

ACTION!

MANIFESTO

A CREATIVE PROVOCATION FOR THE PLANET

V60

Algorithms are turning audiovisual creativity into “content pipelines.” Artificial intelligence threatens to mechanise human creation. Both are being embraced by a production industry with a crushing carbon footprint. We must act now.

Screen directors are the authors of audiovisual works. We urgently need to resist being reduced to **shot-gatherers** and prevent both our cultural and planetary ecosystems from becoming empty and uninhabitable.

We must restore and nourish the intimate human connection between screen storytellers, our audience, and the living world we share. We must champion personal, organic filmmaking.

Our ACTION! Manifesto embeds cultural and ecological sustainability into the DNA of audiovisual storytelling—from the very first moment inspiration sparks in the eyes of its creators.

Inspired by the radical creative principles of **Dogme 95** and the **Slow Food** movement’s promotion of local, organic production, working screen directors on the FERA Executive Committee have developed deliberately provocative Principles of Sustainability. These challenges are designed to stimulate creativity and cultural diversity while reducing carbon emissions.

This increased creativity will lead to a more organic and meaningful connection with audiences during the time they spend watching—while also contributing to a sustainable future for our species.

Currently, most “greening” efforts are applied during audiovisual production—too late for stories that have already committed to releasing significant amounts of CO₂. The ACTION! Manifesto moves upstream: from the earliest stages of script development, directors will conceive and create stories that can be told with minimal environmental impact.

As environmentalists point out, the truly impossible task is to continue working and polluting as we do now. Our industry has a large impact. We must make big changes. The urgency of the climate crisis shows that gradual change may come too late—we need ACTION! now.

FERA will promote these Principles of Sustainability and the ethos behind them to the 20,000 active screen directors it represents across 35 European countries. In collaboration with established audiovisual sustainability experts, FERA will provide guidance to help directors become Eco-Leaders.