

ekotopfilm 2007



34th International Festival of Films of Sustainable Development

BRATISLAVA
22. - 26. oktober 2007

KOŠICE
20. - 22. november 2007



ekotopfilm is about
sustainable development.

Sustainable development
is about new technology,
science, research and
ecology, too.



**All the beauty
on the earth
comes from
the sun and all
the good things
come from
man - kind.**

1. BASIC INFORMATION ABOUT THE FESTIVAL

- The oldest festival of its kind in the world
- The biggest festival of its kind in the world
- The only nationwide festival in Slovakia
- The only year - round festival



Every human
being was born
to create something.
Everybody walking
on earth has
some responsibilities
towards life.

2. MESSAGE OF THE FESTIVAL

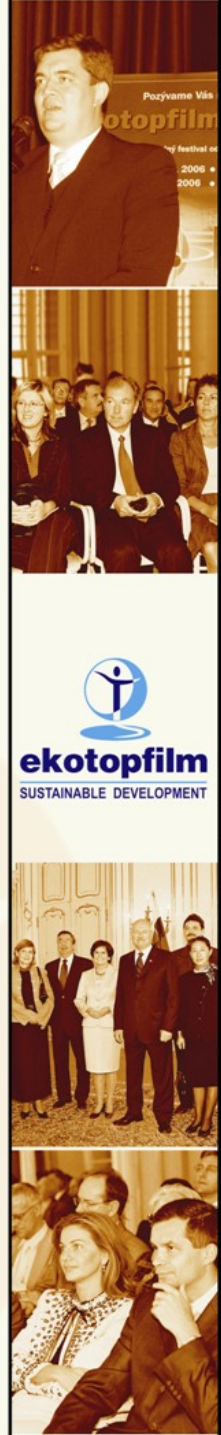
- **CONNECT** – the festival is a unique platform to join two different groups – originally antagonists – technicians and ecologists
- **INFORM** – every year the festival brings the world up-to-date films and TV programs in the field of sustainable development
- **EDUCATE** – the festival educates both professionals and the general public through educational and pop-cultural films
- **ENTERTAIN** – the festival is a “fiesta”, too! It is a week-long happening of daylong and evening screenings, accompanying events and program
- **DISCUSS** – the festival is a year - round interactive event not only to address the issues but also to help solve them
- **COMPETE** – the festival is an international film contest



**Nobody can
condemn a man
to passivity
but a man
himself.**

3. FESTIVAL CREDIT

- 34-year-long tradition
- More than 5000 partners in 68 countries
- Amongst permanent partners are UNO, UNEP, UNESCO, IAAE
- Since 1974 the festival has been applying the principle of the SUSTAINABLE DEVELOPMENT – officially declared by the Earth Summit in Rio de Janeiro in 1992
- The festival awards a annual award of HONOUR OF EKOTOPFILM to outstanding international personalities listed at the end of the presentation



**Man should
pursue merely
the power
to execute
over himself.**

- Honorary Presidium. Members are top representatives from political, economy, cultural and social life from home and abroad
- The festival is traditionally held under the auspices of the **President of the Slovak Republic, Mr. Ivan Gašparovič**
- **GUARANTORS AND CO-ORGANIZERS:**
13 Ministries of the Slovak Government, Bratislava - capital city of the Slovak Republic and many other authorities and institutions (BSK, KSK, SOPK, AZZZ SR, ZMOS, ASPEK)
- **MAIN PROFESSIONAL GUARANTORS:**
Ministry of Economy and Ministry of Environment in close co-operation with other ministries (Ministry of Transport, Posts and Telecommunication; Ministry of Culture; Ministry of Defense; Ministry of Agriculture; Ministry of Labor, Social Affairs and Family; Ministry of Education; Ministry of Interior; Ministry of Construction and Regional Development; Ministry of Justice; Ministry of Foreign Affairs and Ministry of Health)



European Union wants to be ECO.

