



# Environmental Film Festival of Accra 12

8 - 15 June 2012 In Collaboration with CREATIVE STORM

Focus on  
**Water**



**Festival Brochure**



**Focus on  
Water**

## **LAUNCH PROGRAMME: 8 JUNE 2012 BRITISH COUNCIL 6:00 pm**

### **Arrival of Guests, Reception and Musical Entertainment**

#### **Welcome Remarks:**

Dr. Juliette Tuakli – Chairperson  
Mr. Moses Anibaba, Director, British Council

#### **Messages:**

Hon Sherry Ayittey, Minister of Environment, Science and Technology

#### **Eight years of Environmental Film Festival of Accra:**

Dr. Juliette Tuakli

### **Preview of Festival Highlights Video**

#### **Messages:**

High Commissioner William (Billy) Williams, Australian High Commissioner to Ghana  
Mr. Bart Missinne, First Secretary, European Commission  
Mr. Bernard Botte, Deputy Head of Mission, French Embassy In Ghana  
Mr. Daniel Ruegg, Chief Executive Officer, Wienco Ghana Ltd

### **Recycled Clothes Show by Trashy Bags**

#### **Presentation of the Work of Young Film Makers Workshop:**

Dr. Kwesi Owusu, Festival Co-Director  
Premiere of Films by Young Film Makers Workshop  
Presentation to Film Participants by Dr. Iyabode Olusanmi, UNICEF Representative in Ghana

#### **State of The Environment Forum:**

Dr. Yao Graham, Member, Advisory Council of Environmental & Natural Resources  
Coordinator, Third World Network

### **Presentation to Sponsors**

### **Vote of Thanks**



## MESSAGE FROM DIRECTORS

The 8th edition of EFFA is dedicated to raising awareness about the significance of water, one of life's most precious resources. The first edition was also dedicated to water. In retrospect, we are pleased that EFFA continues to use the powerful medium of film to educate, advocate and bring alive issues that challenge us to find new paradigms for healthy and sustainable living for all. EFFA's singular achievement is to demonstrate the critical importance of public education to environmental protection and sustainable development. Screening films free of charge to the public has been critical to this campaign and helped expand our audiences considerably. For this we are sincerely grateful to our sponsors and supporters.

As in previous years, we are presenting a line - up of award winning films from around the world – films that throw new light on local challenges and encourage us to broaden our perceptions and understandings about the environment around us. We are proud to premiere A Thirsty World (La Soif du Monde), the sensational French film about water on the closing night of the festival at Alliance Francaise. There

are other exceptional films; Up in Smoke, Mission Greenland and E Wasteland, an incredible portrait of Agbobloshie, arguably Accra's most polluted environment. Turning the Tide 2 tells how Accra's water and waste challenges are being met with innovation and renewed vision.

In weeks leading up to the festival, we have been working with young people to produce good quality videos that express their perspectives on environmental issues. This year, five young people were given camera phones to record their experiences and the results are exciting!

The popular open air community cinema returns to Holy Gardens, a popular venue that should attract about 10,000 people to a memorable evening of environmental film and popular entertainment. We are also proud to present the second State of the Environment Forum, an all day event that brings together key stakeholders, academics, environmentalists and the public to deliberate and report on progress towards environmental sustainability in Ghana.

We are delighted that you can be with us this evening and hope that we will see you throughout the festival.



**Dr. Kwesi Owusu**  
Co - Director



**Dr. Claudia D'Andrea**  
Co - Director

# 2nd STATE OF THE ENVIRONMENT FORUM

12 June 2012 / 8am / British Council, Accra

To register send your NAME, ORGANISATION, EMAIL & TELEPHONE No. to [info@effaccra.org](mailto:info@effaccra.org)



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This all day event aims to bring together key stakeholders, academics, environmentalists and the public to deliberate and report on progress towards environmental sustainability in Ghana. It also aims to provide a common platform to explore the often neglected but significant relationship between the environment and sustainable development.

