



Deauville Green Awards

The jewel in the crown of green film festivals!

‘Deauville Green Awards’ is the first international professional festival for committed films which was created in France in 2012. The best advertising, institutional and documentary films on ecology and social transition are selected and rewarded. Each year, the festival brings together 500 films from around the world in international competition, 400 professionals and key players in the sector for 2 days of screenings, discovery and networking, as well as hundreds of schoolchildren and general public visitors.

Through its prestigious competition and enlightened programming, producers, sponsors (companies, institutions, NGOs and communities) and talents are able to convey their awareness messages, and meet and inspire each other.

The Jury, composed of specialists, is divided into three Selection Committees for the three competitions for the Grand Prix and Golden Trophy of the festival: SPOT (advertising films or awareness campaigns), INFO (institutional, corporate or educational films) and DOCU (documentary films, reports, TV programs or fictions).

As a member of the DOCU panel Jury, this was the first time that I had attended the Deauville Green Awards, but after having spent a wonderful day on the 4th of June at the GoodPlanet Foundation’s Headquarters in Paris, it certainly won’t be the last!

This festival isn’t about pitting creative works against each other in a ruthless contest, it’s about bringing like minded people together who share the same values and believe this beautiful Earth of ours is worth protecting, the natural world defending, and social justice fought for globally!

Yes, there have to be winners judged on the quality of their productions and the messages that they wish global audiences to understand, but in my opinion there are no losers because everyone there has already shown their commitment to helping to create a better world to live in for humans and animals alike. And, as I said to some of the contestants who weren’t fortunate enough to win Gold and Silver Awards, ‘Don’t give up! There’s always next year!’

Besides the screenings, there was plenty to see, hear, and taste! For instance, a super breakfast of croissants and pains aux chocolats provided by Land&Monkeys, one of the best Veggie bakeries I've ever been privileged to encounter, not to mention some much needed Coffee and Tea to start the day!

There were the 'Pitch sessions' where young hopefuls had the opportunity to pitch their projects to potential producers and investors, and a round table on the role of Fiction in film to help us all prepare for the future and the possible transition from a Linear to a Circular economy – a concept that I share wholeheartedly!

Lunch was also appreciated, care of the Veggie Truck 'Camion Paillette' which was another delight that prepared me for more screenings interspersed with a workshop on travel in 2030; one that was presented by the advertisement agency Pixelis on green adverts; a round table on mental health in the film and TV industries; another with experts who adopt filming practices with the environment in mind, and lastly a workshop Action on making sustainable movies! There was even a 'Greenwashing Comedy Club'!

At the end of the afternoon, I took part in a 'Speed dating' event, which reminded me of a 'blind date' in which you have five minutes to impress a potential future partner – both daunting and fun at the same time!

Naturally, there was the Awards Ceremony to close the afternoon – always an emotional event for winners and those talented folks who just missed out on an award. The truth is that the act of choosing the best amongst all three categories was incredibly hard for the panel of Judges, given the very high quality of the works submitted and the wide range of subject matter. However, I think that the other Judges would agree with me when I say that it was a pleasure and an honour to have been able to review them!

The evening ended with a cocktail party and a Disc-Jockey led disco, an event much appreciated by everyone, despite my own dancing skills being somewhat limited!

To summarize, the Deauville Green Awards is a super event that deserves to expand and go global in every sense. In fact, let's see if we can obtain a spot for it during next year's Cannes Film Festival when Hollywood's finest will be present. I can think of several movie stars, directors, and producers who share our vision for a better world given the problems that it faces at the moment!

For my part, I'm involved in a lot of projects and in particular with 3ec-TV, a bilingual ecology-oriented TV channel aimed at bringing people together and giving a voice to the voiceless often bypassed by the general media, but whose stories and messages need to be heard and seen.

I'll bow out and leave you with one thought and something to remember via an old saying that is even more relevant today than ever – ‘Together we stand, divided we fall!’

Finally, a big ‘Thank you’ to the organizers and the very helpful staff who greeted everyone with a big smile and were always at hand to guide us through the festival’s program.

Not an ‘Adieu’ but an ‘Au revoir’ [Deauville Green Awards](#)!
Until next year!!!

Tony Taylor
Executive Producer
[3ec-TV](#)



Photo by Tony Taylor

Photos by Deauville Green Awards



