

JANUARY 2024

Future Seeds

THE DOCUFICTION'S JOURNALISTIC OVERVIEW
CURATED BY DARIO NUZZO



MEDICOM®
BRANDED CONTENT FARMACEUTICO

FUTURE
SEEDS

Table of Contents

1. Introduction.....	2
• 1.1 The core theme: sustainability....	3
• 1.2 The docufilm genre in the context of current audience viewership habits...	4
• 1.3 The main characters: a general overview....	6
• 1.4 The role of soundtracks....	9
2. Turin and Carcassonne - The first seed: Willpower.....	11
3. Barcelona - The second seed: Care.....	15
4. Rotterdam - The third seed: Spark.....	20
5. Istanbul - The fourth seed: Energy.....	24
6. Germany - The fifth seed: Dedication.....	28
7. Epilogue.....	31
8. Real-World Guests and Partners.....	33

INTRODUCTION

Sustainability has rapidly become one of the keywords for the decade, especially in Europe, where **Euromonitor International**[1] has registered an over 65% percentage of attempts at **having a positive impact on the environment** and around the same percentage of **consciousness** with regards to the current state of the environment and climate change in the sample taken into exam.

Sustainable action in the face of the rising of climate crisis is enacted by the greater public through smaller changes, such as preferring **a brand's commitment to sustainability** even to the prestige of its name[2] or **reducing plastic use** in accordance with the new EU regulations[3] or learning about **renewable energies**[4] and how to implement them in one's daily life.

The aim of "*Future Seeds*", the sustainability-themed docufilm by **MEDICOM®** following the journey of two women in search of green excellences in Europe, is to spread awareness on sustainability in all fields: from **healthcare** to **design** and **community care**, solid testimonies of sustainable action become an antidote to "climate doomism", a tendency that has started to surface about five years ago with the spread of higher climate change awareness according to a **University of Maine** study from that time[5], which consists in a general lack of trust with regards to Earth's chances of survival in the face of climate crisis. Through facts and testimonies, new possibilities emerge.

[1] [Five Key Trends Shaping the Sustainability Agenda in 2023 - Euromonitor.com](#)

[2] [How Gen Z's sustainability concerns are influencing others | World Economic Forum \(weforum.org\)](#)

[3] [EU restrictions on certain single-use plastics \(europa.eu\)](#)

[4] [Renewable energy | Fact Sheets on the European Union | European Parliament \(europa.eu\)](#)

[5] [No obituary for Earth: Scientists fight climate doom talk \(phys.org\)](#)

The core theme: SUSTAINABILITY

Whether it is “greener” purchases or swearing off companies who don’t provide the consumer with environmental transparency reports or have outdated accessibility policies, sustainability is a theme that has greatly affected Gen Z’s behaviour and thought patterns[6].

Experiencing life-altering global events during one’s formative years, such as witnessing the effects of the halting of industrial production during the first phases of the Coronavirus pandemic, often leads to greater awareness of social themes, and the bond between Gen Z and sustainability is no exception in this context.

The very beginning of the docufilm follows **Elsa** – the main adult protagonist – in her research for a report about Europe’s sustainable excellences as a testimony to efforts that could make the world better for everyone, but especially younger generations that are now in the process of acquiring higher levels of environmental awareness on a worldwide scale[7].

[6] [Gen Z Is Emerging As The Sustainability Generation \(forbes.com\)](https://www.forbes.com)

[7] IBIDEM

The docufilm genre in the context of current audience viewership habits

Streaming is the main means through which younger audiences (aged 18-24 and 25-34 specifically) gain access to general media and particularly entertainment: over 50% of streaming services users are under 35, as per **Molly Winik**'s research hosted on the **Similarweb** portal[8], with **Netflix** as the leading platform, keeping into account that the research dates back to before the new password sharing policies were enforced. Online viewership also influences younger audiences' spending habits: 68% of a wide examined statistic sample claims that **YouTube** helped them make a purchase[9], and "how to" videos are in the top four most watched categories[10].

Though the link between the role of viewer and consumer is progressively becoming tighter, a viewer is still a viewer first and foremost: entertainment is in the top two reasons for watching **YouTube** content, right after relaxation[11].

In particular, YouTube (and video content in its broader sense) has been shown to be an actual coping tool for stress for Gen Z[12], a generation that has grown up in the midst of significant historical events that were broadcasted live. Contrarily to popular belief, online viewers do not exclusively engage with short-form video content, but also seek out longer forms[13].

[8] [The Streaming Audience Analysis Metrics That Matter | Similarweb](#)

[9] [The Latest YouTube Stats on When, Where, and What People Watch \(thinkwithgoogle.com\)](#)

[10] IBIDEM

[11] IBIDEM

[12] [Gen Z video viewing habits & trends - Think with Google](#)

[13] [Short and long-form video content - Think with Google](#)

The docufilm genre in the context of current audience viewership habits

Educational content is widely enjoyed by a diverse range of viewers: according to a **TechSmith** updated and ongoing research, **83%** of the examined audience prefers watching video to acquire information, rather than relying on text[14], and a **Frontiers** research states that **29,32%** of the sample **considers entertainment an important element** in educational content[15].

This is where the docufiction genre comes into play: a panel in the latest edition of **the New York Advertising Week** had YouTube researcher confirm that the current historical events have led to a mood shift in viewers, who now seek **comedy** (56%) and **adventure** (47%)[16]. While “Future Seeds” does not fall into either of the aforementioned categories, it does fall into “mood-boosting” media. The demand of uplifting media coincides with the global spike in anxiety rates[17] and the catharsis experienced while engaging with content: **51%** of viewers feel happy, while **40%** feel engaged. Thus, docufiction represents a fitting balance between the need for uplifting narratives to escape so-called “news fatigue” and climate-related anxiety while incorporating a learning experience into leisure time.

A recent **Vitrina.ai** research also confirms the distribution platform **Amazon Prime Video**, which will host “Future Seeds”, as one of the top worldwide buyers for this genre, as well as registering **94 buyers** in **Germany**, the country that commissioned the documentary[18].