**State of the Environment Forum will focus on four key thematic areas:** 1. Climate Change, Degraded Environment & Flooding 2. Ghana's Oil Industry & Fisheries 3. Water & Sanitation 4. Mining & Forestry

We are hoping that this thematic approach will be enriched by the cross-cutting nature of environmental issues and their power to open unique windows into sustainable development. There will be strategic presentations by leaders in the field, four interactive break-out sessions and a plenary. Confirmed participants from both civil society and the corporate world include EPA, ZoomLion, Third World Network, CHF International, Community Health and Sanitation Agency, CSIR, Energy Solutions Foundation, Ministry of Local and Rural Development, Newmont, Savannah Farmers Association, UNICEF, CIDA, DANIDA, DFID, USAID, and Coastal Resources Centre.

## FILMS

**A Long Dry Season (2009, Ghana, Creative Storm, 13 mins)**

**State of the Environment Forum British Council Tues 12 June**

Explores the impact of climate change, charting the impact of rising temperatures and decreasing rainfall on women and communities.

**A Thirsty World (La Soif du Monde) (2012, France, Dir. Yann Arthus-Bertrand, 90 mins). Alliance Francaise Fri 15 June 6.30pm.**

A decade into the twenty-first century, 900 million human beings do not have access to safe drinking water. Every year, two million people – mainly children under five – still die as a result of drinking contaminated water. The film focuses on techniques for managing, saving and purifying water that can help us provide decent living conditions for the nine billion human beings expected to be sharing the planet in 2050.

**Canning Paradise (2012, Australia / Papua New Guinea, Dir. Olivier Pollet, 90 mins)**

**State of the Environment Forum British Council Tues 12 June**

Papua New Guinea. What happens when people are told to trade their foundations of life for a few cents paid work on cannery floors?

**E-Wasteland (2012, Ghana / Australia, Dir. David Fedele, 20 mins)**

**Holy Gardens, Sat 9 June 7pm. Trashy Bags, Thurs. 14 June 6.30pm**

Every year, between 20–50 million tonnes of e-waste (electronic waste) are generated worldwide. This film presents a visual portrait of unregulated e-waste recycling in Ghana, West Africa, where electronics are not seen for what they once were, but rather for what they have become.

**Environmental Patrol Strikes Again! (2008, Ghana, Young Film Makers Workshop, 6 mins) Holy Gardens Sat 9 June 7pm**

The no-nonsense patrol team responds to another environmental crisis in accra, this time, the dumping of refuse and waste at the Korle Lagoon, one of Accra's most polluted sites.

**Fantastic In Plastic (2010, Ghana, Creative Storm, 15 mins)**

**Trashy Bags Thurs 14 June 6.30pm**

A momentous day in the life of Trashy Bags, the company that makes innovative products from plastic waste in Ghana. An incredible competition is underway with much fun and creative trash everywhere.

**For The River (2011, Ghana, Dir. Wan Luv Kobolor 3 mins)**

**British Council Wed 13 June 6.30pm**

## FILMS

Wanlov the Kubolor, Ghana's leading artist raises the issue about river pollution in Ghana.

**Ghana's Fishing Communities (2012, Ghana, Creative Storm, Short Film)**

**British Council Wed 13 June 6.30pm**

A new film produced for Coastal Resources Centre, this unique film explores the potential and challenges of the fishing industry from the perspective of the fishing communities themselves.

**Ghana's Plastic Waste Menace (2009, Ghana, Creative Storm, 13 mins)**

**State of the Environment Forum British Council Tues 12 June**

A roving journalist investigates the menace of plastic waste in Ghana.

**Llueve (IT RAINS) (2011, Spain, Dir. Elena Sanz, 8 Mins)**

**Goethe Institut Mon 11 June 7.30pm**

It never stops raining. People have lost hope. It seems that at least Luna and Fran have been lucky: they have a room where they are alone with the baby. But a visitor arrives. And he does not have any other place to go.

