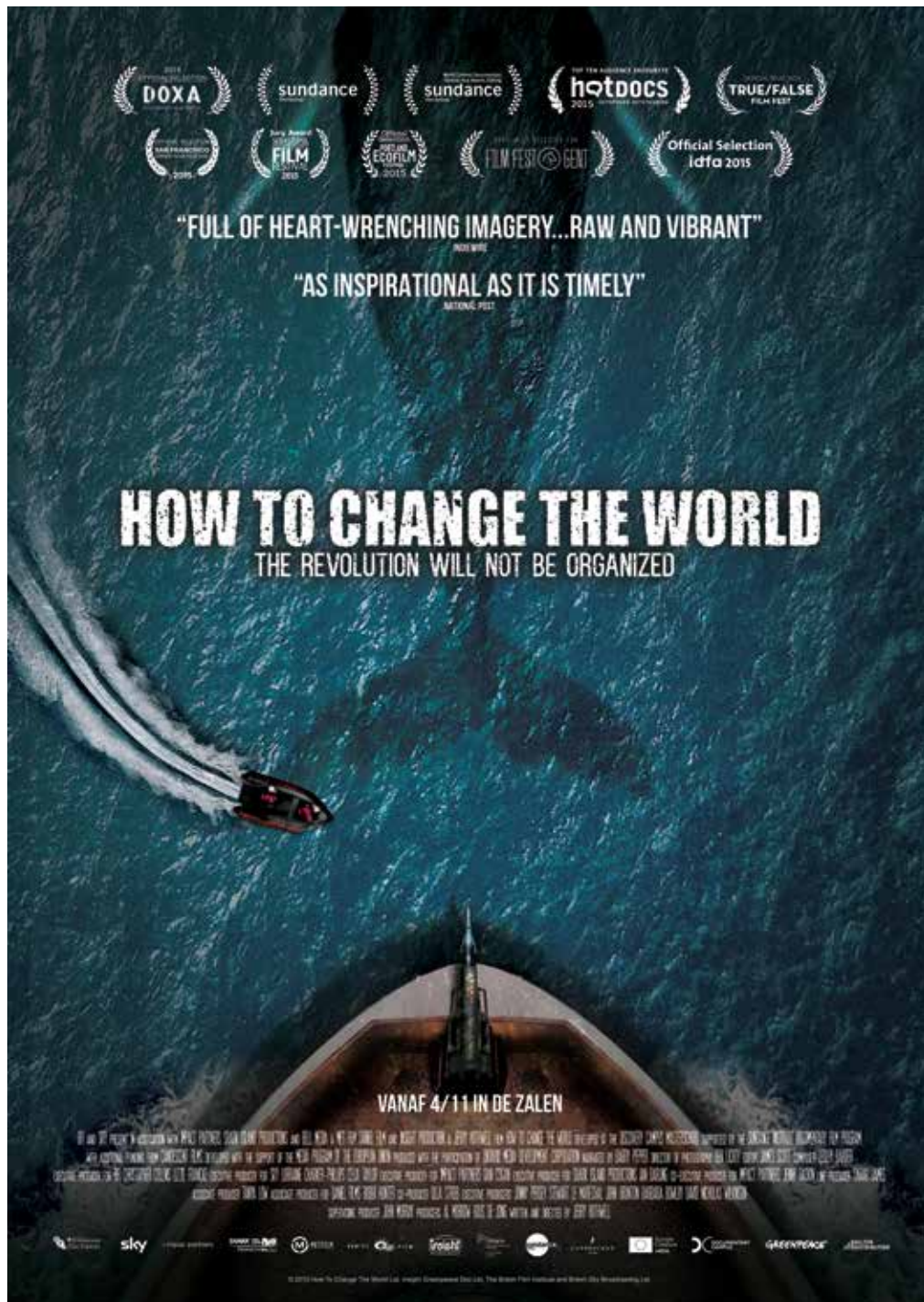


PERSDOSSIER

# HOW TO CHANGE THE WORLD



Release

4 november 2015



## SYNOPSIS

Begin jaren '70 onderneemt een groep jonge activisten uit Vancouver een poging om Nixons nucleaire testprogramma eigenhandig te saboteren. Gewapend met 16mm filmcamera's vertrekken de "rainbow warriors" richting Alaska. Ze kunnen de tests niet verhinderen, maar de impact van de beelden die ze maakten is enorm. Eenmaal thuis wordt de crew onthaald als helden en Nixons nucleaire programma wordt met stille trom afgevoerd. Gemotiveerd door het succes zet de groep een actie op die hen wereldfaam zal bezorgen: met een oud opgelapt schip en enkele rubberbootjes gaan ze, op gevaar van eigen leven, een heroïsche strijd aan met een gigantische Russische walvisjager, een drijvend slachthuis... "Greenpeace" was geboren.

De oprichters van Greenpeace documenteerden hun acties van bij het prille begin bijzonder goed. Regisseur Jerry Rothwell maakt dankbaar gebruik van deze schat aan archiefmateriaal. Hij maakte van de film een bijzonder meeslepend verhaal; een adembenemende docu-thriller, maar tegelijk ook psychologisch portret dat vertelt over de impact die het overdonderende succes had op de groep vrienden en over de verscheurende keuzes tussen idealisme en pragmatisme, principes en compromissen.



