

Destination partner



# Locarno Film Festival



## SUSTAINABILITY

## REPORT

2019-2020



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Main partners



Institutional partners

Republic and Canton of Ticino with **SWISSLOS**  
Federal Office of Culture FOC  
City and Region of Locarno





**THE LOCARNO FILM FESTIVAL, LIKE CINEMA ITSELF, IS A DREAM MACHINE. BEHIND THIS EVOCATIVE CONCEPT, HOWEVER, THERE IS AN ENTIRE ORGANIZATION WHICH IS ALWAYS HARD AT WORK, YEAR ROUND, IN CLOSE COOPERATION WITH ALL PLAYERS INVOLVED, ACROSS THE LOCAL AREA AND THE ENTIRE REGION, SEEKING TO IMPROVE ITS OWN PROCESSES AND PRACTICES.**

This first sustainability report is the Festival's way of presenting the results achieved so far and its main efforts in the domain of environmental, economic, and social sustainability. We hope that it will also foster a transparent and proactive conversation on these important issues, and help to promote and disseminate best practices in both the cultural events sector and in all our daily lives.



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Two short years have brought radical changes to reality as we knew it. Not just because of the pandemic and the ways in which it has conditioned our lives and habits, but also, in a more positive perspective, because collective awareness has increased with respect to the responsibilities of each and every one of us regarding the society of the future and the environment. Which is why the Locarno Film Festival decided to take an important and, in some ways, historic step forward – as one of the first film festivals to do so – by publishing its first sustainability report.

## **SUSTAINABILITY IN ITS BROADEST SENSE IS AN INTEGRAL PART OF THE FESTIVAL'S IDENTITY.**

Financial equilibrium, a solid rapport with our stakeholders, optimization of human resources, intense cooperation with our communities, respecting and caring for the environment: these values have always been the hallmarks of everything we do, right from the outset. Projects such as the collaboration with myclimate, which allows us to actively contribute to climate protection, or the BaseCamp in Losone, that promotes artistic exchange in our area, are no more than a practical response to the growing awareness, on our own part and on that of our stakeholders, towards issues of the kind.

As a consequence, we felt the time had come to make our objectives even more transparent and embraceable by all, so that everyone can become familiar with our corporate culture and the new practices introduced in recent years.

Our interpretation of sustainability is summarized in this report. We hope that this new initiative will be perceived as a signal of the close bond we have with the communities that are part of the Locarno Film Festival – the audiences, the partners, and the media – and, more generally, as a gesture of our concern for the growth and development of society at large. After all, for over seventy years the Festival has tried to make a positive contribution to society, sharing the magical trick that is cinema.

President of the Locarno Film Festival  
Marco Solari



**From left to right:**

Giona A. Nazzaro, Artistic director

Marco Solari, President

Raphaël Brunschwig, COO

Simona Gamba, Deputy COO & Chief Innovation Officer





The Locarno Film Festival occupies a prominent place both in the history of the film industry development and in the history of cinema itself. Such preeminence does not bring entitlement, however, but responsibility. It is a value to be passed on to our successors. That's why the Festival is at the forefront of efforts to imagine how it can continue to play that historic and cultural role as well as to come up with viable and sustainable solutions for working towards a future that will be inclusive, open, and creative.

Against the backdrop of profound, relentless change impacting every sector of the audiovisual industry, a proud history like that of this Festival entails the duty - and the historic task - of imagining several possible scenarios for the many ways of telling stories through moving pictures that we still call "cinema". What will tomorrow's "film" be and, more importantly, to whom will it speak? To whom will it address itself? The cinema, witness and memory of the 20<sup>th</sup> century, a mutant and free body in constant dialogue with the aspirations of freedom, creation, and innovation, has always been the privileged observation point for intuiting the possible directions of the future. Understanding the dynamics and the potential solutions whereby a film event can reduce its impact on the environment and on natural resources is a task we cannot shirk. This first imperative entails another: we must at least (try to) root out religious, ethnic, gender and political prejudices, through a responsible and shared curatorial approach to film products, but without impinging on the supreme value of artists' poetic and creative freedoms or merely falling in line with transient prevailing opinion. The first cycle of the history of film, the youngest of the arts, inextricably linked to the industrial, economic and political development of the 20<sup>th</sup> century, is behind us. Nonetheless, its history continues to observe and challenge us concerning how we intend to proceed in the second century of this story, and with which projects. On the quality of the feasible scenarios that we can come up with, and on how well we put them into practice, will depend (in part) the credibility of the Festival as it carries forward its mission and its values. Creativity, independence, vision, generosity, inclusivity, horizontality, sustainability. The world is a field of possibilities and choices, offered up to our gaze and our action.

**THE QUALITY OF THESE CHOICES,  
OF THE DIRECTIONS WE TAKE, AND THE WAY  
WE SEE THINGS WILL DETERMINE THE FUTURE  
OF THE LOCARNO FILM FESTIVAL.**

  
Artistic director  
Giona A. Nazzaro

One of the Locarno Film Festival's most heartfelt current objectives is the determination to invest part of our resources - whether financial, planning, or creative - in the future. In practice, this has led to an increase in our digitalization initiatives and, more particularly, in our actions on behalf of the new generations, especially regarding training and education.

Clearly, however, we could not plan for the future without being fully aware of the effects of our operations, and the impact of our approach to each single edition on the local and regional economy, people, and the environment. As defined by Gro Harlem Brundtland, Chair of the World Commission on Environment and Development from 1998 until 2003, development is "sustainable" when it "meets the needs of the present without compromising the ability of future generations to meet their own needs."

**THAT'S WHY INVESTING IN SUSTAINABILITY IS  
AN IDENTITY FACTOR FOR THE FESTIVAL AND ITS FOCUS  
ON THE FUTURE, BUT ALSO, AT ONE AND THE SAME  
TIME, A DRIVER OF ECONOMIC DEVELOPMENT,  
CAPABLE OF ATTRACTING FUNDING AND CREATING  
EMPLOYMENT AND REVENUE.**

The "Locarno2020 – For the Future of Films" edition came about as a solidarity project for a film industry hit hard by the pandemic. As a consequence of the global health crisis, it also had fewer sections and sidebars than usual. As a result, in order to assess the sustainable development model to which the Festival is committed, this report also contains facts and figures of the 2019 edition, when the event took place in its regular format.

We are only too aware that we cannot do without the support of our partners, engagement from our audience and interest from the media. Therefore, we have decided to share our growth factors in an even more transparent way, making them accessible to anyone wishing to know and understand where the Locarno Film Festival is heading. A platform active all year round, not relinquishing but constantly reinforcing its identity, nurturing the most promising seeds for the future.

  
COO  
Raphaël Brunschwig



I have always  
tried to develop  
my stories respecting  
the truth of facts.  
This is the **POWER**  
that makes cinema  
necessary.

## A NOTE ON METHODOLOGY

This is the first sustainability report from the Locarno Film Festival, published on a voluntary basis. For the preparation of this sustainability report, the **Global Reporting Initiative's** GRI Standards framework has been taken as the main reference, using only selected standards, or part of their content, to present specific information ('GRI-referenced-claim' option).

This is the first document that aims to measure the economic, social, and environmental impacts and the issues relating to the governance of our organization. The information will be enriched from year to year trying to cover an increasingly large and comprehensive number of indicators, with a view to a complete and transparent reporting.

**THIS REPORT IS INTENDED TO PRESENT TO FESTIVAL STAKEHOLDERS THE RESULTS ACHIEVED AND THE MAIN ACTIONS CARRIED OUT IN YEARS 2019 AND 2020, WITH THE PURPOSE OF ENCOURAGING OPEN AND TRANSPARENT DIALOGUE BETWEEN ALL PARTIES INVOLVED.**

The scope of the reporting covers the association Festival internazionale del film di Locarno and the company Festival Services Sagl. Our intention was to present information in such a way as to allow a complete assessment of the measures introduced. In this perspective, the results have been expressed using both qualitative appraisal and quantitative valuation, with particular care over objectivity and neutrality, so as to ensure they are set out clearly and readably. In dealing with the Festival's impact on the territory where it operates, so as to give a clear and consistent overview of concrete actions undertaken, we followed the "SDG" scheme laid down by the United Nations.

The 2030 Agenda for Sustainable Development is a call to action for the people, the planet, and prosperity adopted by the governments of all 193 UN Member States in September 2015. It announces 17 **Sustainable Development Goals (SDGs)** and a total of 169 specific targets in a single action program. The SDGs were officially introduced in early 2016, giving the world fifteen years to achieve these 17 "Global Goals" by the target date of 2030 to which the Member States are pledged.



# ABOUT US

Conceived in **1946**, amid the cultural fervor of post-war reconstruction, the Locarno Film Festival **brings the cream of independent and auteur cinema** every summer to Switzerland, on the shores of Lake Maggiore in the heart of Canton Ticino. Through its competitions and its sidebars, it offers an advance premiere of the most innovative productions and emerging talents in filmmaking.

A prestigious showcase for the films competing for the Pardo d'oro (its top "Golden Leopard" award), the **Festival is a platform for exchange**, open to film industry professionals and the boldest, most visionary artists, but also to the public, as witnessed by its most democratic venue, the Piazza Grande, where up to 8,000 viewers can gather in the world's biggest open-air movie theater.

Thanks to its hallmark free spirit, the Festival has increasingly established itself as an **incubator for innovative projects and ideas**, organizing training and cultural activities that continue year round. The Pardo is not just a symbol, but a challenge to move bravely forward towards the new, while retaining the marks of the past.

