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### **Book Project: Green Filmmaking and Environmental Practices in European Film Industries**

To date, the analysis of filmic representations of ecological consciousness has been the main focus of ecocinema studies. In reaction to such work, Maxwell and Miller (2012) is the first book-length study to explore the important question of how media industries in general are adapting to environmental sustainability.

My book will be the first comparative study of environmental policies in the film industries of different European countries. There has not yet been a study about environmental sustainability in film production and its impact on the environmental responsibility of different European industries.

In its Sustainability Policy of 24 September 2012, the British Film Institute developed a standard for improving sustainability in the British film industry and indicated its aim to be the global leader for sustainability in film. Some other examples of collective sustainability initiatives in the European area are ECOPROD—created in 2009 and comprising six French film industry players—the Green Film Initiative and Green Film Shooting, both in Germany, and the Green Filmmaking Project in the Netherlands. My book will explore these recent and envisaged practices of greening film industries in the wider European area.

### **Article Project: “Ecological Identities in New Turkish Cinema”**

My major article project, which focuses on ecological identities in Turkish films, will represent a distinctive intervention in the field by developing a new resource for the study of ecocritical film analysis using the neglected example of New Turkish Cinema.

The emergence of New Turkish Cinema has seen a revival of the Turkish film industry, with developments in local productions and auteur cinema since the 1990s. These coincided with emerging environmental problems in Turkey that came with large-scale urbanization and globalization in both politics and economy, and led to the acceleration of interrelations with both Europe and the USA. In the article, I will explore the representation of this period’s environmental agenda through film. This will enable a discussion of the rise of environmental problems, exacerbated by the Turkish government’s socioeconomic policies, which have encouraged consumption-oriented lifestyles, urbanization, and forced migration to cities.

The representations of the environment in Turkish films mainly reflect the conflict between the frugality of rural life and the urban experience based on consumption. I will demonstrate that these films, despite their different themes, mainly deal with the impacts of global policies on the rural environment and emphasize the pursuit of traditional and rural values that are categorized as ecological.