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PROFESSOR MASSIMO LUCIDI

SUSTAINABILITY

AND THE IMPORTANT RELATIONSHIP
WITH THE FILM INDUSTRY
AT THE VENICE FILM FESTIVAL IN ITALY

Introducing:

ITALY'S NEWEST FESTIVAL
The 1st Annual

ITALIAN CULTURAL CAPITAL FESTIVAL

THERE'S A BUZZ
ABOUT
TV SERIES
THE FONTANA'S

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PROFESSOR MASSIMO LUCIDI

SUSTAINABILITY & THE FILM INDUSTRY RELATIONSHIP

"We affirm an Italian way of sustainability. A new economic model is possible: when we think of Italian entrepreneurs who sell around the world, the beauty that they produce in "Bel Paese" which means a good impact on the land. To have less pollution and more social inclusion). For me this storytelling is what I study, it's my life, and my passion." - Massimo Lucidi

by Kathrina Miccio



Massimo Lucidi is from Naples, Italy and is a renowned and highly respected journalist. His expertise is in communication and marketing. He has expressed himself through consultancy and events in various countries for multinationals, and small to medium-sized businesses. Multifaceted, Professor Lucidi is founder of the **Italian Excellence Award** - in Washington DC; an Award for the Merit and Talent of Italians in the world. Creator and moderator of numerous events in Italy and abroad on the themes of environmental, economic and social sustainability, which together with Italian Excellence, produce a

model of uniqueness of, **Made in Italy** that must be told throughout the world.

Professor Massimo Lucidi, is a world renowned, highly respected Journalist and President of:

The E-Novation Foundation - Making all Things New, and CinemaWeb.

Every year Massimo Lucidi enthusiastically and successfully brings entrepreneur's together. The group discusses excellence and sustainability. Professor Lucidi brought this years group together, September 7, 8 and 9 to Venice, the iconic capital of resilience and sustainability, in the suggestion of the Venice Film Festival.



Professor Massimo Lucidi at The Venice Film Festival

Schedule of Events

Conferences were conducted at the iconic Excelsior Hotel along with film industry producers and directors. Personal growth and experiences with an extraordinary networking of relationships with entrepreneurs were evident. This was the highlight and Professor Lucidi's goal, and he certainly achieved that with the powerful group of entrepreneur's and sponsors that attended; **Anna Pasotti**, President of Sostenibilità d'impresa, **Angelo Minuti** entrepreneur of Italian hard seltzer Disi, **Piergiorgio Mangialardi** CEO Allegro Italia Hotel & Resorts, **Ezio Bonanni** lawyer and President of Osservatorio Nazionale Amianto, Family Fecchio Perfect shoe company, **Sabrina Gianforte** with Sicilian Panetoni Fiasconaro and Amaro Granamaro and, **Kathrina Miccio**, actress, CEO of Indiefilmonline.com Magazine and President of 3 international film festivals. The Gala Dinner Thursday night the 7th was held at The Murano Hotel, with an abundance of food and drink. The 8th in Murano. We visited the centuries oldest glassworks factory, Barovier & Toso. Then we arrived at The Excelsior Hotel by speedboat for The Venice Film Festival conferences and interviews.



The official Poster for The Venice Film Festival

E-novation Foundation's Aim

E-novation is the development of human, economic and socio-cultural relations based on Peace and the Development of the Human Person; to dialogue between different generations and peoples; to building a sustainable society in environmental, social and economic terms.

It affirms the culture of Life at a time the world attacks Mother Earth, with lack of respect for others, still dominate the scenario. It aims to make its own contribution to a new, possible, integrated and participatory society to which we are all called; in doing this, we intend to affirm the value of Italians in the world: people of Saints, Poets and Navigators who our time we will all, cultural influencers, promoters of beauty and Knowledge, of Dialogue and Cooperation. To achieve these lofty goals, the Foundation intends to adopt the initiatives taken up to now by its founder, Massimo Lucidi, and and undertake new ones of all sorts compatible with the association's goals, according to some guidelines: openness to international relations; promotion of Beauty, and Sustainability.

