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CINE

CINEMA COMMUNITIES FOR INNOVATION,
NETWORKS AND ENVIRONMENT

CATALOG OF TOPICS,
FACTS AND ACTIVITIES



with the contribution



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Introduction

To promote cinema in local areas where there are no longer any cinemas or cinemas are disappearing, to exploit their capacity to act as places of cultural and social aggregation, to make the seeds of environmental culture germinate, especially in the younger segments of the population...

*These, in a nutshell, are the aims of Cinema Communities for Innovation, Networks and Environment (CINE), a project funded by the **European Union**, with the contribution of the **Fondazione CRC** and coordinated by **Slow Food**.*

*With the collaboration of national partners such as Associazione **Cinemambiente**, **Cinema Boario in Ivrea** (province of Cuneo), **Cinema Vittoria in Bra** (province of Cuneo) and the **Town Council of Cherasco** (province of Cuneo), and international ones such as the **Mobile Film Festival** in France, the **Kinookus** association in Croatia, the project intends to set out from cinemas, relaunching their role in local communities and enhancing film-going with the experiences and testimonies of a series of actors from the food world (producers, writers, cooks, activists), the cultural scene and citizens.*

Slow Food believes in the power of cinemas to create a bond among spectators: even in this age of individual viewing in which people watch films in the privacy of their own homes, their televisions wired to the boundless universe of online content, cinemas are still important, especially in the smallest communities, where they serve as cultural aggregators.

The format created by CINE has been implemented in three local areas: on the district between Bra and Cherasco, in the Canavese district and on the island of Brac in Croatia. The cinemas involved and those that will join the project in the future have chosen to focus on the topics in this brochure most suited to their local areas. Work with partners on the selection of topics and activities must be based on **analysis of local areas** to promote connections with **local groups of actors** variously involved in the sustainable food system.

The format proposed for the CINE hubs is an alliance of local actors joining forces around their local cinema on the common ground of "**people, plate and planet.**" Local cultural associations, libraries, cafés, art galleries, public institutions and environmentalist groups will be gradually invited to join and challenged to go beyond mere film-going to put forward concrete actions to involve the public.

This is the key for generating the **sustainability of the CINE hub in the future**, inspiring individual commitment to **the common good** and the **well-being of the community**.



Topics addressed

in the films in the CINE catalog

One of the topics in the films included in the CINE catalog is **climate change** and its impact on the various aspects of life: from the epic story of Claude Lorius, the glaciologist who in 1965 was the first to hypothesize the correlation between human activities and global overheating, to the building of the "Great Green Wall" to stop desertification in Africa, to the impact of climate chaos on agriculture, to the importance of the young generations in the fight against global warming.

A series of films is devoted to the **relationship between agriculture and livestock farming**, which has a strong impact on the environment in industrial and intensive systems and a low one on cooperative, organic and biodynamic practices at local level. As for **food production systems**, some of the films investigate scenarios emerging as a consequence of the exponential growth of the world population, including the hypothesis of making insects part of the western diet, as they are in many other cultural contexts.

Other films address the topics of critical consumption, cooperation and its opposite, extreme consumerism, including the major problem of food waste.

Biodiversity loss, the **sixth mass extinction**, which affects animals, fruits, trees and insects, climate change and the pollution of the soil, water and air with plastic and ever different chemicals ... These are all aspects that are determining the transition to a new geological era as a consequence of human activities: the Anthropocene.

Against this apocalyptic but real scenario of which we see evidence every day, some films concentrate on **"positive" and concrete actions** to counter the various problems: from sustainable mobility to critical consumption



with ethical purchasing groups, from cooperation to reforestation, from soil regeneration to sustainable fashion, from fair trade to the exposure of green washing, from the protection of animal and plant species to reconsideration of life priorities, to reconnecting with nature.

The films are all capable of making us reflect, rethink our lifestyle and consider our impact on the planet, and also suggest good practices and possible solutions.

A catalog of films which, in a European and world context, embody the motto which inspired their choice: "Movies Save the Planet."

The Facts

about Slow Food campaigns
on some of the topics addressed

Sustainable Fishing

We often regard the fish we serve at the table simply as food, a source of useful protein for our diet, a choice of preference if we wish to lose weight. But in actual fact it represents a set of interrelations between chemical elements, micro-organisms, human activities (not only fishing itself but also selling, trading and cooking) and environmental factors, so complex that most of us don't even perceive it.