4. FESTIVAL PROCESS

Year-round festival is divided into following periods:



SLOVAKIA

- BRATISLAVA: 5-day film contest, multiregional professional accompanying program, accompanying events for general public and happening
- KOŠICE: 3-day preview of laureate films, regional professional accompanying program, accompanying events for general public
- ŽILINA, TRNAVA AND PREŠOV: 3-day preview of laureate films, regional professional accompanying program, accompanying events for general public (*currently prepared project*)



EÚ

- PRAGUE AND VIENNA: 2-day preview of laureate films
- PRAGUE, VIENNA AND BUDAPEST: 3-day preview of laureate films, regional professional accompanying program, accompanying events for general public (*currently prepared project*)
- JUNIOR FESTIVAL – EKOTOPFILM FOR CHILDREN AND YOUTH: important part of the festival and its activities is the work with children and youth being part of the moral, environmental, ethical and technical education nationwide



**Nobody is
so gifted
as we are
all together.**

5. ACCOMPANYING PROGRAM

FILM PROGRAM:

All applied films to the contest are evaluated by the International Jury consisting of representatives from all continents in the following categories :

- Popular – scientific – science and technology
- Nature, natural science
- Documentaries
- Educational, instructive
- Current affairs
- Children and youth
- Video clips, short feature, advertisement, promotion

ACCOMPANYING PROFESSIONAL PROGRAM :

Interactive accompanying events with the focus on selected professional themes (conferences, panel discussions, seminars, workshops).

ACCOMPANYING PROGRAM:

Interactive discussions for professionals with general public to tackle selected issues.

HAPPENING:

Open air informal culture - social event for masses held in the city center with top home and foreign artists and music bands.



**Majority of bad
things have the origin
in stupidity
and ignorance,
not bad intentions.**

6. FESTIVAL BODIES

- **Director General of the festival**
- **Festival Committee** – coordinator of the festival preparation consisting of delegated representatives of participating ministries and organizations
- **Festival secretariat**
- **Selection Commission** – consisting of professionals representing respective areas
- **International Jury** – professional jury - consisting of representatives coming from FRANCE, USA, AUSTRALIA, POLAND, ETHIOPIA, CHINA, CZECH REPUBLIC, SLOVAKIA, HUNGARY
- **Junior Jury** – consisting of representatives coming from USA, CANADA, SOUTH KOREA, CZECH REPUBLIC, GERMANY, SLOVAKIA
- **HONORARY PRESIDIUM** – represents the festival ideas and it consists of outstanding personalities from public, economic, scientific, cultural and social life. It is a moral authority to demonstrate the interest of the whole society in a complex solution of current problems and challenges of the global development of our society. The membership in HP has been accepted by outstanding personalities and representatives from political, economic, scientific and cultural life of Slovakia, as well as outstanding personalities of the world - laureates of "Honour of EKOTOPFILM"



**Many people
confuse
attitudes
with ideas.**

7. MARKETING COMMUNICATION

Electronic media

30 sec. TV and radio spot

- STV
- Slovak Radio
- Radio Expres
- Radio VIVA
- TA3
- SITA

Printing media

Advertising 1/1 CMYK, P.R.

- Daily SME
- Daily Korzár
- Bratislava Newspaper
- BLOKBASTER - first Slovak monthly film magazine
- Rea/REVUE - monthly magazine – Housing and real property

Outdoor advertising

Billboards, abribus, poster B1

- Billboard company NUBIUM – euroform
- JCDecaux, Recar – poster B1, leaflet A4 (public transport)

