

Name of Publication	Edition	Date
Bangalore News Network	Bangalore	September 12, 2014

Clima Film Fest 14

Bangalore, Chennai, 12th Sept. 2014 - At a time when climate change debates around the world is reaching a new crescendo, Ennovate Global, a specialist in climate change research and communication and Good Relations India, a strategic communications consultancy in partnership with the United Nations Foundation are hosting the Clima Film Fest 2014 to broaden awareness on climate change issues across India.



The three day mega event will take place at M.O.P. Vaishnav College for Women, Chennai on September 12-13, 2014 after a grand inaugural by Dr. K. Rosaiah, His Excellency, The Governor of Tamil Nadu at Raj Bhavan in Chennai on September 11, 2014.

With over 3000 Registered participants, 16 Films screened, 14 Issues in focus, 13 Environmental and media experts, 12 Filmmakers, more than 10 Settings explored across India; several international platforms showcased, 6 Partners, 4 Venues, 4 Thematic sessions, 4 Film Sessions, 3 Festival days and 1 Encompassing platform – CLIMA FILM FEST 2014, will present a collection of compelling stories across India, highlighting evidences of the real impacts of and adaptations to climate change directed by some of India's most eminent filmmakers during the festival.

Dr. K. Rosaiah, His Excellency, The Governor of Tamil Nadu in his inaugural speech said, Creation of mass awareness in this regard is the need of the hour. We need to develop new strategies to protect our environment. While governments are initiating policies to address this, everyone should show basic responsibility. India has seen its share of floods, droughts, landslides, heat-waves and cold-waves. These are no more natural disasters, but man-made ones. In this regard, I would like

to congratulate and wish success to all the partners in this crusade

Speaking on the need for this campaign, Alka Tomar, Chief Executive Officer, Ennovate Global said, Climate change is a historically cyclical event. But it is important to understand that now climate change is real and man-made and we must take every measure to reduce the impacts. This festival aims to reach out to everyone from the business community, the civil society, government and environmental organizations. We wish to sensitise the public on actual issue and motivate them to work towards an actionable solution. The festival is a potpourri of some of the most acclaimed and award-winning films along with key eminent experts in the field who will share the experiences they have gained in their varied and eventful journeys and show us ways to adapt to and mitigate climate change. I urge everyone to be part of the campaign.

Deepak Kanulkar, Chief Executive Officer, Good Relations India said, Climate change is turning out to be one of the toughest global challenges of our age. While there are physical evidences of climate change, it is necessary that the actual implications be communicated to a larger audience. It is also important to understand that civil society, business and environmentalists have a key role to play as well. This campaign aims to reach out to different target groups and help them understand the seriousness of the issue through a more relatable medium.

Clima Film Fest 14 aims to integrate science, creativity and communication via films to show evidences of the real impacts of and adaptations to climate change. The film fest is supported by renowned environmental and academic organizations including C P R Environmental Education Centre (CPREEC), Panos South Asia and M.O.P. Vaishnav College for Women. In the run-up to the Secretary General's Climate Summit at UN headquarters on September 23, 2014, the film fest aims at creating maximum buzz about the impacts of climate change on our lives.