[14] [Video Statistics, Habits, and Trends You Need To Know | The TechSmith Blog](#)

[15] [Frontiers | What Comprises a Successful Educational Science YouTube Video? A Five-Thousand User Survey on Viewing Behaviors and Self-Perceived Importance of Various Variables Controlled by Content Creators \(frontiersin.org\)](#)

[16] [Why people watch: Global TV viewership and entertainment trends - GWI](#)

[17] IBIDEM

[18] [Global Documentaries Trends - 2023 - Vitrina](#)

The main characters: a general overview

"*Future Seeds*" features two main female leads: freelance journalist **Elsa**, a rational yet sensitive soul who wants to boost positive stories to give a message of hope through the actions of those who actively take care of the environment with their projects, and her niece **Anne**, a French-Italian Gen Z girl who suffers from eco-anxiety and has a general distrust of leaders and authority. With the excuse of a holiday break, Elsa invites Anne to join her in her trip across Europe in search of "green jewels" in all the fields that could help humanity fight climate change, after witnessing the effects of climate anxiety on her niece's mental health.

Research on identification with fictional characters dates as far back as **1870**, with **Camden Hotten et al.**'s work, and it is particularly relevant in a time and age in which narrative media abound. Not only being able to identify with a character is a relevant motive behind the levels of engagement with certain media[19], but it influences a character's perceived likeability[20]. The world of narrative media is a male-dominated one in which female characters are often pre-emptively conceived in a supporting role for the male leads, as confirmed by the sources cited in a 2020 **ACM Journals** study[21].

The same study analyzes the fluctuations of female representation through time, and the results state that only recently the ratio has registered a slight re-balancing, with the increase in sensitivity towards the issues around a lack of well-rounded female representation[22].

[19] [Frontiers | Evoking and Measuring Identification with Narrative Characters - A Linguistic Cues Framework \(frontiersin.org\)](https://www.frontiersin.org)

[20] IBIDEM

[21] [Measuring Female Representation and Impact in Films over Time \(acm.org\)](https://www.acm.org)

[22] IBIDEM

The main characters: a general overview

The characterization of the two main characters in *“Future Seeds”* is based on a need to represent two very different views on the same issue: Elsa is a journalist among women journalists in Europe, a steadily growing demographic according to a recent **Reuters Institute study**[23], while Anne is part of what has been dubbed a “green generation”, with its attention to maintaining a healthy connection with nature and the environment in all aspects of life at large[24].

Elsa offers a rational point of view that hinges itself on research, with the goal of remaining aware of the damage that the climate crisis has done so far, but with a hopeful view about the solid efforts that are currently being put in place all around Europe, ranging from renewable energy to environmental regeneration. **Anne’s** point of view is a more emotion-driven one, not only due to her eco-anxiety, but so that it becomes a tool to represent an inner journey of someone who is slowly regaining hope after enduring medical trauma from her illness and the subsequent lung transplant that she underwent, and environmental trauma due to the abundance of climate emergency-related news and their impact on someone in their formative years.

Anne’s character is particularly versatile in that it speaks to a wide audience who may see themselves or someone they love in her journey, even if unable to directly relate to her status as a transplant survivor.

[23] [Women and leadership in the news media 2023: evidence from 12 markets | Reuters Institute for the Study of Journalism \(ox.ac.uk\)](#)

[24] [Gen Z Is Emerging As The Sustainability Generation \(forbes.com\)](#)

The main characters: a general overview

[25] [How Gen Z's sustainability concerns are influencing others | World Economic Forum \(weforum.org\)](https://weforum.org)

[26] [extension://efaidnbmnnnibpcajpcglclefindmkaj/https://cf-assets-tup.thredup.com/resale_report/2023/thredUP_2023_Resale_Report_FINAL.pdf | 2023 Resale Market and Consumer Trend Report | thredUP](https://www.thredup.com/resale_report/2023/thredUP_2023_Resale_Report_FINAL.pdf)

[27] [Fuchsia Color Meaning: The Color Fuchsia Symbolizes Maturity and Certainty - Color Meanings \(color-meanings.com\)](https://color-meanings.com)

Even the aesthetics of the characters were shaped with sustainability in mind, according to current trends[25]: second-hand items abound in both the main leads' wardrobe, in accordance with the growth of the resale market, which currently sits at a stark **211 billion** dollars worldwide as per **ThredUp's** analysis[26].

Organic fabrics, faux leathers and **recycled jewellery** in the form of **second-hand purchases** or hand-me-downs are the main features of Elsa and Anne's outfits, which also reflect their inner journey - especially in Anne's case, with her outfits growing slightly more colourful at the end of the trip to visualize her progress. On the other hand, Elsa becomes the embodiment of sustainability as a goal by wearing hues of blue and green, and her very peculiar fuchsia blazer, which symbolizes uniqueness, non-conformity and maturity[27].

The balance and complementary elements of the two main leads allow to encapsulate a complete perspective on an issue as delicate as how the climate crisis affects people across all generations.



The role of soundtracks

Soundtracks are a pivotal element to film as a medium: **University of Prince Edward Island** professor **Annabel J. Cohen**'s extensive research on the subject of the psychology of music in multimedia[28] has vastly demonstrated that the soundtrack to a movie or show or even advertisement is a strong non-verbal identifier through which not only the viewers' emotions are influenced so that they can form a stronger connection with characters and themes[29], but it also helps fixing certain specific significant moments in the viewers' mind, as further confirmed by the 2022 **Li Xiao** study for the **Symposium on Mental Health of Citizens in Pacific Rim Nations**[30] and the **Frontiers in Psychology** Italian group study "*How Soundtracks Shape What We See: Analyzing the Influence of Music on Visual Scenes Through Self-Assessment, Eye Tracking, and Pupillometry*"[31].

In particular, **travel scenes** are positively influenced by a music score, as per **Shin'ichiro Iwamiya**'s 1997 study "*Interaction between auditory and visual processing in car audio: simulation experiment using video reproduction*", published on the international **Applied Human Sciences** journal[32].

The documentary's main theme is "*This Life of Time*" by **Beò (featuring Sémø)**, from the 2022 namesake album, in both its instrumental remix and vocal version, a **heartful power ballad** that takes the viewers by their hands and brings them along on the journey. It is only on the finale and credits that the lyrics are finally hearable: a message of hope and renovation, looking towards a bright future to build together.

