

- Estd. 2020 -

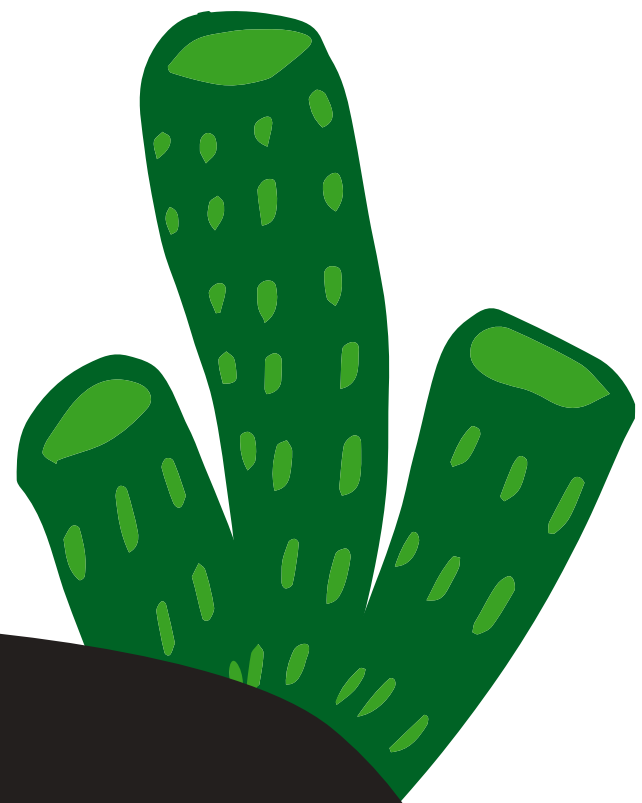
# ALL LIVING THINGS

• Environmental Film Festival •

# 2023

## Festival Recap

Revelatory cinema from across Planet Earth



# Prologue

**Everyone, everywhere, all at once.**

That is the quality of attention that the climate crisis requires. It demands a groundswell of engaged citizens calling for change and indeed, participating in their own daily behavioural change.

**How do we energise this groundswell?**

We leverage the oldest & most effective human form of knowledge transfer – **storytelling in community.**

All Living Things Environmental Film Festival (ALT EFF) is India's premiere showcase of today's climate stories. Through pay-as-you-feel global online streaming & in-person community screenings, our audience witnesses untold stories of regeneration, activism, crisis and hope.



