

SESSION DESCRIPTION

ID: E3

Ecosystem Services Cinema: communicating nature's values through film and media

Hosts:

	Name	Organisation	E-mail
Host (s):	Davina Vačkářová	Global Change Research Institute CAS	vackarova.d@czechglobe.cz
Co-host(s):	Johana Drlíková	Global Change Research Institute CAS	drlikova.j@czechglobe.cz

Abstract:

Visual storytelling is a powerful way to communicate the value of ecosystem services (ES) and the outcomes of conservation and restoration efforts. Short films, documentaries, and multimedia outputs produced in research and applied projects can inspire, inform, and engage audiences in ways that complement scientific presentations. This session, designed as an "Ecosystem Services Cinema," invites contributions of short videos, documentary trailers, and other visual materials developed within projects that address the assessment, management, and communication of ES. Each screening will be accompanied by a short introduction from the creators, explaining the context, objectives, and intended impact of the production.

The session will explore how visual media can:

- Translate scientific concepts into compelling messages for policymakers, stakeholders, and the general public.
- Document project outcomes in conservation, restoration, and sustainable management.
- Support stakeholder engagement and education on the importance of ES.
- Inspire new ways of bridging science, policy, and society.

Goals and objectives of the session:

This session aims to demonstrate how film and other visual media can be used as powerful tools for communicating the values of nature and ecosystem services (ES) to diverse audiences, from policymakers to local communities. By showcasing short films, documentaries, and multimedia outputs created in the context of LIFE and other projects, the session will highlight the role of visual storytelling in bridging science, policy, and society.

The specific objectives are to:

- Share produced content (short films, videos, and trailers) from LIFE and other projects.
- Explore how visual storytelling translates scientific results and project outcomes into accessible narratives.
- Discuss the context and purpose of developing such media, as well as experience with media production.
- Identify lessons learned and best practices for using film and media to enhance awareness and engagement on ES.

Planned output / Deliverables:

A synthesis of lessons learned on using film and visual media in projects for awareness-raising, stakeholder engagement, and policy impact. Potential follow-up through the ESP network to make the showcased videos accessible, extending their reach beyond the conference.

Session format:

The session is planned as a 90-minute cinema format. It will begin with a short introduction (5 minutes) to set the context of using film for communicating ES. This will be followed by the screening of 6–8 short videos or trailers (5–8 minutes each). After each screening, the filmmaker or project representative will provide a 2–3 minute introduction or reflection on the development and purpose of the video. The session will conclude with a moderated discussion (15 minutes) to reflect on the role of visual storytelling in ecosystem services science, practice, and policy.

Voluntary contributions accepted:

Yes, I allow any abstract to be submitted to my session for review

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