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University of St Andrews

Archiving the St Andrews Green Film Festival

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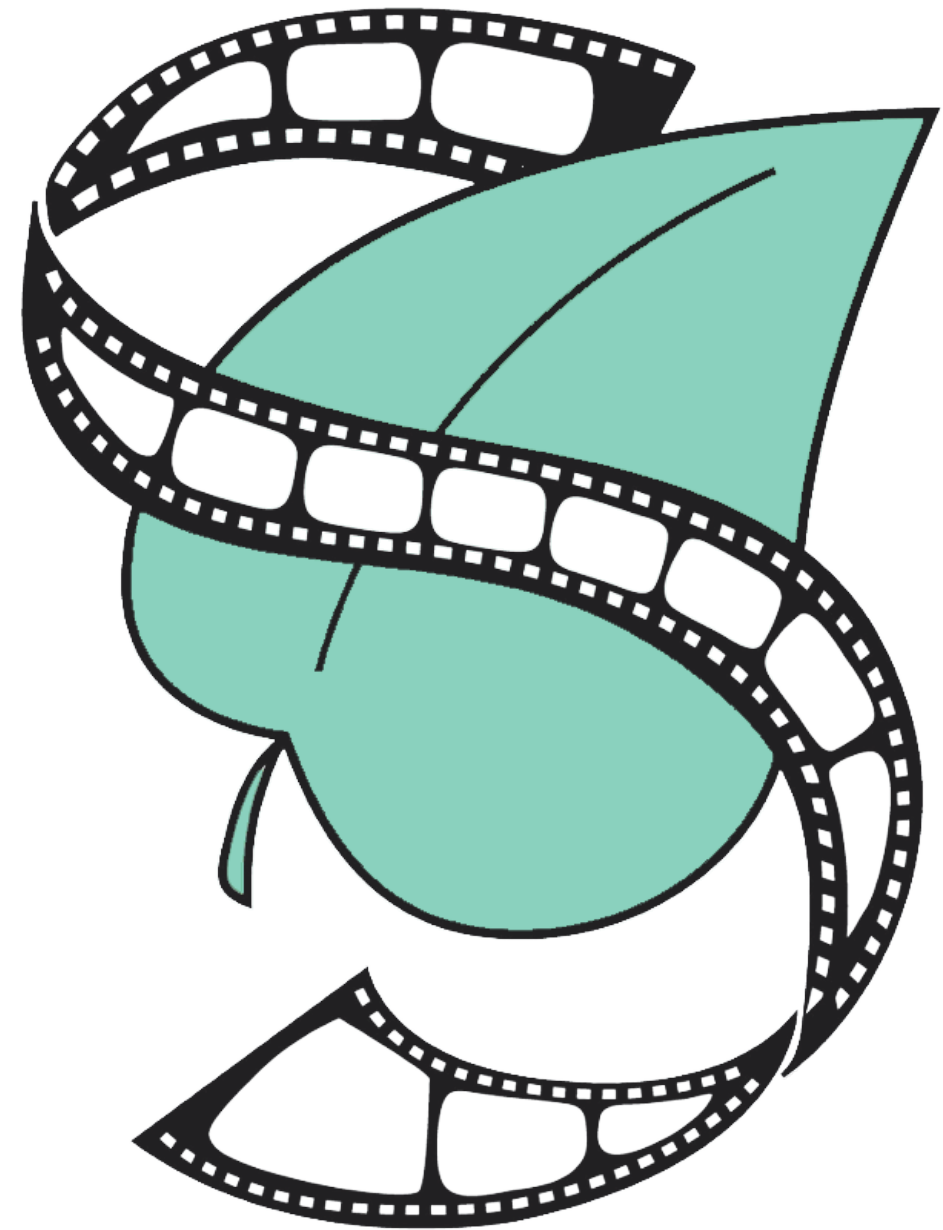
Challenges



Assessing Success



Lessons for Small Scale Environmental Film Festivals



G R E E N
F I L M
F E S T I V A L



Introduction

This project seeks both to archive the work of the St Andrews Green Film Festival (GFF) over its five year history and discover what lessons can be learned from the successes and challenges of this particular festival. With a focus on both the operation of the festival and what can be gleaned from its contribution to environmental activism and its attempts to awaken the environmental consciousness of its audience this project both has curatorial value and provides an example from which future organisers of small scale environmental film festivals can benefit. Salma Moani claims environmental film festivals largely aim to cause audiences to feel “inspired and motivated to go out and make a difference in your community and the rest of the world”, and the GFF is no exception (Moani, 2013, 253). This example will be explored through an overview of the aims, history and scope of the festival, and an investigation of the challenges and success of this event in order to draw useful conclusions for future activism, as well as preserving the work of the festival.

History

Moani asserts that environmental film festivals form a vital part of the environmental movement, particularly on the community level on which the St Andrews Green Film Festival operates. She particularly emphasises that “as community events, they become crucial sites that draw attention to and also forward agendas that collate cinema and environment”, they allow cinema to play a role both in community building and furthering environmental protection (Moani, 2013, 256). The GFF is an excellent example of a festival playing this role as a not-for-profit local film festival run in conjunction with the University of St Andrews and the wider Transition group, focusing on environmental issues. Founded in 2013 the annual festival is largely run by a student committee in conjunction with Transition St Andrews (a UK-wide environmental organisation focusing on creating sustainability on a community level) exploring different themes with each year (Transition, 2019). The size of the event increased largely until 2015 when its former organiser, Paul White left Transition St Andrews and the reigns were handed down. With organisers already stretched thin and working on a volunteer basis, the festival has decreased in size somewhat (White, 2018). Nevertheless the GFF has remained a success and working on a smaller scale in recent years has maintained its presence and reputation in the university and local community in the face of staffing and funding issues. An archival list of previous festivals, programmes and media coverage can be found at the end of this report.

Background

Aims of the Project:

The GFF's aims are neatly summed up by its description on the festival website;

“Founded in 2013, the St Andrews Green Film Festival has continued to inspire people by showcasing the most inspiring and world changing films and documentaries in the hope that they might become more aware about issues regarding climate change, the environment and sustainability. Our non-profit week-long festival combines a mixture of films, discussions and talks covering a variety of subjects- including food, biodiversity, energy and the oceans. The Festival aims to inspire people by displaying brilliant examples of change at a local level, simultaneously acknowledging the “think global, act local” attitude. The majority of St Andrews Green Film Festival's events are targeted toward individuals of all ages, with the hope that they will engage in productive discussion of environmental issues and the ways in which they can be addressed.” (St Andrews Green Film Festival, 2019).

According to Transition St Andrews managing Director Alistair Macleod the festival also aims to include the local community as much as possible as well as the students of the university, contributing to bringing together the overall community of St Andrews (Macleod, 2018).

