



On the occasion of the production of the movie “The Eye” in Corfu,  
we present the innovative approach



## Sustainability and Cinema

At the service of promoting and protecting  
the natural and cultural environment

16 November 2022, 9:30 a.m.  
SYPAP Hall, Faliraki Bay, Corfu Town

### PROGRAMME

09:30 Doors open

10:00 Start: **Rodi Kratsa** (Regional Governor of the Ionian Islands)

**PART I: Signing of Memoranda of Understanding between the Region of Ionian Islands and the Region’s Municipalities and the Ionian University**

10:05 Addresses:

- **Meropi Ydraiou** (Mayor of Central Corfu and Diapontian Islands)
- **Georgios Machimaris** (Mayor of North Corfu)
- **Konstantinos Lessis** (Mayor of South Corfu)
- **Spiridon Vlachopoulos** (Mayor of Paxos)
- **Andreas Floros** (Rector of the Ionian University)

**PART II: Audiovisual productions in sustainable conditions**

10:30 Presentation of the “green production” project:

- **Melanie Dicks**, CEO of Fingerprint Content | Producer “The Eye” | Founder and Advisor of Greenshoot
- **Jess Hines**, Co-Founder of Fingerprint Content | Impact Campaigns Director of Fingerprint Content
- **Paul Evans**, Founder, Greenshoot

12:00 Coffee break

**PART III: Cooperation and interaction of creative industries for sustainability and growth**

12:30 “The Ionian Film Office in the Metaverse: Creating a sustainable environment for international film productions”

**Dr Iakovos Panagopoulos**, Academic Scholar, Department of Audio and Visual Arts, Ionian University

**Dr Ioannis Deliyannis**, Associate Professor, Department of Audio and Visual Arts, Ionian University

12:50 “The impact of creative industries on the sustainable development”

**Dr Naoum Mylonas**, Assistant Professor, Department of Tourism, Ionian University

13:10 “The film tourism and destination development”

**Dr Alkmini Gkritzali**, Assistant Professor, Department of Tourism, Ionian University