



## LOCAL RELEASE, GLOBAL SUCCESS

Memento Films Distribution handled the French theatrical release on April 7th 2010 with over 80 prints. The key to promoting such a documentary was a close collaboration with the local exhibitors as well as with the many associations and not-for-profits gravitating around the urgent themes of the film. A special, secured website was provided for exhibitors to view the film and book it. This meant the most remote cinemas were able to take part in the adventure and spread word-of-mouth very early on. All prints were fully booked for two months.

Promotional partnerships were stricken with over 50 associations and not-for-profits, including WWF, Slow Food, Nicolas Hulot's Foundation, the French Soil Association, Kokopelli, Alter Eco, Biocoop, Dynamis, Melvita, Weleda, and others, enabling information about the film to reach people all around the country and beyond. From local organics shops to environmental associations, everyone was eager to participate and to make sure the message spread efficiently and massively. As for the educational outreach, celebrated publisher Nathan sponsored presentations in schools nationwide and provided the teachers with a manual developing some of the themes of the film.

An interactive website, with a dedicated forum, was also created, enabling the enthused spectators to discover and share concrete

initiatives that can be used each at their own level, from farmers to city dwellers.

Convinced by the importance of word-of-mouth for this film, Memento Films Distribution also laid an important groundwork prior to the release. Coline Serreau and her renowned interviewees toured France for three months to attend preview screenings and Q&A sessions around the country. More than 20,000 people saw the film before its release.

The audience's reception was more than enthusiastic: sustained claps and standing ovations met the end of the film, as animated debates took place between the galvanized spectators and the film crew.

As for press, two publicists were hired, to handle «regular» press on the one hand and environmental media on the other. The grassroots marketing initiatives greatly increased visibility prior to the release and assisted the publicists in securing very strong media coverage.

The results of such a tight-knitted collaboration between the distributor, the associations, the media and the public itself were astonishing. More than 30,000 people showed up for the first week-end run, making Think Global, Act Rural a success, in urban areas as well as rural.

**" Educating and stimulating "**  
LIBERATION

**" Energetic, often funny,  
always pertinent "**

**" Outstanding !! "**  
LE POINT

**" Coline Serreau suggests solutions to mend  
the Earth. She avoids the admission of failure  
to show there are solutions. These portraits of  
resistants carry hope "**  
STUDIO

**" Militant and driven, a convincing  
demonstration led with flair "**  
LE FIGARO

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**memento**  
films

**CHAMANe**  
la force de la nature soit avec toi  
**ENERGYDRINK**

CINEMAO and ENILOC present

# THINK GLOBAL ACT RURAL



**"BIO, RADICAL AND EXHILARATING!"**  
LE NOUVEL OBSERVATEUR

A DOCUMENTARY BY  
**COLINE SERREAU**

WRITTEN AND DIRECTED BY COLINE SERREAU - CINEMATOGRAPHER COLINE SERREAU - PRODUCERS MATTHIEU WARTER GUILLAUME PARENT - EDITING CATHERINE RENAUD CLAUDE TRINQUETTE - ENVIRONMENTAL ADVISOR CYRIL DION - SOUND EDITOR MATTHIEU DENIAUX  
SOUND MIXER PHILIPPE GRIVEL - ORIGINAL SOUNDTRACK GARDEN TRIO MADELEINE BESSON - EXECUTIVE PRODUCERS CINEMAO - IN CO-PRODUCTION WITH ENILOC STUDIO 37 MONTPARNASSE PRODUCTIONS KIND FACTORY - WITH THE PARTICIPATION OF ORANGE CINEMA  
SERIES - IN COLLABORATION WITH COLIBRIS MOUVEMENT POUR LA TERRE ET L'HUMANISME - WORLD SALES STUDIO 37 MEMENTO FILMS INTERNATIONAL



«Alarmist and disaster films have been made, and they have served their purpose; now it is time to show that solutions do exist, to give a voice to farmers, philosophers and economists who are inventing and experimenting with new alternatives, all the while explaining why our society is mired in the current ecological, financial and political crises.» Coline Serreau

## Interview with COLINE SERREAU



**THINK GLOBAL, ACT RURAL** deals with the environment, a theme you already tackled in your feature *La Belle Verte*. What inspired you to make the movie?

Three years ago I began shooting footage of various subjects on my own, including an interview with Pierre Rabhi (founder of Colibris, Movement for the Earth and Humanism), whom I'd known for a few years. Upon my return from Morocco, where I was filming some of his activities, I decided I needed to pursue this research and develop the project by meeting other people involved in similar activities around the world. So I left for India, Brazil, Ukraine, and Switzerland, to interview people who were offering credible alternatives to our system. I wanted to hear perspectives not only from theorists and veterans of different movements, but also from farmers and ordinary people, who are the true actors and inventors of change.

I didn't want to make a film that would make people feel depressed or guilty. We do have the responsibility to change the system, yet responsibility is not the same thing as guilt. With this film, I show that all over the world there are people who, without even knowing one another, are doing the same thing, share the same life philosophy, and use the earth in the same way on a daily basis. Bringing to light both the simplicity and universality of their solutions was the real reason I made this film.

