



Niklas Warnecke from Berlin wins European film prize for the development Goals of the United Nations

Sukuma Millennium Award allocates creative film ideas on the topic of the Millennium Development Goals

Berlin/Luxembourg, 30.11.07. With an original idea for a film spot about the exploitation of coffee farmers on the world market, the 24 year old Niklas Warnecke from Berlin has won the Sukuma Millennium Award which is offered this year for the very first time. The Spot stands under the slogan "You buy more than you expect! - fair trade in everyday life". The Sukuma Award will be handed out on the 30.11.2007 personally from the patron, Jean Louis Schiltz, Luxembourgian Minister for development, cooperation and humanitarian affairs, on the gala of the Luxembourg film prize being awarded to Niklas Warnecke.

The musical arrangement of the spot was done by the German band MIA. After the premiere gala in the culture capital of this year, Luxembourg, the short film will be shown in cinemas and local media across Europe.

The initiative for the "Sukuma Millennium Award" comes from German students, who care for the project voluntarily. "We want to activate the people to concern themselves creatively with the topic of 'global sustainability'. Awarded will be ideas for film spots, which put emphasis on the different facets of the UN Development Goals to combat poverty. The spots show in a creative way how you can support the global development goals in everyday life", says Sukuma founder Sascha Kornek. The European-wide allotted prize is especially directed at laymen and not renowned filmmakers. "Everyone can join, the important thing is the film idea", adds Kornek.

From now on the Sukuma film award shall be assigned annually. Thematic emphasis is put on the topic of fair trade because, as the Sukuma founder notes, "according to Kofi Annan international fair trade relations are the most effecting development aid." Hardly known production conditions of our everyday life goods should be shown to the public, and consumers should be made aware how much they can cause by their purchase behaviour.

Further information:

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Here you can view the winning spot 2007: www.sukuma.net

Background:

The new European film award "Sukuma Millennium Award" gives everyone from now on in Europe annually, the chance to carry out their ideas on topics like "fair trade" and the chance to work with prominent artists without having any previous experience within the film area. What counts is an original idea, described with simple words on a piece of paper.

The winning idea will be realized together with the supporting artists and the author given the "Sukuma Millennium Award" which will then be spread out to a program of European cinemas and media after a public premiere gala.

This creative kind of development assistance is supported by numerous European leading politicians, for example Germanys Federal Minister for Economic Cooperation and Development Mrs. Heidemarie Wiecek-Zeul and her counterpart in Luxembourg Mr. Jean-Louis Schiltz. The appropriate artistic support for the first assignment of the "Sukuma Millennium Award" is given by one of the most successful German bands MIA and the German actor and threefold laureate of the renowned Grimme Award Joerg Schuettauf. In addition the Sukuma Millennium Award is supported by Oxfam Germany and TransFair.

Oxfam Germany is an independent aid and development organization, which engage themselves world-wide for the end of hunger and poverty. Oxfam provides assistance in crises, gives power to socially engaged forces locally, uncovers the structures poverty is based on and pushes decision makers to responsible action.

As an independent seal initiative TransFair does not trade with goods, but assigns its fair trade seal for fair traded products. TransFair is supported by 36 member organizations. At the present 110 licensees in Germany offer approximately 750 fair trade products such as coffee, tea, chocolate, cookies, cocoa, honey, bananas, fruit juices, ice tea, wine, sport balls, rice and roses.

The awarding of the European film prize and making of the film idea is sponsored and made possible by the RTL's daughter organization, Broadcasting Center Europe. Based in Luxembourg BCE is a leading technical service provider in Europe in the fields of television, radio, telecommunications and IT. BCE serves approximately 400 customers from different ranges, e.g. television stations, radio stations, film rental businesses, producers, advertising agencies, telecommunication companies and public service providers.

Recently the Federal Ministry for economic cooperation and development recognised Sukuma as a "Best Practice Initiative".