[28] [Loop | Annabel Joan Cohen \(frontiersin.org\)](#)

[29] [Effects of Musical Soundtracks on Attitudes toward Animated Geometric Figures | Music Perception | University of California Press \(ucpress.edu\)](#)

[30] [410030 \(srce.hr\)](#)

[31] [Frontiers | How Soundtracks Shape What We See: Analyzing the Influence of Music on Visual Scenes Through Self-Assessment, Eye Tracking, and Pupillometry \(frontiersin.org\)](#)

[32] [Interaction between auditory and visual processing in car audio: simulation experiment using video reproduction - PubMed \(nih.gov\)](#)

The role of soundtracks

To follow, here are the full lyrics for a better understanding of how the soundtrack links to the themes of the docufilm:

*It's all in our hands this life of time
That's given to us all
It gathers round each night, each morn
We watch it pass and grow
It is all in our hands
It is all in our hands*

*With every field and rising sea
Can hear the sounds of all
And with every change
We'll always be
Where hopes not lost but found
It is all in our hands
It is all in our hands*

*It is all in our hands
It is all in our hands*

*And we know the change, the change will surely come
Maybe one more trip around the sun
But we'll gather here where land meets sea
Where we can be as one
And we know the change, the change will surely come
Maybe one more trip around the sun
And we'll gather here where land meets sea
Where we can be as one
It is all in our hands
We can be as one*

*It is all in our hands
And we know the change, the change will surely come
This life of time
It can be
It is all in our hands, it is all in our hands*

TURIN AND CARCASSONNE | The first seed: WILLPOWER

The journey of the main leads of *“Future Seeds”* starts from two specular points in the map: the Italian city of **Turin** and the French city of **Carcassonne**, the cities that **Elsa** and **Anne** live in. The first few minutes are an introduction to the emotional world of the characters, especially Anne’s, with the presentation of a few key points: Anne is a lonely and stressed-up teenager, in accordance with the data collected by the **American Psychological Association** in the **2021 Stress in America Survey**, which state that **45%** of the Gen Z sample analyzed does not know how to cope with stress, especially the stress experienced during the Covid-19 pandemic[33].

A **McKinsey & Arthur 2022 research** found out that Gen Z is **1,6 to 1,8 times less likely to seek help** for their emotional and mental distress[34], and this aversion to contact is shown through the movie by showing Anne’s lonely habits.

However, Anne displays attempts at developing healthy coping skills through **journaling**, the habit of keeping a hand-crafted journal to verbalize and dissect one’s emotions and patterns: as per a study published on The **Permanente Journal** in 2019 and cited on the certified health portal **Healthline**, journaling has a positive impact on patients experiencing stress[35][36][37].

[33] [Why is Gen Z depressed? \(medicalnewstoday.com\)](https://www.medicalnewstoday.com)

[34] [Addressing Gen Z mental health challenges | McKinsey](https://www.mckinsey.com)

[35] [15 Benefits of Journaling and Tips for Getting Started \(healthline.com\)](https://www.healthline.com)

[36] [Health Care Practitioners and Families Writing Together: The Three-Minute Mental Makeover - PMC \(nih.gov\)](https://pubmed.ncbi.nlm.nih.gov/)

[37] [Better Together: Long-term Behaviors and Perspectives after a Practitioner-Family Writing Intervention in Clinical Practice - PubMed \(nih.gov\)](https://pubmed.ncbi.nlm.nih.gov/)

TURIN AND CARCASSONNE | The first seed: WILLPOWER

This is also confirmed by a study published on the **Advances in Psychiatric Treatment** journal of the **Cambridge University Press**, which has researched and confirmed the benefits of expressive writing down to bodily functions improvements such as **reduced blood pressure**[38].

A pivotal item to Anne's character is her **red fidget spinner**, an anxiety reliving toy that improves milder stress symptoms, as per confirmation provided by a 2015 study by the **Polytechnic Institute of the NYU**[39].

The character acting as a mediator between Anne and Elsa is **Agata**, Anne's mother, a single woman who has raised her child alone and fits the statistic of the circa **12% of single-parent households** in Europe. Through her initial dialogue, the viewer learns that Anne, like **roughly 37%** of her generation[40], is currently seeing a therapist for her climate-related anxiety, thus giving us implicit insight into the mother-daughter relationship: Agata cares about Anne's mental health and is willing to provide help by all means she can. She is concerned for her child's wellbeing, even though they sometimes clash over Anne's closure towards the world, which leads **Elsa** to take action and involve her niece in her journey.

[38] [Emotional and physical health benefits of expressive writing | Advances in Psychiatric Treatment | Cambridge Core](#)

[39] [Stress Toys Could Help Boost Focus, Memory, and Attention - The Atlantic](#)

[40] [25+ New Generation Z Statistics \(2023\) \(explodingtopics.com\)](#)

TURIN AND CARCASSONNE | The first seed: WILLPOWER

Elsa's approach is different in nature, in that she collects dramatic information about climate change and transforms it into inspiration for her report about the sustainable actions currently being taken in Europe, in order to look for a more hopeful approach (while still relying on certified information). Her transformative action parallels the work of the guests she wants to include in her report.

Elsa's homebase is also emblematic: **Turin** is the official Italian **outpost** for the **Fridays for Future movement**[41], which not only hosted a 5-days full immersion in **July 2022**[42], but it recently became a headquarter to the movement with its new location in the central neighbourhood of **Vanchiglietta**[43].

Turin's efforts to make the city "green" do not stop with Fridays for Future: not only it is among the **top 5 most sustainable cities** in Italy[44], but it is currently investing roughly **one billion euro**[45] on **green transit** options (electric buses for the most part). As a call back to this action, the two protagonists ride an **electric taxi** on Anne's arrival in Turin.