The Locarno Film Festival team that, edition after edition, builds the history of the event:





Associazione Festival Internazionale del film di Locarno

Level 1

General Assembly of Members

Independent Audit Department

Level 2

Board of Directors

Level 3

Executive Board  
chaired by the Presidency  
of the Association

**MARCO SOLARI**  
President  
-  
**CARLA SPEZIALI**  
Vice-President

President's Office

**GIONA NAZZARO**  
Artistic Director

**RAPHAËL BRUNSCHWIG**  
Chief Operating Officer (COO)

**SIMONA GAMBA**  
Deputy COO and  
Chief Innovation Officer (CInO)

- Consultants | Correpondents\*
- Educational activities
- Industry Office
- Open Doors
- Programming Office
- Selection Committees

- Administration | Human Resources\*
- Brand & Marketing
- Communication
- F&B & Events
- Finances
- Guest Management & Protocol
- Hospitality
- Image and Sound
- Information Technology
- Logistics & Infrastructures
- Partnerships
- Secretariat
- Security

\*in alphabetical order











# TODAY AND TOMORROW

## OUR VISION

The Locarno Film Festival intends to become one of the world's most important film festivals, optimizing creative energies and engaging its participants in a broad, multivalent community capable of going along with the progress of change along the entire audiovisual chain, free from any constraints. **By securing its status as a benchmark within an interconnected system, the Festival puts itself forward as a catalyst and promoter of creativity.** This mission will be pursued through multiple actions: incentivizing training and support for artists, investigating and fostering new ways of production and consumption of images, and enabling a platform for exchange and dialogue between the communities that gravitate around the Festival.

The audience of Locarno is made of several types of audience who pursue specific interests but share a passion for the moving images. Around these groups is a constellation of producers, filmmakers, distributors, and creatives, all part of the ongoing conversation on the state of the art and the industry. These communities are nurtured by Locarno, receiving support and visibility, and their continuing exchanges will regenerate the ecosystem itself.

**THANKS TO ITS CENTRALITY, LOCARNO WILL BECOME THE MOST CREDIBLE AND INFLUENTIAL INTERLOCUTOR ON THE FUTURE OF THE AUDIOVISUAL INDUSTRY, INTERACTING DIRECTLY WITH THE MAJOR PLAYERS AT GLOBAL LEVEL.**



Encounter

Dialogue

Independence

Diversity

Creativity

Tradition

Courage

Innovation

Reflection



# OUR MISSION

As a physical space, it is a place that welcomes filmmakers with their works, industry professionals, and movie fans, all of whom get a chance to **express themselves freely** in a perspective of **dialogue and exchange**. However, Locarno is also a **virtual space** which looks beyond the timeframe and geographical limits of the event itself, making rapid strides in its digital dimension.

A space for, because it is that “for” which opens up infinite possibilities: doing, seeing, discovering, self-expression, planning, dialogue. The verb “create” enshrines the Festival’s vocation **to produce something** new, beyond being a mere showcase for films and projects.

In other words, **the Locarno Film Festival is the place in which new imaginaries are shaped**. The social imaginary provides the signposts which guide us through the many and different realities with which we come into contact. Not forgetting that the social imaginary, as the collective heritage of symbols and representations, creates a map which must be constantly rewritten and updated.

These are the reasons why Locarno is a space that, year after year, becomes fertile ground for new and different imaginaries, in the full awareness that every form of identity is forged through the rapport and exchange with the other, and with what lies beyond the beaten tracks.

Space for creating

Space for meeting

Space for knowing

Space for growing

Space for being

# THE LOCARNO FILM FESTIVAL IS A SPACE FOR CREATING NEW AND DIFFERENT IMAGINARIES





Ogni film instaura  
un **RAPPORTO**  
diverso tra le persone  
e le storie  
che si vogliono  
raccontare.

# OUR VALUES

## CURRENT AND FUTURE

In recent years, the Locarno Film Festival, in addition to its cultural, economic, and political value, has also increasingly become a crucial, formative factor of identity, characterizing the whole of the region where it takes place.



### **INCLUSION**

**We are a land of encounters, sensitive to social change:** we welcome people into a community that draws its strength and its uniqueness from the free exchange of ideas, the flowing together of very different creative inputs, and from treating diversity and minority voices as a value to be appreciated and enjoyed.

### **DIALOGUE**

**We are a space of discovery, thanks to the relations between people and their capacity for dialogue.** We believe that the most creative conversations are those which address the present, recognize the past, and look to the future.



### **SURPRISE**

**We want to surprise, always.** That's why we innovate and invest in the potential of the young generations.

### **FREEDOM**

**Our independence is non-negotiable.** We could not be who we are without being completely free.



### **EXCELLENCE**

**We are convinced that excellence is achieved through reflection and rigor.** We are determined to pursue it with humanity and with respect for the people and environment that surround us.



# AN OVERVIEW OF OUR ACTIVITIES

Through the various competitions and sidebars that make up its program, the Locarno Film Festival gives a voice not only to emerging and as yet unknown filmmakers, but also to established cinema talents.

**IN RESPONSE TO THE CONSTANT, ONGOING TRANSFORMATION OF TECHNOLOGIES AND LANGUAGES OF EXPRESSION IN THE FILM MEDIUM, THE FESTIVAL HAS ENHANCED THE TRADITIONAL APPROACH OF SEATING SPECTATORS IN FRONT OF THE BIG SCREEN BY BRINGING IN A RAFT OF NEW LIVE OR DIGITAL INITIATIVES, ALL HALLMARKED BY SUSTAINABILITY AND CREATIVE FREEDOM.**



# LOCARNO WORLDWIDE

One of the objectives of the Locarno Film Festival is to be present both at local and international level, beyond the 11 days of the event itself in August. A brief survey of the most representative ancillary events is given below.

## SPIN-OFF INITIATIVES

### L'IMMAGINE E LA PAROLA

*L'immagine e la parola* is the spring-time event organized by the Locarno Film Festival, offering a range of screenings, workshops, readings, and discussion sessions aimed at exploring the rapport between moving image and written word, with a special focus on the younger audience. In 2019, the educational dimension was one of the hallmarks of the event, with a masterclass held by Hungarian director Béla Tarr on the theme "Mountains – Loneliness – Desire". Fifteen film students, chosen by an international selection process, came on a two-week residence in Locarno to conceive, write, direct and edit their own short films, mentored by Tarr. Their work was presented in Fuori concorso, the out-of-competition section, at the 72nd Locarno Film Festival in August. The project is developed through a partnership between the Festival and the film school CISA – Conservatorio Internazionale di Scienze Audiovisive, with support from the Ticino Film Commission and Enjoy Arena SA.





## LOCARNO SHORTS WEEKS

This initiative, set up with support from Swiss Life, extends the Festival's offering to another period of the year. It is aimed in particular at the international online audience.

**For four weeks in February, a short film is posted every day on the Festival's website, where it can be viewed free of charge for one week.** The objective is to further raise the visibility of the directors selected. At the same time, the initiative broadens the Festival's digital community and acts as a pilot scheme for future streaming projects by a film event like ours. In 2019, the short films on offer were viewed 3,896 times in 92 countries worldwide, while in 2020 the total viewings rose to some 25,000 in over 160 countries.

## FILM SEASONS AROUND THE WORLD

### LOCARNO FILM FESTIVAL IN BEIRUT

**This event is open to the public and organized in collaboration with the Ibrahim Sursock Museum, the Swiss embassy in Lebanon, UBS, and the Metropolis Cinema.** In 2019, it attracted 1,200 spectators with a program of three films which had appeared at previous editions of the Locarno Film Festival: *BlacKkKlansman* by Spike Lee, *Right Now, Wrong Then* by Hong Sang-Soo, and *Bicycle Thieves* by Vittorio De Sica.

### LOCARNO IN LOS ANGELES

**Originally set up as a collaboration between the Acropolis Cinema and the Locarno Film Festival, the third edition of Locarno in Los Angeles went ahead in 2019 at two different venues:** the Bing Theater at the Los Angeles County Museum of Art (LACMA) and the Laemmlle Music Hall in Beverly Hills. The season presented a special program over four days curated by Acropolis founder Jordan Cronk and co-artistic director Robert Koehler, featuring a selection of titles from the Concorso internazionale, the Concorso Cineasti del presente, and the Leo McCarey Retrospective.

The event was organized with support from MUBI, the Consulate General of Switzerland in San Francisco, and the UCLA Film and Television Archive.



## **LE VIE DEL CINEMA: I PARDI DI LOCARNO A ROMA**

As part of a project titled “Il cinema attraverso i Grandi Festival – I grandi Festival... Locarno a Roma”, a series of films from the 72<sup>nd</sup> Locarno Film Festival were screened at the new venue of the CineVillage Parco Talenti, all in original-language versions subtitled in Italian. Audiences in the Italian capital enjoyed a season of films of notable quality and originality, many of which had won the Festival’s most prestigious awards. The program, targeting the local cinephile audience, attracted 524 spectators.

## **LE VIE DEL CINEMA: I PARDI DI LOCARNO A MILANO**

This program brings to Milan theaters a selection of titles from the Cannes, Locarno, and Venice Festivals as well as other film events, catering for the audience of auteur movie fans in the Milan metro area. The selection of films from the 72<sup>nd</sup> Locarno Film Festival was watched by some 1,700 people.

# **FESTIVAL PROGRAMS AND SECTIONS**

Each section is designed to offer its own fresh gaze, perspective, and angle from which to observe the universe of images and the real world in which we live. Giving voice to diversity and inter-generational dialogue, offering younger artists a chance to show their films, celebrating those in the past who were so far-seeing that their work retains its power today: this is the vision that underpins the artistic direction of the Festival.

## **PIAZZA GRANDE**

**Piazza Grande is the theater of emotions.** The heart and showcase of the Festival, welcoming every evening in its unique setting an audience of up to 8,000. The Piazza Grande program boasts prestigious productions, mainly as world, international, or European premieres, presented on stage by director and cast.

## **CONCORSO INTERNAZIONALE**

**Conceived as an international launching pad for the best in auteur and independent cinema,** the international competition presents the world or international premieres of some twenty films from all over the world, i.e., a bouquet of titles made by established directors and young and emerging filmmakers.