Co-organizers

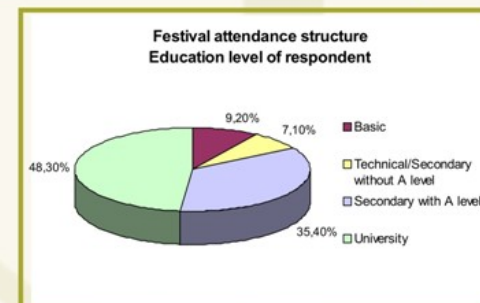
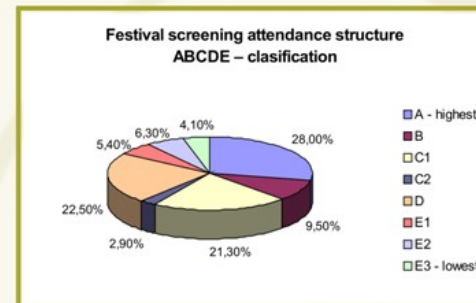
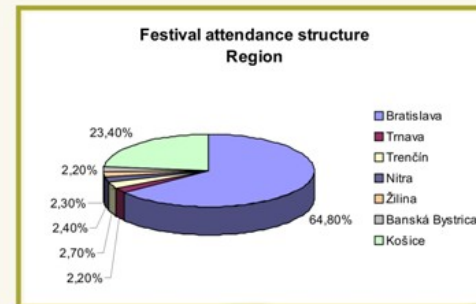
- TRISTAN - advertising agency
- Embassy of the USA
- Embassy of France
- Capital City of Bratislava
- Hotel Tatra
- Bratislava - Old Town
- BKIS



While we try
to teach our children
about all mysteries
of life they teach
us what is life
all about.

8. ATTENDANCE STATISTICS

Socio-demographic structure of the festival attendance during 2004 - 2006



The rules are
set so that
the stronger one
is limited.

9. HONORARY PRESIDIUUM

PhDr. Dušan Čaplovič, DrSc., deputy of the prime minister of the Slovak Republic

Ing. arch. Jaroslav Izák, minister of the Environment of the Slovak Republic

Doc. Ing. Ľubomír Jahnátek, CSc., minister of the Economy of the Slovak Republic

Albert II. Prince of Monaco, laureate of „Honour of EKOTOPFILM“

Svend Auken, minister of Environment of Denmark, laureate of „Honour of EKOTOPFILM“

Ing. Vladimír Bajan, chairman of the Bratislava Self-governing Region

Ing. Anton Barčík, general director of Považská Cement Mill, a.s.

Col. Ing. Ivan Bella, pilot astronaut, laureate of „Honour of EKOTOPFILM“

Prof. MUDr. Ján Breza, DrSc., chairman of the Slovak Urological Society

Ing. František Bruckmayer, general director, AZZZ SR, Bratislava

Prof. JUDr. Milan Čič, DrSc., academician SAV, head of the Slovak President Office

Ing. Miloslav Čurilla, chairman of the board, Mondi Business Paper SCP, a.s.

Ing. Andrej Ďurkovský, mayor of capital of the Slovak Republic Bratislava

Al Gore, ex-vice-president of the USA, laureate of „Honour of EKOTOPFILM“

Václav Havel, ex-president of the Czech and Slovak Federation Republic and ex-president of the Czech Republic, laureate of „Honour of EKOTOPFILM“

Peter and Pavol Hochschornerovci, water slalom, Olympic winners and World champions



**You can sell
your power
but not
responsibility.**

Prof. Ing. Juraj Hraško, DrSc., academician SAV, laureate of „Honour of EKOTOPFILM“

Ing. Igor Junas, chairman, BRK SOPK

Ing. Branislav Mihály, vice-president, ASPEK

Prof. RNDr. László Miklós, vice-chairman of committee of the Slovak Parliament

David H. Lohr, president, U. S. Steel Košice, s.r.o.

Patrick Gaston Antoine Luccioni, chairman of the board of directors, SSE, a.s.

Martina Moravcová, swimmer, World and Europe champion

Nicole and Serge Roetheli, Switzerland, laureates of „Honour of EKOTOPFILM“

Doc. Ing. Štefan Rosina, PhD., president, Matador, a.s.