[41] [Turin set to be Fridays For Future capital for five days - English - ANSA.it](#)

[42] [Fridays for Future wrap up European meeting with Turin march - English - ANSA.it](#)

[43] [Fridays for Future, la sede italiana aperta a Torino grazie a don Ciotti e Willie Peyote - La Stampa](#)

[44] [Sostenibilità: è Trento la città più green d'Italia \(adnkronos.com\)](#)

[45] [Torino, trasporto pubblico locale più veloce, confortevole e green \(ecodallecitta.it\)](#)

TURIN AND CARCASSONNE | The first seed: WILLPOWER

One of the focal points during the first part of the docufilm is **technology**: in 2022, **93%** of **European households** had **internet access**[46]. In 2021, **80%** of smartphone users were **connected to the web**, with **474 million** (86%) unique mobile subscribers and **433 million** (79%) mobile internet users[47]. According to **Cisco** forecasts from 2020[48], **2023 would be** the year in which mobile devices are set to grow **three times the human population**. In such an environment, technology can be a useful tool to combat the climate emergency, and through her report, Elsa is going to collect answers not only for herself, but for the community at large.

The titular seed, *"Willpower"*, represents the starting point for all characters involved: Elsa's willingness to start her journey and her report is a direct consequence of her wish to help her family, which ties into Agata's will to help her daughter by making a willing effort to give her enough space to grow into her own person. This is also the point in which Anne's lack of hope starts turning into a willingness to give her contribution to a cause, instead of letting the feeling consume her, by starting with the relatively small means that a teenager has.



[46] [Digital economy and society statistics - households and individuals - Statistics Explained \(europa.eu\)](https://ec.europa.eu/eurostat/tgm/table.do?tab=table&init=1&language=en&code=sdg_8_8_1)

[47] [GSMA | The Mobile Economy Europe 2022 - The Mobile Economy](https://www.gsma.com/mobileeconomy/)

[48] [Connected devices will be 3x the global population by 2023, Cisco says - RCR Wireless News](https://www.rcrwireless.com/news/connected-devices-will-be-3x-the-global-population-by-2023-cisco-says/)

BARCELONA | The second seed: CARE

The first international stop in **Elsa** and **Anne**'s journey is **Barcelona**, one of the sustainable outposts of Western Europe, a city that has fought climate change on its own terms since 1999, when the **Agenda 21** program was implemented[49]. Known in Catalan as the "Acció 21" program, it is a list of ten ecological goals, whose deadline was initially set to expire in 2012, ranging from sustainable action around transit (for example, encouraging people to ride) to cooperation with local and regional businesses. The program has been further expanded with the **2030 Agenda** and its **seventeen sustainable development goals**, a list that embraces multiple aspects of community life such as cleaner energy, all-around climate action, gender equality and a responsible cycle of consumption and production[50].

This step being the starting point to Elsa's research about Barcelona and its relationship with sustainability represents the core theme of this chapter: **community care** in its broader sense, to highlight the interconnection between caring for everybody's health and caring for the environment's health. It starts in little steps for our two main characters, such as choosing a **sustainable transit option** like bicycles, a multi-faceted healthy solution in accordance with sources such as **Forbes**[51], the **World Health Organization**[52] and the **UCLA**[53]: physical and environmental health both benefit from such a choice, for instance by **reducing an average person's carbon emissions by 67%**[54], and by contributing to the improvement of one's **mental health**[55] with benefits that not only include **better moods**, but also **better sleep quality** and **higher energy levels**. Furthermore, **socialization** is another beneficial element of cycling, which links back to Elsa's wish to strengthen her bond with her niece.

[49] [Agenda 21 - \(barcelona-metropolitan.com\)](http://barcelona-metropolitan.com)

[50] [2030 Agenda | Agenda 2030 | Ajuntament de Barcelona](#)

[51] [Bicycling Will Save Tomorrow's Cities, Predicts Deloitte \(forbes.com\)](http://forbes.com)

[52] [Cycling and walking can help reduce physical inactivity and air pollution, save lives and mitigate climate change \(who.int\)](http://who.int)

[53] [How Riding A Bike Benefits the Environment | Transportation \(ucla.edu\)](http://ucla.edu)

[54] IBIDEM

[55] [Bicycling | The Nutrition Source | Harvard T.H. Chan School of Public Health](#)

BARCELONA | The second seed: CARE

Science and sustainability intertwine in this chapter from two distinct perspectives: a **focus on the oceans**, and the **focus on nature** in its broader sense. Barcelona has been dubbed the capital of **Blue Economy**, which constitutes **1,5% of the city's business fabric** with more than one thousand companies involved and multiple **innovation hubs**[56], for its status as a leading city in the Mediterranean Sea. Making blue economy actions thrive is a key aspect of the **BCN Green Deal 2030**, a sustainable agenda which aligns with the **2030 agenda goals**.

The protagonists' journey then moves to the centre of Barcelona to meet the minds behind **Underwater Gardens International**[57], a pioneering start-up company which specializes in **seabeds regeneration** and tackles the ongoing environmental crisis not only from a sustainability standpoint, but from an active regeneration standpoint.

For her report, Elsa interviews **Marc García-Durán Huet**, the company CEO and founder, and professor **Sergio Rossi**, the scientific director of the project. The focus of the interview is the innovative solutions that the company is implementing not just to make the general population's lifestyle more sustainable, but to actively adapt such solutions to the ongoing changes stemming from climate-related emergencies.

During the preparation phase of the docufilm, it was through Underwater Gardens that data about the aforementioned **Potsdam Institute** study were provided and discussed, as well as the need to look at the current state of the climate crisis and go even beyond sustainability and toward environmental regeneration with their ongoing projects.

[56] [Blue Economy - Barcelona Activa \(barcelonactiva.cat\)](https://www.barcelonactiva.cat)

[57] [About - Underwater Gardens International | Providing Ocean Regenerative Solutions](#)

BARCELONA | The second seed: CARE

After the meeting with the Underwater Gardens staff, Elsa and Anne head to **Poblenou**[58], one of the artistic centres of Barcelona, rife with *Modernista* architecture and art laboratories and galleries, a completely modernized area that underwent significant changes after the **1992 Olympic Games** and the implementation of the **22@ plan**[59] for the city's **industrial growth**. In Poblenou, Elsa and Anne stop by an art gallery where mural eco-artist **Iena Cruz**[60] is being interviewed at a private event.