# 94%

**of our audience agrees that ALT EFF increased their awareness of environmental issues.**

# 85%

**say ALT EFF inspired them to take action or make a shift in their lives.**



# Who do we impact?

## **We are a global festival with a home base in India.**

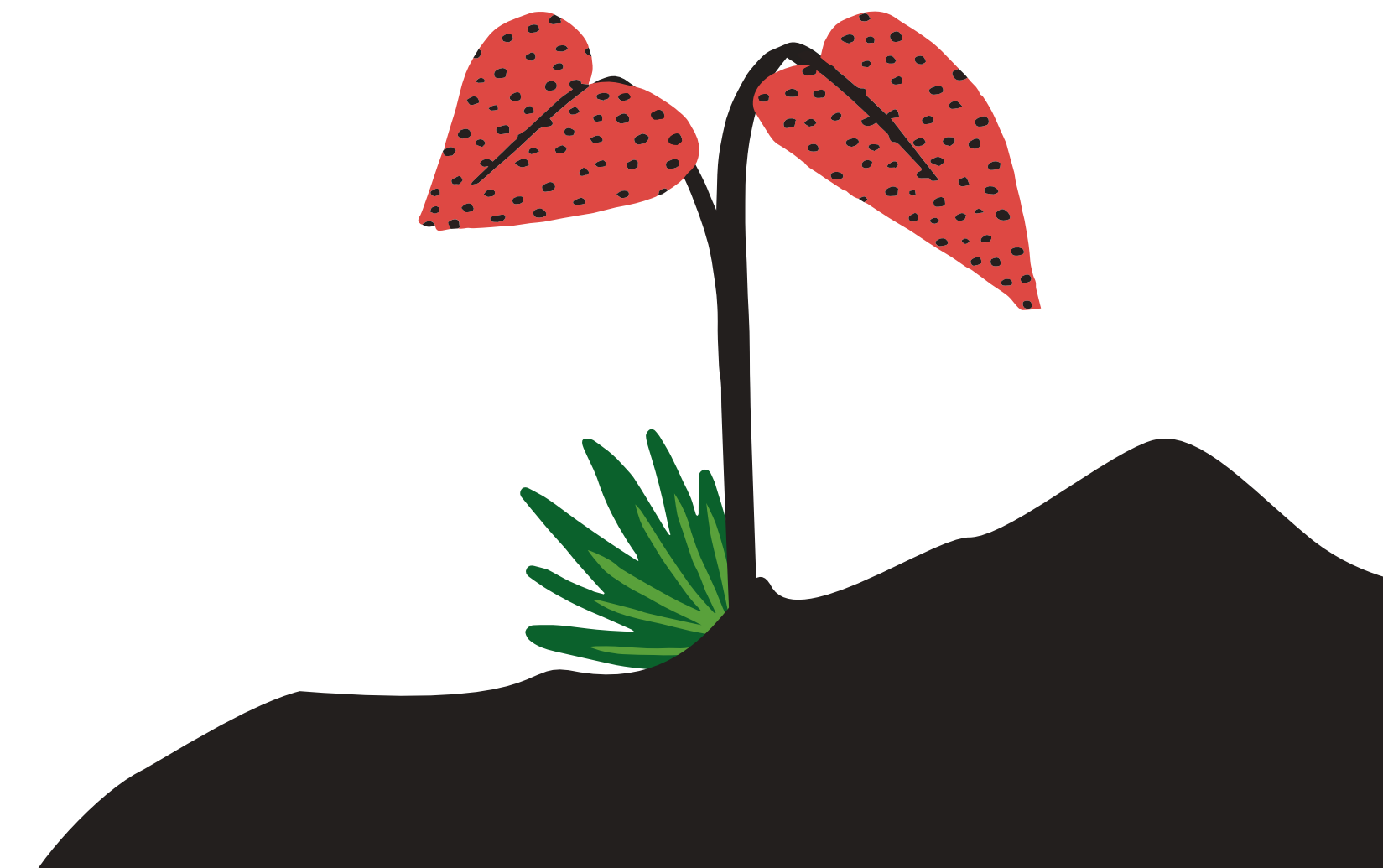
India is fertile with potential for metamorphic change. The majority of our audience is Indian and with 2 dedicated award categories (Best Indian Feature, Best Indian Short), we encourage stories from the sub-continent and are dedicated to mobilising the Indian environmental movement.

By democratising access in a free and pay-as-you-feel model, we enable curious minds all around the world to tune in. **Over our 3 annual festivals, 15,000+ have attended, representing 55 countries.**

## **Our audience is mostly Indian, in their mid-twenties to early-forties and interested in digesting environmental news.**

Most of them are at the beginning stages of engaging with climate action. While the majority are working professionals, 25% of our audience are students.

Engaging virtually in the first two years, our audience was eager for an in-person festival experience, translating into multiple sold out festivals in cities and towns across India in 2022.



# Our Vision

All Living Things Environmental Film Festival catalyses widespread transformative climate action in India.

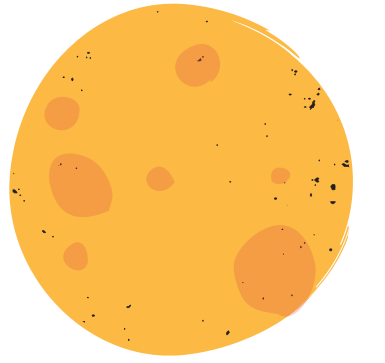
# Our Mission

Through the emotive power of cinema, ALT EFF increases climate awareness at scale. We curate impact storytelling and experiential learning that is accessible, relevant and inspires awareness into action.



# How do we achieve our mission?

- Curate an **annual film program** of environmental cinema that is diverse, compelling and impactful
- Empower a global audience to **access films for free**, from anywhere in the world
- **Reach scale** through our **decentralised** in-person, pan-India festival model (see page 9-10)
- **Deepen the impact** of film watching through filmmaker Q&As, industry leading panel discussions, masterclasses and other forms of experiential learning, both virtually and in-person
- **Resource environmental filmmakers** in the craft of impact storytelling through our rich partner network of climate action organisations and industry experts