Norbert Schürmann, chairman of the board of directors and director general, VSE, a.s.

Michal Sýkora, chairman, ZMOS

Anton Tkáč, cyclist, Olympic winner

Ladislav Ťažký, writer, Bratislava

Prof. MUDr. Pavel Traubner, CSc., dean, Faculty of Medicine, Comenius University, Bratislava

Günter Verheugen, vice-president of the European Commission in charge of Enterprise and Industry, laureate of „Honour of EKOTOPFILM“

Ing. Martin Zlocha, director for operation, TRANSPETROL, a.s.

Dr.h.c. Ing. Slavomír Hatina, president, Slovak Industry Association

Ing. Ivan Šramko, governor, National Bank of Slovakia



Only
the exceptional
become role
models.

10. HONOUR OF EKOTOPFILM

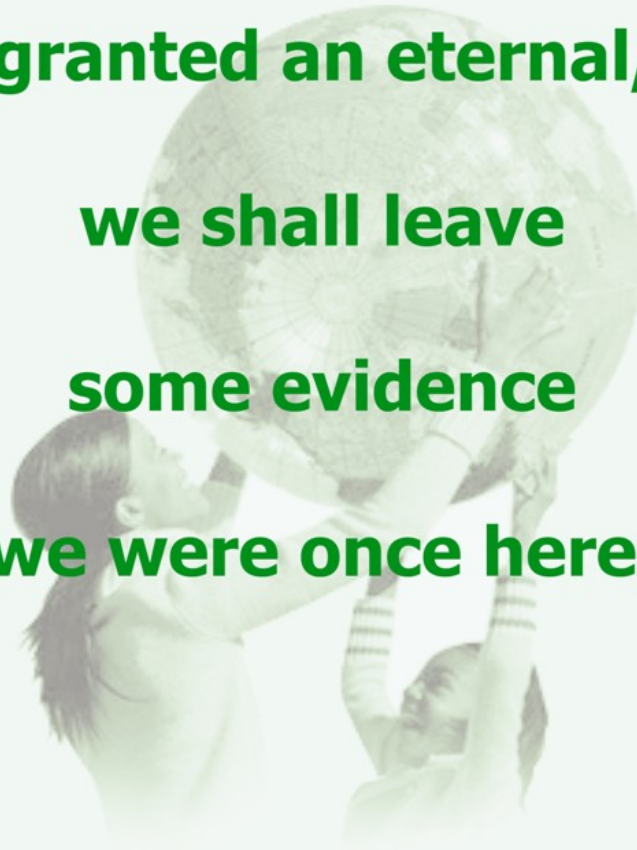
Since 1998 we award the „HONOUR OF EKOTOPFILM“. This tribute shall be awarded to an outstanding domestic or foreign personality for his or her efforts to achieve sustainable development, scientific inventions, humane and cultural activities or a lifework in favor of the development of humankind.

LAUREATES:

- 1) com. Jacques Yves Cousteau (1998) – scientist, director, discoverer of the submarine „world of silence“
- 2) plk. Ing. Ivan Bella (1999) – first Slovak pilot-astronaut
- 3) Svend Auken (2000) – minister of Environment of Denmark
- 4) Al Gore (2001) – ex-vice-president of the USA, significant environmentalist
- 5) Günter Verheugen (2002) – commissioner for the European Commission for Enlargement of the EU
- 6) Václav Havel (2003) – ex-president of the Czech and Slovak Federation Republic and ex-president of the Czech Republic
- 7) Juraj Hraško (2004) – academician of SAV (Slovak Academy of Science), outstanding pedologist, politician and diplomat
- 8) Nicole and Serge Roetheli (2005) – in five years ran through five continents 40,912 km to support starving, sick and all children in need
- 9) Prince of Monaco Albert II. (2006) – leader of the environmental foundation, organizer and participant of the expedition to the North Pole



**Because we are not
granted an eternal,
we shall leave
some evidence
we were once here.**



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