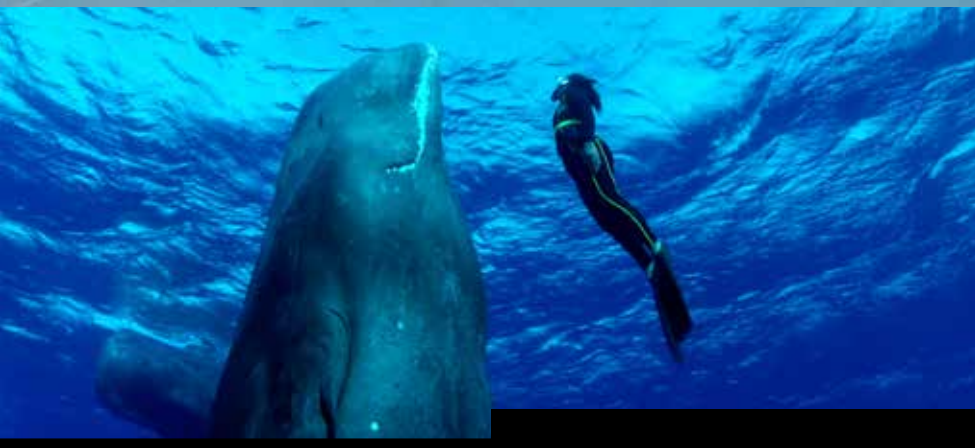
Slow Fish is a Slow Food international campaign designed to rediscover the value chain behind the fish we eat.

This chain begins from water and the biodiversity of plankton—without which there would be no life or aquatic species—develops through the management of marine resources and fish stocks by the world's small fishers, and, through transport and sale, eventually arrives in the kitchen.

The campaign is based on the know-how of the **Slow Fish international network**, a large community of fishers, fish processors, biologists and cooks who work every day to consolidate interpersonal relations—the indispensable point of departure for a healthy, eco-sustainable production chain.

Their identity, their skills, their languages and their stories are the most important resources to protect, the most powerful, effective tools to ensure that each of us understands the wonderful complexity in which we live.

With this approach Slow Food launches initiatives in support of artisan fishing practices and neglected fish species—which the global market tends to ignore or even destroy—useful to reflect on the state and management



of aquatic resources. To have successful effects, this reflection has to begin at local level.

→ **Slow Fish Campaign**

www.slowfood.it/cosa-facciamo/slow-fish/

Food and Climate Change

Climate change is one of the most urgent, complex challenges that Europe and the rest of the world have to address today. Some of the most serious causes may be traced to industrial systems active in the food and agricultural fields, which are responsible for about 30% of the world's greenhouse emissions. Industrial agriculture increases the problem of pollution and the greenhouse effect inasmuch as, from one factory farm to another, it fuels food waste of about 1.3 billion tons of comestibles every year, the equivalent of all the food produced in the world.

Slow Food believes that to fight climate change we have to distance ourselves from industrial agriculture and promote diversification of agroecological systems of food production.

Agroecology, in fact, is less dependent on fossil fuels and adopts techniques designed to maintain moisture and CO₂ in the soil, prevent erosion, manage water resources efficiently and slow down desertification. Our daily food choices have an impact on our health but also on the climate: choosing to eat more vegetables and legumes and cutting down on meat and industrial food entails a notable saving of CO₂ emissions.

→ **Food for Change Campaign**

www.slowfood.com/get-involved/food-for-change-campaign/
www.slowfood.com/what-we-do/themes/climatechange/



Agroecology

There is a lot of talk about how agricultural practices because they influence the entire food production system. In the last few years, much has also been made of climate change, of the link between its consequences and the state of health of the world population, of how the phenomenon is closely connected with industrial food production, and of how, albeit being the least responsible, the countries of the Global South are the ones that pay the highest price.

In addressing the various theories about how agriculture should be practiced, Slow Food has clear ideas, gambling without hesitation on an agroecological approach in which crops are considered as part of the ecosystem and cultivation methods are oriented towards maintaining the complexity of the environment and related interactions between different agrarian and animal species, as well as between the latter and natural species and the environment. This approach protects biodiversity and soil fertility, respecting traditional knowledge and adapting them to local conditions.

Agroecology is not only an agricultural practice but also a movement whose vision is not confined to the field but extends its horizons to the entire food system in a way identical to the one that, for years now, has led Slow Food to look further than the plate (or the glass) on the table. In this perspective, choosing agroecology means helping to build fair, sustainable food models and becoming actors in a paradigm shift, because a food system that only feeds one small section of the world's population to the detriment of others and of the environment is unacceptable.