# Ecosystem of partners



**Kiran Rao**

JURY



**Pradip Krishen**

JURY



**Anish Andheria**

JURY



**Jackie Shroff**

AMBASSADOR



**Dr. Mike H Pandey**

ADVISOR



**Sophy Visvaraman**

ADVISOR



**Datta Dave**

ADVISOR



**Mrunmayee Deshpande**

AMBASSADOR



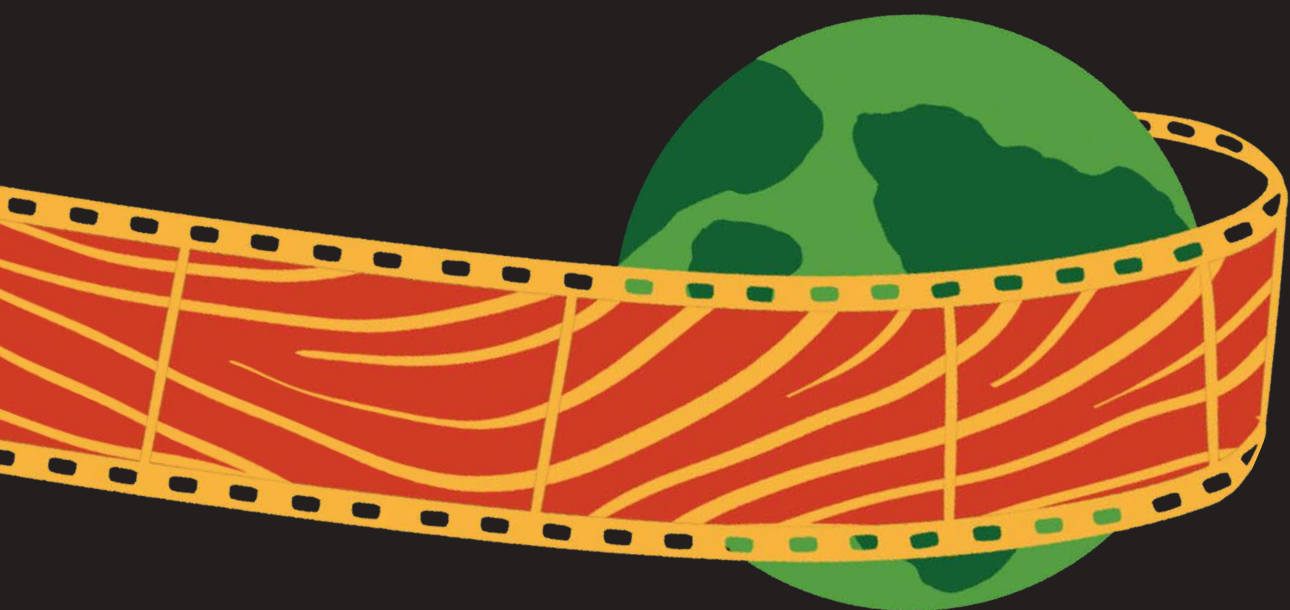
**Akanksha Sood Singh**

ADVISOR



# Our Films

Revelatory cinema from across Planet Earth



*“ALT EFF was excellent and in particular I love the accessibility of a film festival that can be attended from anywhere. It truly makes it feel like a vast community.”*

