled materials from Planet in Focus sponsors LUSH, Steam Whistle, Southbrook Wine - and even Planet in Focus!
- **The Discovery World HD Closing Night Gala was Sold Out with the Canadian Premiere screening of *The Whale*.**
- Award-winning Canadian documentary filmmakers Suzanne Chisholm and Michael Parfit presented the powerful Telefilm documentary *The Whale*, narrated and executive produced by Ryan Reynolds and executive produced by Scarlett Johansson;
- Charismatic **Ziya Tong, Co-host of Discovery World HD’s Daily Planet** introduced their “Film Snacks” short environmental film contest winning video, with the filmmakers in attendance;
- Lighting up the Green Carpet was International Marine Life Dolphin activist and star of Academy award-winning film *The Cove*, **Richard (Ric) O’Barry**, who received the Planet in Focus International Eco Hero Award. His moving speech tied *The Whale* to what’s happening today with marine life worldwide;
- Lincoln O’Barry, the driving force behind Discovery World HD’s *Blood Dolphins*, and Ric’s son, rounded out the evening;

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- Toronto Artist **Raymond Waters** created a beautiful installation of dresses inspired by film onsite at TIFF Bell Lightbox, creating a visually spectacular environment for filmgoers and setting the tone for a magical evening.

4. PLANET IN FOCUS AWARDS SET THE PACE

"An intimate environment where filmmakers, industry types, earth-minded individuals and film enthusiasts can engage in thoughtful and productive discussions and take great steps toward healing our planet."

—Carmen Elsa Lopez and Evan Abramson, filmmakers, *Carbon for Water*

Planet in Focus 2011 Award winners were presented with beautiful handcrafted awards inspired by nature from TANK Jewelry & Beads.

Canadian Eco Hero

Kevin McMahon awarded for his 30-year commitment to film and journalism work that calls for action around environmental concerns.

International Eco Hero

Richard (Ric) O'Barry awarded for his life-long activism fighting for the survival of marine life and his special interest in dolphins.

FESTIVAL AWARDS were presented on Closing Night at TIFF Bell Lightbox by jury members Janice Tufford, Liz Marshall and Powys Dewhurst.

Short Canadian Film

Winner: *Nanameshkueu (Tremblement de terre)*, Réal Junior Leblanc

Short International Film

Winner: *Carbon for Water*, Evan Abramson and Carmen Elsa Lopez Abramson (in attendance)

Honourable Mention: *The Past as Future*, Ton van Zantvoort

Feature Canadian Film

Winner: *Waking the Green Tiger*, Gary Marcuse (in attendance)
Honourable Mention: *The Ailing Queen (La Reine malade)*, Pascal Sanchez

Feature International Film

Winner: *There Once Was an Island*, Briar March
Honourable Mention: *On Coal River*, Francine Cavanaugh and Adams Wood

Mark Haslam Award

Winner: *Keepers of the Water*, Ayelen Liberona

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INDUSTRY AWARDS were presented during the **INDUSTRY RECEPTION** on **Friday, October 14** at the **Miles Nadal JCC**.

The Green Pitch

Sponsored by *CBC The Nature of Things*, Precision Transfer Technologies, Vistek and Wallace Film Studios

Winner: Carpe Diem, Charlotte Engel

The Green Screen Award

Sponsored by Astral's Harold Greenberg Fund

Presented by the jury, John Galway, Eva Ligeti and Nicholas De Pencier.

Winner: *Score: A Hockey Musical*, Avi Federgreen

Honourable Mention: *Powerful: Energy for Everyone*, David Chernuschenko

5. INDUSTRY SERIES: MAKING CONNECTIONS

Sponsored by Ontario Media Development Corporation, Toronto Film & Television Office and more.

"The films were fascinating and I especially found the INDUSTRY series to be useful and compelling. I hadn't been to PIF as a delegate before and I was delighted by the quality of the seminars...the pitch and the interactive session was particularly useful and I hope you continue to expand it." — June Chua, Writer/ Director

Planet in Focus makes connections between environmentalists, filmmakers and distributors, broadcasters and programmers. More Canadian film and television industry professionals attended the industry series this year, giving first-hand guidance and funding opportunities to participants, panelists and volunteers, covering issues in pre-production, production, post-production, distribution and new media.

- **The Industry Program doubled its size this year** to include two days of programming Thursday October 14 and Friday October 15 at the Miles Nadal Jewish Community Center.
- New this year was the visionary **Eco Corporate Roundtable**, featuring private sector businesses that have used environmental films in their marketing, training and CSR slates and filmmakers who have used the private sector as an alternative distribution model. Thank you to the Documentary Organization of Canada, Wasteco, Loblaw, Tim Hortons and ING Direct Canada for your pioneering participation.
- The Planet in Focus **Green Market** is the place where industry delegates gather during the festival. All submitted films to the festival are screened for the purposes of licensing, programming and acquisition by industry organizations, enabling more Canadians access to these important films. A special thanks to sponsor **Dynamix Solutions**.
- Every year the Planet in Focus **Green Pitch** gives selected up-and-coming

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filmmakers the opportunity to pitch their environmental film ideas to television broadcasters, film industry personnel and producers. This year's Green Pitch winner was *Carpe Diem* pitched by Charlotte Engel.