I shot 170 hours of footage with my HD camera, on my own terms – the process mirroring the topic of the film. I also wanted the camera movements to be free and alive, like eyes seeing and discovering, with no set rules. The editing followed an imperative for both clarity and rigorous construction, all the while maintaining total stylistic freedom in cutting and illustrating.

*Can you give us some examples of solutions?*

One of the solutions is going “back to basics”: to reclaim self-sufficiency with chemical-free food supplied through small, local facilities, to free ourselves and ensure our livelihood. It is what Vandana Shiva calls “reinventing democracy”. But this new democracy, which allows us to make a connection between the Earth and the food on our plate, is not at war against technical inventions and modern communications. It is not about returning to the Stone Age.

It is about asserting our right to feed ourselves, our right to be healthy, and our freedom via self-sufficiency. We can no longer depend on the good will of businessmen and politicians when it comes to our survival.

It is not about going backwards, but changing the paradigm to ensure our future.

### Biography

*Acclaimed director Coline Serreau has always been committed to making the world fairer and more humane.*

*She began her filmmaking career in 1976 with the militant feminist feature-length documentary “But What Do They Want?”. In 1991, she directed the short “For Vera Chirwa” as part of a compilation film entitled “Against Oblivion”, for Amnesty International, then went on to make other short films on great causes such as the ban of antipersonnel mines in 1996 and exposing domestic violence in 2006.*

*Far from superficial attempts at being in vogue, environmental issues, ecology and de-growth constitute one of the foundations of her personality and her discourse.*

*Back in 1996, Serreau encouraged a reflection on ecological and social concerns in “La Belle Verte”, a film that denounced the wrongdoings of consumer society.*

*Coline Serreau has embraced an in-depth reflection on her own filmmaking methods. Her new film - an engaged, ecological documentary - is the result of her artistic and intellectual journey as a filmmaker.*

# In the participants' WORDS



### Pierre Rabhi

*Farmer, founder of Colibris and of Earth and Humanism - FRANCE*

«Those who live in the city can have solidarity with those who live in the country, thereby creating a bridge to bypass the business sector. Today ‘self-sufficiency’ is the operative word.»



### João Pedro Stedile

*MST (Movimento dos Trabalhadores Rurais Sem Terra) - BRAZIL'S LANDLESS MOVEMENT.*

«Fertilizers and pesticides shouldn't be sought in chemicals; we should seek them in the resources nature has to offer.»



### Dominique Guillet

*President and founder of Kokopelli (Seed bank) - FRANCE*

«The best way to fight against multinationals of any kind is to do without them.»



### Vandana Shiva

*Physicist - INDIA*

«This link from field to the dining table, that allows good farm-grown food to reach everyone's kitchens, is the reinvention of democracy. Because as long as that link is broken, we will not know what we are eating.»



### Claude and Lydia Bourguignon

*Founders of LAMS - FRANCE*

«We develop methods that rehabilitate the soil and allow people to resettle on previously abandoned land.»



### Ana Primavesi

*Agronomist, PhD, Professor of soil management - BRAZIL*

«GMO are simply cultures adapting to dead land.»

# ABCs of Organic AGRICULTURE

### A as in Agroecology

A scientific approach that is attentive to biological phenomena, Agroecology associates agricultural development to protecting and regenerating the natural environment. It is the foundation of a global management system for sustainable and multifunctional agriculture – promoting agro-ecosystems, optimizing production and minimizing inputs.

### B as in... Biodynamic

In Biodynamic agriculture, the farm is treated as a unified “organic” whole, with all its parts working together so that the farm – insofar as it is possible - lives from its own resources and develops into a self-nourishing and sustainable agricultural entity without external inputs. It utilizes the various technical, economic and social aspects of organic agriculture.

### C as in... Compost

It is the result of natural decomposition and humidification of a mix of organic matter (green residues, kitchen waste, paper, manure...) by micro-organisms or macro-organisms (insects, earthworms, fungus...) Compost is rich in nutrients and is used as a fertilizer. Its usage improves the quality of the soil (by increasing its content of organic matter), as well as the bioavailability of nutritive elements (nitrogen). It increases the biodiversity of soil fauna.

### E as in... Ecological Footprint

Corresponds to the impact of human activities on the ecosystems and the planet. It quantifies the amount of biologically-productive surface needed to regenerate the main resources a given population consumes and to absorb the corresponding waste. The ecological footprint gives an idea of how much of the planet's surface is used to survive or live.

### H as in... Hybrid (hybrid seed)

An F1 hybrid is a first-generation crossbreed between two distinct plant varieties or two purebred species. The potential yield of hybrids, generally considered superior to older varieties, is tied to a number of climatic or agronomical constraints. These plants are inextricably linked to a high level of inputs (fertilizers, pesticides, water, fuel).

### M as in... Monoculture

This type of agriculture relies on cultivating a single plant species. It is strongly advised against, from an agro-economic point of view, as it depletes the soil and can, in the long run, favor the development of illnesses and the collapse of biodiversity. The opposite method of agriculture is called polyculture.

### P as in... Pesticide

Pesticide is a substance applied to a crop to fight against harmful organisms. It is a generic term that includes insecticides (insect pests), fungicides (fungus), herbicides (weeds), parasiticides (parasites). Synthetic pesticides are forbidden in organic farming. However, a number of natural alternatives do exist.