



Environmental Film Festival of Accra 9

In collaboration with **CREATIVE STORM**



Health & The Environment

28 June - 5 July 2013



Message From Directors

The Environmental Film Festival of Accra (EFFA) celebrates nine years of public education in Ghana. We are particularly grateful to all our sponsors, supporters and well wishes for the opportunity to educate and influence public attitudes towards the environment, one of the most critical but often neglected factors for sustainable development.

Using the powerful medium of film and associated media such as drama, music and popular entertainment to engage and promote awareness around critical issues such as climate change, clean energy, safe water, sanitation, plastic waste, pollution and other environmental concerns have been exciting and significantly yielded results. In spite of the numerous environmental challenges still confronting Ghana, we are proud to have contributed to the noticeable increase in public awareness over the last decade.

This year, EFFA is dedicated to raising awareness around the relationship between environment and health. What are the essential environmental conditions that can guarantee adequate health of populations and the physical health of individuals? Throughout Ghana, environmental degradation, reflected in poor sanitation and unsafe water contributes to about 60% of diseases and health complaints reported to our hospitals and clinics. Diarrheal diseases like cholera, typhoid, skin diseases, and malaria are the consequence of living in degraded environments. The estimated annual cost of such reported cases, US\$772.4 million in 2008 is

several times greater than the budget of the Ministry of Health. EFFA's third State of the Environment forum will discuss this and other cross cutting environmental issues.

This year, three collaborations stand out; EFFA's agreement with the Institute for the Environment and Sanitation studies led by Professor Chris Gordon to develop joint projects, a programme of youth workshops and film exchange with BUSTER Copenhagen International Film Festival for Children and Youth, and Ananseman Playhouse in Ghana. EFFA is also making a special film on environment and health in collaboration with the French Embassy.

One of the truly exciting features of EFFA is the open air community screenings that usually attracts up to about 10,000 people. This year, the event takes place at Holy Gardens, near Kwame Nkrumah Circle in the heart of Accra. There will be specially selected films, as well as drama sketches and musical performances.

Next year is special. We will be marking ten years of EFFA! We are looking forward to assessing together EFFA's impact over all these years, as well as celebrating what Time Magazine described as "this unique film festival in Africa".

We are delighted 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



Launch Programme

28 JUNE 2013, KAMA CONFERENCE CENTRE, 6:30pm

Welcome Remarks:

Mr. Gerard Osei Boakye, Environmentalist – Presenter

Key Note Message:

Mr. Daniel Amlalo, Executive Director, Environmental Protection Agency

Trashy Clothes Show by Trashy Bags

Preview of Festival Highlights Video

State of The Environment Forum:

Prof Chris Gordon, Director, Institute for Environment and Sanitation Studies, University of Ghana

Messages:

Ms. Theo Sowa (CBE) Executive Director, African Women's Development Fund
Ms. Susan Ulrich, Charge d'Affairs and Consul, Australian High Commission to Ghana

Green Poetry by Chief Moomen

Messages:

Mr. Delsol Herve, European Commission
Mr. Marc Kok, Managing Director, Wienco Ghana Ltd

Presentation of the Work of Young Film Makers Workshop:

In partnership with BUSTER Copenhagen International Film Festival For Children and Youth and Ananseman Playhouse