GREEN SCREEN

Sponsored by Astral's Harold Greenberg Fund, Toronto Film & Television Office, Livegreen Toronto, Canadian Media Production Association. A special thank you to the Ontario Media Development Corporation for their pioneering support.

"What really amazed me was discovering that many of the filmmakers had made sustainability a way of life. We're excited to share these stories with all of our production partners to help grow the green movement within the film and television industry."—John Galway, President of Astral's Harold Greenberg Fund's English-Language Program.

- An exciting panel was held during the industry series on greening your film and television production, with panelists sharing their real-world experiences working with Green Screen on reducing their productions' environmental footprints.
- The inaugural Green Screen Award sponsored by Astral's Harold Greenberg Fund with a cash prize of \$5000 was awarded to Avi Federgreen in recognition of behind-the-scenes action taken to incorporate eco-friendly techniques in the production of *SCORE: A Hockey Musical*.
- An Honourable Mention with a \$1000 cash prize went to David Chernushenko for his film *Powerful: Energy for Everyone*.

6. SPECIAL FILM PANELS AND PROGRAMS

"We found Planet in Focus to be a wonderful warm inclusive festival — from the programmers and staff to the diverse and engaged audiences that the festival drew to see the world premiere of our film Portrait of Resistance."—Roz Owen, filmmaker

- We were pleased to have several filmmakers, speakers and other special guests join us for powerful, provocative and memorable post-screening panel discussions. Our world premiere of ***Portrait of the Resistance: The Art & Activism of Carole Condé and Karl Beveridge*** was followed by a discussion with the profiled artists and filmmakers Roz Owen and Jim Miller. This screening was co-presented with NOW, UFCW Union, V tape, Women in Film & Television Toronto (WIFT)
- A panel discussion exploring green architecture and design projects in Toronto accompanied our screening of ***Brick by Brick: The Story of Evergreen Brick Works***, moderated by Publisher & Creative Director of Spacing Media Matthew Blackett and featuring filmmaker Catherine Annau, Evergreen Executive Director Geoff Cape and Biomimicry Institute Fellow Carl Hastrich. Co-presented with Evergreen, Strategic Innovation Lab, OCAD and Spacing.
- Detroit farmer Patrick Crouch, one of the stars of ***Urban Roots***, joined representatives from The Stop Community Food Centre and Food Forward to

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discuss innovative urban agricultural initiatives. Other co-presenters were The David Suzuki Foundation and Regent Park Film Festival.

- To honour the recent passing of the Dr. Wangari Maathai, the first African woman to win a Nobel Peace Prize, Planet in Focus added a special screening of her powerful documentary *Taking Root: The Story of Wangari Mathaai*. Dr. Maathai planted over 40 million trees in Africa, linking social justice and the environment through the activities of the Green Belt Movement. Thank you to Mongrel Media for helping to make this possible.
- A special photo exhibit, *Beauty in Yushu: A Photographic Exhibition* by Roman Elinson, was displayed at the art gallery of the Miles Nadal JCC. This highly praised exhibit was co-presented by the AI Green Theatre and Healthcare 365.

7. SCHOOL PROGRAM: INSPIRING & EDUCATING STUDENTS

Lead School Sponsor WWF-Canada. Special Thanks to Ontario Trillium Foundation, Canada Council for the Arts, Ontario Arts Council and the Planet in Focus Foundation

Reaching over 1,000 students, three days of films challenged, engaged and entertained through their artistry and exploration of pressing environmental themes.

- New this year was our French immersion program *The Ailing Queen (La Reine malade)*. Toronto Beekeepers Co-operative Co-Chair Oliver Couto was invited to lead a French-language discussion about colony collapse disorder with the students following the screening and treated school groups to a tasting of locally-produced honey. The school program is sponsored by WWF Canada.
- Zero waste champs Grant Baldwin and Jen Rustemeyer shared their film *The Clean Bin Project* with the students along with tips to reduce consumption and waste.
- Mark Terry, 2011 Gemini Humanitarian Award Winner, and his production team spoke with students about climate change in the Arctic following the screening of his film *The Polar Explorer*. WWF Senior Officer: Species Dr. Pete Ewins was also invited to share polar bear tracking methods with the group.

Check back for special announcements and more information on environmental education on our website at www.planetinfocus.org

8. CHILDREN'S PROGRAM: FUN & CREATIVE

Sponsored by AI Green Theatre, Messenger, Alterna Savings, NFB and the Planet in Focus Foundation.

"My daughter and I loved the Children's Animation Program...The clay figurines she made are now prominently displayed on our windowsill and we have viewed the group reel many times."—Yael and Jess Dobkin

Our successful annual children's program was offered free to participants thanks to the generosity of our partners, sponsors and foundation supporters. Children spent the

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weekend watching entertaining film screenings and were able to participate in animation workshops courtesy of the NFB.