Art is another pivotal theme to the docufilm, specifically **eco-art** or **environmental art**, which at this point in the film calls back to the link between Barcelona and nature: according to the **Tate Museum's** definition, it is the branch of art that addresses **social and political issues** relating to the natural and urban environment[61], and Iena Cruz's contribution comes mostly in the form of **mural artworks**, the most recent of which made with special **anti-pollution paint** that traps polluting agents[62].

Anne's love for art - and Iena Cruz's work in particular - links back to the role of Gen Z in the **art industry**[63], which highlights the link between artist and audience through **social media**, the ecosystem Elsa also turns to when researching Iena Cruz as they manage to secure his guest appearance in the report.

[58] [Poblenou: Barcelona's Arts and Tech Hub - \(barcelona-metropolitan.com\)](https://barcelona-metropolitan.com)

[59] [22@ | Meet Barcelona](#)

[60] [HOME | Iena Cruz](#)

[61] [Environmental art | Tate](#)

[62] [Smog-eating mural unveiled in Rome - English - ANSA.it](#)

[63] [The Role Of The Younger Generation In Influencing The Art Industry \(forbes.com\)](#)

BARCELONA | The second seed: CARE

The next step before departure is a trip to the nearby city of **San Cugat del Vallès** to meet the sustainability manager of local pharma group **Grifols**, which aims to enforce a well-rounded **sustainable agenda** to keep the production of their **plasma-based life-saving medicines** as harmless for the planet as possible[64].

This segment serves the purpose of highlighting the connection between the health of the planet and humanity's health, which is as much of a core topic in Elsa's report as sustainability in general is. In the scene before this interview, Elsa spells one of the leitmotifs of the film out loud: "*Everything is connected*". Thus, a healthy planet would hopefully mean a healthier humanity in her vision.

In order to reach this last destination of their stay, Elsa and Anne walk through a local park - a narrative choice linked to the mental health-related benefits of direct contact with nature, as confirmed by **Michigan University** studies that underline the existence of a link between **mental health improvement** and **connection with nature**[65][66][67], a vital element in Anne's journey towards a hopeful future.

[65] [Grifols - Communication on Progress | UN Global Compact](#)

[66] [Pathways linking biodiversity to human health: A conceptual framework - PubMed \(nih.gov\)](#)

[67] [Exiting the Anthropocene: Achieving personal and planetary health in the 21st century - PubMed \(nih.gov\)](#)

[68] [Greening healthcare: practicing as if the natural environment really mattered - PubMed \(nih.gov\)](#)

BARCELONA | The second seed: CARE

The presence of **nature** both in the theme of the report and in the characters' surroundings brings Anne to the next step in her journey: collecting seeds for a personal gardening project. **Gardening** has been shown to be highly beneficial to mental health due to the necessary planning, creativity and physical activities involved, as confirmed by a **University of Florida study**[68]. Creating something from scratch after going through a long period of stillness is part of Anne's **positive coping mechanism**, which will build to a healing journey.

This titular seed, "*Care*", highlights a few interesting aspects about both the characters and the themes. **Elsa**, who is introduced to the viewer as an **independent character** especially through her career as a freelance journalist, takes on the role of mentor and caretaker for Anne while exploring different perspectives on how to take care of the planet and humanity as a whole, and how to effectively do both at the same time through **virtuous systems** that imply a vision of community rather than individual goals.



[68] [Gardening can cultivate better mental health -- ScienceDaily](#)

ROTTERDAM | The third seed: SPARK

Rotterdam is the second international stop in the journey of the two main characters in *“Future Seeds”*, and it serves as a breather moment between one step and the other. Elsa and Anne are able to enjoy the multi-faceted beauties of Rotterdam upon their arrival, greeted by the **Bridge of Erasmus**, named after the *“In Praise of Folly”*'s philosopher[69] whose work links to the theme of the chapter, the “spark” of mind that brings a creative approach to the matter of sustainability. In particular, Rotterdam is one of the sustainable outposts of the Netherlands, with the projects it puts in action to make life more sustainable[70], from transit (in accordance with European Union guidelines for green transit[71]) to community projects put into action to take care of the pollution in the **Maas River**. In fact, Rotterdam’s constant efforts for sustainability are a means to compensate the yearly **13,7 million tonnes of CO2** released by port-related activities and traffic, which make Rotterdam **the most polluting port in Europe**[72].

The two then go on to walk around the **Depot Bojimens** building, an extension of the **Bojimens van Beuningen** museum. Aside from its outstanding outer structure entirely made of **glass panels**, it was chosen as a stop for the two main characters’ journey not only because it is one of the few accessible art depots in the world, with its **151.000 artifacts**, but also because it is built sustainably inside and out to reduce water and energy consumption, and the artworks preserved within are each kept at their **optimal temperature**[73].

[69] [Erasmus, Desiderius | Internet Encyclopedia of Philosophy \(utm.edu\)](#)

[70] [Harbour, beach & nature | Rotterdam Info](#)

[71] [Sustainable transport \(europa.eu\)](#)

[72] [Rotterdam tops ranking of port carbon polluters - Transport & Environment \(transportenvironment.org\)](#)

[73] [Depot Boijmans Van Beuningen - Museum Boijmans Van Beuningen](#)

ROTTERDAM | The third seed: SPARK

The first personality that Elsa meets in this part of her journey is Daan Roosegaarde, Dutch artist and innovator, the mind behind the “Smog-free Tower” project and the anti-Covid streetlight “Urban Sun”. A creative approach to sustainable design is a key element in these projects and the majority of Daan Roosegaarde’s work, which is why he fits the narrative of the report within the docufilm in that he brings an artistry to practical project: for instance, the Smog-Free Tower is a 7 metres tall tower that purifies air by turning pollutants into pebbles, and Urban Sun cleanses the air through UV technology. Such an approach to sustainability and environmental care indicate the emotional connection that binds humans to the planet. The interview has been acquired via Zoom due to a scheduling conflict with Mr. Roosegaarde, who was in Bali at the time, to work on his current project: “Sparks”, an environmental-friendly take on fireworks[74].