## **CONCORSO CINEASTI DEL PRESENTE**

**A true arena of discovery, the Cineasti del presente sidebar offers first and second features, as world or international premieres, by emerging directors from all over the world,** with a special focus on independent, formally innovative productions, but leaving room for more popular genres.





## PARDI DI DOMANI

A crucible of future talent, the Pardi di domani section screens shorts and medium-length films by independent filmmakers or film school students who have not yet tried their hand at feature films. The section has two separate competitions: one for Swiss and the other for international films.

## FUORI CONCORSO

The out-of-competition selection is a wide-ranging panorama, reflecting the vast field of vision of the Locarno Film Festival and featuring work by filmmakers whose paths have crossed with the Festival's before. These are gazes we have come to know and love, and which we want to go on following and sharing – together with those we might fall in love with, right here, right now.

## RETROSPETTIVA

Over time, the Locarno retrospectives have delved into several corners of film history: from great career monographs to themed programs, from wide-ranging tributes to living filmmakers to complete retrospective seasons of acknowledged grand masters. For many years, the Festival retrospectives have joined with prestigious institutions in Switzerland and abroad to create a circuit on which the Retrospective travels after the event itself in Locarno. Along the way, the target audience is made up of cinephiles and film students who jump at the chance to (re)discover some of the great classics of film on the big screen. Among the partner institutions who have formed the circuit are: in Switzerland, Filmpodium Zürich and Kino REX in Berne; in Germany, Cinema Arsenal in Berlin; and in the Netherlands, the EYE Filmmuseum in Amsterdam.

## HISTOIRE(S) DU CINÉMA

Histoire(s) du cinéma is the sidebar dedicated to film history. It presents work by directors and other film professionals to whom the Festival dedicates special tributes, screening restored prints of rare and important films in the history of Swiss and international cinema.



## OPEN DOORS

**Watching the invisible.** Ever since the Locarno Film Festival first shone its spotlight on national film industries “in the dark”, Open Doors (Hub, Lab, and Screenings) has grown to become a program that literally offers a chance to exist: for the filmmakers involved, many of whom come from geographical areas where “independent” means “invisible”, and also for the audience, who otherwise would remain unaware. At Locarno72, Open Doors began its next three-year cycle devoted to Cambodia, Indonesia, Laos, Malaysia, Myanmar, Mongolia, Thailand, Philippines, and Vietnam.

## LOCARNO KIDS

**Over the past three years, the Festival has been developing new ways of including children in its activities, with a nursery, themed workshops, dedicated screenings, backstage tours during the event and, since 2021, a prize awarded by young spectators.** Locarno Kids provides a smooth learning path about the magic of film, with the children themselves playing the biggest part. The initiative enjoys the support of professionals from the worlds of film literacy and children’s cinema.

## PANORAMA SUISSE

**The 10 Swiss films featured in this section are selected by the Solothurn Film Festival, SWISS FILMS, and the Swiss Film Academy.** Panorama Suisse presents festival circuit and box office successes as well as films that are previously unreleased.

## SEMAINE DE LA CRITIQUE

Organized in collaboration with the Swiss Association of Film Journalists, **the Semaine de la critique shows seven documentaries as world or international premieres, highlighting innovative films that run outside the mainstream both formally and content-wise.**

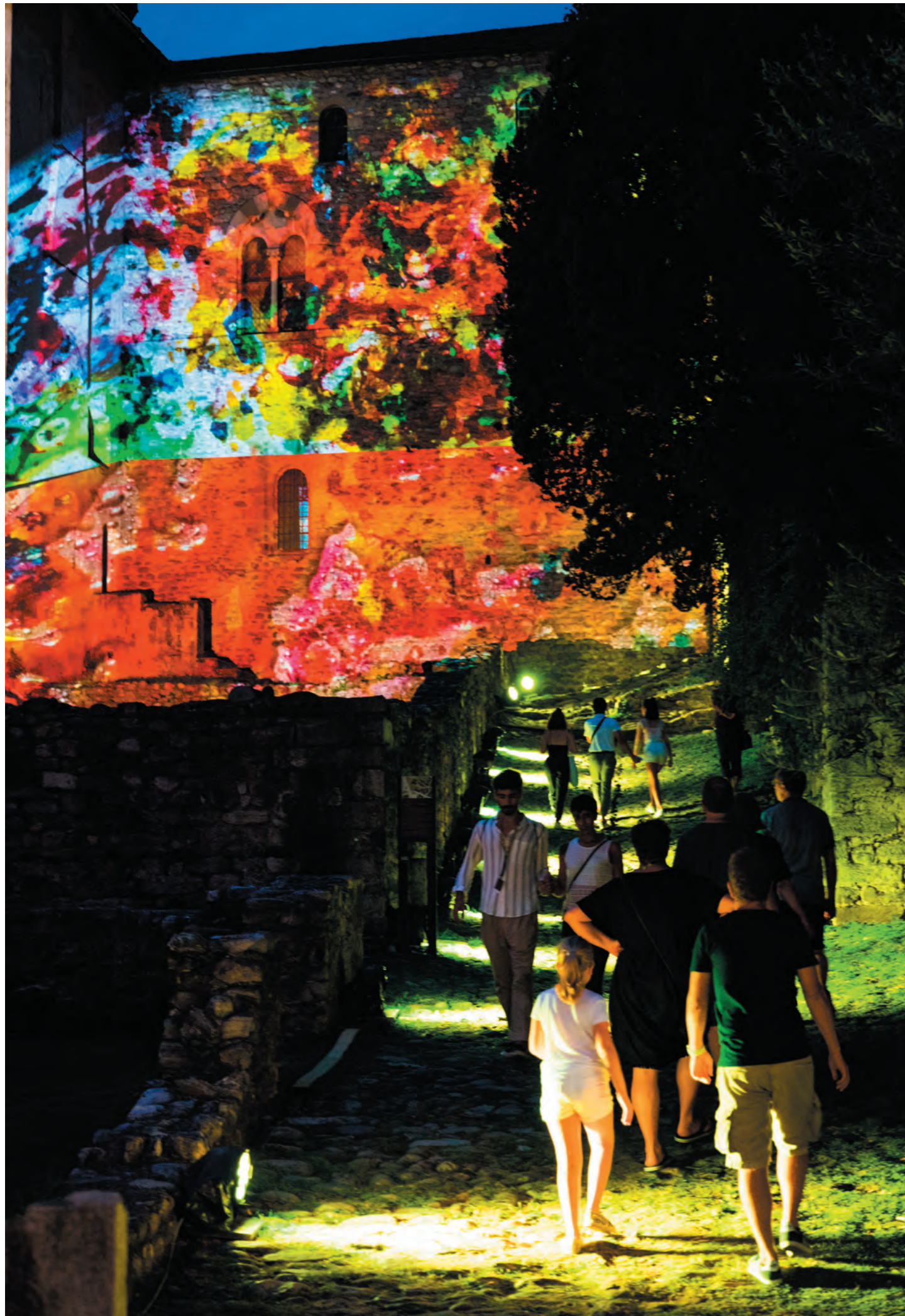
# LOCARNO EXPERIENCE

Cinema is about more than just moving images: it means parties and entertainment, social rituals, discussion and debate, the sharing of values. Accordingly, the Locarno Film Festival sets up a range of opportunities for meeting and conversation, offering a unique and rewarding experience to every one of its spectators and participants.

## LAROTONDA

**In 2019, the Festival Village changed the concept and style of its schedule, offering 18 nights of live music, entertainment, deli food, and drink in a harmonious setting inspired to eco-sustainability and made of natural materials, with wood to the fore.** In line with previous editions of the Festival, music took center stage. Again in 2019 it was RSI Rete Tre that took charge of the main soundtrack for laRotonda, putting on six special evenings with DJ mixes and live broadcasts of the radio show PardOn. RSI Rete Uno presented a Woodstock Special marking the 50th anniversary of the landmark event. Emerging young Swiss bands were given plenty of space to perform on the “Fresh&Wild” stage, an initiative organized with support from Swiss record producers’ foundation Stiftung Phonoproduzierende and the FONDATION SUISA. There were also joint projects and cartes blanches with partners such as JazzAscona, Spiez Seaside Festival, Enjoy-Arena with Radio One Dance, Irish Openair Toggenburg, or GC Events, the organizers of Connection Festival. As part of the Girotondo project, insurance partner la Mobiliare presented a program in collaboration with the Accademia Teatro Dimitri featuring workshops, activities for kids, and street performers.





## LOCARNO GARDEN LA MOBILIARE

In 2019, Locarno's Castello Visconteo in the heart of the old city was turned into the "Locarno Garden la Mobiliare". For over eleven nights, it hosted an attractive meeting place for festival-goers drawn together by good food, art, and the keynote of sharing. The structural and light installations were designed by artists Maya Rochat and Kerim Seiler, while cooking star Sandra Knecht proposed original and sustainable cuisine in her pop-up restaurant. The rich soundscape for the Garden was provided by Lugano-based music collective Turba.

## LOCARNO TALKS LA MOBILIARE

Curated with the general public in mind, the Locarno Talks la Mobiliare are organized by the Locarno Film Festival along with Main partner la Mobiliare. **A line-up of personalities from the worlds of art and science join in panel discussions on societal and political issues, each contributing their own perspective but all equally keen to find the "common ground" required to plan our future together.**

## A PLATFORM FOR HOSPITALITY

In addition to its deep-lying roots in the surrounding area, the Locarno Film Festival is a major calendar event at national and international level. During eleven days in August, Locarno becomes something of a little Davos in summer, acting as the venue for an informal forum of front-ranking figures in cinema, politics, and culture. By way of example, in 2019 the Festival hosted no less than 116 events, including the presentation of the national "Culture Message" outlining federal policy on culture for 2021-2024, attended by Isabelle Chassot, Director of the Federal Office of Culture (FCO), Alain Berset, Federal Councillor with portfolio for culture, and Ivo Kummer, head of the FCO's cinema department.