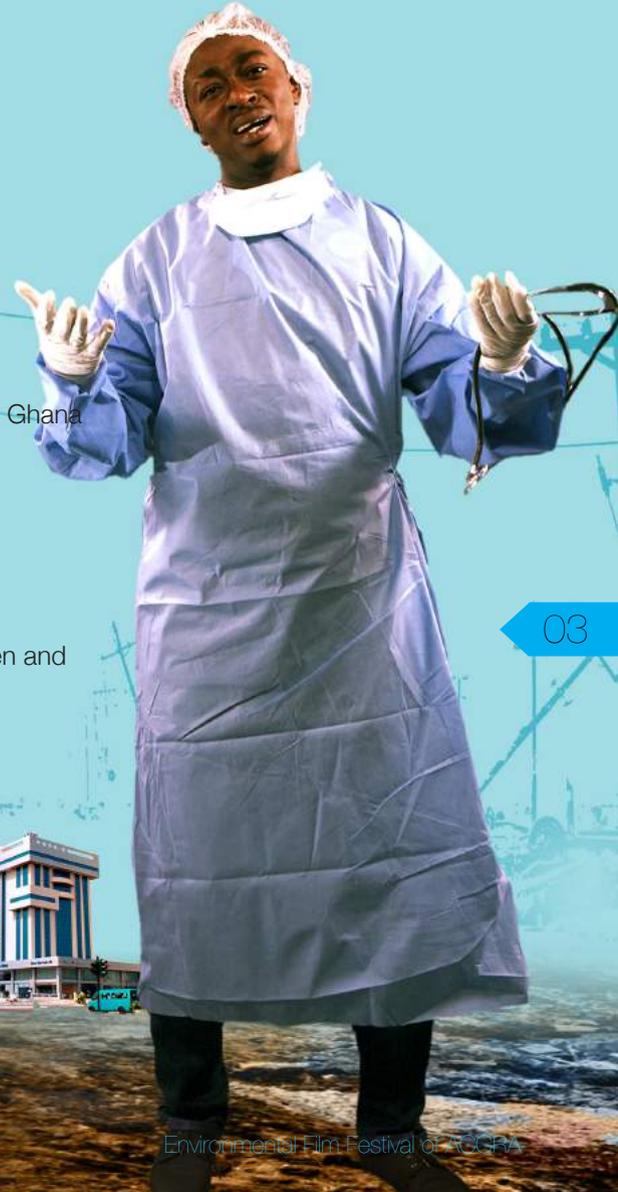
Dr. Kwesi Owusu, EFFA Festival Co-Director
Ms. Füsun Eriksen, Festival Director - BUSTER
Mr. Wakefield Ackuaku, Ananseman Playhouse

Premiere of Films by Young Film Makers Workshop

Presentation to Film Participants by EFFA and Ms Susan Ulrich, Chargé d'Affairs and Consul, Australian High Commission to Ghana

Presentation to Sponsors

Vote of Thanks



3rd STATE OF THE ENVIRONMENT FORUM

02 July 2013 / 8am / British Council, Accra

To register send your NAME, ORGANISATION, EMAIL & TELEPHONE No. to info@effaccra.org



This all day event aims to bring together key stakeholders, academics (Institute for Environment and Sanitation Studies, University of Ghana, Legon), environmentalists and the public to deliberate and report on progress towards environmental sustainability in Ghana. The forum serves as a common ground platform to explore the relationship between the environment and sustainable development.

In Ghana, it is estimated that 45% of outpatient visits to hospitals and health facilities are for malaria and diarrheal diseases such as cholera, skin diseases, and eye infections, which are the consequence of living in a degraded environment. The estimated annual cost of reported cases for malaria alone is US\$772.4 million (in 2008), which is several times greater than the budget of the Ministry of Health. This year, the forum presents a unique opportunity to discuss the often neglected but significant relationship between the environment and health, both key components of sustainable development.

State of the Environment Forum will focus on four other key thematic areas:

1. Climate Change, Degraded Environment & Flooding
2. Ghana's Oil Industry & Fisheries
3. Water & Sanitation
4. Mining & Forestry

Confirmed participants include Environmental Protection Agency, Institute for Environment and Sanitation Studies, United Nations Systems in Ghana, CSIR, Forestry Commission, Community Water and Sanitation Agency, Ghana Urban Water Company Limited, Energy Solutions Foundation, Ministry of Environment, Science, Technology and Innovation, Ministry of Local Government and Rural Development, Newmont, Coastal Resources Centre, Eco Alert, Relief International, Water Aid, Ghana Chamber of Mines, Fisheries Commission and Peasant Farmers Association of Ghana.



effa 2013 films

Animal (12:18min) Buster Films, Denmark
Psychological drama about the relationship between father and son filmed in Africa's beautiful scenery.

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

Environment and Health (2013, Ghana, Creative Storm, short film)
A new film supported by the French Embassy. Throughout Ghana, environmental degradation reflected in poor sanitation and unsafe water contributes about 60% of diseases and health complaint to our hospitals and Health Centres. The film explores the crucial relationship between environment and health .

Fantastic In Plastic (2010, Ghana, Creative Storm, 15 mins)
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 trashy everywhere.