**Live And Let Live (2008, Dir Adim Williams, 1hr 30 mins)**

**Holy Gardens Sat 9 June 7pm**

This highly educational film about HIV AIDS is set in Freetown and features Jimmy B, one of Sierra Leone's leading actors.

**Mission Greenland: For A Cleaner Future (2011, Greenland, Environmental Atlas of Europe, European Environmental Agency, 11 mins)**

**Alliance Francaise Fri 15 June 6.30pm**

A film about the waste management system in Greenland. Illustrating how important it is that societies across the world participate in sorting and recycling their waste.

**Monkeys are 4Ever (2011, Ghana, Young Film Makers Workshop, 10 mins)**

**Schools Screening British Council Wed 13 June 1pm**

A group of young students visit a special town in the Volta Region, where the community lives with wild monkeys.

**Pfad, Vorgaten, Kollaps, Stille (2012, Germany, Dir. Kai Miedendorp, 9 mins)**

**Goethe - Institut Mon 11 June 7.30pm**

What will be the next steps in an eco-friendly future? While politicians are engaged on two fronts in a half-hearted war on climate change and the disappearance of natural re-

## FILMS

sources, we have already entered a period in which we are confronted with the very circumstances that we are still trying to prevent.

**Stop The Noise (2010, Ghana, Young Film Makers Workshop, 6 mins)**

**Holy Gardens Sat 9 June 7pm**

The no nonsense patrol team responds to an intriguing environmental problem in Ghana, noise pollution. Is there a solution?

**Sunu Ghetto (2011, Ghana, Creative Storm, 4 mins)**

**British Council Wed 13 June 6.30pm**

Shot in Ghana, this is a musical video for the environment featuring Degg Force 3 (Guinea) and Praye (Ghana).

**The Light Bulb Conspiracy (2010, Spain, Dir. Cosima Dannoritzer, 72 mins)**

**Holy Gardens Sat 9 June 7pm**

This film shows how planned obsolescence is bringing the world close to economic and environmental collapse, because unlimited consumption is incompatible with a finite planet.

**The 4th Revolution: Energy Autonomy (2010, Germany, Dir. Carl A. Fechner, 83 mins)**

**Goethe - Institut Mon 11 June 7.30pm**

From office buildings that produce more energy than they use to electric cars with style. Visionary and entrepreneurial minds today are working across the globe on the technologies that will take us away from reliance on fossil fuels and towards clean, renewable energy for all.

**Turning the Tide 2: Water and Sanitation (2012, Ghana, Creative Storm, Short Film)**

**Alliance Francaise Fri 15 6.30pm**

A new film supported by the French Embassy about the innovative attempts to resolve Ghana's water and sanitation challenges.

**Up in Smoke (2011, United Kingdom, Dir. Adam Wakeling, 70 mins)**

**British Council Wed 13 June 6.30pm**

Slash and burn farming generates more carbon emissions annually than all air and road travel put together. It is one of the biggest contributors to deforestation and global warming.

**Water Is Life (2004, Ghana, Creative Storm, 52 mins)**

**State of the Environment Forum. British Council Tues 12 June**

The critically acclaimed documentary about Ghana's quest for safe and affordable water for all.



## YOUNG FILM MAKERS WORKSHOP

### THE VIEW FROM A CAMERA PHONE

This year, EFFA provided camera phones to a group of young people to record their experiences of the environment. Their video stories are unique and provide an exciting look at the environment through the eyes of young people. The short videos will be screened at the festival and posted on You Tube and other social media sites. They will also be used as materials in EFFA's community outreach programmes.



Environmental Protection Agency says

# DON'T DROP PLASTIC LITTER!

You block the drains and cause flooding



### A TIMELY MESSAGE AS WE ENTER THE RAINING SEASON

Flooding, especially in urban areas has been exacerbated by the blocking of drains with plastic litter and waste. This has caused widespread destruction of property, homelessness and some loss of life. To combat this, the Environmental Protection Agency and Ministry of Environment, Science and Technology have launched a concerted education campaign using media tools such as billboards, radio and television adverts, as well as public meetings and fora. This campaign was launched by Vice President John Mahama on 18 May 2012 at the Efua Sutherland Park, Accra.