→ **Slow Food Presidia**

www.fondazione Slow Food.com/en/what-we-do/slow-food-presidia/



Food and Migrations

The history of food has always been tied to migrations. Many of the products that we regard as native to certain places today are the fruit of the movement of peoples, a phenomenon that has never ceased.

The reasons that drive peoples to move are many and various but their common denominator is the desire to improve or radically change their living conditions. Two reasons are playing an increasingly important role today: **climate change and conflicts for access to natural resources**, such as water and land. According to World Bank data, the number of so-called “climate migrants” could reach 140 million by 2050, 86 million of whom from Sub-Saharan Africa.

Food thus has a dual significance. The progressive lack of water and foodstuffs is one of the factors that drives peoples to migrate and, at the same time, food is the cultural baggage migrants take with them in the form of seeds, recipes and traditions, enriching the biodiversity of their destination.

With migrations nothing is lost forever: it travels to its destination and enriches local biodiversity with knowledge, seeds and recipes.

This is the value that characterizes the Slow Migrants network that since 2014 has committed to valorize the traditional knowledge of the migrants from more than 40 countries who have joined the Slow Food network on arrival.

Every day the Slow Migrants network supports cooks, farmers, cheesemakers, apiculturists and many others who cultivate their own diversity in their countries of arrival, thus setting into motion slow processes of adaptation and interesting cultural and gastronomic crossovers.

The hidden world the Slow Migrants network illuminates is a microcosm that is progressively modifying the lifestyles and economies of migrant and host communities, laying the bases for the building of a multiethnic society.

→ **Slow Migrants Network**

www.slowfood.com/our-network/migrant-network/

The Extinction of Bees

Insects are the most diversified group of animals on earth and are omnipresent in its food networks. But insect populations are decreasing drastically all over the world. This phenomenon has increased significantly in recent years, hitting above all the countries and areas in which agriculture is most industrialized.

Insects—pollinators in particular—play a crucial role for the planet and for the protection of biodiversity and agriculture.



They are an integral part of our food system because they pollinate the cultivated plants that end up as food on our tables.

Pollen is transported from one flower to another of the same species, thus enabling pollination and the consequent birth of fruits and seeds. This can happen in different ways but, in most cases, it is the incessant work of insect pollinators that makes this miracle possible.

As a result, the reproduction of more than 80% (about 300,000 species) of wild plants and 75% of our crops (more than 300 species) depends directly on insect pollinators. **The value of this service is huge:** if pollinators were to be paid to produce the food we consume, the cost for society would amount to 260 billion euros every year. The bees we breed also supply us with their precious products—honey, pollen, royal jelly, wax, and propolis—which have always been used and loved by humans.

When we hear talk of the disappearance of bees, it is important to point out that it refers not only to *Apis mellifera*, the European honey bee, but to all the bee species on earth, of which there are more than 25,000. These bees, regarded as “wild” insofar as they are not bred, are extremely important for pollination. Their disappearance is even more silent but the consequences of their extinction is just as catastrophic.

The decline of insects constitutes a serious threat not only for their own biodiversity and that of plants, but also for animals such as birds and amphibians that feed on insects and for human beings, who risk no longer having enough food.

It is necessary to revive natural habitats and redesign agriculture. Agroecological practices not are only favorable to pollinators but also conserve their natural enemies, essential for containing parasitic species. It is necessary to start planting vine rows, hedgerows and mixed meadows again, and to practice crop rotation with clover and other leguminous plants.

It is fundamental to reduce the use of pesticides—especially insecticides and fungicides—to rescue populations of insects, to continue to benefit from their work in the years to come, and to keep the ecosystem in which we also live alive.

→ Slow Bees Campaign

www.slowfood.com/what-we-do/themes/bees-slow-food/



The Coffee Supply Chain

The Slow Food Coffee Coalition is an inclusive, collaborative network that joins all the protagonists of the coffee supply chain, from farmers to consumers. The objective is good, clean and fair coffee for all.

The Manifesto supports environmental protection, food security and the safeguarding of fundamental human rights. We propose transparency and traceability so that consumers know exactly who coffee is produced by and where. We have to give the just importance to the work of farmers. This is a new era for coffee.

