

Caldas da Saúde, 30th October, 2020



Esteemed Headmaster/mistress,

As Pedagogical director of OFICINA – INA’s Professional School ([www.oficina.pt](http://www.oficina.pt)) we are proud to announce the return of **bgreen // ecological film festival**. **Bgreen // ecological film festival** is a grand international project that, for the last 9 editions has counted on the participation of 26 countries.

As the name suggests, the festival consists in the making of short video spots, created by students aged between 13 and 21 years old on themes such as sustainable development, ecology and environmental preservation.

In March 2022, due to the Covid-19 pandemic, the festival’s 10<sup>th</sup> edition had to be suspended. Nevertheless, in spite of all the constraints the pandemic still imposes, we believe a project such as Bgreen can adapt to current circumstances and must continue to contribute to a greater awareness towards a healthier and more sustainable life. Therefore, this school year, we intend to re-edit the 10<sup>th</sup> edition.

Thus, we have decided to keep the theme of Sustainable Consumption.

The chosen slogan, “**Earthability: changing minds, changing habits**”, aims to highlight sustainable consumption. Managing and diminishing the use of resources and all the changes that need to occur in the way humans manage their relation with nature and the planet can only be possible with an alteration of habits and behaviors.

**Earthability** draws our attention to the skills human beings must develop to deal with the planet in a sustainable fashion. Issues such as mobility, planned obsolescence, biological food, fair trade, circular economy, equal distribution of resources, conscious consumption and so on, are intrinsically connected to sustainable consumption and are themes you can explore in your video spots.

**BGREEN** is divided into two categories: **BGREEN JUNIOR** for students aged 13 and 14 years old (in Portugal, students attending the 8th and 9th grade or equivalent) and **BGREEN**, for students aged between 15 and 21 years old attending secondary studies or equivalent.



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To you, dear headmaster/headmistress, we humbly ask that you share this information with the educators in your school so as to mobilize students to participate in this challenge. At a time when so many challenges are imposed upon us, we consider that Bgreen can present itself as a form of stimulating hope and resilience in our youngsters.

We anxiously await your students' video spots until **April 19<sup>th</sup> 2021**. A press kit with more detailed information on the festival will be sent shortly in two versions: A Portuguese and an English one.

To learn more on previous editions of the festival, please visit the official website at [www.bgreenfestival.com](http://www.bgreenfestival.com).

Best regards



The Pedagogical Director



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