

Implementing Climate Action in Entertainment & Culture: Inclusive and Equitable Pathways Towards a More Sustainable Sector

Saturday, November 12th, 2022 from 14:00 to 15:30 (local time)
Room Ibis, UNFCCC COP 27 Blue Zone - Sharm El Sheik, Egypt

DESIRED OUTCOMES

1. Uplift existing and emerging interdisciplinary initiatives decarbonizing the sectors as well as implementing further sustainability actions across the industries.
2. Provide a movement-building opportunity for the successful development of the global sectoral initiative under the UNFCCC's Marrakech Partnership: the Entertainment and Culture for Climate Action (ECCA).
3. Gain support for a unified multi-stakeholder and global sectoral framework, [currently being drafted](#), that implements sustainability in the following five key areas:
 - a. Reduce our total greenhouse gas (GHG) emissions. Work toward a reduction of 50% of GHG emissions by 2030, with a net zero goal of 2050 at the latest.
 - b. Use the power of storytelling and narrative impact through screenwriting, funding, development, promotion and distribution.
 - c. Preserve and regenerate nature, ecological services, biodiversity and natural habitats.
 - d. Accelerate Climate Action within our sector through knowledge sharing.
 - e. Promote broader climate action. Use any and all forms of our sector's leverage to influence and accelerate behavior change and the global shift to a low carbon economy both within our sector and throughout the world.

PROGRAM OUTLINE:

14:00	Doors Open	
14:05	Welcome Remarks (<i>includes a brief overview of the preparatory work for a potential sectoral initiative for Film & TV</i>)	Connor Barry, UNFCCC secretariat
14:10	Presentation: Decarbonizing the Film & TV sector	Roser Canela-Mas, ITV Studios Emma Stewart Ph.D., Netflix
14:25	Introduction	Natalia Vega-Berry, New Zero World (NWZ) Carys Taylor*, Albert
14:30	Presentation: Using the power of storytelling	Emily Wanja, DocSociety

14:45	Introduction	Samata Pattison, Red Carpet Green Dress (RCGD)
14:57	Presentation: Regeneration in filmmaking. How can the Film & TV sector help protect biodiversity and our natural resources?	David Hernández Palmar & Yurshell Rodriguez, If Not Us Then Who?
15:07	Presentation: Building mutual aid systems	Samuel Rubin, Hollywood Climate Summit Bassam Alassad, Greener Screen
15:20	Presentation: Promoting broader climate action	Favianna Rodriguez & Jeannine Kayembe Oro, Center for Cultural Power
15:30	Event wraps	

TALENT BIOS (listed by appearance order)

[Roser Canela Mas](#)

Roser Canela has been working for the media industry for the last 16 years. She has worked on production and direction internationally and across multiple genres.

For the last 6 years, and after doing a BSc in Sustainability and Environmental Management, she has been working to understand and reduce the environmental impact of the industry. She has worked for albert, the sustainability initiative led by BAFTA, as their international manager and led the build for the latest version of the albert toolkit, which includes an international carbon calculator and sustainable production certification.

As of May 2022, she works for ITV Studios as their Senior Sustainable Production Manager. She is the main support for all the ITV Studios production companies globally (except UK and US) on the delivery of sustainability, both behind and in front of the screen.

[Emily Wanja](#)

Emily Wanja uses storytelling to drive social change. She is an award-winning Impact producer for the campaign 'We Can Fight Climate Change' for the international feature documentary, 'Thank you for the Rain'.

In conjunction with Docubox, she has worked with policymakers across national and county governments, private stakeholders, funders, civil society, and communities, using film as a tool

for advocacy. She ran impact screenings for the film, 'The Boy Who Harnessed the Wind' by Participant Media, in Kenya and is the project lead for Climate Story Lab Africa.

She's on the Climate Justice Resilience Fund Advisory Council and on the Global Impact Producers Transitional Advisory Committee. She works with the Storyboard Collective on Impact and regional partnerships advisory and is on the Kenya Oscars selection committee. Emily Wanja works at Doc Society as the global community manager at the Climate Story Unit, working with cultural organizations across different territories on Climate Story Labs. Emily Wanja uses storytelling to drive social change. She is an award-winning Impact producer for the campaign 'We Can Fight Climate Change' for the international feature documentary, 'Thank you for the Rain'.

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[David Hernandez Palmar](#)

Wayuu, IIPUANA Clan, Venezuela | is a filmmaker, independent curator and film programmer with recognized experience in the Latin American region. He is also a photographer, journalist, researcher and producer of several audiovisual works that have portrayed the Wayuu world. He has co-directed films such as: "Owners of The Water", "Wounmainkat". With the short film "The Foreign Body", World Premiere in competition at the Toronto International Film Festival TIFF and Winner of the First Prize at FICMAYAB (13th International Festival of Film and Communication of Indigenous Peoples), he began his career as a Film Producer. He is currently the executive producer of the Ecuadorian feature film "Semillas de Lucha" by Kvrvf Nawel | Mapuche, Argentina, that was premiered at The International Film Festival of Cartagena de Indias – FICCI60; producer of "A son", a first feature film project in development by Venezuelan filmmaker Héctor Silva Núñez; producer of "The Dusk of the Amazon" a documentary feature in production by Alvaro Sarmiento and Diego Sarmiento | Quechua, Perú); producer of "Suggunya 1698. The key to Darién", a documentary feature film project in development by Olowaili Green | Guna Dule, Colombia and David Sierra; co – director with Marbel Vanegas | Wayuu Jusayu, Colombia, of "Searching for the marks of the Asho'ojushi", a documentary feature film project in development.