[74] [Studio Roosegaarde](#)

ROTTERDAM | The third seed: SPARK

The next day brings Elsa and Anne to the headquarters of yet another community project: non-profit **NGO Clear Rivers'**[75] **Recycled Park**[76], the first ever park in all Europe to be entirely built with **recycled materials** retrieved from the river **Maas**, an outpost of sustainability and protection of the harbour's biodiversity.

During the interview with founder **Ramon Knoester**, the viewer learns about Clear River's technology[77], machines that retrieve plastics and other assorted litter from the Maas River in order to collect it for recycling purposes and has been installed in different locations all around the globe, which becomes thematically relevant to the docufilm in that it directly calls back to the concept that everything is connected, and the effort towards sustainability from one country ends up improving the lives of others across the world.

Furthermore, the idea of making all waters **plastic-free** is a link to recent European legislation about **single plastics use**[78], the marketing of which was **banned in 2021**[79]. This community effort starts in Rotterdam not only because of its **environmental efforts** from an architectural and transit standpoint, but also because it is a city that coexists with native wildlife and is encouraged to preserve and nurture it[80], as shown in the docufilm shots that feature **native avian species** enjoying the cool weather on a sunny day during Elsa and Anne's visit to outdoor areas of the city as a whole.

[75] [CLEAR RIVERS | About us](#)

[76] [CLEAR RIVERS | Recycling](#)

[77] [CLEAR RIVERS | Litter traps](#)

[78] [Plastics strategy \(europa.eu\)](#)

[79] [Single-use plastics \(europa.eu\)](#)

[80] [Policy on nature and biodiversity | Nature and biodiversity | Government.nl](#)

ROTTERDAM | The third seed: SPARK

The titular “*Spark*” highlights the need to focus on **visions** and **ideas** as a fuel for further action. It also directly calls back to one of the **first notes** that are highlighted during the construction of Elsa’s **mind map** in the first chapter: the spark of creativity leads to **innovative solution** and finds links between concepts that would otherwise not be connected, looking at creativity and thinking outside of the box as one of the keys for a better future. This is further highlighted by a **dreamy sequence** that takes place in front of the Depot Bojimans building to further show the **connection of intents** between Anne and Iena Cruz, as they are both taking inspiration from the experience they have collected so far before they continue their parallel journeys.

At the end of this stop in their tour, Anne receives a **Dutch tulip bulb** as a gift for her greenhouse, a **good luck sign for cheerful thoughts** and new **energy**, but also for **forgiveness**, thus becoming Elsa’s way to acknowledge that older generation are at a high risk of failing the youth if they fail to provide the means to search for a better future[81]. It is one of the flowers not shown in the final version of the greenhouse, because it has not bloomed yet much like Anne’s life, and it also reveals the next step of the journey due to its **Turkish origins**.



[81] [Tulip Meaning, Symbolism, and Color Significance in the Language of Flowers - Petal Republic](#)

ISTANBUL | The fourth seed: ENERGY

Turkey is the third international stop for Elsa and Anne, and one of the most taxing from an emotional standpoint, as shown since the very opening scene which features Anne **isolating herself** through her headphones to ground herself or quell her anxiety, as a **2020 Harvard**[82] article about the ability of the brain to synchronize the parts that activate while experiencing emotions with the parts of the brain that activate when listening to music suggests. In the survey cited in the article, **active musical engagement** is associated with higher rates of happiness and cognitive functions.

Anne's isolation creates a strain in her otherwise healthily developing relationship with her aunt, but one of the reasons behind Anne's tension is Istanbul's **pollution rates**: while the city's air quality is technically moderate according to the **Air Quality Index monitor**[83], there is an average concentration of the pollutant known as **Particulate Matter 2.5 1.6 times higher than the WHO annual air quality guideline value**, which is regarded as a major health risk compared to smoking[84].

However, Istanbul is a city of fundamental cultural significance, especially in the context of "*Future Seeds*" and its pivotal concept that everything is connected: saluted as the "Rome of the East", Istanbul was listed in the **World Heritage Convention database in 1985** for its historical relevance and the unique mix of Middle Eastern and Mediterranean cultural elements, such as the **Galata Tower**[85], a tower that has survived multiple dominations such as the Byzantines and the Ottoman Empire, changing with each cultural shift. **Change** is a key element in this chapter of the docufilm, which focuses on the concept of energy as both **renewable energies** and energy as a propellant for transformation - a transformation happening in society and individuals.

[82] [Why is music good for the brain? - Harvard Health](#)

[83] [Istanbul Air Quality Index \(AQI\) and Turkey Air Pollution | IQAir](#) rh

[84] [WHO global air quality guidelines: particulate matter \(PM2.5 and PM10\), ozone, nitrogen dioxide, sulfur dioxide and carbon monoxide](#)

[85] [Galata neighborhood - All About Istanbul](#)

ISTANBUL | The fourth seed: ENERGY

In this chapter, a new character is introduced: the young Istanbul-born journalist **Murat**, the son of Elsa's father's longtime Turkish friend, who Anne ends up developing a small crush on, which signifies a **gradual opening** of her character to new possibilities and a new future. Elsa, Anne and Murat share and enjoy a cup of **traditional coffee** upon meeting, to honour the **UNESCO-worthy Turkish tradition of coffee**[86], and because according to a study published on the **European Journal of Applied Physiology**, coffee is good for alleviating fatigue symptoms[87] and would provide help in sustaining the two main characters during such a long journey.

The first guest they meet in Galata neighbourhood in Istanbul is **Kerem Deveci**, CEO and co-founder of the **Devecitech**[88] start-up company and the mind behind the **En-lil project**[89], a **wind turbine** that gathers both natural currents and the currents generated by urban traffic and turns them into **clean electricity** for urban and private use, thus constituting an outstanding innovation in the field of renewable energy, all born from a simple realization that Deveci himself came to as he rode a bus and noticed the wind it produced, as he states during his interview in the docufilm.

Deveci was also featured in **Forbes' 2020 30 most influential under 30s in the manufacturing industry**[90] due to his innovative project. The uniqueness of Turkish history returns in the rationale behind the choice of this guest even because of the project's namesake: En-lil is the **Sumerian deity of storms**[91]. Prototypes of the project are currently being installed in Istanbul, per Deveci's posts on his personal LinkedIn profile.