Scope of the Festival:

It is important to note that as a local volunteer-run film festival GFF does not have the scope or funding and resources to expand far beyond its current size. While it had evolved and changed to reach more people both in the University and the wider St Andrews community it provides a small scale event that serves a local audience. Organisers have emphasised that it does not intend to expand further than the niche it currently very successfully serves.

Comparing Data

The only complete data that could be collated was from the 2017-18 year, so a cross-year analysis is not possible quantitatively. However useful conclusions can still be drawn from this survey data regarding audience demographics, advertising and behaviour for the GFF.

Four films were screened in 2017-18 and individual feedback was taken by organisers from audiences of each screening.

The films included were;

Food Evolution, Scott Hamilton Kennedy, 2017, USA.

Bugs, Andreas Johnsen, 2016, Netherlands.

REUSE! Because you can't recycle the planet, Alex Eaves, 2015, USA.

How to Let Go of the World and Love All the Things Climate Can't Change, Josh Fox, 2016, USA.

Demographics: Page 7-10

The festival collects data regarding the the audience their events attract.

Advertising: Page 10-12

Where attendees found information regarding the festival's events.

Behaviour: Page 11-13

How the films screened inspired changes in the viewer's behaviour.

Demographics

Why is measuring audience demographics important?

The demographic data consists of four categories:

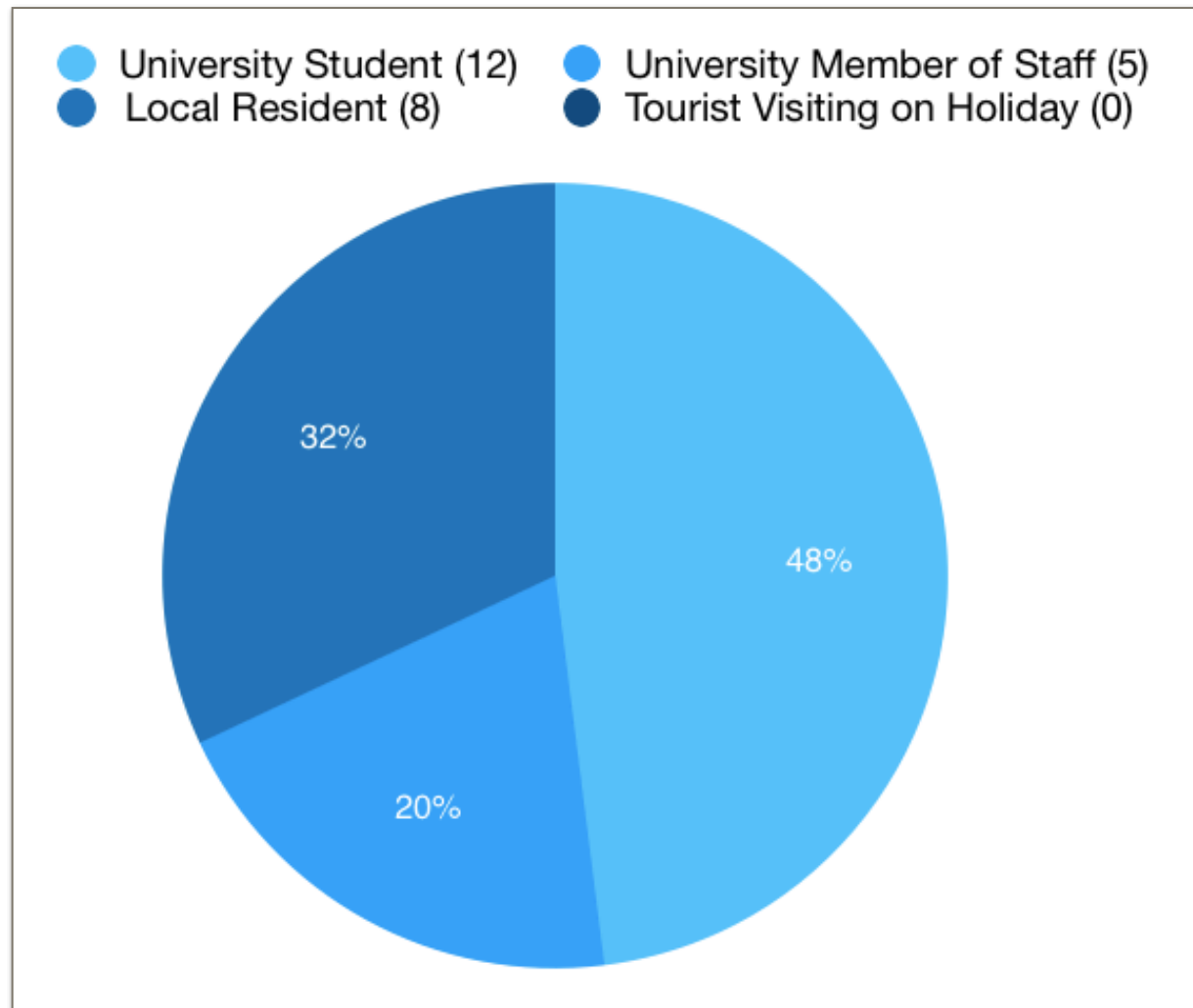
1. University Student
2. University Member of Staff
3. Local Resident
4. Tourist Visiting on Holiday

The GFF's central focuses of environment, climate change and sustainability necessitate drawing in as wide and diverse an audience, within its remit, as possible. If it is to play its part in creating a more sustainable role as many people as possible, and as many different people as possible, need to play their role in confronting these collective action problems in the community (Armatage, 2014, 267). Therefore, understanding who is attending GFF events is critical to formulating more effective advertising strategies and engagement tactics that can reach people from varying backgrounds and increase the impact of the festival within the community.

This data can reveal who in the St Andrews area is most likely to be willing to dedicate some of their time to learning more about environmental issues. From an organisational point of view analysis of these demographics has the potential to be very helpful to those who run the GFF, allowing them to adjust strategy and better communicate their message where improvements could be made.

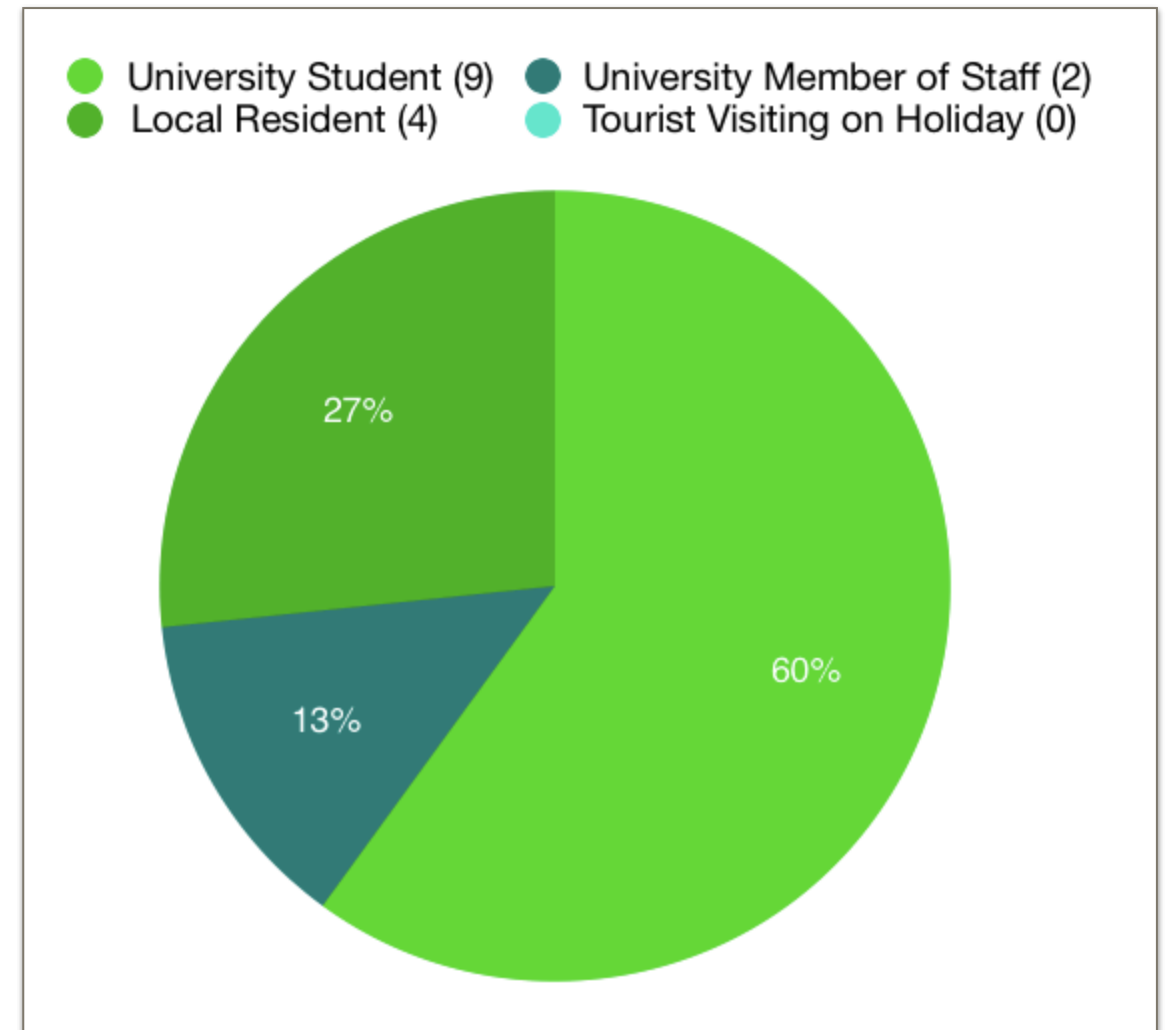
Food Evolution

	University Student	University Member of Staff	Local Resident	Tourist Visiting on Holiday
Number of Respondents	12	5	8	0



Bugs

	University Student	University Member of Staff	Local Resident	Tourist Visiting on Holiday
Number of Respondents	9	2	4	0



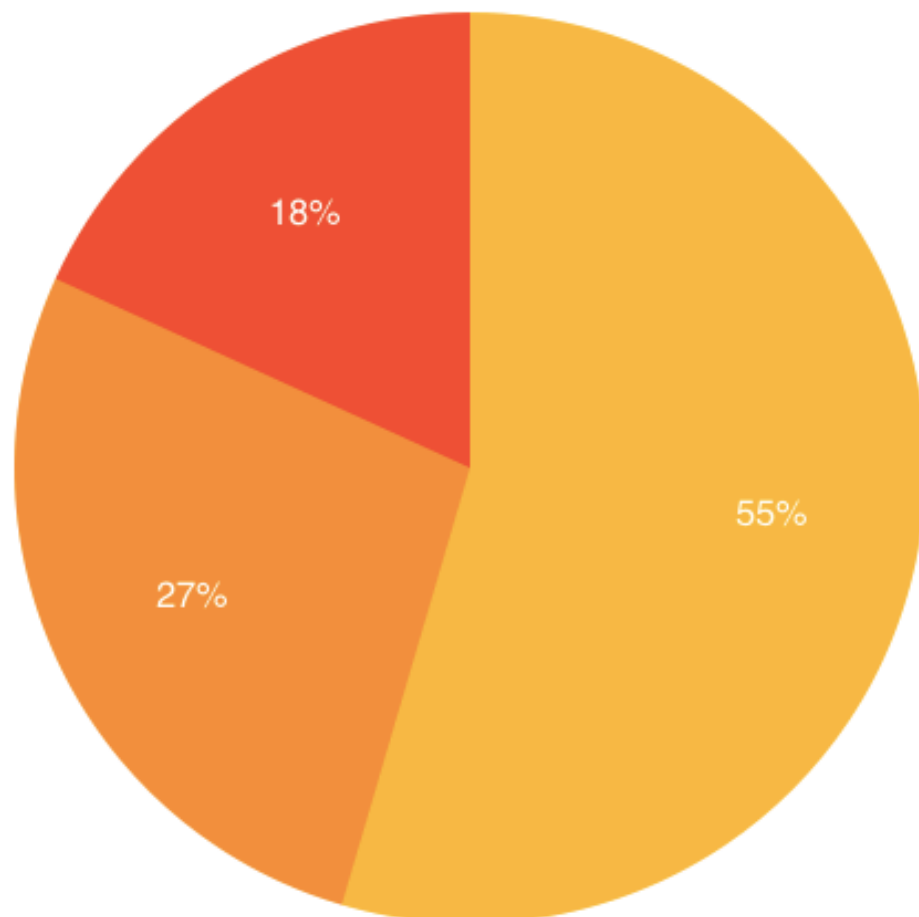
REUSE!

	University Student	University Member of Staff	Local Resident	Tourist Visiting on Holiday
Number of Respondents	6	3	2	0

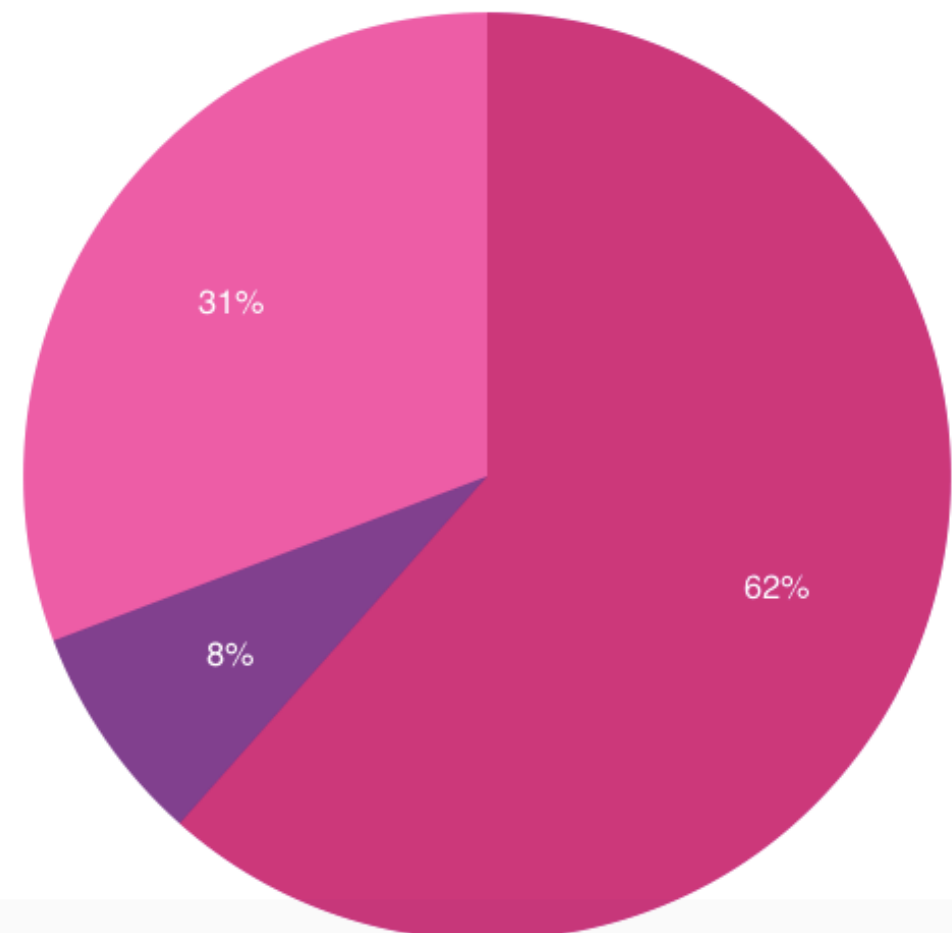
How to Let Go

	University Student	University Member of Staff	Local Resident	Tourist Visiting on Holiday
Number of Respondents	8	1	4	0

● University Student (6) ● University Member of Staff (3)
● Local Resident (2) ● Tourist Visiting on Holiday (0)



● University Student (8) ● University Member of Staff (1)
● Local Resident (4) ● Tourist Visiting on Holiday (0)



Results

The largest portion of the audience for every film was university students, followed by local residents with the exception of REUSE where the number of university staff exceeded local residents. This is to be expected with the close association between Transition St Andrews and the University of St Andrews likely to draw in university staff and students.

GFF also seems to be largely achieving its goal of including as many of the local residents as possible, strengthening community links between the university and the town itself. Transition St Andrews, according to Project Manager Alistair Macleod, is unique in the world of higher education in that it puts such emphasis on the equal inclusion of both the town of St Andrews and the university population (Macleod, 2018). While the split is not 50/50 there is heavy involvement from the local residents, suggesting the GFF is an event that has a strong local support base.

This demographic data is therefore very positive proving the festival is reaching people from different backgrounds and spreading the festival's message as far as possible within its geographical scope.

Advertising

Why is looking at advertising important?

As the means by which awareness of and interest in the GFF is built, understanding advertising in its most effective forms is vital to bring in the audience in the first place. Without effective engaging advertising appealing to the desired audience the festival cannot be effective in educating, spreading awareness and inspiring involvement in environmental issues.

Ensuring there are multiple forms of advertisement that will reach each demographic is important, particularly to ensure the inclusion of both the local residents of St Andrews as well as the university population, maintaining the diverse audience GFF strives for.

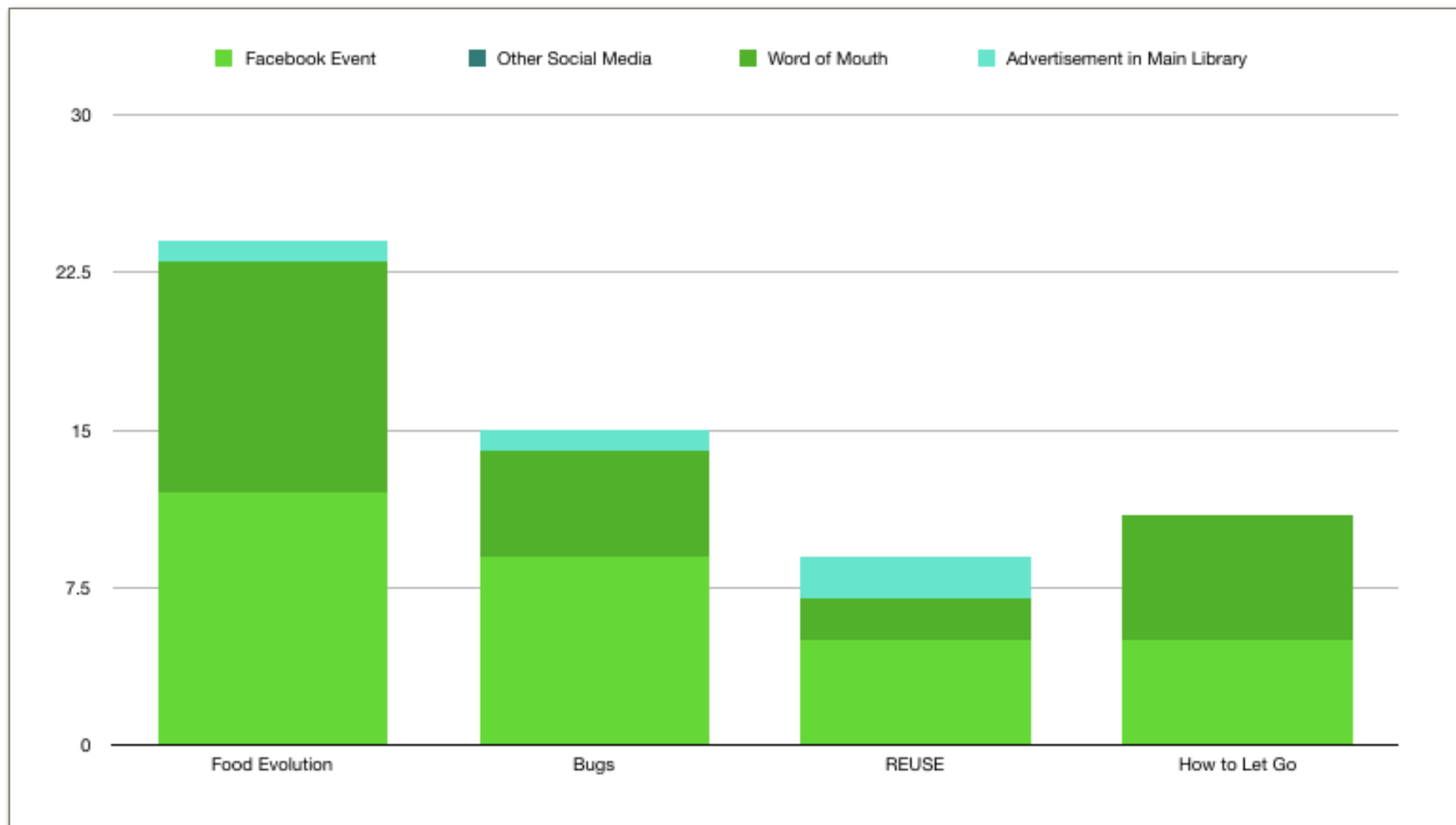
Survey respondents were asked which form of advertising made them aware of the festival's individual screening events (results on following page).