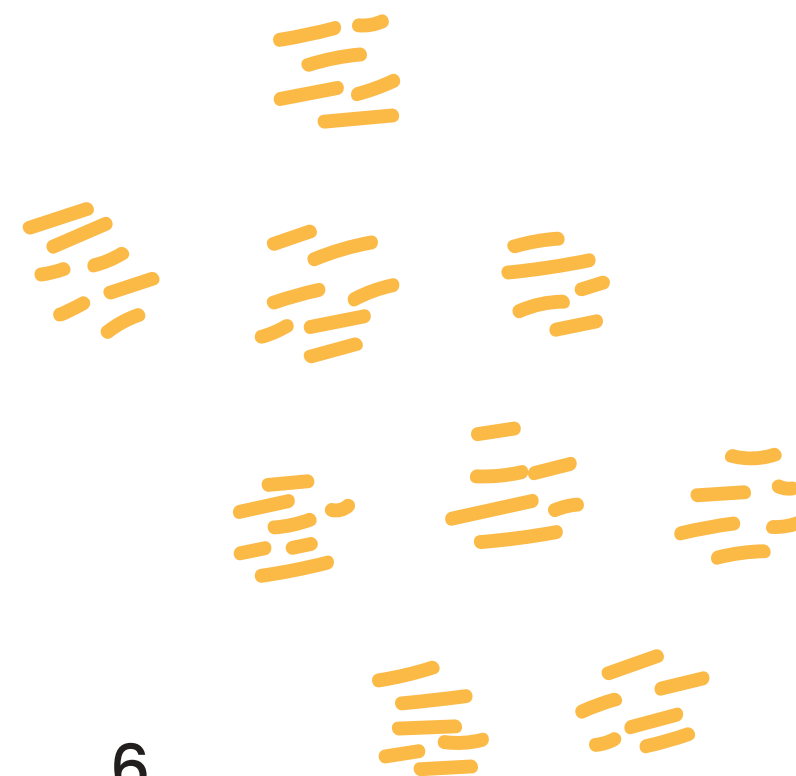
– Karthik

ALT EFF’s climate-centric program is diverse; spanning long format, short format, fiction, documentary, animated and student films.

**ALT EFF’s curation is unlike anything else available in India.** Over our three year tenure on the Indian film festival stage, we have brought dozens of never before seen films to our audiences, including the **premieres of Academy Award nominees, winners at Sundance, Cannes, Berlinale, Melbourne & Toronto film festivals.**

ALT EFF receives submissions from hundreds of countries, across a range of climate-related topics:

- Climate Change
- Biodiversity
- Circularity
- Indigenous Ways
- Food Systems
- Sustainable Design
- Emerging Climate Tech
- Shifting Livelihoods
- Urbanisation
- Activism & Climate Justice
- Conservation & Regeneration
- Human-Wildlife Conflict
- Inter Species Co-Existence, And More.



# Our Past Editions

2020

33 films  
17 Indian premieres  
22 countries represented

2021

44 films  
28 Indian premieres  
30 countries represented

2022

55 films  
32 Indian premieres  
35 countries represented





# In-Person Events



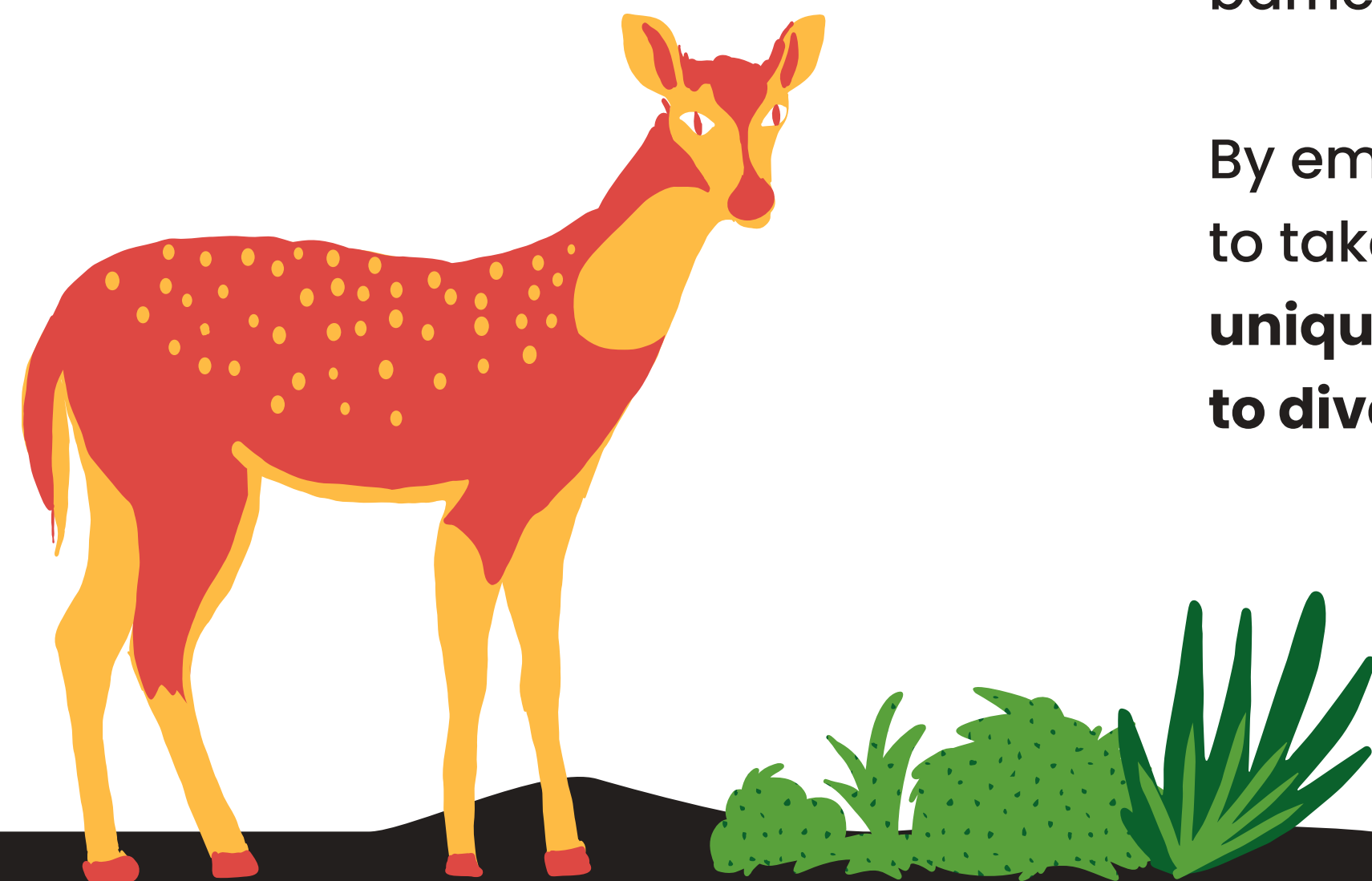
In 2022, we brought ALT EFF to life with in-person events, in both urban and rural landscapes, spanning **15 screenings in 10 cities and small towns** in India and Germany in collaboration with local partners.

This represented a **first-of-its-kind decentralised film festival** in India. By partnering with local changemakers and community organisations, we hosted sold-out events that were exceptionally accessible, reaching audiences in-situ and minimising barriers for participation.

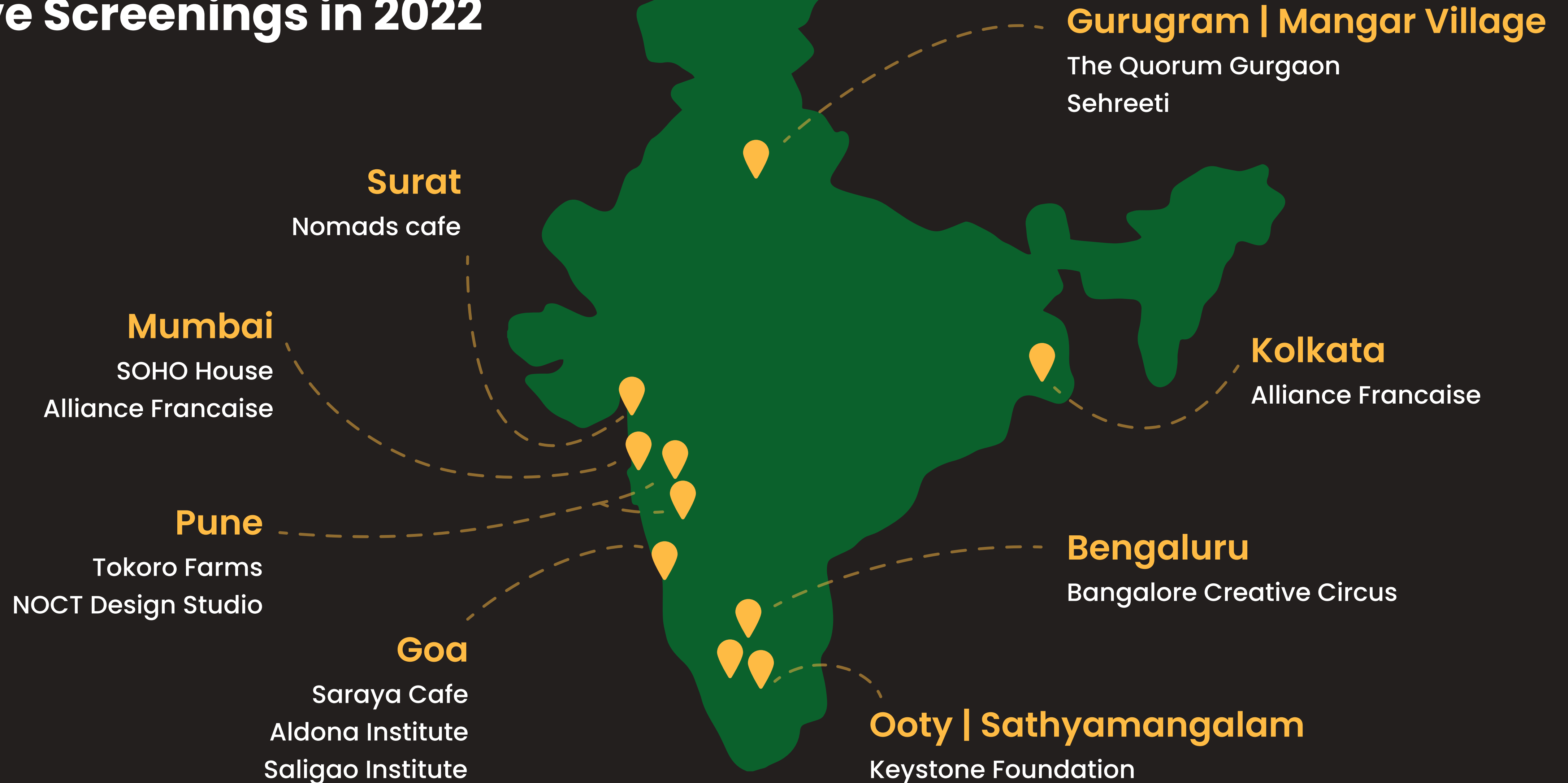
**This decentralised festival model is built for scale.** From surveying our audience, we know that over **80% are eager to attend a live screening** in their town/city if available. By co-creating experiences with thoughtful partners, **ALT EFF aims to engage 100,000 individuals** in our in-person events by 2025.