[86] [Turkish coffee culture and tradition - intangible heritage - Culture Sector - UNESCO](#)

[87] [Effects of caffeine on neuromuscular fatigue and performance during high-intensity cycling exercise in moderate hypoxia - PubMed \(nih.gov\)](#)

[88] [Deveci Tech \(forbes.com\)](#)

[89] [About - Devecitech](#)

[90] [30 Under 30 Europe 2020: Manufacturing & Industry \(forbes.com\)](#)

[91] [Ancient Mesopotamian Gods and Goddesses - Enlil/Ellil \(god\) \(upenn.edu\)](#)

ISTANBUL | The fourth seed: ENERGY

The second part of this journey is rather taxing for Anne, who is likely tired from all the travelling at this point despite Murat's attempts to making Anne feel at ease, for instance by picking Elsa and Anne up with an **eco car**, in a time frame in which European car companies are working steadily towards emission reduction, as shown by the 2021 **International Council for Clean Transportation briefing**[92].

Anne's sensitivity towards environmental issues leads her to check the news constantly, a kind of behaviour that stems from the need to constantly be informed about the world but has been shown to have a negative impact on one's mental health **as early as 2011** by a study on the **British Journal of Psychology**[93].

This leads her to descend into a full-blown panic attack, a condition that affects up to **42% of Gen Z youths** according to **Harmony Healthcare IT** research[94]. She is able to find her balance again by stopping to get a breather by the Black Sea: this brings the viewer back to the study cited in the Barcelona chapter, which also highlights the positive impact of connecting with nature in an attempt at **mitigating anxiety**[95].

Elsa, Anne and Murat finally manage to arrive at the University of Bosphorus, where they meet Professor Berat Zeki Haznedaroğlu[96], the mind behind the Independent IPA project[97][98][99]: the first carbon-negative biorefinery in Europe, where micro-algae are turned into materials for bio-fuels as opposed to synthetic fuels[100]. This project has been funded by the European Union and the Republic of Turkey, and implemented by the Ministry of Industry and Technology (EuropeAid/140111/IH/SUP/TR) in the context of the Competitive Sectors Programme, and is set up with a collaboration with multiple companies in order to provide green energy sources.

[92] [CO2 emissions from new passenger cars in Europe: Car manufacturers' performance in 2020 \(theicct.org\)](https://theicct.org)

[93] [The psychological impact of negative TV news bulletins: The catastrophizing of personal worries - Johnston - 1997 - British Journal of Psychology - Wiley Online Library](https://onlinelibrary.wiley.com/doi/10.1111/bjpp.10001)

[94] [State of Gen Z Mental Health 2022 - harmonyhit.com](https://www.harmonyhit.com)

[95] See notes 65, 66 and 67

ISTANBUL | The fourth seed: ENERGY

“Energy” is the main theme of the chapter because, aside from the guests’ projects, this part of the journey highlights how important it is to put energy and passion into one’s own projects. Incidentally, this is also the chapter during which Anne brings up her projects on her own, as if this journey is recharging her with newfound energy to help creating her own better future.

The meeting with professor Haznedaroğlu drastically changes the tone of the documentary, which goes fully back to being **inspirational** and **hopeful**: this is cemented by the final scene of this chapter, in which professor Haznedaroğlu gifts Anne a small tube with an alga in it as a symbol of transformation and bids the main characters an emotional goodbye.



[96] [Homepage of Berat Z. Haznedaroglu \(boun.edu.tr\)](http://boun.edu.tr)

[97] [A radical, carbon negative project in Turkey is turning algae into bio-jet fuel | Euronews](#)

[98] [Independent \(boun.edu.tr\)](http://boun.edu.tr)

[99] [Europe’s first carbon negative biorefinery opens in Istanbul | Daily Sabah](#)

[100] [INDEPENDENT Projesi Tanıtım Filmi / Project INDEPENDENT Promotional Video - YouTube](#)

FRANKFURT, DREIEICH, MÜNSTER | The fifth seed: DEDICATION

The fifth and final step of the journey brings Elsa and Anne to **Frankfurt**, one of the green hearts of Germany with its **52% of green spaces** (including **120 rare flora species**)[101], crowned **European City of Trees** in 2014[102] and awarded as the **Most Sustainable City in Europe** in the 2015 **Sustainable City Index**[103]. The two are set to meet with **Iena Cruz** again, who is currently working on an eco-art project in the nearby city of **Dreieich**, another green outpost of the **Hessen** region awarded with the **StadtGrün naturnah prize** in 2020[104], an award for cities that implement solutions for the **protection of the biodiversity** and the green spaces of the Hessen region. These two green gems of Germany are the frame within which the journey of the two main characters comes to a climax.

Even Anne's connection to Iena Cruz comes full circle, representing the power of **intergenerational empathy** at a time in which communication between people of different age groups has **significantly increased** (recent research from **McCarthy & Stone**[105] recorded a **60% increase** just in the UK) in order to find comfort and lean on one another. Another positive aspect of intergenerational friendships is that according to the 2019 **American Association of Retired Persons** research, **45%** of such relationships survive the test of time[106].

While Anne and Iena Cruz's age gap is smaller than the one addressed in most academic literature regarding intergenerational connection (an older Millennial or young Gen X man and a Gen Z young woman), the will to understand one another is shown through dialogue in which Anne recounts the most significant steps of her journey and her findings, which travel on a parallel track to Iena Cruz's work, the eco-mural **Linfa**[107] representing the interconnected relationship within very different ecosystems.