For the River (Ghana, Dir. Wanlov Kubolor, 3mins)
Wanlov the Kubolor, Ghana's leading artist raises the issue about river pollution in Ghana

Ghana's Plastic Waste Menace (2009, Ghana Dir. Kwesi Owusu, 14mins)
A roving journalist investigates the menace of plastic waste in Ghana and depicts the environment under siege.

Green Economy (2013, Ghana, Ananseman Playhouse, 8mins)
It is our responsibility to protect the environment from choking. It is our responsibility to attain a Green Economy for Ghana and hence for the world. All you need to do is just take a single step to go green.

Homodwan (2013, Ghana, Ananseman Playhouse, 8mins)
The film Homodwan (the name given to first year students in Senior High Schools) written, cast, produced

Effa 2013 films

and directed by students of Labone Senior High School, Accra explores the very unconscious ways by which infections and diseases are picked up in our boarding schools.

Lost / Forlist - Buster Films, 6:22 mins: A music video depicting the relationship between boy and girl lived through and expended in a dream sequences.

My Chopsticks - 2012, Japan, Dir. Shun Oi, 11:21mins

A noodle shop owner wants disposable chopsticks to be used when eating his soba, but his granddaughter wants to use re-usable chopsticks, to help save the Earth. Frustrated by her stubborn grandpa, she runs out of the shop. Seeing his unhappy granddaughter leave, the owner takes action... Language is Japanese with English Subtitles.

Nature / Natur - Buster Films, 8:46mins: A documentary film about nature, animal life and movement in Denmark.

Ordinary Life - 2012, Japan, Dir. Tomoya Nakamura & Shoko Watanabe, 5:38mins

"Ordinary Life" questions our awareness about environmental issues. The standard morning routine, part of the family's normal day their unvarying routine continues each and every day. A spotlight is shone on the environmental issues that are gradually forgotten in day-to-day actions. Language is Japanese with English Subtitles.

PLANET RE:THINK - 2012, Denmark, Dir. Eskil Hardt, 89 mins

Today we are facing not one, but two global crises: the financial crisis, and the more insidious one relating to our misuse of natural resources. The two are so tightly linked that we will not solve the global financial crisis until we start re-thinking how we can use resources more efficiently and sustainably. For example with each smart phone made, more than 50 minerals are exploited and our growing dependence on these finite resources for new technology will only deepen the financial crisis as prices increase exponentially. A potential battleground for the future has been laid, as these resources become more and more scarce. Planet RE:think investigates where we are failing and gives hope to a future on a planet with finite resources. (Language is English with subtitles)

Alliance Francaise, Fri. 5 July, 6:00pm

Pfad Vorgaten Kollaps - (2012, Germany, Dir. Kai Miedendorp, 9 mins

What will be the next step 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 resources, we have already entered a period in which we are confronted with the very circumstances that we are still trying to prevent.

U-turn



Sound Of The Rivers - 2013, Ghana, Johannes Friedemann Preuss Of Jfp Films
4mins

The video speaks to the destruction to nature, protecting our rivers and encouraging citizens to show love to the environment.

To Listen To a Mimer / At Lytte Til en Mimer - Buster Films, 2:39mins
Black and white depiction of a sad mimer with insights into his feelings and thoughts.

U-Turn - 2012, Germany, Dir. Oliver Hoffmann, 2:15mins
Everyone's up to their necks in water, except for Paul – he's too small. U-turn is an animation short for kids and young people raising questions about global and environmental justice.

Young Film Makers Workshop - 2013, Ghana
The Rap
Three friends, Mr Sun, Ms Gutter and Ms Ice Water Satchet, rap about life, misunderstanding, dishonesty and it's result on friendship.



Schools Screening

British Council, Accra. Wed 3 July at 1 pm and Thurs 4 July at 1 pm



08

EFFA's schools programme gives young people the opportunity to discuss environmental issues and explore solutions to various challenges. At the sessions, films from the Young Film makers Workshop are screened and discussed. The actors and actresses also receive feedback from their peers, as they explain why they have chosen to raise awareness about particular issues.



Green Poetry and Music

Chief Moomen is one of the most recognized spoken word poets in Ghana whose performances are helping to ignite a popular interest in the genre. He has performed on various national, social, corporate and entertainment platforms over the past five years.