It takes on the following activities which are fully congenial to the founding purposes:

“The connection with the film industry is possible, the connection is a must”

- MASSIMO LUCIDI

Italian Excellence Award is given to show merit and talent of businesses professions, people, territories, brands and start-ups: they are stories of Italians in the world. It is celebrated in the week dedicated to Christopher Columbus in Washington DC and in Rome, but also also throughout the year with events dedicated to the theme of Italian excellence, its uniqueness, in a time of sustainability.

General States of Sustainability

It is the event designed to create a structured and institutional dialogue between the different social components of the country's ruling class on the topic of environmental, social and economic sustainability.

Sustainability and the Film Industry

When it comes to creating a sustainable future, the Media and Entertainment industry may not be top of mind as an entity that needs to take action. Yet film and television production—and high-def movies consumed on streaming apps—produce a significant carbon-footprint. As Media and Entertainment strives to delight the next generation of consumers, smart technology with real-time insight will play a large role in actively eliminating carbon emissions and reducing the carbon-footprint.



Pietro Tagliavini, Kathrina Miccio and Massimo Lucidi at The Venice Film Festival (watch the video <https://www.youtube.com/watch?v=qJbh1aH3Z2w>)

Sustainability is important to every industry, especially film, as each production with an average 70 million budget) produces a carbon footprint of 3,3703metric tons. With increasing global awareness and accountability of companies' impacts on climate change, reducing waste and carbon footprint takes precedence. Different TV productions have a varying impact on the environment. Certain factors can affect how much a production will emit, such as the number of cameras used to shoot an episode and having multiple filming locations.

Reducing the production footprint

Blockbuster films with budgets of over \$70 million produce an average of 2,840 tons of CO2 per production (it takes 3,700 acres of forest to absorb the equivalent in a year .Often filmed across several countries, 51 of these vast CO2 emissions are transport related.

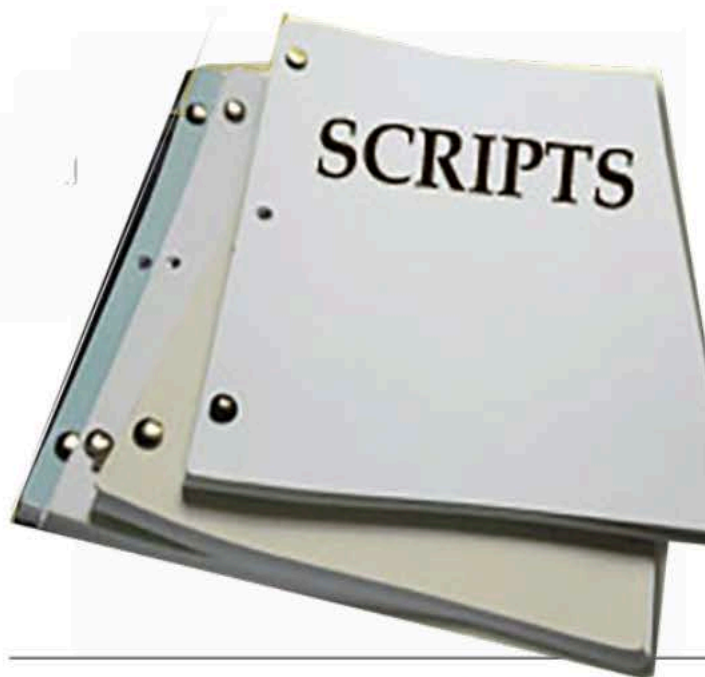
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On the Production Set

Several copies of the all-important script are printed on paper and throwaway plastic is often used to keep the cast and crew fed and hydrated. Props and costumes are often discarded after use, and huge convoys of vehicles and power generators leave a substantial carbon footprint.

Additional post-production emissions must also be considered. High-definition movies we watch on streaming apps are compressed and stored in power intensive and heat generating data centers which run 24/7. From the time we turn on a viewing device, to when the files move along optical fibers from data centers to deliver the streaming of a movie, carbon emissions are being released into the atmosphere. These are the things to be aware of and considered.

And this is how we can fix the bottom line.



website www.massimolucidi.it
Instagram: [prof.Dr.Lucidi](https://www.instagram.com/prof.Dr.Lucidi)