## **PERS**

*'TREMENDOUSLY INSPIRING, AND BY TURNS THRILLING, COMIC,  
AND SHOCKING'* - SLASH FILM

*'FULL OF HEART-WRENCHING IMAGERY'* - INDIEWIRE

*'CANDID, BEAUTIFUL, POETIC'* - GLOBE AND MAIL

*'POETICALLY DESCRIPTIVE'* - VARIETY

**'HOW TO CHANGE THE WORLD'  
PRIJZEN & FESTIVALSELECTIES**

*Sundance Film Festival, World Doc Special Jury Award: Editing 2015*

*Sebastopol Documentary Festival, Best Feature 2015*

*Portland EcoFilm Festival, Best Feature Film 2015*

*Hot Docs 2015, Top Ten Audience Favourite*

*Sundance Film Festival, Candescent Award*

*Selectie, Filmfestival Gent 2015*

<http://www.howtochangetheworld.squarespace.com/>  
<http://howtochangetheworld.be>



**-A word by the director-**

**JERRY ROTHWELL**

*"In the vaults of the Greenpeace archives in Amsterdam lie over a thousand silver cans of 16mm film, many unopened since the 1970s, which hold the record of a unique attempt to effect global change.*

*In Vancouver, amidst the cultural ferment of the late 1960s, a small group of friends set out to shift the way people think about the place of humans in nature. Today's Greenpeace, with its 41 national offices around the globe and 2.7 million members, had its origins in the activities of a handful of 'mystics and mechanics' in one small city forty years ago.*

*What drew me to the story of the Greenpeace founders is that it is the story of all nascent groups. The men and women who came together in those early years were an eclectic gang whose different skills contributed to a group that combined scientific rigour and engineering savvy with beliefs in the I-ching and Native American prophecies. Some were in it for the politics, some for the science, some just for the adventure. But like a band with an unexpected hit song that catapults them to global fame, the media success of their first anti-whaling campaign forced them into a maelstrom, which at times threatened to destroy everything they had accomplished.*

*Greenpeace's founders didn't set out to create an international organisation, but they found one building up around them. The group of once like-minded friends gradually found themselves pulled in different directions by power struggles and interpersonal conflicts that turned colleagues into rivals 'How can we save the planet', wrote Bob Hunter, their reluctant leader, 'if we cannot save ourselves?'*

*Success started to depend not only on what they did –but on how they worked with each other.*

*The group had a prescient understanding of the power of media, knowing that capturing the perfect image was the most powerful weapon of all. But their footage richly evokes not only the dramatic actions they undertook, but their friendships and conflicts, dilemmas and decisions -a sometimes crazy mix of psychedelia and politics, science and theatre. In Bob Hunter they found the perfect chronicler of their adventures –a novelist, comic book artist and gonzo journalist equipped with a comic eye and a searing honesty about his own and his group’s failings. Bob’s writings are the backbone of How To Change The World – giving a personal, intimate portrait of events and people.*

*The Greenpeace founders’ reflections on their own past speak to us about dilemmas, not only of environmentalism, but of all movements for change, and also of the dilemmas of growing up and growing older: the tension between youthful idealism, ego and courage on the one hand, and maturity, pragmatism and political manoeuvring on the other.*

*At a time when we need to engage with problems on a global scale, hopefully this story of one small group of people can get us thinking not only about how we act individually but in partnership with each other.”*

## **VIDEOGRAFIE**

### **2012 - Town of Runners**

Audience Choice Award Best Documentary, Bolder Life Festival

Atlant Festival, Lipetsk - 1st Place Award for Adherence to Olympic Ideals

Award for the Best Report, BCN Sports Film Festival

### **2010 - Donor Unknown**

Audience Award for Best Feature Film (Online), Tribeca Film Festival, 2011

Audience Award, Silverdocs, 2011

### **2008 - Heavy Load**

Audience Award, BritDoc Film Festival, 2008

Best Documentary, Boomtown Film and Music Festival, 2008

Best In Show Award, Boomtown Film and Music Festival, 2008

Chris Award, Silver, Columbus International Film & Video Festival, 2008

### **2006 - Deep Water**

Best Documentary, Rome Film Fest, 2006

Best Documentary, San Diego Film Critics Society Awards, 2007



## ABOUT THE GREENPEACE PIONEERS

**BOB HUNTER** was a writer and journalist from Manitoba who joined the first Greenpeace campaign against nuclear testing in the Aleutian Islands, and thereafter become the leading figure in the movement. His media savvy and political ideas defined the character and methods of the early Greenpeace.

**PAUL WATSON** was a 19 year old sailor when he joined the first Greenpeace campaign. Active in the whale campaigns and leader of the campaigns against the Newfoundland seal cull, he split with Greenpeace in 1977 to form anti-poaching organization Sea Shepherd Conservation Society.

**REX WEYLER** was an American draft resister, photographer and journalist who joined Greenpeace in 1973 and served as board member, editor and publisher of the Greenpeace Chronicles newspaper until 1982. Weyler is the author of books on native rights, Greenpeace history and religious commentary.

**PATRICK MOORE** earned a Ph.D. in ecology and sailed on the first Greenpeace voyage, drafting the "Greenpeace Declaration of Interdependence" with Hunter in 1975. He was president of the Greenpeace Foundation from 1977-79, then of Greenpeace Canada until 1985. After leaving Greenpeace, Moore founded a consultancy focusing on sustainability to advise industry. Some see him as having turned his back on the environmental movement and become a mouthpiece for the very interests Greenpeace was founded to counter.

**WILL JACKSON** was pioneer synthesiser player (Serge, Buchla, Moog). Jackson was a crew member on the first anti-whaling expedition as part of the media campaign to demonstrate whale intelligence. He co-founded of Greenpeace San Francisco and published a book about his time in Greenpeace, *Once Upon A Greenpeace*, in 2011.

**BOBBI HUNTER** joined Greenpeace in 1973; served as board member and first treasurer, organized the first Greenpeace office and sustained fundraising projects until 1980. Married to Bob Hunter, she was the first woman to save a whale by putting her body between a harpoon and a whale.

**PAUL SPONG** was a psychologist from New Zealand, who trained the first captive orca, Skana, at the Vancouver Aquarium. In 1969 he launched a campaign to release captive whales and in 1973 persuaded Greenpeace to shift their focus to saving whales. He served on the early whale campaigns and was a board member until 1978.



**BILL DARNELL** coined the term 'Greenpeace' when he said "Let's make it a green peace," at the close of a Don't Make a Wave Committee meeting. Bill was a crew member of the first anti-nuclear campaign.

**DAVID 'WALRUS' GARRICK** is an anthropologist and historian who served on first whale and seal campaigns, and remained involved with Greenpeace until 1979. He formed Sea Shepherd Conservation Society with Paul Watson and later served as environmental consultant to Canadian Member of Parliament Jim Fulton.

**EMILY HUNTER** is a Canadian activist, author and filmmaker. She is the daughter of the late Robert Hunter and Bobbi Hunter. She has been a campaigner for nearly a decade on numerous environmental causes, from fighting whaling to climate change. She is known in Canada as a writer for THIS magazine and as environmental correspondent for MTV News.

**GEORGE KOROTVA** is a Czechoslovakian sailor who also served as Russian translator during the first whale campaign and was skipper of Greenpeace boats from 1976-77.

**MYRON MACDONALD** was doctor on board the first whale campaign and was part of the early Greenpeace group.

**ROD MARINING** was a Vancouver street theatre artist, who successfully led a campaign to save parts of Vancouver's Stanley Park in 1970, and joined the first Greenpeace voyage in Kodiak. He seeded Greenpeace in London and Paris in 1972, coined the term "Green" as a political constituency, and served on the Greenpeace board throughout the 1970s.

**RON PRECIOUS** is a cameraman who was part of the primary film crews on Greenpeace whale and seal campaigns from 1975-79. Much of the footage in the film was shot by Ron.

**CARLIE TRUMAN** was a qualified diver and maintenance expert for the Zodiac inflatables on the first whale campaign, breaking into the male-dominated campaign crews. She later trained as a lawyer and was part of negotiations to found Greenpeace International.

**JOHN CORMACK** was skipper of the seiner Phyllis Cormack on the first Greenpeace voyage in 1971 and the first whaling campaign in 1975. Hunter said: "Without Cormack, there's no Greenpeace."



## GREENPEACE IN BELGIË

In België genoot Greenpeace enkel bekendheid door zijn internationale acties tegen kernproeven en voor de zeehonden. Dat veranderde in 1984, toen het kantoor in Brussel de deuren opende. De eerste actie op Belgische bodem was gericht tegen de zure regen. Dankzij de steun van Greenpeace International werd het verhaal goed opgepikt. Datzelfde jaar groeide het personeelsbestand van 1 naar 10 werknemers. Het kantoor had slechts enkele honderden sympathisanten.

Vandaag werken er een veertigtal mensen bij Greenpeace België. De organisatie kan nu rekenen op de steun van 100.000 sympathisanten en houdt zich bezig met een hele waaier aan thema's, van klimaatverandering, kernenergie, bossen en duurzame landbouw, tot giftige stoffen.

[www.greenpeace.be](http://www.greenpeace.be)





## **TECHNISCHE DATA | CREDITS**

Jerry Rothwell | 2015 | UK, Canada | 109 min  
Engelse dialogen, Nederlands ondertiteld

Met Film, Daniel Film and Insight Productions  
UK - Canada

### **Producent**

Al Morrow & Bous De Jong

### **Supervising Producer**

John Murray

### **Editor**

James Scott

### **Composer**

Lesley Barber

### **DOP**

Ben Lichty

### **Animation Director**

Steve Smith

### **Archive Producer**

Elizabeth Klinck

### **Associate Producer for Daniel Film**

Bobbi Hunter

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[www.daltondistribution.be](http://www.daltondistribution.be)

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[info@daltondistribution.be](mailto:info@daltondistribution.be)**

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