Sponsored by  
 Ministry of Environment, Science & Technology

Presented by  
 Environmental Protection Agency

Photographs by  
 creative emmanuel  
storm bobbie

### THE BILLBOARD IS UNVEILED



Efua Sutherland Park, Accra, 18 May 2012

## OPEN AIR CINEMA: HOLY GARDENS, KWAME NKURUMAH CIRCLE, SAT 9 JUNE 7PM

This year, the open air cinema, EFFA's biggest crowd puller takes place at Holy Gardens, Kwame Nkrumah Circle. This lorry park is next to "Circle", Accra's bustling market and transport terminus for thousands of daily commuters from across West Africa. On Saturday evening, it will be transformed into a cinema venue that attracts thousands of people to a night of inspiring environmental cinema and popular entertainment.

### FILMS

Live and Let Live!: Stop the Noise!

E Wasteland: Environmental Patrol Strikes Again!

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**Environmental Film Festival of Accra**  
In collaboration with #CREATIVE STORM  
20-30 APRIL 2007



## **EFFA CLOSSES WITH A CLIMATE CHANGE CONFERENCE AND SCREENINGS AT ALLIANCE FRANCAISE**

15th June 2012 at 4pm at Alliance Française d'Accra

### **Addressing Agricultural Development in Africa in the face of Climate Change. Organisation of A Transitional process.**

Climate Change is affecting and will further affect agricultural development and food security in Africa. Mobilizing African assets and addressing weaknesses and inefficiencies requires innovative governance combined with targeted investments, in particular for water management.

The conference will be introduced by his Excellency M. Frederic CLAVIER, Ambassador of France to Ghana and will provide the views of Dr. Alain Louis Ange, a French Expert advising continental and sub - regional African institutions on agriculture.

Wine Reception and Screenings 6.30pm Films: Mission Greenland : For a Cleaner Future: Turning the Tide 2 (Water and Sanitation): A Thirsty World (La Soif du Monde)



## CHILDREN'S SCREENINGS

### **Better Light with Less Energy ! (2012, European Union, 3 mins 30 secs)**

An entertaining cartoon about saving energy.

### **Binta and the Great Idea (2004, Spain / Senegal, Dir. Javier Fesser, 30 mins)**

Binta, a little girl from Senegal, tells us about the everyday life in her village, the importance of education for the girls, and about her father's great idea to make the world a better place.

### **Energy Lets Save It ! (2008, European Union, 3 mins 30 secs)**

An entertaining cartoon about saving energy.

### **Environmental Patrol Strikes Again! (2008, Ghana, Young Film Makers Workshop, 6 mins)**

The no-nonsense patrol team responds to another en-

vironmental crisis in Accra, this time, the dumping of refuse and waste at the Korle Lagoon, one of Accra's most polluted sites.

### **Every Day at School (2007, Australia, Dir Fiona Mcgee and Paul Bruce, 5 mins )**

Demonstrates how primary school kids engage in recycling, planting of trees and other activities to positively impact on the world.

### **Cravings (2008, USA, Dir. Jane Sablow, 2 mins)**

The short, CG animation, Cravings, chronicles the brief journey of a determined little girl to satisfy her rather surprising desire. The child manages to pluck her favorite food from an assortment of delicacies.

### **Monkeys Are 4Ever (2011, Ghana, Young Film Makers Workshop, 10 Mins)**



A group of young students visit a special town in the Volta Region, where the community lives with monkeys.

**Reflections (2010, Papua New Guinea, Dir. David Fedele, 5 mins)**

A short experimental film, which captures the innocence of people looking at their reflection, perhaps for the very first time.

**Sarah Saves Her Friend (UNICEF, 18 mins)**

Sarah is very worried about her friend Amina. Since Amina's parents died, there has been no money, and she will have to leave school even though she is top of her class at maths. She plans to find a job, perhaps in the city or at the bar where her sister Grace works. But her customers are men who sleep around and spread diseases including HIV/AIDS. **Smart Machine (2008, USA, Dir. Jane Sablow, 4 mins)**

The short, CGI animation, Smart Machine, captures a little boy's unusual encounter with a vending machine during a family road trip.

**Stop the Noise (2010, Ghana, Young Film Makers Work-**

**shop, 6 mins)**

The no-nonsense patrol team responds to an intriguing environmental problem in Ghana, noise pollution. Is there a solution?

**The Recycling in School Project (2008, Ghana, Nestle, 22 mins)**

Study of four schools in Accra on recycling in schools by Nestle, National Plastic Waste Management and other collaborators.

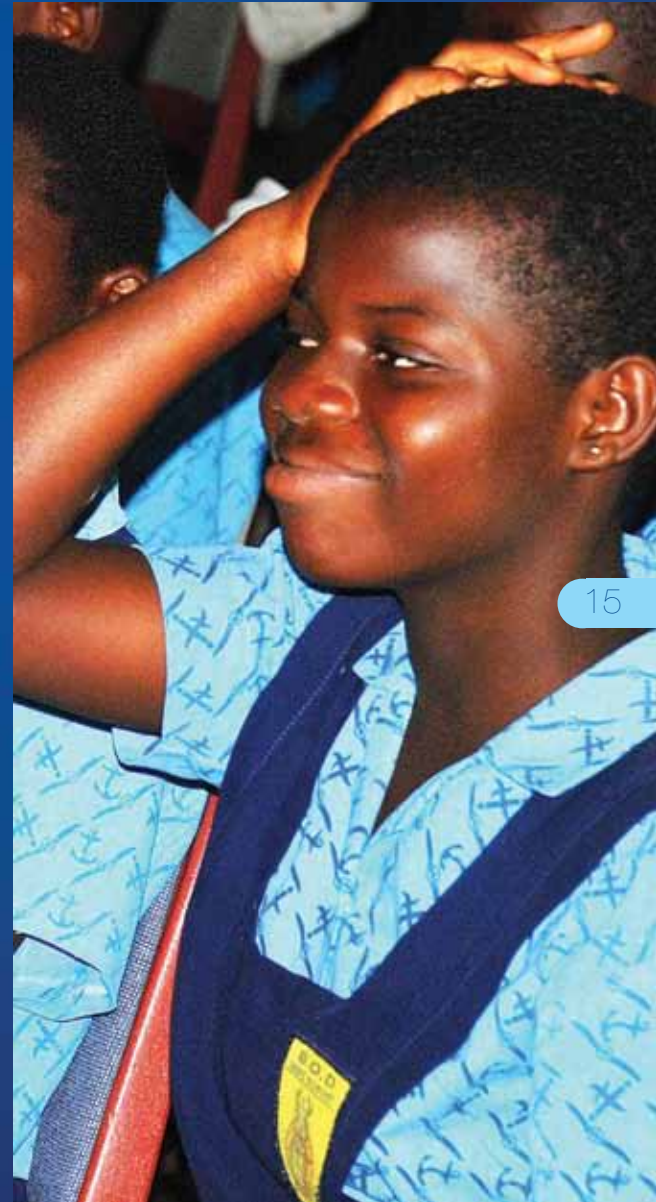
**Tiger Traces (2011, Germany, Dir. Hoffmann Oliver, 3 mins & 52 seconds)**

Visiting the zoo in the year 2110, a little girl meets the proud tigress Nala. But the tigress doesn't want to talk. **U Can 2 (2007, Australia, Dir. Richard Shepherd, 5 mins)**

Two young siblings plot to change the energy habits of their parents.

