Beat: Entertainment

IMAX Launches -Big Picture- Initiative, Partners With UN Environment Programme

To Amplify Action On The Environment

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USPA NEWS - IMAX Corp. launched on March 16, an ambitious corporate social responsibility initiative, 'Big Picture,' as an extension of its core mission to educate, entertain and inspire movie audiences globally. The wide-ranging campaign (#IMAXBigPicture) will leverage the power of film to promote awareness...

IMAX Corp. launched on March 16, an ambitious corporate social responsibility initiative, 'Big Picture,' as an extension of its core mission to educate, entertain and inspire movie audiences globally. The wide-ranging campaign (#IMAXBigPicture) will leverage the power of film to promote awareness of and appreciation for the 'big picture,' the understanding that the actions we take in our daily lives can significantly impact the future of the planet. Under the initiative, IMAX has partnered with the United Nations Environment Programme (UNEP) specifically to address the host of environmental, societal and economic issues facing society as a whole.

With the launch of its highly anticipated documentary film 'A Beautiful Planet', which opens April 29, IMAX hopes to showcase the power of film in addressing these issues. The IMAX-UNEP partnership will promote solutions against climate change as well as actions to achieve the United Nations' Sustainable Development Goals (SDGs) through film.

Formally adopted by 193 member countries in September, the UN's 17 development goals range from eradicating poverty, promoting gender equality and protecting the environment to ensuring universal access to clean water, modern energy and quality education.

Under the partnership, the organizations will encourage the production of sustainability-themed films on a wide array of issues that lie at the heart of the UN's efforts to protect the planet, end poverty and ensure peace and prosperity for all.

As part of the agreement, IMAX will launch a series of educational screenings and charitable premieres “” called 'In Feature' “” to showcase sustainability-themed films. It will also encourage the development of films and documentaries to promote the UN's 2030 sustainability agenda (the Sustainable Development Goals) and to promote global action around World Environment Day on 5 June and the UN Campaign on the Illegal Trade in Wildlife.

As the UN's environmental authority, UNEP exists to tell the story of what is happening to our natural world. From climate change to the illegal wildlife trade to marine litter, UNEP works to raise awareness of the issues affecting our environment. How we exploit, change and damage it affects our economies, our societies and our institutions.

As part of the 'Big Picture' campaign, IMAX also launched 'In Focus,' a program to shine a light on the work of young filmmakers and inspire them to pursue careers in filmmaking.

Under this initiative, IMAX “” in collaboration with UNEP “” will establish an annual young filmmakers' competition, challenging participants to create public service announcements or short films addressing issues like climate change and access to clean water and quality education. The program builds on the mission of The Michelle & Kevin Douglas IMAX Theatre and Immersive Media Lab at The USC School of Cinematic Arts, which opened in 2014, to provide student filmmakers hands-on opportunities to work with the latest in cinematography and IMAX film technology.

As a first step, on March 16, IMAX has convened a panel discussion at USC's Michelle & Kevin Douglas IMAX Theatre and Immersive Media Lab to discuss 'The Power of Film to Effect Change.' Moderated by USC's School of Cinematic Arts' Dean Elizabeth Daley, the panel was including Gelfond together with Naysan Sahba, Director of Communications at UNEP, World Bank's Action4Climate program director Lucia Grenna, and film producer Lawrence Bender.

Source : IMAX Corporation

Ruby BIRD
http://www.portfolio.uspa24.com/

Yasmina BEDDOU
http://www.yasmina-beddou.uspa24.com/

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Editorial program service of General News Agency:
United Press Association, Inc.
3651 Lindell Road, Suite D168
Las Vegas, NV 89103, USA
(702) 943.0321 Local
(702) 943.0233 Facsimile
info@unitedpressassociation.org
info@gna24.com
www.gna24.com