Recently, he opened the Ghana music awards in riveting performance of poetry and music along with singer Efya and saxophonist Steve Bedi. He was also one of the performers at the Ghana Telecommunications Awards, along with Sarkodie and Raquel, which was held at the Movenpick Ambassador Hotel on the 1st of June, 2013.



"Sound of the River" talks about the destruction of nature and the need to protect the rivers and the environment. It features Alewa with Daze and Sugar. Video depicts clear water and lush forests. Nature is beautiful!



Young Film Makers Workshop

This year, EFFA's Young Film Makers workshop has once again produced some exciting video shorts looking at the environment through the eyes of young people. It is also the occasion for a unique collaboration with Buster Copenhagen International

Film Festival for Children and Youth and Anansemman Playhouse. Projects taking place in both Ghana and Denmark include creative workshops and exchange of films and personnel.



The Films

- 1. The Rap:** Three friends rap about life, misunderstanding and dishonesty.
- 2. Issa Burns Tries:** Issa burns car tyres for the copper wires in them. An old man advises him that the work is bad.





• BUSTER Copenhagen International Film Festival For Children and Youth

3. The News at 6pm

From EFFA studios, the town of Asem Beba has polluted it's only drinking water; the river Nframa and there is an outbreak of cholera.

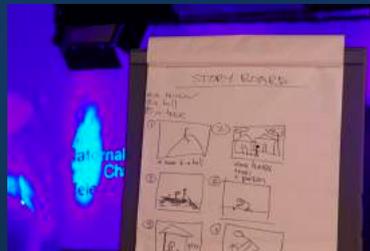
4. Kojo the Miner and the forest called Gon: A hapless

farmer finds gold whilst weeding his farm!

5. Dede and the Mosquito

A dance drama about how a successful kenkey seller neglects to keep her surrounding clean.

The workshop participants have come from the following schools in Accra; Association International Community School, He Reigns International School, Dansoman A & B Community Basic School, Presec Basic Staff School, St. Mary's Girls Basic School.





Open Air Cinema:

Holy Gardens, Kwame Nkrumah Circle, Sat. 29 June, 2013 7pm

This year, EFFA's biggest crowd puller takes place at Holy Gardens, near Kwame Nkrumah Circle. This lorry park will be transformed into a community cinema and "green" entertainment venue.



Celebrating Environmental Health in the heart of Accra

Holy Gardens, Kwame Nkrumah Circle, Sat. 29 June, 2013 7pm

A night of inspiring environmental cinema, drama, music and popular entertainment. It will feature Act For Change Theatre, Alewa and other underground artists from the community. The search is on for the best environmental health azonto dancer of the year!



**FREE
MALARIA
TESTING**
from 4pm

Trashy Clothes Show by 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.

Trashy Bags are leading the way in demonstrating that Ghanaians can find innovative solutions to their own problems. As a social enterprise, it employs over 50 people to turn plastic waste into fashionable bags and other accessories. Sold locally in their new shop in Osu and manufactured in Dzorwulu, Accra, Trashy Bags are also exported to customers around the world.





EFFA collaborates with Institute for Environment and Sanitation Studies, University of Ghana, Legon



The institute is led by Prof Chris Gordon who holds a Ph.D. from King's College, University of London in Human Environmental Science. He is Director of the Institute for Environment and Sanitation Studies (IESS) - a multi-disciplinary unit of the University of Ghana. His research interests are in the areas of Aquatic Resource Management, Coastal Systems, Climate Change Adaptation and Ecotoxicology. Prof Gordon led a team from IESS in the facilitation and compilation of the Ghana Climate Change Policy and its associated Action Plan as well as input into on Natural Resource Management in the Ghana Shared Growth and Development Agenda. The collaboration will extend into the areas such as sharing of technical information and research, production of communication outputs, as well as utilizing EFFA's public platforms to popularise critical academic findings. The institute will play a key role in this year's State of the Environment forum.





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Festival Organizers

Kwesi Owusu, Ph.D. (Festival Co – Director)

Kwesi Owusu is one of Ghana's leading film makers 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.

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 John 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 Forest 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 Table Finance groups, specializing in OECD countries and emerging markets. She is currently the 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 strong reputation for social documentaries, radio and television productions, managing events and streaming highly effective social marketing campaigns



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