GREEN FEST

MEĐUNARODNI FESTIVAL ZELENE KULTURE
INTERNATIONAL GREEN CULTURE FESTIVAL

www.greenfest.rs
International Green Culture Festival
GREEN FEST is inclusive event dedicated to ecology and environment protection, which, through education, film and exhibition program encourages life culture in accordance with green values.
In 2012, GREEN FEST was held under this name for the first time, and it represents the continuation of successful organizing of the International Environmental Film Festival, held in Belgrade in 2010 and 2011.

Festival was held November 14-16th 2012, in Dom omladine Beograda (Belgrade Youth Center), attracting around 7000 visitors who could enjoy in all programs of the festival, completely free.

Program of the festival is divided in three segments: GREEN FIELD, GREEN SQUARE, GREEN SCREEN FEST.

Education program GREEN FIELD is place for opening of new approach to education through peer and expert education. 21 workshop/lecture/debate was held for students from 42 education institutions.

Exhibition program GREEN SQUARE is informative-exhibition program dedicated to companies, organizations, civic initiatives, artists, social and student entrepreneur companies developing green product and initiatives. 20 exhibitors formed welcoming square for all the visitors of the festival.

International Environmental Film Festival GREEN SCREEN FEST is divided in two parts, competitive and revue. Call for Entries was opened with support of City of Belgrade - Environment protection Secretariat. Awards for winners were provided by Samsung. Besides, in cooperation with Vip mobile, additional Call for Entries was opened for the best film shot with mobile phone. Total of 115 films was received from 22 countries.

In revue part, the newest high quality documentary films were screened, festival winners from around the world. Total of 45 films was screened.
SOCIAL CAMPAIGNS

From the beginning, integral part of GREEN FEST are social campaigns with goal to draw attention to different aspects of responsible action towards environment. The concern of organizers was directed towards deposition of harmful waste that citizens throw away with household waste which additionally intoxicates the environment. This year together with Vip mobile we have organized collection of old and unused mobile phones. Responsible management of packaging waste was also the part of campaign and it was conducted with Sekopak company.
BIODIVERSITY AND URBAN ECOLOGY
(green square)

Visitors had a chance to see the best photos from WWF and National Geographic archives. Authors of the exhibitions Ms Duska Dimovic and Mr Igor Rill made a selection of photos that have raised significant attention of visitors of the festival. Besides, in cooperation with Green Serbia portal (News agency Beta), there was additional exhibition of photos from their photo competition.

MAKO SAIKO SPECIAL
(green screen fest)

Guest of the festival was one of the leading documentarist in ex-Yugoslavia, famous Slovenian director Mako Sajko, author of first ecology documentaries in this region. Due to the choice of social topics in his movies, he was in the category of prohibited directors, and audience had a chance to meet him through "film talks" and screenings of his films.
CHALLENGES OF SUSTAINABLE BUILDING
(green field)

Professor PhD Vladimir Macura, winner of the Regional Holcim Awards competition in 2008, presented key challenges of sustainable cities, modern theories and concepts with case studies. Audience, consisted of Architectural faculty students, remained for a long time after the end of lecture discussing with Prof. Macura, demonstrating clear awareness and need for sustainable building.

WINDOW GARDEN
(green field/square)

Awarded project of Window garden was one of exhibiting pieces in GREEN SUARE, and audience also had a chance to attend lecture on hydroponic growing from, the author of this concept, architecture and designer - Rade Kosanovic.
Within education program, panel discussion was held on protected areas in Serbia. At the debate, speakers were representatives of Institute for nature conservation of Serbia, Environment protection Secretariat - City of Belgrade and Faculty of Forestry. Discussion attracted huge interest, and seats in Americana hall were filled up to the last one.
GREEN FEST IN MEDIA

Excellent media coverage of GREEN FEST spreads the word about the festival. Based on the quantitative and qualitative analysis, there was 770 web and 67 printed publish- es, 19 TV and radio announcements. Media content recorded is estimated as positive and plus positive.

ARBORETUM OF FACULTY OF FORESTRY (green square)

Visitors had a chance to familiarize themselves with the work of Arboretum and number of plants exhibited, from this valuable dendro ar- chive of autochthonous and introduced plants from the territory of Serbia.
YOUNGEST ONES IN GREEN FEST

As an introduction to the festival opening, visitors had a chance to see fashion show of the first-graders from elementary school "Rudjer Boskovic". They elicited the smiles and symbolically invited the citizens to take care about the environment.

VOLUNTARIES

36 voluntaries have gave its contribution to festival, in positive atmosphere with unavoidable socializing and fun, and made sure that the visitors are feeling good and are learning about ecology and environment.
## Green Fest in Numbers

<table>
<thead>
<tr>
<th>2010</th>
<th>2011</th>
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<tbody>
<tr>
<td>3 days</td>
<td>3 days</td>
</tr>
<tr>
<td>Over 3000 visitors</td>
<td>Over 4500 visitors</td>
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<tr>
<td>58 films from 9 countries</td>
<td>64 films from 16 countries</td>
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<tr>
<td>7 Awards and 2 special mentions</td>
<td>8 Awards and 4 special mentions</td>
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<tr>
<td>21 workshops</td>
<td>18 workshops</td>
</tr>
<tr>
<td>22 education institutions</td>
<td>27 education institutions</td>
</tr>
<tr>
<td>around 900 Students</td>
<td>around 1100 Students</td>
</tr>
<tr>
<td>10 exhibitors</td>
<td>15 exhibitors</td>
</tr>
<tr>
<td>12 voluntaries</td>
<td>15 voluntaries</td>
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</tbody>
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## 2012

- 3 days
- Over 7000 visitors
- 125 films from 22 countries
- 7 Awards and 7 special mentions
- 21 workshop
- 42 education institutions
- around 1400 students
- 20 exhibitors
- 36 voluntaries
ORGANIZER OF THE FESTIVAL

Environment Improvement Centre is non-governmental, non-profit organization dedicated to protection and improvement of environment. It is founded in 2008, in Belgrade, with objective to encourage and help protection of natural heritage and insure fair distribution of natural resources through the implementation of sustainable development and green values.
GREEN FEST WAS SUPPORTED BY

CITY OF BELGRADE - ENVIRONMENT PROTECTION SECRETARIAT, SAMSUNG, VIP MOBILE, SEKOPAK, BELGRADE YOUTH CENTER, MTV

OTHER FRIENDS OF THE FESTIVAL

four colors of green

international green culture festival
greenfest

november 2013