

## MEDIA PROJECTS AND MEDIA COOPERATION PROJECTS

by Dirk Wilutzky and Mathilde Bonnefoy

**Für eine nachhaltige und gerechtere Zukunft der Menschheit (For a sustainable and more just future of humankind)**

In this series of short documentaries, recognized, independent, clear-sighted specialists—the best on the subjects in question—speak: natural and social scientists, economists and ecologists, philosophers and activists. They explain how most of the obstacles on the path toward a sustainable and globally more just world could be overcome. The series began in 2010; 30 films have been broadcast so far.

The foundation Forum für Verantwortung supports the film series both financially and by making contact to prestigious speakers. One film features Klaus Wiegandt himself. The foundation uses the films in its seminars and continuing education events on sustainability topics.



### Dirk Wilutzky

Dirk Wilutzky studied philosophy and rhetoric at Eberhard-Karls-University of Tübingen for two years. From 1991 to 1993, he was an assistant director at the Landestheater Eisenach and was later involved in various film productions, mostly documentaries and TV series. Since 2010, he has been making the series of short documentaries "Was tun?" ("What is to be done?") for the German-French TV station arte. The film he produced about Edward Snowden, "CITIZENFOUR," was awarded the Oscar in the category "best documentary" in February, 2015; the award was presented to Dirk Wilutzky together with Mathilde Bonnefoy and Laura Poitras.

Many of the following short films can be watched on ARTE Future ([www.wastun.tv](http://www.wastun.tv)):

	Answers from ...
Über individuelles Engagement (On individual involvement)	Jakob von Uexküll
Über die "Effizienz-Revolution" oder: "Das Entkoppeln des Wohlstandes vom Verbrauch" (On the "efficiency revolution" or: "Decoupling prosperity from consumption")	Ernst Ulrich von Weizsäcker
Über Saatbanken und Biodiversität (On seed banks and biodiversity)	Vandana Shiva
Über das Erhalten von humanistischen Werten in Krisenzeiten (On upholding humanist values in times of crisis)	Dennis Meadows
Über Bildung als Mittel zur gesellschaftlichen Veränderung (On education as a means to change society)	Klaus Wiegandt
Über die "Décroissance" (On "décroissance")	Serge Latouche
Über den Angriff der neo-liberalen Think Tanks auf die Demokratie (On the attacks on democracy by neoliberal think tanks)	Susan George
Über individuelles politisches Engagement (On individual political involvement)	Gro Harlem Brundtland
Ist es zu spät? (Is it too late?)	David Suzuki
Über avaaz.org und globale Internet- Kampagnen (On avaaz.org and global online campaigns)	Ricken Patel
Über die "Transition Town" Bewegung (On the "Transition Town" movement)	Rob Hopkins
Über Wohlstand ohne Wirtschaftswachstum (On prosperity without economic growth)	Tim Jackson
Über eine Welt, der das Wasser ausgeht (On a world running out of water)	Maude Barlow
Über gewaltfreie Konfliktlösungen (On nonviolent conflict resolution)	Scilla Elworthy
Über das Erarbeiten von Konsens als Grundlage für internationale Verträge (On elaborating consensus as a basis for international agreements)	Dirk Messner
Über gesellschaftliche "Tipping Points" (On societal tipping points)	Franz Josef Radermacher
Über das Modell einer "stationären Wirtschaft" (On the model of a "stationary economy")	Herman Daly
Über den Green Economy Report des UNEP (On UNEP's Green Economy Report)	Achim Steiner
Über die wachsenden Ungerechtigkeiten in der Weltwirtschaft (On the increasing injustices in the global economy)	Stéphane Hessel
Über einen neuen Humanismus (On a new humanism)	Irina Bokova
Über Buddhismus und Kapitalismus (On Buddhism and capitalism)	Sulak Sivaraksa
Überbevölkerung bekämpfen durch Zugang zu Medikamenten (Combating overpopulation by access to medicines)	Thomas Pogge
Über Nachhaltigkeitsbanken (On sustainability banks)	Peter Blom
Über den Hunger in der Welt (On hunger in the world)	Jean Ziegler
Über das internationale Verhandeln gegen die Klimakatastrophe (On the international negotiations against the climate catastrophe)	Pan Jiahua
Über die große Mobilisation (On the great mobilization)	Paul Gilding
Über die mikro-biologische Restaurierung von zerstörten Agrarböden (On microbiological restoration of degraded agricultural soils)	Claude & Lydia Bourguignon
Über die "Große Transformation" zu einer nachhaltigen Gesellschaft (On the "Great Transformation" to a sustainable society)	Maja Göpel
Über die Orchestrierung des Klimaskeptizismus (On the orchestration of climate skepticism)	Naomi Oreskes
Über Greenpeace und zivilen Ungehorsam (On Greenpeace and civil disobedience)	Kumi Naidoo