→ **Slow Food Coffee Coalition**

<https://coffeecoalition.slowfood.com>

→ **Manifesto**

https://coffeecoalition.slowfood.com/wp-content/uploads/2021/11/slow-food-coffee-coalition_Manifesto_ENG.pdf

Good, Clean and Fair Wines

The Slow Wine Coalition is an inclusive, collaborative network that brings together the protagonists of the world of wine: winegrowers, buffs and professionals. The Manifesto for good, clean and fair wine is the fruit of the experience Slow Food has acquired throughout its history—a history written by experts, winegrowers and technicians, in which wine has always played a vital central role.



The objective of producing and consuming wine made in accordance with the Manifesto is to leave a mark on the future of viticulture, which is still too dependent on the use of chemicals and has upset the biodiversity of the most successful terroirs by imposing monoculture. For some years now the most enlightened avant-garde vigneroni have realized that it is necessary to change course.

The Manifesto aims to build a system using wine as a powerful tool of cultural redemption in rural areas. Thanks to the Manifesto, vine-dressers are both custodians of their local areas and promoters of a system that combines architecture, biodiversity and social justice.

Thanks to good, clean and fair wine, it is possible to help change the agricultural system by combining eco-sustainability, protection of the landscape and the cultural and social growth of the inhabitants of winegrowing areas.

The sense of the Manifesto is to treat wine as something that transcends the glass to include ambits of strategic importance for all of us. Slow Food has set itself the objective of making its voice felt energetically on these issues and attracting the best forces to encourage the growth of an active community keen to make drastic changes.

→ Slow Wine Coalition

<https://slowinecoalition.slowfood.it/en/>

→ Manifesto

https://slowinecoalition.slowfood.it/wp-content/uploads/2021/12/EN_slow_food_wine_coalition_manifesto-2.pdf



Meat Consumption

Meat consumption in the West is unsustainable today.

The consequences are serious for everyone: for our health, for the climate and for our planet. Without mentioning the conditions of intensive livestock farms, veritable meat factories which neglect animal welfare merely to meet growing market demand.

Future estimates are discouraging and if, as FAO maintains, annual global meat consumption doubles by 2050, from more than 250 million tons to 500 million, the system will not hold.

With the Slow Meat campaign, Slow Food invites consumers to give their preference to rational consumption and make choices, thinking in terms of the environment, animal welfare and job protection. Slow Meat is also a campaign that supports the work of small- and medium-scale producers who respect animal welfare and seek to weigh as little as possible on the environment.

With sustainable livestock farming it is possible to create huge benefits for our health, the food system and the quality of the air, the soil and water. In recent years, meat consumption has increased exponentially in America and Europe and has, alas, also grown in China and India and, in general, in countries in which a new middle class is coming to the fore and which are recording sharp demographic growth.

Limiting meat consumption is important for many reasons: it is good for the environment, it is good for our health, it is good for animals... it is good for everyone!

→ Slow Meat Campaign

www.slowfood.com/what-we-do/themes/slow-meat/

→ The Hidden Costs of Meat

www.slowfood.com/much-meat-eat/explosion-of-animal-farming/the-hidden-costs-of-meat/



Intensive farming and animal welfare

Livestock farming and agriculture have accompanied human beings for more than 10,000 years but in the last 150 something has drastically changed in our relationship with the land and our animals. The industrial approach, which has transformed livestock breeding into “zootechnics,” namely the science of the exploitation of animal products, and the breeder into an “agricultural entrepreneur,” has transferred the industrial principles of scale economies and mechanization to the sector.

This system has released farmers and livestock breeders from biological restrictions: open-air grazing and grass have been supplanted by soya and corn feed, which animals eat tethered in barns with no connection with the passing of the seasons and the availability of appropriate pasture. Local breeds, hardier but less productive and requiring open-air pasture, have been replaced by selected crossbreeds to maximize milk and meat production. Dual- and triple-purpose breeds have been selected solely for productive purposes, with a consequent reduction in hardiness, adaptability and resilience. Multifunctional farms that raised more than one species (chickens, pigs, cattle), that cultivated or gathered feed for animals, reused as manure to fertilize the fields, have been replaced by plants specialized in the production of meat or milk, high-tech giants that breed thousands and thousands of head, overseen by only a few dozen workers. Overcrowding has obliged breeders to pre-treat antibiotics to fight the inevitable development of pathologies.

The general living conditions of animals have degenerated alarmingly: animals live shorter lives and fall ill more often, the spaces available to them are cramped and oppressive, contact with the farmer is limited and machinery now performs most of the functions that used to be the farmer's prerogative, from milking to daily feeding.

→ **Guidelines**

www.slowfood.com/what-we-do/themes/slow-meat/slow-meat-sustainable-livestock-farming/sustainable-production-rules/

Food Waste

An approximate total of 1.6 billion tons of food are wasted every year (FAO data), the equivalent of a third of global food production. The figure is only a rough calculation because it is still impossible to calculate edible fish product waste reliably.

The US consultancy Boston Consulting Group (BCG) has estimated that at this rate by 2030 there will be a 40% increase in waste. We will thus end up wasting 2.1 billion tons of food a year at a cost of 1.5 trillion dollars.

To this exorbitant figure should be added another trillion dollars attributable to the knock-on social, health and environmental costs of waste.

These comprise the adverse effects of exposure to pesticides (used pointlessly, considering that the food is wasted), land erosion, which requires interventions to remedy the loss of income caused by reduced soil fertility, the subsidies spent to produce food that will be wasted, and increasingly frequent conflicts caused by growing pressure on natural resources in countries where they are in short supply.

Simultaneously, the demand for food is still growing and it is estimated that it will increase by about 70% by 2050: if a solution is not found for fair access to food, food security cannot be guaranteed.

→ **An analysis of food waste**

www.slowfood.com/what-we-do/themes/food-waste/



Biodiversity Loss

Really good food that requires no great effort on the part of the planet and is made with respect for labor must needs draw on the heritage of agrobiodiversity that we are continuing to demolish.

Cultivating, raising and reviving biodiversity means reversing a production model that continues to generate environmental and social disasters, undermining the foundations of food security not only of future generations, but also of present ones.

Today the most authoritative international institutions have recognized the crucial value of biodiversity and its close connection with food. In its report on the State of the World's Biodiversity for Food and Agriculture, published on February 22 2019, FAO declared that "biodiversity is indispensable to food security," and "a key resource in efforts to increase food production while limiting negative impacts on the environment," and to reach the Sustainable Development Goals set out in the 2030 Agenda.

And yet, despite this growing awareness, the process of the erosion of biodiversity has not been reversed or even slowed down: hence food production systems across the world are continuing to reduce their levels of biodiversity in terms of species, varieties and breeds, and to increase their impact on the environment and the climate.

Monocultures and intensive livestock farms are growing exponentially, and the control over genetic (plant and animal) resources is being progressively concentrated in the hands of a few multinationals focusing on an increasingly limited number of commercial plant varieties and animal breeds at every latitude.

Deforestation is continuing, allocating land to agriculture and intensive livestock breeding, while industrial fishing and intensive aquaculture are devastating marine ecosystems (coastal waters, mangrove forests and coral reefs). In this way, plant varieties and animal breeds selected over thousands of years of agricultural history, ecosystems, wild species, and knowledge handed down over generations are disappearing at an astonishing speed. And the very bases of life—land and water—are deteriorating irremediably.

Slow Food was one of the first bodies to call attention to domestic biodiversity (cultivated varieties and farmed species) and was the very first to consider processing techniques and processed products (bread, cheese charcuterie) an integral part of the biodiversity we need to save.

It has done so first with projects, such the Ark of Taste and the Presidia, then gradually building a world network of tens of thousands of producers that preserve biodiversity, cultivate it, revive it and share it.

Today these producers are no longer alone because awareness of the value of biodiversity has grown a lot. It is necessary, however, to translate this awareness into concrete actions.

With its minutely detailed position document *If Biodiversity Lives, the Planet Lives*, Slow Food illustrates its position, ongoing initiatives and proposals for the European institutions.

→ Position Document If Biodiversity Lives, the Planet Lives

www.slowfood.com/wp-content/uploads/2021/05/Short_Version_ITA_Biodiversity_Paper.pdf

Possible cinema fringe activities

for public engagement

Tastings

The organization of tastings to accompany the screening of films with local producers, bars and restaurants.

Sensory Workshops

For ideas and suggestions:

[www.slowfood.com/what-we-do/food-and-taste-education/
taste-education-resources/](http://www.slowfood.com/what-we-do/food-and-taste-education/taste-education-resources/)

Visits to producers and tastings of their produce

Country walks, bicycle rides, trekking

Concert accompanied by drinks/ tasting

Kids' Workshops

By way of example, in a series of micro-activities at the Valchiusella Festival kids were taught to produce seed bombs, gather wild herbs, recycle domestic plastic containers creatively, make candles with beeswax and so on.