[101] [Green Frankfurt | Frankfurt Tourism \(frankfurt-tourismus.de\)](https://www.frankfurt-tourismus.de)

[102] [Awardees - European Arboricultural Council e. V. \(EAC\) \(eac-arboriculture.com\)](https://www.eac-arboriculture.com)

[103] [Sustainable Cities Index 2015.pdf](#)

[104] [StadtGrün naturnah | Stadt Dreieich](#)

[105] [Goodbye, Generation Gap: Young and Old Become More Connected Through Combatting COVID-19, Reveals McCarthy & Stone Research \(prnewswire.com\)](#)

[106] [AARP - Friendship across the ages \(doi.com\)](https://www.aarp.org)

[107] See: the focus short film about Iena Cruz's work in Dreieich

FRANKFURT, DREIEICH, MÜNSTER | The fifth seed: DEDICATION



Relationships between the environment and different aspects of life are explored in the interview with Lena Cruz's client, who talks about the concept of "*biophilia*", which was first coined by humanist psychologist **Erich Fromm** and further expanded by Harvard biologist **Edward O. Wilson** in the 1984 book of the same name[108][109]. Biophilia suggests that human beings are inherently inclined to form visceral bonds with nature, which translates into the efforts put in place today to make life as a whole more sustainable. In the case of **Biotest**, represented in the documentary by CEO **Peter Janssen**, sustainability means finding an environmental-friendly answer to the demand of life-saving medicine by implementing new technologies to lessen the impact of the production process on the planet. "Biophilia" or, as the guest interprets it, a "love for life" is the driving force of such actions.

After an interview with Dreieich's mayor **Martin Burlon**, who speaks on the role of sustainability in the city's present and future, the last day of the trip is spent in the city of **Münster**, in the region of **North Rhine-Westphalia**, awarded as **Germany's Cycling Capital** with its **450 kilometres of cycling paths**[110]. Its efforts to grant environmental protection go way beyond sustainable transit: the city was shortlisted for the **European Green Capital Award** in 2009, and it was awarded the gold medal at **Entente florale Europe**, an important international horticultural competition administered by the **Association Européenne pour le Fleurissement et le Paysage**[111] (European Association for Flowers and Landscape).

[108] [Biophilia | Psychology Today](#)

[109] [Frontiers | Biophilia as Evolutionary Adaptation: An Onto- and Phylogenetic Framework for Biophilic Design \(frontiersin.org\)](#)

[110] [Stadt Münster: Welcome to Muenster - Germany's cycling capital \(stadt-muenster.de\)](#)

[111] [Entente Florale \(entente-florale.eu\)](#)

FRANKFURT, DREIEICH, MÜNSTER | The fifth seed: DEDICATION

During this final step of the journey, the viewer unveils the mystery around Anne's condition: she underwent a **lung transplant**, thus making her part of the **over 4600** related surgeries performed annually worldwide (36% of which happen in Europe)[112]. At this point in the story, Anne's relationship with her family is fully restored, and according to the 2017 study "*Close relationships and the management of chronic illness: Associations and interventions*" by **Lynn Martire** and **Vicki Helgeson** published on the **American Psychologist** peer-reviewed journal, sharing a close bond with one's family yields more sustainable effects on their health by finding ways to collaborate and setting goals to manage the effect of a long-lasting illness[113].

The final interview features **Tanja Engelen**, Physician in Transfusion Medicine and Medical Director of **Münster's Plasma Centre**, one of the major donation centres in Germany, which provides valuable resources for the **over four million people** surviving on plasma-based medicine in the Country[114]. This final step in the journey of "*Future Seeds*" is not only a callback to the concept that the planet's health and humanity's health are tightly interconnected, but also to a thematic parallel between donation (blood, plasma and organs alike), virtuous circles and how acting in someone else's interest means being repaid with just as many blessings.

"Dedication" is the final step of the journey as it is the **natural progression** that starts from willpower: a desire to create a better world becomes action, and one action after the other become a series of acts of dedication to the making of a future that everyone can be a part of.

[112] [Developments in lung transplantation over the past decade | European Respiratory Society \(ersjournals.com\)](#)

[113] [Close relationships and the management of chronic illness: Associations and interventions. \(apa.org\)](#) | This paper references chronic illness, but it applies to Anne's story as well due to the long-lasting effects of the transplant and the health measures she takes to ensure the effectiveness of her therapy (not otherwise specified in the documentary).

[114] [Plasma spenden \(plasmaservice.de\)](#)

EPILOGUE

The film ends on a positive note, with the two main characters fulfilling their needs and completing their respective narrative arcs: Elsa manages to tell the story of all those who make sustainability their mission on the daily, and Anne repairs her relationship with her family and her own self, as shown by the **heartfelt hug** she shares with her mother. A hug goes beyond just being a gesture of affection: a 2010 study published on the **Paediatrics & Child Health journal** for **Oxford University Press** highlights the importance of touch during one's development and the risk of developmental delays in the presence of insufficient touch[115], which goes hand in hand with **Dr. Tiffany Field's** findings in her "*Touch for socioemotional and physical well-being: A review*" study on the **Developmental Review journal** of the same year[116]. A 2020 Canadian study published on the **SageJournals' Research on Aging journal** states that the effect and ready availability of hugs makes for better self-rated health assessments in later life[117], thus making them an important tool for one's wellbeing.

Another pivotal element is shown in the finale: Anne's home-made **greenhouse**, with both the plants she collected during her journey and other thematically relevant flowers that mirror her journey: **white Moonflowers**[118][119], a common variety of morning glory and a symbol of **closed hearts** and the **beauty that comes out of darkness**; **pink Roses**[120], symbolizing **gratitude**; red and yellow **Gerbera daisies**[121], symbols of **joy** and **vitality**.

Cornflowers are present too, and not only as a link with the **blue cornflowers** in the **Linfa** mural and Germany, as it is Germany's national flower: it was chosen for its meaning as a symbol of resilience, but its history dates a long way back since it was an already symbolic flower in ancient Egypt, where it was regarded as a symbol of **life** and **fertility**. Other meanings refer to peace, hope and striving for the unattainable[122][123][124].

EPILOGUE

Through the journey and this project – the first of many others, as **Anne** states during her stay in Istanbul – the young girl is able to deeply change her perspective and find the necessary spark of hope for a better future.



[115] [importance of touch in development | Paediatrics & Child Health | Oxford Academic \(oup.com\)](#)

[116] [Touch for socioemotional and physical well-being: A review - ScienceDirect](#)

[117] [Extend an Embrace: The Availability of Hugs Is an Associate of Higher Self-Rated Health in Later Life - Tia Rogers-Jarrell, