

Innsbruck, May 2020

**Protect Our Winters Europe AND Freeride Filmfestival  
hereby announce the call for proposals for the  
“POW Film Award 2020”**

*The Freeride-Filmfestival 2020 is cooperating with Protect Our Winters Europe on a POW-branded award, calling for freeride film content with clear climate advocacy and climate action content.*

**The POW Film Award 2020**

*We invite for proposals of freeride film submissions with clear climate advocacy or climate action content, to be reviewed by a committee of 8 international film- and climate advocacy experts. The committee consists of members from the POW Europe Board with diverse backgrounds on climate action and advocacy, as well as 3 representatives from The Freeride Film Festival with in depth expertise on the art and craft of making good freeriding content.*

*In addition to the incredible kudos of receiving the one-of-a-kind POW Film Award 2020 trophy designed by members of the POW Creative Alliance, the movie will be prioritised:*

- *in all showings of the FFF tour (30 screenings in AUT/GER/SUI/ITA)*
- *in at least one showing in each of the 8 POW Europe chapters*
- *in at least one post on FB / Instagram by each of the 8 POW Europe chapters*

**Criteria for the POW Film Award 2020**

- *Must have clear climate related content in the spirit of POW, ie engaging, inclusive and without pointing fingers*
- *Total length can be up to 30 minutes*
- *Freeriding has to play a major role in the film*
- *Only manpowered transport allowed in nature*
- *If primary language is not english there need to be english subtitles in the movie*
- *Submission deadline is June 30th, where you are to submit a close to final version of the film*
- *All required assets and submission guidelines: <https://www.freeride-filmfestival.com/submit>*

**About POW**

*We help passionate outdoor people protect the places and lifestyles they love from climate change. From athletes and creatives to scientists and responsible business leaders, we activate the entire outdoor community to support policies and solutions that turn a passion for the outdoors into action for climate.*

*Find out more at: [protectourwinters.eu](https://protectourwinters.eu)*

**About Freeride Filmfestival**

*The Freeride Filmfestival is a selection of the latest freeride movies including freeride skiing and/or snowboarding produced by independent filmmakers. By presenting the wide range of movies that are being produced in this passionate outdoor FFF aims to constantly helps to support filmmakers and athletes with attracting attention on their projects and to be the platform where self-minded people can gather and get inspired for winter.*

*In 2020 they will step up from 12 to 30 screenings, touring through 30 theaters and venues in Austria, Germany, Switzerland and Italy. It is the largest Festival of it's kind worldwide by reaching an audience with up to 10,000 spectators.*

*Find out more at: [freeride-filmfestival.com](https://freeride-filmfestival.com)*

**Download assets:** <https://www.dropbox.com/sh/07qkw6jcyjarn91g/AAAIQsMtfJXxoS4uDnN-j2LHa?dl=0>

**Contact**

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