

Name of website	Date
http://chennaionline.com/City360/City-Feature/20143010043032/Clima-Film-Fest-14.col	September 12, 2014

Clima Film Fest '14



Good Relations India in partnership with United Nations Foundation Host Clima Film Fest '14

Three-day film festival to screen a collection of compelling stories and evidence of the real impacts of climate change directed by some of India's most eminent filmmakers

Chennai, September 8, 2014: At a time when climate change debates around the world is reaching a new crescendo, Good Relations India, a strategic communications consultancy and Ennovate Global, a specialist in climate change research and communication in partnership with the United Nations Foundation are hosting the Clima Film Fest 2014 to broaden awareness on climate change issues across India.

The three-day mega event will take place at M.O.P. Vaishnav College for Women, Chennai on September 12-13, 2014 after a grand inauguration by His Excellency Dr. K. Rosaiah, the Governor of Tamil Nadu at Raj Bhavan in Chennai on September 11, 2014.

With over 3000 Registered participants, 16 Films screened, 14 Issues in focus, 13 Environmental and media experts, 12 Filmmakers, more than 10 Settings explored across India; several international platforms showcased; and with 6 Partners, 4 Venues, 4 Thematic sessions, 4 Film Sessions, 3 Festival days with an encompassing platform – CLIMA FILM FEST 2014 will present a collection of compelling stories across India highlighting evidences of the real impacts of and adaptations to climate change directed by some of India's most eminent filmmakers during the festival.

Commenting on the awareness campaign, Dr. Iris Good, Deputy Chairman, Good Relations India said, "Good Relations has recently effectively and strategically managed the communication of Assessment Report (AR-5) by Intergovernmental Panel on Climate Change (IPCC) in India pertaining to impacts, adaptation and vulnerability (Working Group II); and mitigation options (Working Group III).

It is an absolute honour for us to organize and host an event of global significance with distinguished partnership of organizations representing the cause of Climate change in India. An opportunity that I feel will demonstrate GRI's expertise in Strategic communications and CSR management".

Deepak Kanulkar, Chief Executive Officer, Good Relations India said, "Climate change is turning out to be one of the toughest global challenges of our age. While there is physical evidence of climate change, it is necessary that the implications be communicated to a larger audience. It is also important to understand that society, business and environmentalists have a key role to play as well. This campaign aims to reach out to different target groups and help them understand the seriousness of the issue through a more user-friendly medium".

Clima Film Fest '14 aims to integrate science, creativity and communication via films to show evidence of the real impact of and adaptations to climate change. The film fest is supported by renowned environmental and academic organizations including C P R Environmental Education Centre (CPREEC), Panos South Asia and M.O.P. Vaishnav College for Women. In the run-up to the Secretary General's Climate Summit at UN headquarters on September 23, 2014, the film fest aims at creating maximum buzz about the impacts of climate change on our lives.

About Good Relations India: Established in 1988 as India's first independent PR Consultancy, Good Relations India (GRI) is a pioneering strategic communications consultancy offering a full range of public relations and consulting services. Since its inception 25 years ago, Good Relations (India) has successfully managed an impressive portfolio of private and public businesses, walking them through the complex realities of communication challenges and helping them communicate effectively with their key constituencies and stakeholders. The consultancy has an impeccable track record of being a market entry and JV catalyst of large and small foreign companies.

Facebook Page: <https://www.facebook.com/climafilmfest14>



Website : <http://www.climasphere.org/#!article/clima-film-fest-14>

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