MORE INFORMATION: [WWW.WASTUN.TV](http://WWW.WASTUN.TV)

### Über Bildung als Mittel zur gesellschaftlichen Veränderung (On education as a means to change society)

Klaus Wiegandt (slightly edited transcript)  
Excerpt from the film by Dirk Wilutzky

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"(...) Ecologically true prices are a central topic of sustainability. Practically all of the prices in our global economic system today are false because the costs of producing and consuming natural resources are not calculated and assigned to their actual causes, but are imposed on the general public. The scientific community calls this "externalizing costs." This results in grotesque distortions in the world economy, as the following example shows: An entrepreneur in the timber industry whose decisions make business sense has his trees felled, cut into boards, put on a ship, and transported to China. There, the boards are processed and then shipped back to Germany. That is ecological insanity, yet it is a necessity from a business point of view, because otherwise, the entrepreneur would not be able to compete and perform.

That is possible only because the prices for energy are much too low and because we as the general public pay the follow-up costs. They are not allocated directly to the product.

If the costs were indeed allocated correctly, then resource and energy prices would have to rise dramatically. But instead, we have had the situation for decades that every entrepreneur, every manager improves his or her bottom line by tackling the labor factor because it is the most expensive factor in the operation. Then labor is made redundant by technological innovations and by using resources and energy.

So for decades, we enjoyed the increase in labor productivity, but we never questioned how it actually came about. That is a process in which resources and energy are used, and the labor factor is made redundant.

If we had true prices, then entrepreneurs and managers would economize on resources and energy and would hire more people. In other words: If we now manage to turn this process around, we will also experience that many more people are integrated into employment because it makes business sense. (...)

At the time, I collaborated with scientists and published a book series on the central topics of sustainability (...) But very early on in the discussions with the scientists, I realized that this alone would not be enough (...), but that we have to focus on education to convey this knowledge to civil society.

And that is the greatest failure of the past 30 years: We did not take the general public on board on our quest for sustainability. Perhaps 0.5 percent of the population in Germany knows about these complex interrelationships (...), or 400,000 people. We must take steps out of these elite circles, and must implement this in civil society through discussions; after all, it is about civil society deciding between the possible options for action shown by the scientific community, examining them, and evaluating them.

In other words, we also need a debate about values in our society in order to decide what kind of world of tomorrow we want."

## Movie theater ad “The rain forest is still there!”

The massive amount of meat we consume and the destruction of the rain forest it entails are the subject of an animated movie theater ad produced by Lea Schönfelder, a graduate of the Kunsthochschule Kassel, and Manfred Ladwig (dramaturgy). The ad was commissioned by the foundation Forum für Verantwortung.

The 59-second movie theater ad was shown in approximately 40 arthouse cinemas across Germany in January, 2013.



VIEW THE AD AT: [HTTP://WWW.MUT-ZUR-NACHHALTIGKEIT.DE/DE/COMPONENT/CONTENT/ARTICLE.HTML?ID=116](http://www.mut-zur-nachhaltigkeit.de/de/component/content/article.html?id=116)

## Radio spots about sustainability bigFM Saarland



“Did you know that ...?” These are the first words of 15 radio spots on sustainability featuring astounding facts on our consumption and the consequences of our lifestyles to encourage listeners to think and read more about these issues.

For instance, why should a double hamburger actually cost 150 euros? Why do about 11,000 liters of water go into a single pair of jeans, and why do they travel halfway around the world before reaching the store shelf? Why does each product carry its own ecological rucksack, and what does our consumption-oriented lifestyle have to do with the sea level?

The radio spots on sustainability are a joint campaign by bigFM Saarland and the educational initiative Encouraging Sustainability. They were broadcast for eight weeks on bigFM Saarland (94.2) beginning January 7, 2013.

ALL THE ANSWERS TO THESE QUESTIONS AND MORE ARE AVAILABLE AT [HTTP://WWW.MUT-ZUR-NACHHALTIGKEIT.DE/DE/RADIOSPOTS.HTML](http://www.mut-zur-nachhaltigkeit.de/de/radiospots.html)