**Wishful Thinking (2008, USA, Dir. Jane Sablow, 4 mins)**

In the short, CG animation, Wishful Thinking, an imaginative three year old changes the theme of her birthday party when she makes a wish and blows out the candles on her cake, much to the delight of her seven tiny guests.



## RECYCLED CLOTHES SHOW

### TRASHY BAGS

Since 2007, Trashy Bags have collected over 20 million plastic ice cream, yogurt and drinking water sachets from the streets of Ghana and are transforming them into stylish, fashionable bags and other useful products which are currently in high demand and selling worldwide. They have also launched a new range called Trashy Ad Bags that are made from discarded advertising billboards around Ghana.

At the festival launch Trashy Bags will be presenting some of their favourite clothes, all made from recycled plastic and discarded advertising billboards! Not only are Trashy Bags cleaning up the environment but they are also educating communities and creating environmental awareness, whilst providing employment and skills training for local people.





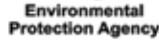
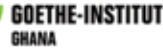
## UN MDG's YOUTH AMBASSADOR

MDGs target achievement date of 2015 is close. It is therefore imperative that we all get on board to deepen progress where it has been made. Consequently UNDP, TV3, Youth Bridge Foundation and Africa 2000 Network have formed a partnership to further educate Ghanaians through the MDGs Youth Ambassadors Initiative.

Modeling the wonderful recycled clothes is Akweley Mantey - Amoo, United Nations MDG's Youth Ambassador, Ghana's Most Beautiful beauty queen and Sanitation Ambassador for Accra Metropolitan Assembly and ZoomLion.



## Sponsors



## Supporters



## FESTIVAL ORGANISERS

### **Kwesi Owusu, Ph.D.** (Festival Co-Director)

Kwesi Owusu is one of Ghana's leading filmmakers and communications specialists. His film credits include *Ama* (35 mm, Channel 4 TV/Artificial Eye Distributors, 1991), *Ouaga, Africa Cinema Now* (16 mm, Channel 4 TV, 1986), *Water is Life* (Creative Storm 2004), and *The Lights Have Gone Out Again* (Creative Storm 2009). Dr. Owusu was festival director for the major African Film Festival at the Edinburgh Film House in 1995. He was educated at Adisadel College and London School of Economics. He is an associate of Cambridge University and known expert on African film and culture. He is the author of four books on culture published by Routledge International and heads Creative Storm. He was nominated Personality of the Century by the Millennium Excellence Awards in 2006 and won the Critics and Reviewer's award for Cultural Ambassador 2008. He was recently elected President of Africa Festivals Network.

### **Claudia D'Andrea, Ph.D.** (Festival Founder and Co-Director)

Claudia D'Andrea is a natural resource specialist. She has a doctorate from University of California, Berkeley, a master's degree from the Johns Hopkins University School of Advanced International Studies (SAIS) in International Relations and International Economics, and a bachelor's degree from Stanford University in Human Biology. She worked for almost twenty years in South and Southeast Asia on natural resource projects for a variety of organizations including the Ford Foundation. She is the co-author of *Tropical Forests and the Human Spirit* (UC Press, 2002).

### **Mildred Samuel, M.B.A.** (Festival Producer and Coordinator)

Mildred Samuel is a UK qualified chartered accountant with extensive experience in finance and auditing with Pricewaterhouse Coopers. She studied at the University of Durham, UK, where she was awarded an MBA with distinction in 2000. She worked in London with Citigroup Corporate and Investment in the Asset Finance and Structured Trade Finance groups, specializing in OECD countries and emerging markets. She is currently Director of Finance at Creative Storm and Producer of the company's projects.

**Creative Storm** are leading communicators for social development and the creative industries in Ghana with a reputation for good quality documentaries, producing for television, event management and streaming effective social marketing campaigns.

# The ENVIRONMENT CHANNEL



a path breaking television series on the environment  
**Second Series coming soon on Ghana Television**

produced by

 **CREATIVE STORM**



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