# A PLATFORM FOR FILM INDUSTRY PROFESSIONALS

## LOCARNO PRO

Locarno Pro is the umbrella for a range of dedicated services and initiatives for film industry professionals, organized with the common aim of fostering and enhancing exchanges between the various Festival attendees that accompany their films during the event. In 2019, the Locarno Film Festival welcomed no less than 3,166 professionals, of whom 1,039 were accredited Industry attendees, including 156 buyers and 813 companies from 69 different countries. One of the rafts of Locarno Pro initiatives is **Open Doors**, which has now run to 17 editions. In 2019, it began a new **three-year cycle focused on South-east Asia** (Laos, Thailand, Cambodia, Vietnam, Myanmar, Indonesia, Malaysia, Philippines) and Mongolia. Thanks to its collaboration with the Swiss Agency for Development and Cooperation (SDC) of the Federal Department of Foreign Affairs (FDFA), the Pro section is able to pursue a trio of objectives. First and foremost, **it draws the attention of industry professionals and the international audience towards directors and films from countries in the global South and East**. Secondly, it creates optimal conditions for **developing and disseminating** their feature film projects via a platform for professional discussion and exchange, linking with their counterparts worldwide as potential partners. Lastly, it contributes to the **development of local and regional independent filmmaking scenes**, and to connecting their industry representatives with a worldwide network of international peers.

Other Locarno Pro initiatives include the **Alliance 4 Development**, a platform for German-, French- and Italian-language film professionals who need to test the market potential for their film projects and **to form creative and financial alliances** in their initial stages of development; **StepIn**, an interdisciplinary think tank where distributors, exhibitors, producers, international sales agents, film funds, marketing, and VOD experts and delegates from major film markets and festivals join by invitation in a series of **discussions and work groups** on the current landscape in the global industry; and **U30**, a platform for the **new generation** of film professionals which ran its pilot edition on the subject "The Audience of the Future" in 2019. 24 young professionals, all aged under 30, gathered in four sessions to brainstorm on a variety of aspects of the theme, ranging across theatrical distribution, marketing, approaches to streaming platforms, and the role of film markets and festivals.

*In the audiovisual industry, sustainable economics can be implemented across the board. In fact, it can start as early as the film production phase, with practices such as Green filming, up to online distribution, with the aim of reducing the carbon footprint and environmental impact. In order to have a 100% sustainable economy, however, in the future this chain should also include Green storytelling, i.e. careful reflection, right from the scriptwriting stage, on the sustainable ways of developing and producing the film that the audience will discover at a festival, in theaters, on TV, or online.*

*Locarno Pro is at the forefront in this area, thanks to the attention it has always paid to the evolution of the film industry: over the years, meetings have been organized with international professionals to discuss Green filming, highlighting at the same time what the Locarno Film Festival was already doing for the environment. Already at that time, this was the right debate within the right Festival. In these three years, the film industry has realized how indispensable a sustainable economy is for everyone. Who knows if the Locarno Film Festival, once again a forerunner, might add the missing piece to close the sustainable circle, and launch a project on Green Storytelling?*

*Nadia Dresti, since January 2020 international advisor for the Locarno Film Festival and interim head of the artistic direction and of Locarno Pro coordination from October 2020 until December 2020.*





# A CRUCIBLE OF TALENT

## LOCARNO ACADEMY

**Founded with the aim of helping develop the abilities of emerging talents, the Locarno Academy is a Locarno Film Festival training project for young directors, professionals, students, and film critics.** The Academy was born from a desire to build on Locarno's qualities as a site of productive encounters, exchange of views, and reflection on film. Taking full advantage of the Festival's infrastructure and its numerous guests, over its seven editions to date the Academy has become a true center of excellence, dedicated to passing on know-how and expertise. The Locarno Academy curriculum features discussion sessions, work groups, case studies, lectures, round tables and workshops with established film professionals, offering the young participants a chance to learn from and network with their older peers.

## BASECAMP

**An innovative concept, unique among international film festivals, this initiative got under way in 2019. The idea is to give young people an affordable way of attending the Locarno Film Festival, while at the same time feeling part of the next generation of creatives.** 200 young people aged from 18 to 30 and with multidisciplinary arts backgrounds attended, in part after a selection process conducted with film and art schools all over Switzerland (HEAD, ZHDK, HSLU, ECAL, CISA), while the rest were chosen from among impromptu applications. Participants were allocated accommodation and use of the spaces in a disused barracks in nearby Losone, where they put on their own cultural events and initiatives. The 200-Swiss francs attendance fee covered accommodation, a free Festival season ticket, shuttle bus service to and from Locarno, and breakfast. From 10 pm to 2 in the morning, the BaseCamp came alive with parties and performances that enabled the residents to get acquainted and interact.



# 2019 IN NUMBERS

SCREENING VENUES  
**13**

DOCUMENTARIES  
**65**

**100**  
Q&AS AND CONVERSATIONS

INTERNATIONAL PREMIERES  
**15**

**157'500**  
VISITORS

SHORT FILMS  
**91**

**46**  
REPRESENTED  
NATIONS  
IN THE OFFICIAL  
SELECTION

**457**  
SCREENINGS

**113**  
WORLD PREMIERES

**246**  
SELECTED  
FILMS





**2020 AS SEEN  
BY THE CHIEF INNOVATION OFFICER:  
A YEAR TO ADDRESS CONTINGENCIES  
AND PROJECT INTO THE FUTURE**

Early in 2020, the Festival was defining its long-term strategy, facing up to a media scene undergoing profound change and a film industry in which streaming platforms were increasingly dominant. With the onset of the global pandemic, this process of reflection became intertwined with the need to preserve the Festival itself and its profile at international level. For this reason, the year 2020 became one in which the Festival was required to invest in its own future and in the future of cinema itself, so severely tested by the health crisis.

In a spirit of solidarity and responsibility towards the film industry, the Festival joined with its partners to develop a raft of projects which differed from its traditional offering. These were orientated towards supporting professionals hit by the crisis, but also experimenting with new platforms, services, and content in a long-term strategic perspective. In just a few months the Festival launched a new website, a streaming platform, and two platforms with services for film professionals radically redesigning its processes, systems, and service models. The few screenings in theaters that were possible during the event nonetheless required a reorganization of ticketing and IT systems – for instance so as to meet Track & Trace requirements for admissions. Festival staff themselves also had to adapt to new ways of carrying out their jobs, often being required to work remotely.

**THE UNPRECEDENTED CHALLENGES FACED IN 2020  
WERE THEREFORE TURNED INTO OPPORTUNITIES  
FOR GROWTH, WHICH STRENGTHENED OUR RELATIONS  
WITH OUR PARTNERS, INSTITUTIONS, AND THE  
NETWORKS OF FESTIVALS AND FILM PROFESSIONALS.**

The challenges also reinforced the skills and team spirit of our staff, who succeeded in achieving our shared objectives in extremely difficult circumstances.

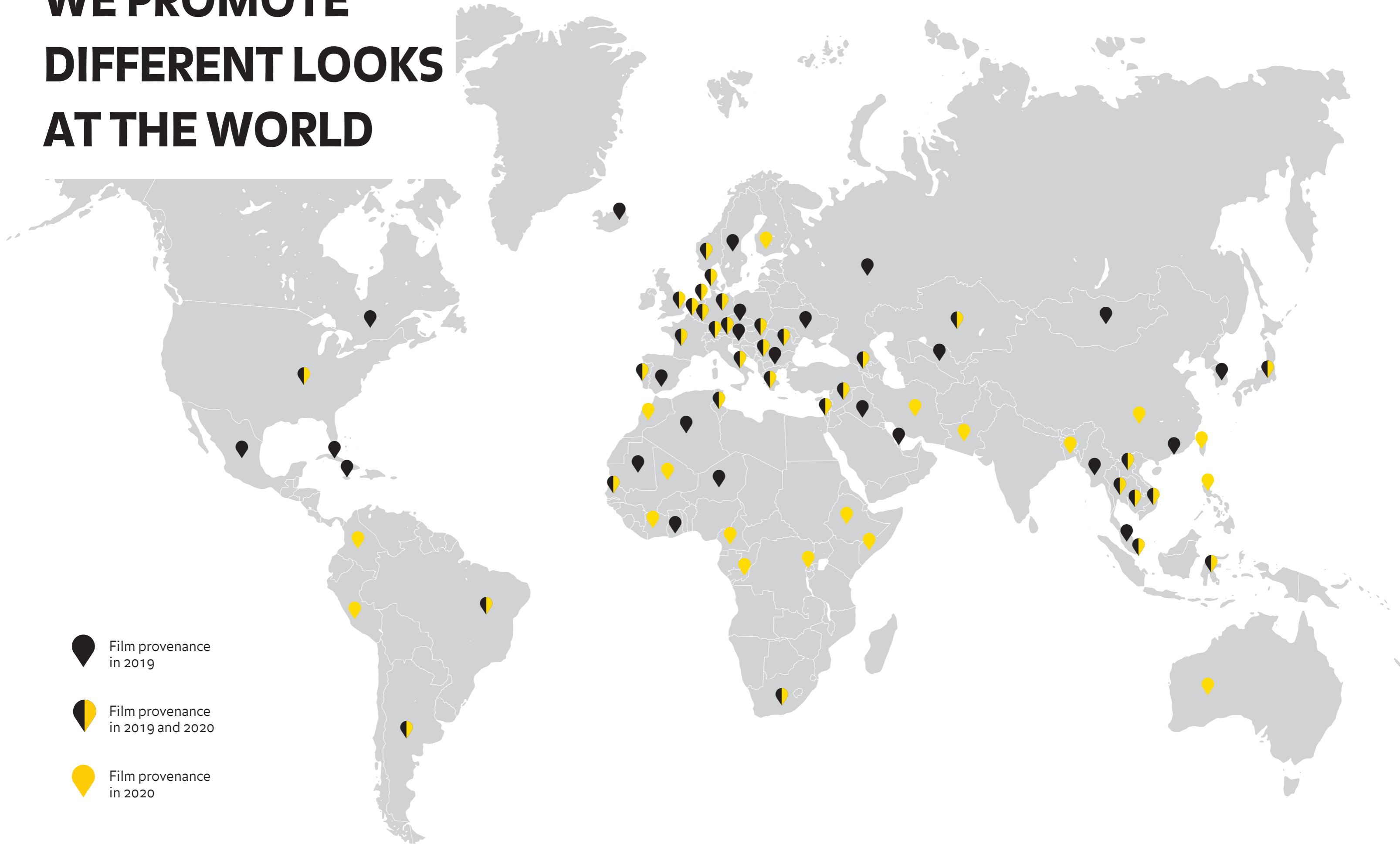
Deputy COO & Chief Innovation Officer  
Simona Gamba




