

## Green Carpet Club's Green Activities for 2010

With the support of filmmakers and film fans from around the world, the Green Carpet Club (GCC) will promote green activities at the 23<sup>rd</sup> Tokyo International Film Festival (TIFF). These environmental activities will help to preserve the natural environment of the Earth and maintain a sustainable society. GCC will make the utmost effort to ensure a healthy environment for the next generation. GCC website: <http://www.tiff-jp.net/en/gcc.html>

**1. Promote Green Activities:** The following Green Activities will be promoted at the 23<sup>rd</sup> TIFF.

### ■Green Carpet Welcome

This is the third year of the Green Carpet. Ever since TIFF embraced the theme of ecology at the 21<sup>st</sup> TIFF, we have welcomed guests on the Green Carpet. To help reduce the environmental burden on the Earth, the carpet is manufactured solely from around 23,000 recycled plastic bottles (500-milliliter size).



Green Carpet, made from recycled plastic bottles (C)2009TIFF

### ■“Green Power”

“Green Power” will be used for all screenings and official events at the 23<sup>rd</sup> TIFF. “Green Power” also was used during the 22<sup>nd</sup> TIFF last year and, as a result, CO<sub>2</sub> emissions were reduced by approx. 33 tons. This is equivalent to the power used by 5,133 households in one day.

### ■Donations for “Green Activities”

During the festival, donation boxes will be placed in various venues and a charity auction held for global environment conservation causes. The proceeds from last year's events were donated to the following charitable organizations.

- Green Tokyo Fundraising Campaign (Tokyo Metropolitan Government Bureau of Environment)
- Japan-Malaysia Association's Kinoshita Forest
- The National Land Afforestation Promotion Organization, Lawson Green Fund
- The National Federation of UNESCO Associations in Japan, Future Heritage Project

**2. Increase Environmental Awareness:** The following events at the 23<sup>rd</sup> TIFF are expected to raise awareness of the importance of protecting our environment and preserving natural resources for the next generation.

### ■TOYOTA Earth Grand Prix

To heighten through films the importance of the environment, the “TOYOTA Earth Grand Prix” will be presented to an outstanding film that explores the themes of nature, the environment, and ecology.

### ■*natural TIFF*

Living up to its ecological theme, the *natural TIFF* section will feature films that examine the relationships between people, animals, and the natural environment.

### ■TIFF Earth Conference

At the TIFF Earth Conference, filmmakers and experts will share their experiences and views with the audience. At last year's TIFF Earth Conference, the theme was "Biodiversity," and it took the form of a talk-show featuring actress Rituko Tanaka, who works to regenerate coral reefs, and Kazumi Oguro, the chief editor of *SOTOKOTO* magazine.

### ■TIFF Green Carpet Area

In the Green Carpet Area, TIFF's partners and supporting companies will introduce their ecology-related efforts. The Green Carpet Area will be held at the Oyane Plaza in Roppongi Hills, where it was held last year.

**3. Expand the Network of Supporters:** The 23<sup>rd</sup> TIFF will provide filmmakers and film fans with a deeper understanding of our environment. This network of supporters will be expanded to include people from around the world who love films.

TIFF continued to expand its network of people in the film industry this year, with TIFF representatives in attendance at the Berlin International Film Festival (February), the Hong Kong Filmart (March), and the Cannes Film Festival (May). As a result, TIFF's GCC activities have received attention worldwide. For the 23<sup>rd</sup> TIFF, we will invite guests from around the world to the festival, and promise to make even greater efforts to expand the network.