



Press Release

Berlinale 2011: Leading Role for Climate Protection - Entega to be New Co-Partner

In the future, greater consideration will be given to the issue of sustainability at the Berlinale. With its commitment to climate protection, the Berlinale has launched a partnership with the energy supplier Entega. The goal is to improve the Festival's carbon footprint decisively. Through a series of measures, the partners want to achieve this goal step by step over the next three years. Öko-Institut e.V (Institute for Applied Ecology) will accompany this endeavour with a yearly study.

"Through our partnership with Entega, we are delighted to be able to initiate a process that will reduce our CO2 emissions in the medium term. In addition to successively making the switch to green energy, we will introduce and implement other concrete measures based on the analyses of the Öko-Institut," comments Berlinale Director Dieter Kosslick.

Energy supplier Entega, which has its headquarters in Darmstadt, is working on developing viable long-term ecological and economical solutions to enable a CO2-neutral energy supply with green electricity and climate-neutral natural gas. Together with its parent company, HEAG Süd Hessische Energie AG (HSE), Entega will be investing approximately 1.4 billion euros in renewable energies by 2015. With about 400,000 green-electricity customers, Entega is Germany's second largest supplier of green electricity. And since early 2008 it no longer provides energy from nuclear sources.

"This exceptionally popular festival offers a unique opportunity to present the topic of climate protection to the public. Possibilities to reduce the carbon footprint are becoming more transparent and tangible. And so with our commitment we would like to get people thinking about these important matters," emphasizes Holger Mayer, Director of HSE/Entega.

Press Office
November 24, 2010

*61. Internationale
Filmfestspiele
Berlin
10. - 20.02.2011*

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