

MEDIA RELEASE

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Green Drop Award Lands in Brazil for the World Water Forum

A special edition of the award that Green Cross Italy assigns each year during the Venice Film Festival has been delivered at the Filmambiente International Film Festival, the prestigious eco-friendly film festival held in Rio de Janeiro since 2011. This year took place in Brasilia on the occasion of the World Water Forum.

The award is conferred upon the documentary that best showcases sustainable values. For this special edition, the Green Drop Award jury chose the Canadian movie “RiverBlue” by Roger Williams and David McIlvrde, which proposes sustainable solutions with which the fashion industry could improve its impact on local river systems. To this end, interviews were conducted with researchers who are developing safer – if costlier – alternatives to the chemical cocktails currently being used. The film asks viewers if spending more on clothes is not a worthwhile cost for protecting our environment.

“Telling what water is can be a very difficult job in a world where it is at the same time the most abundant good but also the most at risk,” explains the Green Drop Award jury. *“River Blue succeeds in the job of representing how human activities have so far impacted on the water cycle, the damage that the human race has already caused and the risks we are running, but the film by Roger Williams and David McIlvrde pushes further. Through the fashion industry they are not only interested in denouncing the most apocalyptic scenarios of our economy but also what solutions can be adopted to build a sustainable future.”*

This special version of the Green Drop was presented on March 20th during the official award ceremony to the producer and co-director of the film Roger Williams. The famous drop-shaped trophy is a work of art by master Murano glassmaker Simone Cenedese, and is painted blue for this occasion. Inside of the drop, sits 400 grams of earth collected in the five continents of the planet, dating back to about 66 million years ago, at the border between the Mesozoic Era and the Cenozoic Era, the period when dinosaurs became extinct.

For the eighth edition of the World Water Forum, governments, experts, supporters, non-governmental organisations, including Green Cross, meet in Brasilia from 19 to 23 March to contribute to the debate on water decision-making processes at global level and to promoting a rational and sustainable use of this resource. *“The path to achieve the goal of water access as a universal right is still long, also because in many areas the situation for sanitation has worsened,”* says Elio Pacilio, president of Green Cross Italy. *“Green Cross perseveres in its commitment to prevent conflicts arising from access and use of water resources, so that water becomes a means for cooperation and peace”.*

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