**2020  
IN NUMBERS**





# WE PROMOTE DIFFERENT LOOKS AT THE WORLD



-  Film provenance in 2019
-  Film provenance in 2019 and 2020
-  Film provenance in 2020



# OUR CONTRIBUTION TO SUSTAINABLE DEVELOPMENT GOALS



## PERMANENT TRAINING FOR ALL

Through the Locarno Academy, the Locarno Film Festival supports film fans and professionals all over the world, enhancing their skills and fostering full development of their abilities. The Festival also plays an active role in the education for children and adolescents through learning projects such as Locarno Kids or empowerment programs like the Youth Advisory Board, a consultative committee made up of four young men and four young women from Switzerland's three main language regions and from other countries, tasked with oversight of the Festival and ensuring input from a youth perspective into the overall strategy of the event. Lastly, programs like Open Doors foster production and distribution of films in which societal and environmental issues are to the fore: for the Festival, film itself is a formative and educational tool, not only for the younger generations.



## GENDER EQUALITY AND A CULTURE OF INCLUSION

The Locarno Film Festival aims to guarantee a balanced gender ratio and to ensure that women are adequately involved in decision-making and governance at all levels. An important step in this direction was taken in 2019 when the Festival signed the Programming Pledge for Parity and Inclusion in Cinema, undertaking to carry out regular gender audits. A special focus on the gender ratios among directors of films selected and programming and selection committee members will remove any suspicion of lack of diversity, and ensure transparency that fosters true gender equality. Locarno was the first Swiss festival to become a signatory, and also the second category A event at international level, after Cannes. Our efforts in the domain of human resources are also aimed at creating a workplace which is as inclusive as possible, where all staff can feel at their ease. Equality, the wealth of diversity, gender parity and equal pay – at all levels, and not only among the Festival's own employees – are values promoted by the Festival, including through the selection of films presented each year. Alongside this comes the everyday commitment to safety in the working environment, through a policy of zero tolerance towards violence in any form, including verbal and/or physical assault and sexual harassment, as well as ethics and compliance training for all employees.



## EMPLOYMENT AND SHARING OF KNOW-HOW, FOR GROWTH IN THE SURROUNDING AREA

The Locarno Film Festival contributes to economic growth in local communities by creating jobs and raising the regional profile. In carrying out its activities, the Festival gives preference to local suppliers, while its international importance adds enormous value to the regions' image. Investment by the event goes into activities of high social and educational value, such as renewal and refurbishment of urban and environmental sites, and the organization of highly professional training pathways like the Locarno Academy and the workshops of Locarno Pro. The Festival also offers apprenticeships and placements for young people in the area, putting its wealth of know-how, skills, and contacts to work on behalf of local professional categories. At the same time, the Festival contributes to economic growth in the surrounding area by sourcing goods and services from local companies, indirectly creating employment and fostering tourism throughout the region.



# Le cinéma c'est une **CONVERSATION**



## **REDUCING ECONOMIC INEQUALITY, WITH PARTICIPATION BY ALL**

The Locarno Film Festival does not tolerate discrimination in any form. The organization offers equal opportunity to all employees, participants, and film industry professionals. The Festival also promotes the film industry in developing countries and ensures that artists and professionals facing economic or political obstacles are enabled to take part in its activities. In this way, it ensures fuller geographical representation and promotes the presence of the countries concerned within the ambit of economic and financial decision-making bodies at international and global level. Furthermore, the Festival is committed to developing special programs dedicated to professionals who live and work in disadvantaged contexts, with the aim of strengthening their skills and facilitating their participation in the event. Regarding infrastructure, the Festival is committed to facilitating access to theaters for those with disabilities.



## **NEW MODELS OF SUSTAINABLE PRODUCTION AND CONSUMPTION**

The Locarno Film Festival strives to reduce its environmental footprint as far as possible by engaging in recycling, re-use of resources and reducing consumption to a minimum. In recent years, the event has succeeded in reducing significantly the amount of waste it produces, while our inevitable waste has been correctly disposed of. As an example, for beverages – which go through a spike in consumption in summer, when the event takes place – in 2019 laRotonda introduced a system of distributing drinks glasses against a returnable deposit, which significantly reduced the amount of plastic waste. The Festival also collaborates with industrial partners for waste recycling and disposal, and engages with local authorities to work for improvements in logistical efficiency and the re-use of an increased percentage of the waste produced. Lastly, the event is committed to implementing new tools to monitor the impact of sustainable development: a sector that not only creates employment, but also promotes local products and culture.



# OUR STAKEHOLDERS

## A SUSTAINABLE FESTIVAL FOR EVERYONE.

A film festival is a microcosm that unites communities and people from different backgrounds under the aegis of their passion for the seventh art. This sharing of the same space can be very special when it leads to growth - in material or intangible terms - for all the actors involved. For a major event to be more than just an economic, societal, or environmental burden, and instead become a source of collective enrichment, there is a need to adopt sustainable behaviors and practices at each and every level.

### The Locarno Film Festival Ecosystem

The first step towards that evolution is to know your own ecosystem: the Locarno Film Festival has carefully mapped out the categories of stakeholders with whom it interacts in the course of its activities. In this way, we have identified the interest groups that can influence the achievement of strategic goals and those who can be significantly affected by them.





## COMMUNITIES

Local and national communities, Consumer communities, Professional communities. These communities are united by common passions and values; they share an interest in a particular activity.

- Local citizens
  - Children, teenagers, & their families
  - Audience & cinephiles
  - Learning & creative communities
  - Professionals: press & industry
- 

## MEDIA

Media, through journalists, photographers, etc., collect and transfer information about the Festival and its activities to the public. Their output influences public knowledge and opinions about the event.

- Journalists & photographers
  - Television
  - Radio
  - Magazines & newspapers
  - Trade papers
- 

## CUSTOMERS

The Festival offers cultural services to its customers, against payment or free of charge, by investing its own resources or in collaboration with partners. Understanding the needs of its core customer base, and optimizing operations to best fulfil those needs, is therefore a significant priority for the Festival.

- Viewers: general audience & cinephiles
- Advertising
- Patrons: members of the Leopard Club
- Movie industry
- Emerging artists & professionals
- Children/teenagers and their families

## GOVERNMENT & LOCAL ADMINISTRATION

The government has a strong interest in the success of the event, in promoting culture, and in offering educational projects to the community.

- Federal Administration
  - Locarno Municipality
  - Police & public security
  - First responders & health workers
- 

## LOCAL BUSINESSES

Businesses operating on the territory might benefit from the Festival, its activities, and the flow of public it attracts.

- Hoteliers
  - Restaurateurs
  - Local shops and merchants
- 

## EMPLOYEES

They work directly for the Festival for fixed periods or permanently. Employees' opinions, concerns, and values are relevant and valuable in shaping the strategy, vision, and mission of the event.

- Communication and marketing
- Administration and human resources
- Sponsorships and funding usiness development
- Information technology
- Image & sound
- Logistics and infrastructure



## MOVIE INDUSTRY

People / artists / professionals / organizations working directly or in relation with any of the movie industry's sectors.

- Directors, producers, & artists
  - Sellers, distributors, & dealers
  - Film institutions
  - Representatives of other festivals
  - Movie theater owners
- 

## MANAGEMENT

Managers have decision-making power in their areas of expertise. They play a substantial role in determining the strategy of the event and have a significant voice in operational decisions.

- General Assembly of Members
  - Board of Directors
  - Executive Board
  - President
  - Operations Executive
  - Artistic Direction
- 

## SPONSOR & PARTNER

The partners, both private and institutional, support the Festival's activities with funds, services, technology, visibility, and promotion at local, national, and international level.

- Public / Institutional: Swiss Confederation (BAK, DEZA), Canton Ticino, local municipalities, academic institutions, tourist institutions, international film associations, other cultural institutions, associations, or events
- Private: Main partners, Sponsors, Media partners, Event partners, Mobility partners, Suppliers and Supporters, F&B, venues and events, hotels and restaurants, technology and infrastructure providers

## COMPETITORS

Organizations who offer similar services/events and compete for recognition and visibility in the film industry. Organizations who compete for the same time/budget from customers. Organizations who compete for the same funds/investments/sponsorships from partners

- Class A film festivals
  - Other film festivals
  - Cultural, sports, or entertainment events
  - Cultural institutions or projects
  - Recreational activities
  - TV, online streaming platforms
- 

## SPECIAL INTEREST GROUPS

Groups of individuals who share a specific common interest, which can be affected by a particular decision or action of the Festival. They can express their stakes independently but are usually organized to pursue their common interest in a coordinated manner.

- Activists
- Lobbyists
- Labor unions
- Trade associations
- Religious groups
- Political parties



# THE SUSTAINABLE GOALS OF THE FESTIVAL

**DAY AFTER DAY, THE LOCARNO FILM FESTIVAL TOGETHER WITH ITS STAKEHOLDERS TRIES TO GROW AS A CULTURAL AND CORPORATE BODY BY IMPLEMENTING GOOD PRACTICES AIMED AT SUSTAINABILITY AND BALANCED DEVELOPMENT OF THE FESTIVAL'S POTENTIAL.**

## **Attract and support the younger generations**

The Festival intends to bring in and empower a younger audience by offering a range of services and activities created along with emerging audiovisual talents. One step in this direction is the Festival's openness towards embracing new forms and media of artistic expression that are typical of contemporary reality.