Events include filmmaker Q&As, workshops, live music, sustainable marketplaces and more.

By empowering community partners to take the reins, **each event was unique, hyper-localised and relevant to diverse audiences.**



# Live Screenings in 2022





*"I had lost interest in watching films since the pandemic. I would either want to watch them at 1.5X speed or keep skipping parts which I felt were not relevant. But ALT EFF changed that. I sat there weeping at a public screening of All That Breathes. Thanks for making me appreciate this visual artform once again."*

**- Khwaish**

## Looking Forward

With strong support behind us, an engaged audience around us and a pressing global climate crisis in front of us, **ALT EFF is India's premiere environmental film festival** primed to scale our impact.



## 2023 Festival

**In our 4th edition, we will continue to curate a film program that is diverse, thought-provoking, and challenging yet hopeful.**

**In 2023, we will co-facilitate in-person screenings in each state of India and establish our decentralised model internationally in 5 countries. This year, we look to engage 20,000+ participants globally, online and in-person.**

## Near Term Goals

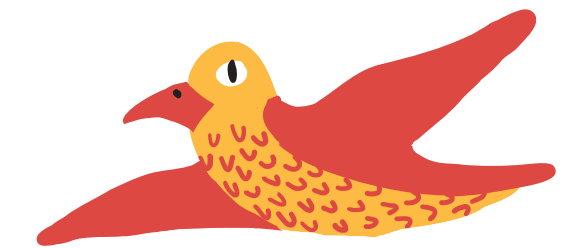
**By 2025, we aim to achieve 200+ in-person festival screenings across the globe during the annual festival and reach an audience of 100,000 people. Our impact programs (page 13-15) will be mapped and their long term funding will be secured.**

**By 2030, ALT EFF becomes the most accessible environmental film festival in the world, with the largest number of patrons pan-India and internationally; actualising a truly global groundswell. We will continue to operate in a scalable hybrid model of virtual and in-person and actively engage in impact programs.**

# Scope of impact

While the film festival is a specific date-bound experience, our other initiatives ensure ALT EFF's impact is felt throughout the year.

What follows is a mix of existing and aspirational projects.



*"One of the most creative film festivals I've had the opportunity to experience. What hope it brings, to see that so many creatives band together to celebrate the things that matter and inspire others to think for themselves."*

– Aleesha

# I. Year-round collaborative screenings

Independent environmental dialogue is more critical now than ever. ALT EFF collaborates with cultural & social organisations, corporations, government institutions and other festivals to curate film screenings outside of the annual festival dates. **These collaborations expand our impact, our audience and realise revenue.**

Recent curations: [FutureFantastic](#), [Earth Day](#), [Bhoomi Festival](#), [Conscious Culture Festival](#), [UWC Youth for Climate Summit](#), and others.

# II. Accelerate the environmental filmmaking community

ALT EFF catalyses **stories that need telling** via our ecosystem:

1. Environmental Film Fund
2. Fellowship Program
3. Film Distribution
4. Impact Producers Lab

## 1. Environmental Film Fund (India)

A fund for environmental filmmakers, incubating pathways for underrepresented stories to be transformed into films. This enables funding, in-kind resources & distribution. Funded films premiere at ALT EFF annually.

## 2. Fellowship Program (India)

A springboard for budding filmmakers to hone their craft. This structured program accepts a handful of applicants annually to participate in feedback, mentorship, skill-building workshops, networking & pitching events, along with gaining access to formal and informal avenues of exposure.

## 3. Film Distribution (Global)

ALT EFF's core competency is to curate the best environmental film programming from around the world. With 2022's film program representing over 30 countries, including 32 India premieres, we cater to the growing environmental curiosity amongst the Indian and global audience. The festival is positioned to expose groundbreaking films to buyers, broadcasters and OTT platforms.

## 4. Impact Lab (India)

A bridge for storytelling and on-ground action. The messages in ALT EFF films will be used to catalyse defined, target-oriented actions led by movement organisers, stakeholders, and filmmakers.



### III. Youth Program

A film & education program tailored for a young audience. Programs are customised to specific age groups and are designed to be delivered in schools, at camps, and during extra-curricular activities. Youth are today's cornerstone of environmental action.

### IV. ALT EFF Podcast

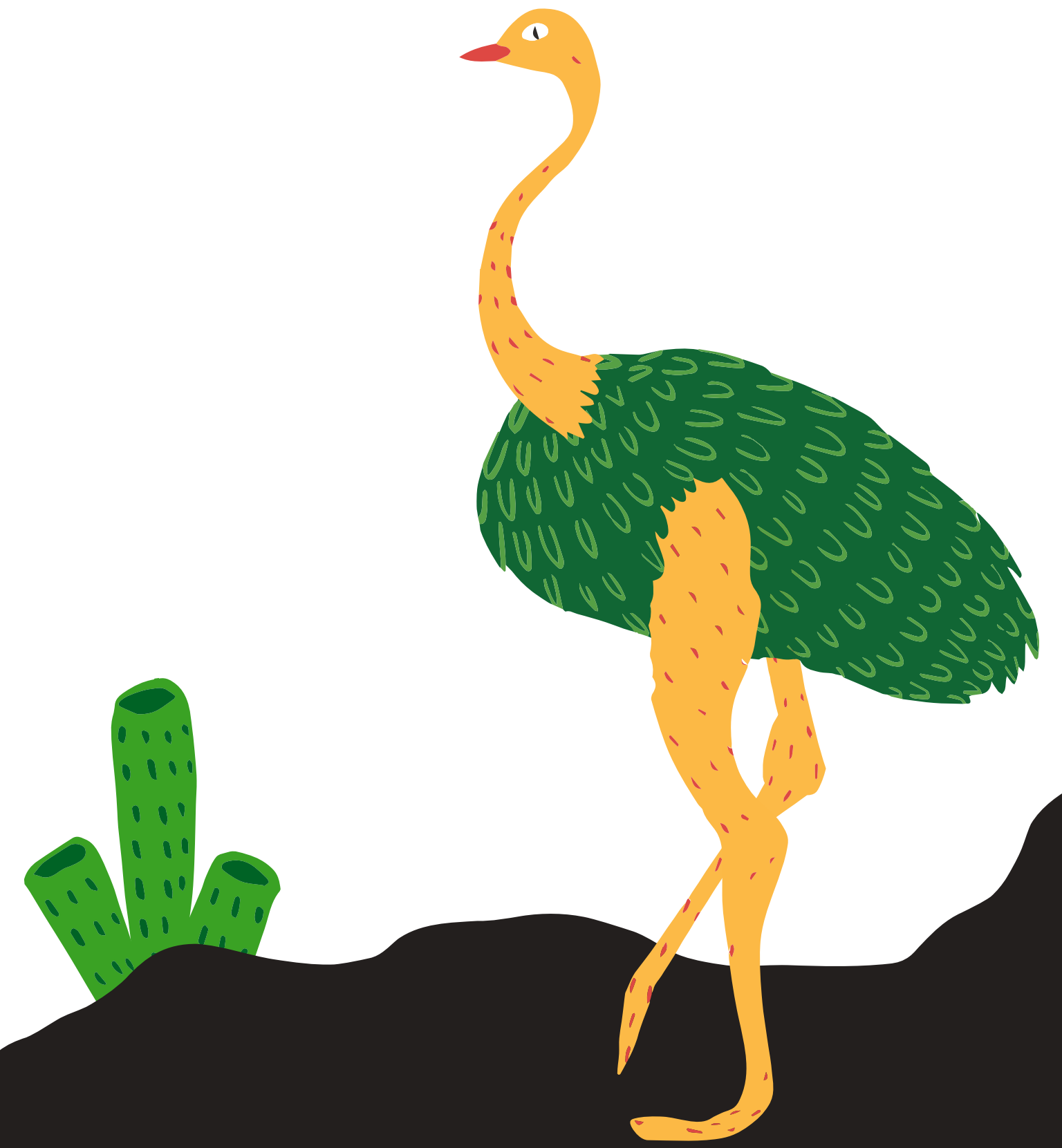
Our film program showcases environmental activism and communities taking stands; our audience is often left asking: "Now what? Where is this movement today? What happened to the community in that film?"

