

GREETING FROM MARTIN GÖRLITZ
ON THE "2RIVERS SUSTAINABILITY AWARD"

Dear filmmakers,

once again this year, we are pleased to endow the prize for the film that, in the opinion of the jury, can be best or most closely associated with the keyword sustainability. Naturally, we are eagerly awaiting the decision, which is not a simple one.

In fact, we are all concerned with sustainable living, if this term is used sensibly, free from ideological and political motives, beyond the limitations of simplification and radicalization. Our global society clearly feels that there must be a return to the human scale[*] if we want to inhabit this planet for a long time to come. Fortunately, this feeling is increasingly expressed in the actions of not only individuals. It is becoming a movement among the most diverse groups of actors, whose shortest formula is the label "for future". For a good future, anyone can become a creator.

The format of the ethnographic film approaches the topic of sustainability through the human being and not through ecology. The people in this year's contributions are truly diverse, from Freddy, the all-round craftsman and his car full of recycled materials, who carries out small jobs in his limited surroundings, to the motifs of two protagonists who have applied for a Mars mission in 2027.

There can hardly be a broader field. This makes the selection of this year's films particularly interesting and successful, despite the great diversity. It's about people's motives, and understanding them is a key to the dilemma of sustainable action.

Martin Görlitz
Chairman
ISSO Institute, Martin Görlitz Foundation

^[*] cf. Ernst F. Schumacher (1973): Small is Beautiful / Die Rückkehr zum menschlichen Maß.