Four main advertising methods were utilised for the 2017-18 festival.

1. Facebook Events
2. Other Social Media
3. Word of Mouth
4. Advertisement in the Main University Library

Where did you hear about the Green Film Festival?

	Facebook Event	Other Social Media	Word of Mouth	Advertisement in Main Library
Food Evolution	12	0	11	1
Bugs	9	0	5	1
REUSE	5	0	2	2
How to let go	5	0	6	0



Results

By comparing this data it is clear that internet based advertisement was the most effective tactic to make potential audience members aware of the festival. This form of communication is very popular with young people and with university students and as GFFs biggest audience it seems likely internet advertisement would be effective with several university societies and student groups operating online. However, while GFF does have an instagram account it seems none of the attendees found their information anywhere else on the internet other than facebook. From this data it seems facebook is the festival's strongest social media platform and other social networks could have the potential to play a bigger role in future years.

Word of mouth is a very close second to internet advertisement in terms of the numbers attracted, even exceeding facebook for the screening of 'How to Let Go'. This emphasis on the importance of word of mouth can work well in a small community festival such as GFF where word travels fast among locals.

A few audience members were also brought in by the advertisements in the main university library, which is open to students and public. This method has attracted few audience members but still appears to be a useful method of advertisement reaching around 7% of the survey's respondents.

Behaviour

Why is measuring the festival's impact on behaviour important?

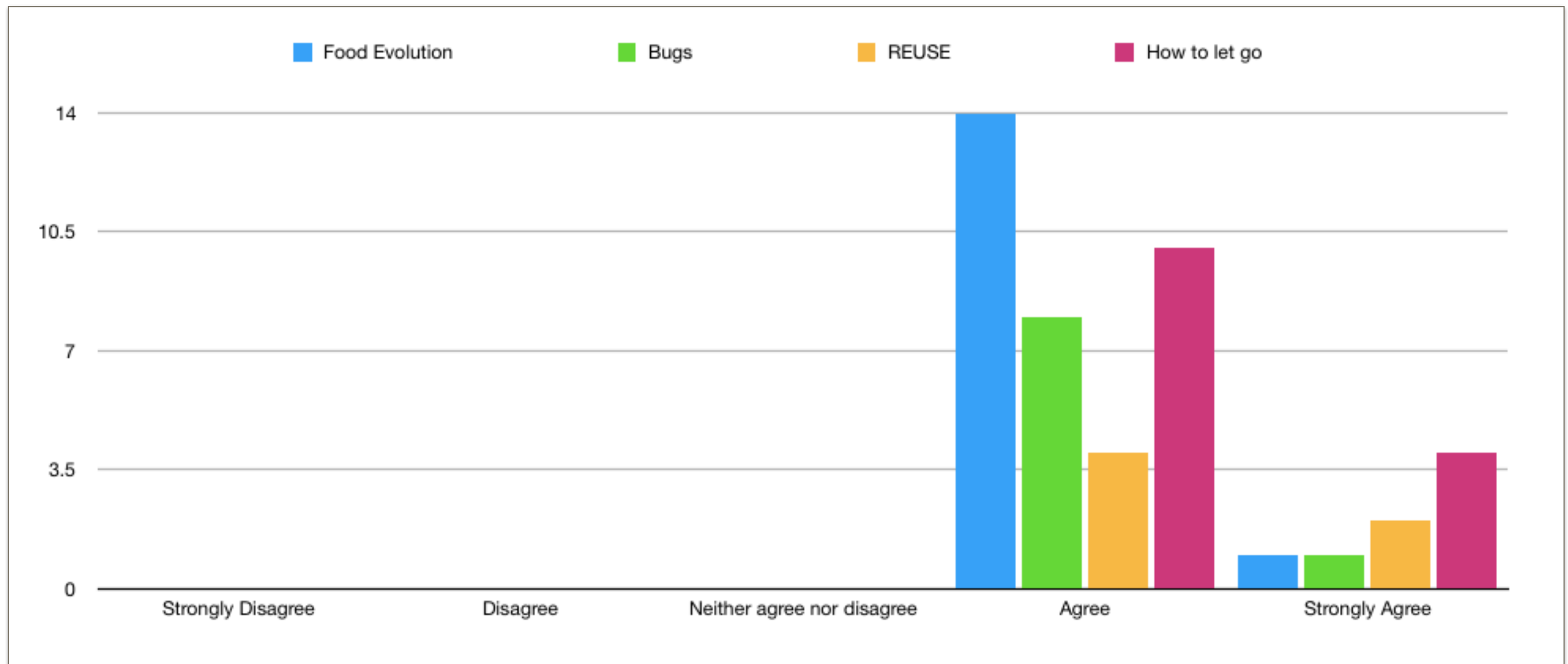
As a film festival with an activist slant portraying themes of climate justice and radical lifestyle changes, it is important for organisers to know if the films they choose to screen not only build awareness but impact audience member's behaviour after the film ends. Moani reiterates this idea asserting that environmental film festivals are “formatted to bring together communities to share a common cause... and to feel ‘inspired’ in community gatherings” Moani, 2013, 263). By analysing the data available regarding the GFF's audience organisers can better understand what types of films make the biggest impact such as documentaries or fiction films or films focused on animals versus people. In the future more effective films can be screened that fulfil the festivals aims of both creating awareness of environmental issues and inspiring action in their own lives to support environmentalist causes.

For each film they viewed audience members were asked “which films inspired changes in your behaviour?”. They were offered five options for each film:

1. Strongly disagree
2. Disagree
3. Neither agree nor disagree
4. Agree
5. Strongly agree

Which films inspired changes in your behaviour?

	Strongly Disagree	Disagree	Neither agree nor disagree	Agree	Strongly Agree
Food Evolution	0	0	0	14	1
Bugs	0	0	0	8	1
REUSE	0	0	0	4	2
How to let go	0	0	0	10	4



Results

The results are overwhelming positive with all respondents either agreeing or strongly agreeing that the films they saw inspired changes in their behaviour.

It is important to note that some films are designed to inspire more changes than others, for example *Food Evolution* advocates for viewers to change their eating habits drastically and provides specific instructions by which this goal can be achieved whereas others may not be so explicit and therefore difficult to apply to day to day life.

However this is not to say film which have inspired less action in the daily lives of viewers necessarily have less value. They can also perform the role of creating awareness of issues or take on an educational role in helping spread general knowledge about the functioning of ecosystems and nature (Norman, 2000, 28). A successful outcome for a spectator could be simply to provoke thought on a topic, as Tascon argues; “activist film festivals enhance the possibility of an engaged and questioning spectator” (Tascon, 2015, 42).

A former employee of Transition St Andrews, Paul White has emphasised his desire when involved with the GFF to screen films that end on an optimistic note that motivates audiences instead of losing hope in being able to prevent environmental damage and climate change (White, 2018). This tonal difference between films may also play a role in whether or not an audience member feels inspired to change their behaviour or feels directionless.

This data also only communicates intentions, without a follow-up survey it is impossible to know if the respondents acted on their intentions to change their behaviour or if they started to and then reverted to old habits. However from the data available the results overall are very encouraging that the choice of films for 2017-18 has made an impact on those that attended the festival.

Challenges for the Green Film Festival

Three main organisers of the GFF were interviewed for this project. Their different perspectives shed light on the organisational challenges that come with running a small scale film festival and particularly provide an insight into the circumstances under which the GFF operates in St Andrews.

The three organisers interviewed are;

Alistair Macleod, Project Manager of Transition St Andrews

Abbie Greig, Co-Director of the Green Film Festival Student Committee for 2018-19

Paul White, a former employee of Transition St Andrews who founded the festival and ran it from its inception in 2013 until 2015 when he left Transition.

Through these interviews two main challenges for the festival can be identified. The challenges are:

1. Financial and Budget
2. Staff Turn-Over and Volunteering

Financial and Budget Constraints

Limited funding was identified as a big challenge from the interviews carried out for this report.

For Abbie Greig one of biggest financial obstacles is film licensing, the cost of buying and screening the films chosen to the public, which can cost upwards of £200, within a budget of roughly £400 (Greig, 2018). This also has to be bought early in the academic year in order to finalise a programme and dates with venues, leaving little time for fundraising to cover these costs (ibid).

In addition, funds from Transition St Andrews are limited and other sources hard to secure every year. For the 2018-19 academic year this left the student committee with debt left over from the previous year (ibid). This compounded effect of both having to spend early in the year and having debt from the previous festival can constitute a considerable burden to student organisers, according to Greig (ibid).

Alistair Macleod also suggested a bigger budget would make organisation easier. The first two festivals in 2013 and 2014 did in fact make a profit that could be reinvested for the following year (Macleod, 2018). However expansion meant looking outside the university for a venue with much higher costs associated. This created a tension that while expansion to a bigger audience would be good for the festival it also brought financial complications that a larger budget could alleviate (ibid).

It seems that within the scope of a small scale local film festival there is a broad need for more funding that needs to be realised earlier in the academic year to keep the GFF sustainable financially.

Staff Turn-Over and Volunteering

Another challenge the film festival faces is the quick turn over of staff from year to year as well as the difficulties of retaining commitment from volunteers.

Abbie Greig highlighted the the challenge of running a student committee the frequently changes each academic year. When a committee is almost entirely replaced year after year the new staff have to organise an event they have not had experience with before and effective organisation can become difficult (Greig, 2018). Greig also emphasised the challenges of recruiting volunteers from the student body that are willing to commit enough time to the organisation of the event (Ibid).

Paul White also identified volunteers as one of the most vital elements of organising a successful film festival. 2015 was GFF's biggest year in terms of scale and that was largely thanks to time committed from volunteers as well the time White himself was able to dedicate to running the event (White, 2018). He again asserted that this type of commitment is required for the GFF to be reproduced at the scale of its peak in 2015 year after year (ibid).

Alistair Macleod also reiterated this sentiment stressing that the nature of a small scale not-for-profit event means it is dependent on the volunteers who make up the organisation. The role is very much what the individual can make it Macleod, 2018). Alistair also stressed that it is important to find the right size for a local film festival. The scope of an event designed to be for the university, local community of St Andrews and surrounding Fife does not need big aspirations of further expansion but can serve a valuable purpose simply to the local community and university population (ibid).

Successes

Through analysis of the St Andrews Green Film Festival several successes are apparent.

The festival has been particularly successful at achieving its aim of including the local St Andrews community on an equal footing to the student population. Survey results for the year 2017-18 showed more than a third of the audience at every film was from the local community.

The festival also “aims to inspire people by displaying brilliant examples of change at a local level”, an aim surely results would also suggest has been achieved in the number of people who have been inspired to change their behaviour after attending the festival.

Most importantly, despite challenging financial circumstances and staffing issues the GFF has maintained its presence in St Andrews since its foundation in 2013. It has proven its ability to expand as demonstrated in 2015 and continues to bring vital environmental debates to the local community. It has become a valuable and established part of the University of St Andrews, Transition St Andrews, and the town itself and should continue in years to come to bring them together to consider and act on environmental issues.

Lessons for Small Scale Film Festivals

In light of the ways in which the St Andrews Green Film Festival has succeeded and experienced challenges useful lessons for similar projects can be drawn from this example.

Ensuring a secure line of funding : The lack of secure and consistent funding has certainly presented obstacles to the GFF. Without a sufficient budget at strategic moments in the organisation process, such as early on when film licences need to be purchased, it can be very difficult to make a film festival happen.

Mitigating the problems of quick organiser/staff turn over: The GFF has displayed the challenge of operating in an environment where students are unlikely to be involved for more than one or two years of the festival. This creates a situation where the student committee has little institutional memory and organisers can struggle with delegating tasks and maintaining commitment from volunteers.

The challenges and success of this local festival identified and explored in this report can go some way to aiding other organisations and groups that seek similar objectives with a small scale local film festival.

Archival Programmes and Media Coverage

Any available programmes and pamphlets and media coverage on the St Andrews Green Film Festival are attached. However, only the original pamphlets for the 2016-17 and 2017-18 years could be found online and were not archived by the organisers contacted. Previous years are listed but not in their original format.

2013-14 Programme:

FRI 15 NOV: Film: CHASING ICE (Cupar)

WED 20 NOV: Film: PROMISED LAND (Anstruther)

FRI 22 NOV 7pm: Premiere: THE MOO MAN

SAT 23 NOV 11am: Film: DIVE!

1pm: Workshop: Energy Descent Action Plan

3pm: Film: TINY! A Story about living Small

4.30pm: Film: PLASTICISED

7.30pm: Premiere: THE PIPE

SUN 24 NOV 11am: Film: YOUR ENVIRONMENTAL ROAD TRIP

2pm: Talk: The Future of Renewables in Scotland

4.30pm: Film: SOLAR TAXI: Around the world with the Sun

7.30pm: Premiere: MUSICWOOD

2014-15 Programme:

Mon 16th [Oceans]

7.45pm Revolution

Tues 17th [World]

7.30pm Thule Tuvalu

Wed 18th [Youth]

1.30pm Short films, Music & Enviro Art Workshop

5.15pm Maidentrip

7.30pm LEAFIES Short Film Awards

Thur 19th [Food]

5.30pm Brooklyn Farmer + Q&A Premiere

7.30pm Cowspiracy

Fri 20th [Energy]

5.15pm The Future of Fracking Debate

8pm DamNation Premiere

Sat 21st [Real Change]

2.00pm Bag It

4.30pm Carbon Conversations

8pm Project Wild Thing

2015-16 Programme:

Mon 15th 7pm---Racing Extinction

Tue 16th 7pm---Just Eat It

Wed 17th 7pm---Mother Caring for 7 Billion

Thurs 18th 7pm---A Dangerous Game + Q&A film's director

Fri 19th 5.15pm---(Debate) COP21 Paris: Success or Failure?

Sat 20th 8pm---Closing Party

2016-17 Programme:

Monday 6th

7pm - Opening event at Brew Co.: Creativity and Conversation

- Come for a chat and add your creativity to our 'green' mural.

Thursday 9th

7pm - MY STUFF (15)

Friday 10th

7pm - CAN YOU DIG THIS? (15)

- Followed by discussion on Food Justice in St Andrews

Saturday 11th

8pm - BILLIONS IN CHANGE

- ROCK THE BOAT

Sunday 12th

6pm - Screening of The LEAFIES short film competition finalists

- PACHAMAMA

- Followed by a Q&A with the director

Monday 13th

6.30pm - Panel discussion on 'The Environmental Implications of Brexit' (£2 on the door or free with your week pass from the Byre) in the Buchanan Lecture Theatre

9pm - Closing party at Sandy's Bar (the Union) featuring live music and a reggae DJ set!

ST ANDREWS GREEN FILM FESTIVAL

February 6th-13th 2017 | University of St Andrews | with transition St. Andrews

MONDAY the 6TH

OPENING NIGHT

CREATIVITY AND CONVERSATION

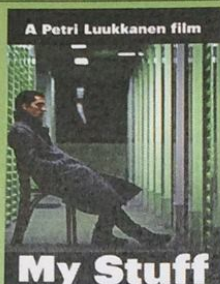
7PM | St Andrews Brewing Co.

ALL WELCOME FREE ADMISSION



THURSDAY the 9TH

POSSESSIONS



MY STUFF

Film Screening | Followed by Talk

7PM | The Byre Theatre

Director: Petri Luukkainen (2013)

Running time: 83mins

Please note: this film is subtitled and is rated 15.

FRIDAY the 10th

FOOD



CAN YOU DIG THIS

Film Screening | Followed by Talk

7PM | The Byre Theatre

Director: Delilah Vallot (2015)

Running time: 80mins

SATURDAY the 11th

POWER

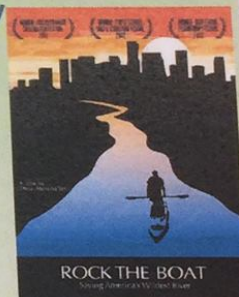
DOUBLE FEATURE



**BILLIONS IN CHANGE //
ROCK THE BOAT**

Film Screening
Followed by Talk

7PM | The Byre Theatre



SUNDAY the 12th

PEOPLE

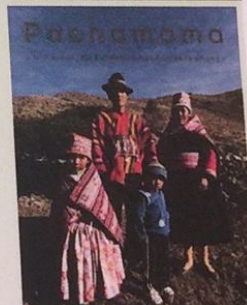


**The Leafies Awards//
PACHAMAMA**

Short Films Competition
Finalists and Film Screening

Followed by Q&A

6PM | The Byre Theatre



MONDAY the 13th

**ENVIRONMENTAL IMPLICATIONS OF BREXIT
FOR SCOTLAND**

Panel Discussion and Closing Party

Panel Discussion (with Guest Speakers) followed by closing party

6PM | The Byre Theatre | Party 9 PM | Sandy's Bar

FOR MORE INFORMATION ON THE FILMS AND THE FESTIVAL SCHEDULE FIND US ON FACEBOOK:

facebook.com/StAGreenFilm/

[PROGRAMME](#)[TICKETS](#)[SPONSORS](#)[VENUES](#)[ABOUT US](#)

Programme 2018

12-20 February 2018

Monday 12th: Opening Night CREATIVITY AND CONVERSATION

Social Gathering- All Welcome

7PM | St Andrews Brewing Co., South Street, St Andrews

Description coming soon!

Free entry



Thursday 15th: FOOD EVOLUTION

Film Screening

7PM | The Byre Theatre, St Andrews

Food Evolution delves into the controversies behind genetically modified foods, without shying away from portraying polar-opposite opinions. Initially released in 2017, this documentary takes on the contemporary issues of alternative fakes and fake news in the pursuit of sustainable food.

Director: Scott Hamilton Kennedy (2016) | running time: 1hr 32mins

Friday 16th: BUGS

Film Screening

Followed by Talk

7PM | The Byre Theatre, St Andrews

With a growing population, eating bugs has been seen as a solution to our problems of food scarcity. Follow Nordic Food Lab a team of chefs and researchers as they travel across the world to discover why 2 million people already eat insects; would you?.

Director: Andreas Johnson (2016) | running time: 1hr 16mins

Saturday 17th: REUSE! BECAUSE YOU CAN'T RECYCLE THE PLANET

Film Screening

7PM | The Byre Theatre, St Andrews

Recycling is not enough to solve our problems of mass consumption. Follow Alex Eaves as he journeys across America looking at how people are finding unique innovative ways to reuse, which are only only sustainable but benefit people, planet and wallet.

Director: Alex Eaves (2015) | running time: 1hr

Sunday 18th: HOW TO LET GO OF THE WORLD AND LOVE ALL THE THINGS CLIMATE CAN'T



biggest threat the world has ever known: climate change. Recognising it may be too late for us to stop some of the worst outcomes, the film looks into; what is it that climate change can't destroy? What is so resilient about the human spirit that no disaster can take away?

Director: Josh Fox (2016) | running time: 2hr 7mins

Tuesday 20th: PANEL DISCUSSION AND CLOSING PARTY

Social with live music and DJ

9PM| Sandy's Bar- The Students Union, University of St Andrews

Come join us at Sandy's Bar to celebrate the end of GFF2017.

With LIVE MUSIC from **Milk and Honey, Ukelear Fusion and Too This For That** followed by a **Reggae DJ Set**. The raffle winners will also be announced.

Free entry.



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Fife Today

East Fife Mail Fife Free Press Herald Gazette Citizen

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Film festival in Fife shines a spotlight on environmental issues



Joint effort...Transition University of St Andrews founded the festival in 2013 and it has grown steadily since but new volunteers are r being sought.

By

JULIE CURRIE

[Email](#)

Published: 12:31

Sunday 17 February :

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OK

How to get the most from your mattressWe all crave a good night's sleep and finding the perfect mattress can make all the difference to your precious slumber.Promoted by PLANET FURNITURE**This year's St Andrews Green Film Festival will focus its lens on just one film.**

Following the largest festival in the event's six-year history last year, the organisers are now fundraising for another major run in 2020.



From town and gown...the festival is organised by volunteers from the university and town, such as former committee members Rebecca Grant, Tara Chalmers, and Freyja Haddrill.

However, the film that will be screened in the Byre Theatre auditorium on Saturday, February 23, at 7pm is certain to inspire anyone who sees it.

The recently released Beyond Crisis is a gripping documentary, exploring what it means to be living in a rapid changing world and an era of climate change. A story of hope, it paints an inspiring image of a better world that is not consumed by crisis and climate disruption, but instead looks forward to a more sustainable future for all.

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Watch unmissable shows and enjoy over 300 channels including Sky Atlantic with Sky Entertainment. Just £22 a month.



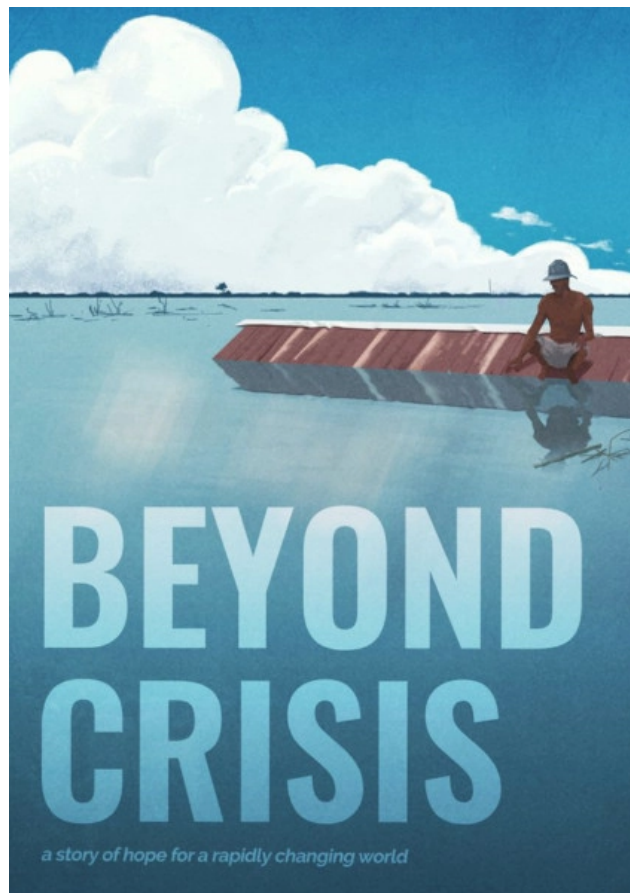
Promoted by Sky

The screening will be followed by a discussion on the film's key themes in the Byre auditorium at 8.15pm with guest panellists Dr Richard Dixon, director of Friends of the Earth Scotland, and Dr Darren McCauley, a senior lecturer at University of St Andrews.

Connie Dawson, the festival's co-director, said: "The aim of the festival is to inspire as many individuals as

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OK



Directed by Kai Reimer-Watts, climate change is at the heart of the movie to be screened this year, Beyond Crisis.

“Our festival showcases films, workshops and talks, with the aim of highlighting global environmental and sustainability issues.

“Film immersion through images, sounds and symbols is a powerful tool to raise awareness.

“We are excited to be screening Beyond Crisis. It’s a gripping story which I’m sure will inspire our audiences.”

The festival is part of the Transition University of St Andrews project which runs more than 150 events every year covering smarter travel, zero waste, local produce and the sharing of knowledge.

The inaugural festival was held in 2013 when it screened films primarily to a university audience.

Since then, it has continually grown in size, reaching a diverse audience from across town and gown.

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OK

Last year, the largest festival to date was staged over a total of four nights, showcasing an assortment of stimulating green films on topics ranging from the re-use movement to the potential for bugs to become a staple protein source.

[ScotRail adds more seats to trains for Spice Girls show](#)



Alistair Macleod has been the Transition project manager since 2012, a year after it was founded.

He had been working in Dundee as a sustainable energy officer with a housing association.

However, he wanted to lower his own carbon footprint by working closer to his home in Anstruther.

So he has had a front row seat to watch the Green Film Festival blossom.

While Beyond Crisis will be the only film this year, he is also working with university students on a number of events to be staged during the festival.

Alistair said: “We’re working with the film studies department at the university to curate the film.

“The students are also working on a number of projects for the festival, which will be announced on our website soon.”

A series of short films has also been entered for this year’s Leafies.

Alistair said: “We’ve been running the competition for the last three or four years.

“It’s a great concept which allows local people to share their own green short films with our audiences.”

The Transition team will once again be surveying movie-goers this year following the Beyond Crisis screening.

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“We always try to focus on great filmmakers who have turned their lens on really emotive subjects.

“So people usually leave inspired to take action on the back of what they’ve seen.

“I’m sure this year’s movie will serve as a catalyst for change and I’m interested to see the audience response.”

While Transition funds the festival, it relies on volunteers from town and gown to organise it.

There are usually just six to 10 people involved.

That’s why the team is now fundraising for next year’s event and appealing for more people to join.

Alistair added: “We hope to create a festival that is bigger and better in 2020 and will be fundraising to do that.

“We’d be delighted to hear from anyone who would like to get involved.”

To volunteer, email standrewsgreenfilm@gmail.com or transition@st-andrews.ac.uk.

Beyond Crisis will be screened in the Byre Theatre on Saturday, February 23, at 7pm. Tickets, priced £5 (£4 concs), are available at byretheatre.com.

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