9. GREEN SPROUTS! YOUTH FILMMAKERS' SHOWCASE / YOUTH CAMERA ACTION!

- Green Sprouts! showcased films made by youth from around the world, as well as the films made by youth participants of the annual Planet in Focus *Youth Camera Action!* video production program that teaches youth to make environmental films.
- Participants of *Youth Camera Action!*, which took place this summer at Brookview Middle School in the Jane-Finch community, were in attendance to speak about their filmmaking experience which for the first time included environmentally friendly film production practices.
- This program is sponsored by Canada Council for the Arts, Ontario Trillium Foundation, TELUS, Toronto Culture, Discovery World HD, Rogers Television, Charles Street Video, Jane-Finch Green Jobs Coalition, ING Direct, Office of Anthony Peruzza, Toronto District School Board, Driftwood Community Centre, Joe Sutherland Rentals, Karine's, Magic Oven, New Moon Kitchen, Sweets of the Earth and Livegreen Toronto and an Anonymous Donor.

10. UNPRECEDENTED SUPPORT FROM COMMUNITY PARTNERS

Every year we collaborate with other artists, festivals, organizations, and media arts groups to bring the films that matter to new and diverse audiences. This year we had more than ever, including:

Ontario Clean Air Alliance, Royal Ontario Museum, Food Forward, David Suzuki Foundation, The Stop Community Food Centre, Regent Park Film Festival, Mining Watch Canada, Vtape, Goethe Institut, Women in Film and Television Toronto, Hot Docs, Alliance Française, Not Far From the Tree, Latin American Canadian Art Projects, OXFAM Canada, Climate Action Network, Images Festival, First Nations Environmental Health Innovation Network, ImagineNATIVE Film + Media Arts Festival, Sustain Ontario, Canadian Organic Growers, Environmental Defence, Anarres Natural Health, Sierra Club Ontario, Evergreen Foundation, OCAD University and the Strategic Innovation Lab, CFC Worldwide Short Film Festival, Canadian Filmmakers Distribution Centre, Liaison of Independent Filmmakers of Toronto, Inside Out Toronto LGBT Film and Video Festival, Amnesty International, Reelworld Film Festival, The Conservation Council of Ontario, North American Association of Asian Professionals, Toronto Reel Asian International Film Festival, The Council of Canadians, Pacific Wild, Women's Healthy Environments Network, Italian Cultural Institute, Al Green Theatre, Toronto Cyclists Union, Joe Sutherland Rentals, Fashion Takes Action, AluCine Toronto Latin Film + Media Arts Festival, Brazil Film Festival and the Toronto International Film Festival

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11. KEY FUNDERS and FOUNDATION SUPPORTERS

Canada Council for the Arts, Ontario Arts Council, Ontario Media Development Corporation, Toronto Arts Council, Ontario Trillium Foundation, Ontario Ministry of Tourism and Culture, City of Toronto Film & Television Office, City of Toronto, Canadian Heritage and The McLean Foundation.

12. TRANSFORMATIVE SPONSORS

Astral's Harold Greenberg Fund, LUSH Fresh Handmade Cosmetics, OPSEU: Ontario Public Service Employees Union, Consulate General of the Kingdom of the Netherlands, Consulate General of the Federal Republic of Germany Toronto, Consulate General of Iceland Toronto, Alterna Savings, Harmony Organic, Dynamix Solutions, LifeStyle Media, Annex Quest House, Holiday Inn Toronto Bloor-Yorkville, Super 8 Downtown Toronto Hotel, Balzac's Coffee Roasters, Southbrook Vineyards, Steam Whistle Brewing, CMPA: Canadian Media Production Association, Green Living, Karine's Vegan, Vegetarian: All-Day Breakfast, Precision Transfer Technologies, Rattail Films, Wallace Studios/ Toronto Lights Ltd., theworldsgreenestbusinesscard.com, Bullfrog Power, Carbonzero, Me to We Style, Whole Foods Market Yorkville, Greenpeace, UFCW: United Food and Commercial Workers, Mountain Equipment Co-op, Second Cup, Miles Nadal Jewish Community Centre, Vistek, World Wildlife Fund Canada, NFB, Messenger, Rainbow Cinemas, Devil's Martini, Magic Oven, Hotel Ocho and Warren's Waterless Printing.

13. POWERFUL MEDIA SPONSORS:

Discovery World HD, The Globe and Mail, CBC The Nature of Things with David Suzuki, NOW Magazine, Onestop Media Group, Playback Magazine, Alternatives Journal: Environmental Ideas + Action, POV Magazine, DocSpace, Rogers Television, Spacing Magazine, BlogTO and Ballyhoo Push Pin Media.

"Planet in Focus 2011 was fantastic...it's combination of industry events and a great selection of environmental films means there is something for everyone." – Suzanne Chisholm, filmmaker of the closing night film, *The Whale* and a participant on the *Visions of the Earth, Cinematography Panel* during the industry series

14. MARK YOUR CALENDARS / GET INVOLVED

Film Festival Program Guides are Available.

Please order one by emailing Michelle Amenta at michelle@planetinfocus.org.

The 13th Annual Planet in Focus Environmental Film Festival will take place October 10–14, 2011 in Toronto.

For more information on our year round programs, please visit
www.planetinfocus.org

Thank you!