



#justunplugit

ACHTUNG
BERLIN
Filmfestival

one scene, one plug, one message



#why

Film, like all other aspects of life, must become more sustainable. Easier said than done. Adhering to minimum ecological standards is a first step, but more can be done.



#idea

Film is the medium of stories, legends, and myths. Screen icons shape entire generations. With just a tiny gesture, we can create change.

If more and more films include a single scene in which someone unplugs a device and thereby normalizes reducing standby power consumption, we can generate awareness for much more.

Therefore - just unplug it!



#join us

We call on all filmmakers to join us! With just a few seconds, we can prove that film can do more than mirror our world. It can create realities!



#what to do

Become an „unplugger“ and register on our website www.justunplugit.de **via the form!**

Implement the idea in your next film project.

How you do that? When and how long? Where and who?

You decide!



#make history

We will highlight the campaign at industry events and name you as a contributor. Once your films are released and flickering across screens and displays, we will see what film can do.

Place the #justunplugit logo in the credits and make history!



#initiators

The idea came up during a conversation between the directors Sophie Linnenbaum and Saralisa Volm and the green consultant Roman Avianus from filmklima.de, during the 610 Warsaw-Berlin Film Festival.