## **Strengthen the role of culture in the surrounding area**

Over the years, the cultural asset that is the Locarno Film Festival has strengthened the identity of the region. Landmark instances of this process include the PalaCinema project and the purchase by the city of the Palexpo (FEVI). This made possible the development of the region as a district of Audiovisual excellence, in which the Ticino Film Commission and film schools like CISA also play their part. The Festival is therefore committed to cooperating with other regional partners towards the development, promotion, and optimization of the entire cultural scene in the city and in Canton Ticino. The Festival liaises constantly with other film players, such as Castellinaria, Film Festival Diritti Umani Lugano, and local film clubs. Moreover, it has been instrumental in launching spin-off events such as L'immagine e la parola, the Eventi letterari at Monte Verità, and the recently founded FestivalLibro in Muralto. Other important synergies include partnerships with the LAC arts center in Lugano and the Orchestra della Svizzera italiana (OSI) as well as with SUPSI (University of Applied Sciences and Arts of Southern Switzerland) and USI (Università della Svizzera Italiana).

## **Reduce the environmental footprint of the event in Locarno**

The Festival works proactively to strengthen measures to encourage slow mobility and respect environmental balance in the city which is its permanent home and which, during the 11-day annual event, plays host to visitors from all over the planet. In the same way, the organization is committed to enhancing collective awareness around the issues of responsible consumption.

## **Investigate the ecological and inclusive potential of digitalization**

Technological innovation, which made a sudden leap forward at Locarno2020, is a motor that the Festival intends to keep running, expanding its own services and creating new digital products that will assist, stimulate, and increase audiences near and far, year round.

## **Create a local network of sustainable players**

As part of its activities, the Festival is committed to developing partnerships with local suppliers that share the same principles of sustainability.

## **Contribute to a fairer society that pays more attention to sustainability issues**

The Festival plays an active part in the local economic and social development. Hence, the organization is keen to strengthen its commitment to the environment and to reaching out to increase awareness of sustainability issues.

## **Train and educate to nurture new talents**

The Festival's portfolio of expertise and resources is put to work on behalf of practical, solid and innovative education projects for children, adolescents, and aspiring film professionals.





# ADDING VALUE AT LOCAL AND CANTONAL LEVEL, WORKING TOGETHER FOR GROWTH

## OUR COMMITMENT TO ECONOMIC SUSTAINABILITY

One of the strongpoints of the Locarno Film Festival is its **deep-rooted rapport with the surrounding area**, the Canton Ticino, and the local population. These close ties are strengthened year by year thanks to their **reciprocal** nature: the Festival enjoys the support and involvement of local institutions, citizens, and businesses, but the region and its commercial and tourism operators also reap the significant economic benefits that the event brings to the area. As an organizational machine the Festival is a powerful job creator, in particular for local suppliers of goods and services and in the tourist trade.

## OUR ACHIEVEMENTS TO DATE

The cultural experience offered by the Locarno Film Festival has a significant direct impact on the economy of the Canton Ticino: a study carried out a few years ago by Università della Svizzera italiana (USI) showed that **the event was already bringing between 20 and 30 million Swiss francs to the region**, in an appreciably rising trend that the Festival intends to make sure remains upward in years to come. When one considers that the Festival's annual budget, which receives funding from both public and private sector sources (with over 150 partners), is currently some 15 million Swiss francs, the full scale of the revenues generated becomes clear, as do the consequent benefits for the local community.





## EACH SWISS FRANC INVESTED IN THE LOCARNO FILM FESTIVAL GENERATES AN ECONOMIC RETURN OF 3 FRANCS FOR THE REGION.

Study by the Università della Svizzera italiana on the economic impacts of the Locarno Film Festival (2004)

The complete edition mounted in 2019 saw the involvement of **801 suppliers**, while in 2020, despite the severe restrictions imposed on all economic sectors, that figure still reached an impressive 485. It was also calculated that, in 2019, 71.2% of costs related to the event were paid directly to **Ticino-based companies**, to a total value of **CHF 9,496,511.-**. On the tourism front, **the Festival ensures that high season carries through to mid-August**, bringing benefits not only to hotel operators but also to the Canton's other attractions: museums, swimming pools and lidos, restaurants, shopping malls, sports installations, and mountain tourism. The partnership with the Lake Maggiore and Valleys tourist authority is strategically vital in this sense, because it means the **region can be promoted as a cultural destination** thanks to the Festival's communication channels. At the same time, festival-goers can be encouraged to extend their stay and discover the region. It has been estimated that the **Festival's domestic and international media coverage alone is worth over 5 million Swiss francs, based on over 15,000 dedicated media features.**

Inevitably, this preferential approach to local resources is also reflected in the make-up of the **Festival staff**: in 2019, 77% of a total of CHF 3,700,000.- paid out in salaries and social security contributions went to workers resident in Ticino, involving a total of over **1,000 staff** (20 full-time, 120 on fixed-term contracts lasting from 1 to 11 months, and 900 employed during the days of the event itself). The figures provide further proof of how **cinema and culture can be a pole of attraction around which to build a system capable of generating revenue and employment, adding value to the specific qualities and resources of the surrounding area.**



# OUR PARTNERS

If the Locarno Film Festival can rightly claim to be one of the world's major film events, much of the credit is down to teamwork. Not only the team efforts of our own staff, but also the teamwork carried out at other levels, with institutions and companies that share our values and decide to travel together along our chosen pathway. They often do so as partners, **creating synergies and investing in ever more ambitious and innovative projects, such as co-creating new platforms to enhance the experience for the viewers.** Their contributions attest to the highly significant impact of such partnerships for the development of Swiss culture.

The partner display refers to the year 2019, which is compliant with the standards dictated by GRI. The Festival's partners are steadily growing and we will present new partnerships in upcoming reports.

## Institutional partners



## Main partners



## Destination partner



## Sponsor



## Mobility partners



## Media partners



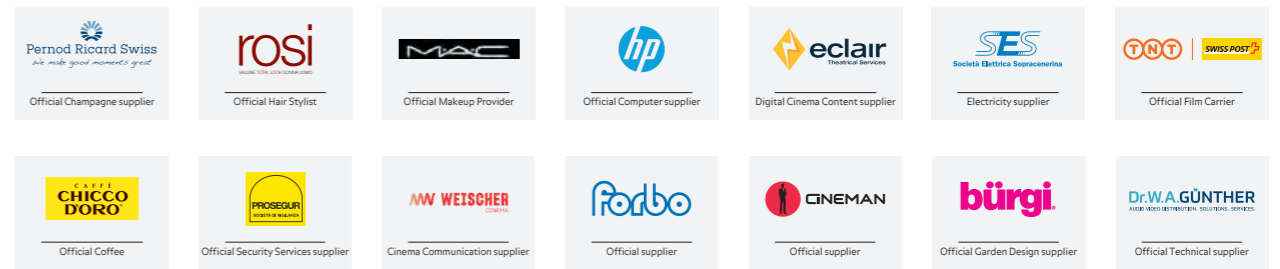
## Event partners



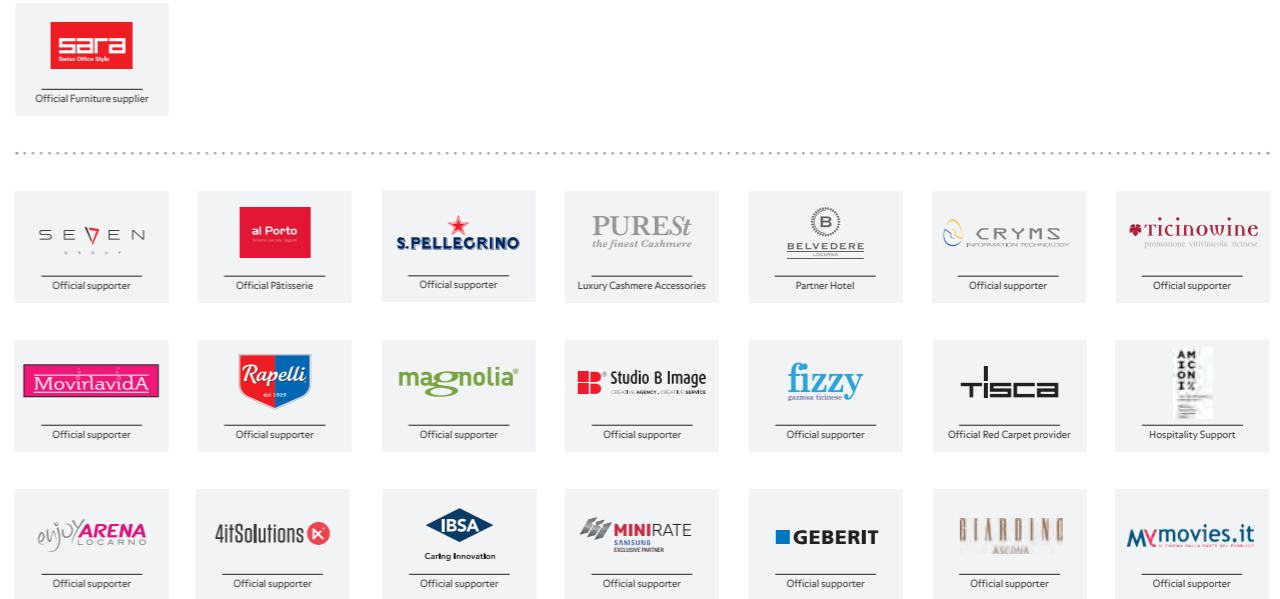
## Academic partners



## Official suppliers



## Official supporters



## Member of





# WE SUPPORT INNOVATION, CREATIVE INDEPENDENCE AND DISCOVERY

## OUR COMMITMENT TO SOCIAL SUSTAINABILITY

As an event with a rich historic heritage, the Locarno Film Festival naturally keeps alive its gift for welcoming change, even as it looks to the future. **Innovation, in the sense of responding to new audiences and changing trends in the media and audiovisual system**, is the pathway chosen by the Festival as it seeks to maintain and strengthen its positive impact on the surrounding area. That pathway involves a trio of key core factors: active involvement of the **young generations** in dedicated training courses and initiatives; inclusion and meeting of **diverse identities**; **promoting the image** of Switzerland and Canton Ticino around the world.

**ACTIVELY ENGAGED FROM THE OUTSET IN FOSTERING A YOUNG, INDEPENDENT FILMMAKING SCENE, THE LOCARNO FILM FESTIVAL ALSO PROMOTES INNOVATION IN THE FIELDS OF DIGITALIZATION AND NEW TECHNOLOGIES.**





## OUR ACHIEVEMENTS TO DATE

In these sectors, knowledge is more than just a tool ensuring the success of the event itself. It is a **heritage of expertise that must be handed down to the next generations**, enhancing the know-how of the region and of the whole of Switzerland. It's no coincidence that the initiatives set up in recent years have all aimed to make the Festival **an incubator for film and arts projects**: every year in August, Locarno creates the conditions for once-in-a-lifetime encounters that can yield original ideas, new collaborations, stunning works and career-defining moments, thanks to the **networking between emerging talents and established professionals**.

## LOCARNO KIDS: EDUCATION FOR MOVING IMAGES

Unlike other major film festivals, the bouquet of training initiatives from the Locarno Film Festival does not cater exclusively for adult students, but also features numerous activities for much younger learners. **Locarno Kids**, the part of the Festival designed for children, offers dedicated screenings (in 2019-2020 there were 13, including 4 in Piazza Grande) and workshops to explore and understand the audiovisual world (18 in 2019-2020, with the cooperation of 10 partners). As the range of initiatives has increased, so have the levels of participation, considerably, with no less than 800 children enrolled in 2019. For the online edition organized in 2020 and titled **HomeMade Movies**, there were around 200 participants. Mentored by an exceptional tutor, Claude Barras (the Swiss director of *My Life as a Zucchini*, Oscar-nominated in 2017), the youngsters were more actively engaged than ever, making some **50 animated short films** of their own, a selection of which will be presented at this year's Locarno Film Festival. Around **85% of the children who enroll for these activities are from Canton Ticino, attesting yet again to our close ties with the local area and its education system, which we intend to develop still further over the coming years.**



*There was literally a before and after. Everything changed in my perception of the job after the Industry Academy, in my capacities, in my goals and possibilities. I mention it in professional conversations sometimes, when I feel it useful, it always works. I'm now identified by the whole industry, it's the little plus that makes me a little more special, it's priceless. The Academy made me earn time and meet people who I'm now linked with for years.*

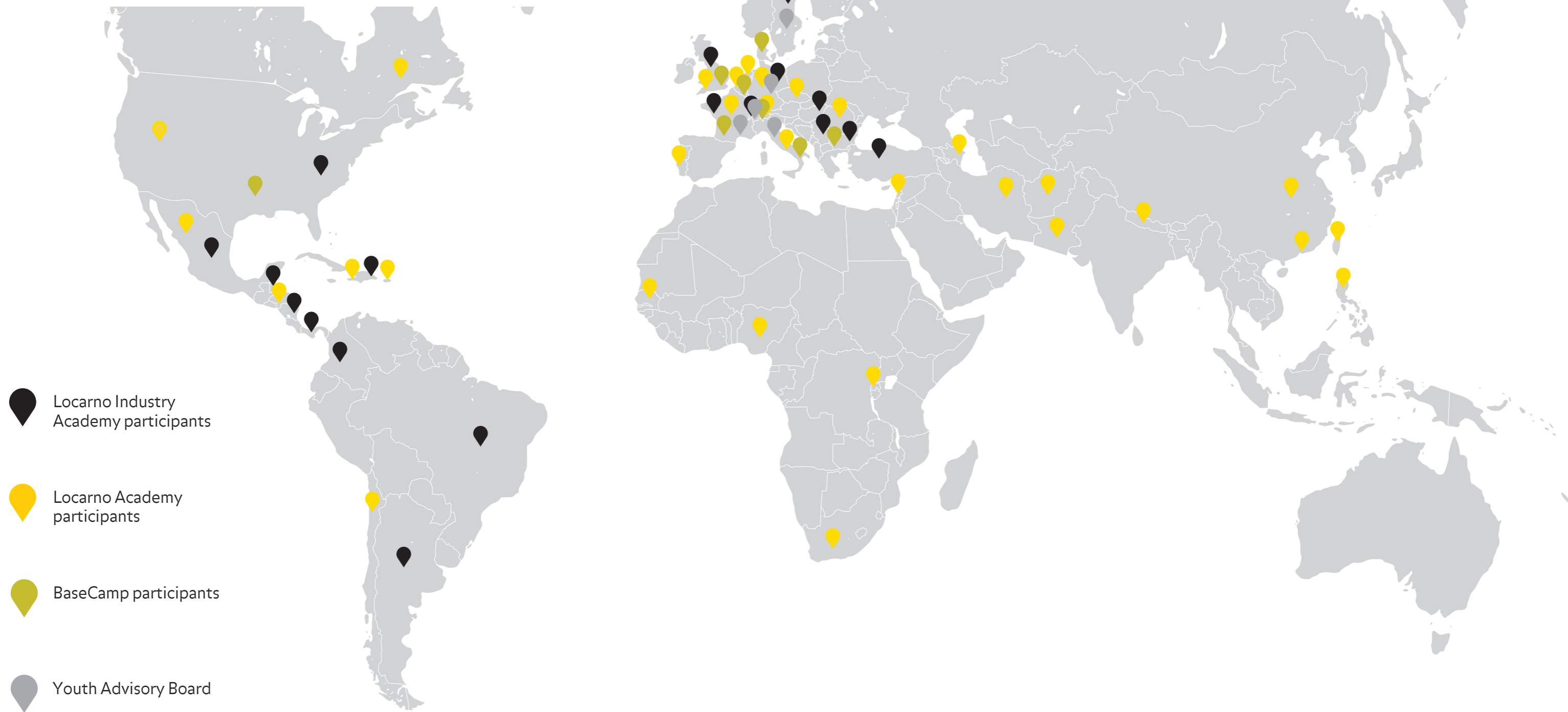
*Nicolas Rebeschini (Charades, France) - Locarno Industry Academy 2019*

## LOCARNO ACADEMY, MAKING FILM A CAREER

The Locarno Academy is designed for young people aspiring to work in the film industry. For over a decade, the Academy has nurtured fledgling talents from all over the world, through master classes and courses taught by leading directors (Filmmakers Academy), film critics (Critics Academy), and producers and distributors (Industry Academy). Among the stand-out names involved in recent editions have been Oscar-winner Bong Joon-ho, Pedro Costa (Pardo d'oro 2019), Albert Serra, Sean Baker, Funa Maduka (Netflix), Daniel Kasman (MUBI), Eva Sangiorgi (Viennale), Haden Guest (Harvard Film Archive), Marie-Pierre Duhamel (Pingyao IFF) and Jacqueline Lyanga (Film Independent). The fact that courses are held in August during the Festival itself means that participants can come to Locarno and take part in the event hands-on: an experience which for many would otherwise be unthinkable due to geographical and financial barriers. An essential part of the Academy's mission, indeed, is to explore and support cultures beyond the confines of Central Europe, in a perspective of **inclusion and appreciation of diversity**. Reflecting this approach, in 2019-2020 the **63 participants** selected came from **31 countries** all over the globe, including Switzerland. After their time in Locarno, many alumni have gone on to undertake brilliant careers and garner important awards, including a Silver Bear. The alumni network which has built up over time keeps up many of the contacts established, while initiatives such as Project Realness in Africa or the independent producers' network in South America – supported by the Locarno Academy – are helping to make film careers easier in places where social and political factors make access difficult. The Locarno Academy is active throughout the year, partly through the **Locarno Industry Academy**, which carries the Festival spirit worldwide with courses for emerging professionals in other countries. From 2019 to 2020, the four Locarno Industry Academy programs that were run (in New York, São Paulo, Panama, and Thessaloniki) involved a total of **39 participants**.



# A GROWING INTERNATIONAL COMMUNITY OF YOUNG CREATIVES







### OPEN DOORS: DISCOVERING OTHER GAZES

On the training front, an important contribution also comes from the activities of **Open Doors**, the Festival program dedicated to cinemas of the global South and East. Through training workshops for directors and producers held both in Locarno and in the regions concerned, every year Open Doors fosters the development of **collaborative and independent local film scenes**, enabling the completion of new film projects and establishing professional networks.

### BASECAMP, THE NEW CRUCIBLE OF CREATIVITY

The latest among the initiatives for young people introduced thus far is the pioneering project **BaseCamp**, started in 2019: a disused barracks in the area was transformed into a combined **home and workshop for 200 young artists** and creatives with a variety of backgrounds (film, photography, design, etc.), from over twenty countries around the world. The young residents were able to enjoy the Festival at a very affordable price, at the same time taking the opportunity to **put on exhibitions, concerts, screenings and art events of all kinds, bringing an unprecedented burst of creative input to Locarno.**

### HUMAN RESOURCES MANAGEMENT

One of the most crucial indicators of the Festival's concern over professional training for young people can be found in the make-up of its own **staff** (which totaled 704 people in 2019 and 178 in 2020): **over 50% of employees are aged between 20 and 29** and come into the category of "university students". A further 10% is made up of "young high school pupils and/or apprentices" aged from 18 to 19.

### THE ACTIVE CONTRIBUTION FROM OUR PARTNERS AND THE PRESTIGE OF THE EVENT

It should be kept in mind that the Festival is more than just a film event. It also builds and maintains an extensive network of local and international relations. Over the years, our **partners** have shown that they increasingly prefer to invest in specific projects and initiatives, rather than simply providing funding in return for visibility. This trend is set to continue, which will only enhance the range of workshops and projects available in future to the young generations for expanding their skill sets and learning from focused work experiences.

The corporate reputational benefits guaranteed by associating with the Locarno Film Festival are symbolized by its status as one of the **Swiss Top Events**, the international tourist promotion grouping that also includes Art Basel, the Montreux Jazz Festival and the Lucerne Festival. Like these other prestigious events, **the Locarno Film Festival makes a significant contribution to the cultural profile of Switzerland's international image.**







# WE RESPECT THE ENVIRONMENT THAT IS OUR HOME

## OUR COMMITMENT TO ENVIRONMENTAL SUSTAINABILITY

Since 2010, the socially responsible and ethically aware approach that has always been typical of the Locarno Film Festival has taken practical shape in a series of eco-friendly measures, aimed first and foremost at **reducing the CO2 emissions** produced by organizing and putting on the event. Today we are joined on the route towards environmental sustainability by 13 partners, plus a growing range of **concrete initiatives on environmental outreach and protection, promoting smart mobility and encouraging recycling**. The Locarno Experience is not just the red carpet to the movie stars and the Pardo awards, but also a green pathway towards environmental awareness.

**THE LOCARNO FILM FESTIVAL HAS LONG BEEN COMMITTED, THROUGH ARTISTIC AND TRAINING INITIATIVES, TO REACHING OUT TO ITS PUBLIC ON ENVIRONMENTAL ISSUES, RAISING AWARENESS AND INCENTIVIZING GOOD ENVIRONMENTAL PROTECTION PRACTICES.**

### OUR ACHIEVEMENTS TO DATE CLIMATE NEUTRAL EVENT SINCE 2010

In more recent years, this approach has taken concrete shape in tangible actions towards protection and awareness-raising on environmental issues, such as financial support for the **sustainability projects of myclimate**, a Swiss non-profit organization engaged worldwide in initiatives for sustainable development and climate protection. Every year, the Festival offsets its CO2 emissions by supporting a specific myclimate project: in 2019, for instance, we financed the installation throughout Indonesia of domestic biogas digesters as a clean, sustainable energy source. The Festival's own Prize List also highlights environmental issues through the Cinema&Gioventù initiative: every year, a jury of young cinephiles





awards two “**Ambiente è qualità di vita (Environment is Quality of Life)**” prizes - offered by the Canton Ticino’s territorial department - to films in the Concorso Internazionale and Open Doors Screenings that convey the strongest expression of the concept. The Locarno Experience is also devoted to defending green values across the range of its activities. For instance, in 2019 laRotonda, the Festival Village, hosted a project titled “**Support your local wood**”: a wooden island was built by the Canton’s territorial department along with forestry and timber association Federlegno Ticino, to promote the local wood industry and sustainable practices.

### NEW SLOW MOBILITY

Another vector for environmental sustainability at the Festival is the promotion of **smart mobility**. In August, the city of Locarno attracts thousands of industry attendees and festival-goers from all over the world, causing a considerable increase in local journeys and traffic. To offset this, the Festival encourages slow mobility via all its communication channels, giving out information on available means of transportation. Using the **train** to reach Locarno is encouraged, for example, by the offer of combined tickets with reduced admission prices. Additionally, in collaboration with Autopostale, **shuttle bus services** are always available, while a **Park&Ride** service allows drivers to leave their cars and use Festival transportation to get downtown. Use of **e-bikes** is also promoted, with 100 bikes made available by Flyer Biketec and a further 20 through a collaboration with the Canton’s territorial department. The Festival’s official car fleet has also become greener, reaching 50% hybrid vehicles in 2019 thanks to our partnership with Toyota. Lastly, the Festival collaborates with Swiss Airlines, which since 2003 has reduced its specific carbon footprint by 29%.

### OUTREACH ON ENVIRONMENTAL PROTECTION

**Encouraging recycling, one of the most straightforward everyday responsible behaviors, is pivotal to the Festival’s logistical practices:** in order to reduce waste pollution, all event locations have recycling stations with bins for **proper disposal**. We also collaborate with the City council and the Canton’s territorial department on **awareness-raising activities** when crowds are at their biggest. So as to reduce waste of resources, **eco-friendly alternatives** are used in the PalaCinema offices and at all other Festival sites. All our publications are printed on **recycled paper**, but digitization has also allowed us to further reduce the use of paper, for instance by emailing documents and press packs to guests and accredited attendees. Our partnership with the electricity company SES allows us to operate the infrastructure in Piazza Grande using 100 % energy from **renewable sources**. Lastly, since 2019 laRotonda has only employed re-usable drinks containers and has given preference to operators offering **fresh local produce**, while **sustainable materials** are used for the range of gadgets on sale, produced by Manor. These are all practical signs of a Festival keen to establish its profile as a zero-footprint major event.





# NEXT STEPS

## 365 DAYS OF LOCARNO

In recent years, international film festivals have broadened their horizons and today tend no longer to limit their activities to acting as a showcase for a selection of new audiovisual works. On the contrary, they have become **complex mechanisms that are fully integrated in the production chain of the film industry, developing new projects through workshops, residencies, and production funds.**

The Locarno Film Festival has chosen to embrace this evolving pattern by drawing up a plan that will take it from the model of an undertaking built around a single event towards becoming a connected community throughout the year. To that end, many of the organizational efforts of the past two years have been focused on the creation and implementation of a consistent, synergetic project that will set out the Festival's objectives across a year-round cycle: 365 days of Locarno. In this perspective, the summer event of the Festival will continue to be the heart of a constellation of products and services offered to our reference communities throughout the rest of the year.

The urgent need for film festivals to move in new directions emerged even more starkly against the backdrop of the global pandemic, showing how they could become structures for all-round support and promotion across the entire film industry. Locarno itself provided a perfect instance of this in 2020 with the setting up of a **solidarity fund** for film projects brought to a stop by COVID-19, through the initiative **The Films After Tomorrow**. In this case, the Festival acted to finance uncompleted film projects via special Pardo awards destined for production and post-production. In so doing, it sent out a clear signal in favor of the concept of a festival as a space for production and creation, not just exhibition. This project was backed up by **Closer to Life** – a solidarity initiative for Swiss independent cinemas, developed in concert with la Mobiliare to support exhibitors in Switzerland. In order to raise awareness of the cultural significance of cinema theaters, over 10,000 tickets were offered to the public for use in one of the 78 theaters in the scheme, valid for any screening in the period between October and end December 2020. The initiative enjoyed endorsements from leading artists and cultural figures in Switzerland, who recounted their personal reasons for loving the cinema.





**DIGITAL SERVICES AND CONTENT  
AVAILABLE THROUGHOUT THE YEAR**

**IN A VIRTUOUS CYCLE, THE SHARING OF IDEAS AND PRINCIPLES THAT UNITE THE FESTIVAL'S VARIOUS STAKEHOLDERS CAN BRING ABOUT THE CREATION OF A COMMUNITY OF PEOPLE, PRODUCING A SENSE OF BELONGING WHICH GOES BEYOND THE TIMEFRAME AND GEOGRAPHICAL LIMITS OF THE EVENT.**

This is exactly the pattern which we are increasingly seeing unfold in conjunction with those Locarno Film Festival initiatives that involve greater personal engagement, whether in individual projects built up together with our partners, or in activities organized for the global audience and industry professionals.

With Locarno365, the Festival aims to interpret and answer the requirements of these communities, large and small, ensuring an ongoing response not just during the 11 days in August, but also throughout the year, introducing new initiatives and new avenues of participation which are going to increasingly acquire a **digital dimension** via an online platform to make content and services available in line with the profile of individual users. Industry professionals will be able to access new and expanded activities scheduled outside the Festival period; younger users will be able to follow structured permanent training pathways, with ongoing master classes and workshops; cinephiles will be able to explore prestigious and tailored content, both audiovisual and written, curated by the Festival artistic team as an exclusive; lastly, communities in the generalist public (from adults to children) will be able to enjoy special content and films on screen at home, beyond the setting of the live event.



### THE YOUNG GENERATIONS ALWAYS TAKE CENTER STAGE

The young people involved in Locarno Film Festival projects have long formed a kind of spontaneous community of their own, solidly based on the values of respect, inclusivity, and concern for the environment. In order to strengthen that community and foster youth engagement to the full, the Festival has picked up on an idea put forward by children taking part in one of its workshops: from the 2021 edition, it will introduce a **Locarno Kids** prize, to be awarded every year to a film personality who has made a noteworthy contribution to cinema for children and young people.

Support for young people will also be increased thanks to new initiatives such as the Residency project, which aims to give emerging filmmakers the tools to write their screenplays, bridging the gap between creative process and the world of industry professionals. After taking part in an edition of the Festival and various training activities, the selected candidate will stay on a **Residency** in Locarno lasting some 5 months, during which time he or she can **complete their screenplay**. At the next edition of the Festival the candidate will present the final version of the project at Locarno Pro, hopefully attracting funding from producers attending in person with a view to bringing the screenplay to the screen.

The **Locarno Industry Academy**, meanwhile, will be going to Africa for the first time, with an online session from 21 to 26 July 2021 that will feature 8 participants from all over the African continent.

The **Locarno Pro** workshop dedicated to young film industry professionals working in sales, distribution, exhibition and programming will be broadening its horizons and expanding its role within the Festival community, too, thanks to the start of a partnership with Realness Institute.

### TOWARDS GREEN CINEMA

In line with its environmental engagement, the Festival is concerned to promote and disseminate ecological awareness in film production itself. Our organization is currently evaluating projects designed **to incentivize the adoption of sustainable practices and behaviors on film sets**, and to bring environmental issues to the fore in new forms of storytelling. "Green" cinema, capable of establishing a genuine rapport between film and the most urgent questions facing our society.





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City and Region of Locarno





# Locarno Film Festival

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