

# #justunplugit

**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

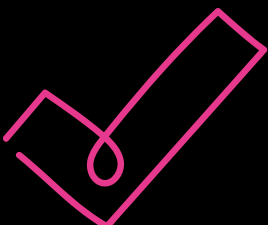


**Film is the medium of stories, legends, and myths. Screen icons shape entire generations. With just a tiny gesture, we can create change.**

**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

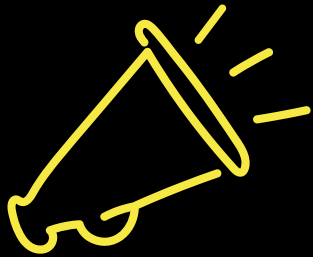


**We call on all filmmakers to join us! With just a few seconds, we can prove that film can do more than mirror our world. It can create realities!**

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## #what to do



**Become an „unplugger“ and register on our website [www.justunplugit.de](http://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 & displays, we will see what film can do.**

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

## #initiatoren



**The idea came up during a conversation between the directors Sophie Linnenbaum and Saralisa Volm and the green consultant Roman Avianus from [filmklima.de](http://filmklima.de), during the 610 Warsaw-Berlin Film Festival.**