This podcast interviews filmmakers and changemakers featured in ALT EFF films and ushers their stories forward.



*"ALT EFF is one initiative that walks the talk around sustainability, taking concrete steps toward a greener future."*

- Shantanu





# Growth & Support

**ALT EFF is supported by visionaries.**

ALT EFF is raising funds and forging long term partnerships to actualise our vision of **increasing climate awareness at scale.**

This is a call out to brands, individuals and organisations that see the power of the creative medium as a key pillar in catalysing change.

**Let's have a conversation to explore how you can be the part of our mission.**



# Our Team



## Kunal Khanna

FESTIVAL DIRECTOR & CO-FOUNDER

Kunal brings blue sky thinking and a whole systems approach to ALT EFF. With a Masters of Environment from University of Melbourne, his profession yokes sustainability and economics as a senior Circular Economy consultant.



## Laura Khanna

FESTIVAL PRODUCER & CO-FOUNDER

Laura's niche is food sovereignty. She is a farmer, permaculture teacher and green entrepreneur, running Rise Up Kombucha, India's only zero waste beverage company, and The Odd Gumnut Permaculture Farm.



## Rudransh Mathur

EXPERIENCE DIRECTOR & CO-FOUNDER

Rudransh's interest in nature and wildlife is life long; he won a CMS Vatavaran award for his film "Birds Through my Window" at age 13. He is Co-Founder of award winning design agency Network of Creative Thinkers (NOCT).



## Neha Shrestha

CREATIVE DIRECTOR & CO-FOUNDER

Neha specialised in filmmaking at Srishti (Bangalore) and is Co-Founder of award winning design agency Network of Creative Thinkers (NOCT) based in the Panchgani hills. 'Tribling' her jewelry brand- is inspired by raw natural forms.

# What our audience says

Audience  
Engaged  
**15,000+**

Viewership  
by Country  
**55+**

*"I love submerging myself in the curation of films that are so evocative and thought provoking. Every ALT EFF leaves me with burning passion for new ideas and possibilities from the fresh perspectives it opens up for me. It's almost meditative, one week of taking out time for myself daily and letting the festival unfold."*

- **Shreya**

*"Eye-opening movies that even changed the perspective of my very adamant family members."*

- **Tanishka**

*"A beautiful ensemble of films that helps one connect to the true essence of being a human on this beautiful planet - our home!"*

- **Vineesh**

*"Astounding. I want everyone to know about this movement."*

- **Santanu**

*"I was so impressed by the collection. The ease of access to such a variety of work by grassroots artists from around the world was like nothing I've experienced before."*

- **Shubham**

*"The diversity of voices, perspectives, struggles and action that were captured in the film selection was incredible and powerful."*

- **Varshini**

*"Many movies opened my eyes but Rat Race {a 2022 film selection} kind of broke my heart and made me feel what a privileged life I'm living. I understood that there are diverse problems and we need more learning. Unlike the usual films purely for entertainment, ALT EFF is the need of the hour."*

- **Siva**

**Looking forward  
to being in touch!**  
**Thank you!**

**Laura Christie Khanna**

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