Other positions David holds: Curator of Latin American and Caribbean Film specializing in Indigenous Film / Member of the Wayuu People Communications Network / Director of the Indigenous Audiovisual Foundation Wayaakua / Curator and Programmer of the Wayuu Film and Video Showcase / Curator and Programmer of the International Indigenous Film Showcase

of Venezuela MICIV / Political Advisor for Latin American Coordinator of Cinema and Communication of Indigenous Peoples CLACPI / Guest Curator for Daupará – Indigenous Film and Video Showcase in Colombia / Former Advisor for special selection NATIVE of the Berlinale International Film Festival / Member of The Indigenous Media and Communication Caucus / Member of #ImaginaciónIndígena / Member of the Programmers of Color Collective POC

You can find David on Twitter: [@davidhpalmar](https://twitter.com/davidhpalmar)

Yurshell Rodríguez

Yurshell Rodríguez is an indigenous filmmaker of the Raizal Afro-Caribbean Native ethnic group of the Archipelago of San Andrés. Yurshell is an environmental engineer, climate activist, researcher, and plaintiff in the first guardianship of climate change and future generations in Latin America.

“Being part of an indigenous community and living in an island nation makes us even more vulnerable to the devastating effects of climate change. Our politicians and decision-makers must hold the climate polluters accountable for destroying the natural and ecological dynamics of our planet.”

Samuel Rubin

SAMUEL RUBIN is the Co-Founder of YEA! Impact and the Hollywood Climate Summit. Born and raised in Barcelona, Samuel began producing films to ignite positive change. His first feature-length documentary, “COLIS SUSPECT” (2017), unpacks border security and received the Best First Film Prize at Tetouan’s Film Festival and is now available to stream via Filmin. Samuel received a B.A. in Film and Television at UCLA and worked at DeLite! Media, Prodigium Pictures and Good Docs. He served as the Chief Impact Officer at YEA! where he oversaw campaigns such as *Can You Hear Us?*, for Hulu’s *I Am Greta*, which was awarded ‘Best Impact Campaign Award’ at JacksonWild as well as *Youth v Gov* (Netflix), and *Since I Been Down* (SundanceNow).

In 2021, he developed the impact strategy for the Good Energy Playbook, leveraging his expertise in intergenerational and climate storytelling. Currently, Samuel serves in the Convening Team of the UNFCCC sectoral initiative for climate action in the Film & TV industry and has been included in the 2022 Grist 50 Fixers list for his role in flipping the script on climate change within Hollywood.

Favianna Rodriguez

FAVIANNA RODRIGUEZ is an interdisciplinary artist, cultural strategist, and social justice activist based in Oakland, California. Her art and praxis address migration, gender justice, climate change, racial equity, and sexual freedom. Her creative practice boldly challenges entrenched myths and cultural practices, while embodying the YES of a pluralistic future.

Favianna's collaborations include Ben & Jerry's Pecan Resist, two large scale public art commissions with the City of San Francisco, and a partnership with Joey Soloway of Topple Productions to create a fellowship for marginalized voices in the entertainment industry. Favianna's work serves as a record of her human experiences as a woman of color embracing joy and pleasure through personal transformation and psychedelics. Her signature mark-making embodies the perspective of a first-generation American Latinx artist with Afro-Latinx roots who grew up in Oakland, California during the era of the war on drugs and the birth of Hip Hop. Favianna's practice includes visual art, public art, writing, cultural organizing and power building.

She leads meaningful collaborations with social movements that lead to resilient and transformative cultural strategies. In addition to her expansive studio practice, she is the co-founder and president of [The Center for Cultural Power](#), a national organization that empowers artists to disrupt the status quo and ignite change at the intersection of culture and social justice. In 2016, Favianna received the Robert Rauschenberg Artist as Activist Fellowship for her work around immigrant detention and mass incarceration. In 2017, she was awarded an Atlantic Fellowship for Racial Equity for her work around racial justice and climate change. In 2018, she received the SOROS Equality Fellowship for organizing artists activists. An artist entrepreneur, she has co-founded various institutions, including the EastSide Arts Alliance, a cultural center and affordable housing complex in Oakland, CA, and Presente.org, the largest Latino online organizing community in the US. She is currently working on a film about healing from womb trauma.

[Jeannine Kayembe Oro](#)

Jeannine Kayembe Oro aka (_Oro5_) (she/they) is an infinite media artist ranging from sound design to sustainable home building. They are Filipino Congolese, a wife, and queer parent. At the Center for Cultural Power, they are Senior Program Manager of Climate.

Currently as Oro 5 they are doing an exploration around sound and climate justice composing a range of music from different genres. Her hope is that the music will be a bridge between climate justice work and BIPOC culture. Oro 5's first public work EP.A (environmental protection ancestral) is a short collection of songs that dives into the black experience within nature. Upcoming work "Rugged Queer Diaries" will share stories of being queer and living outside for most of the pandemic with an expected release 2023.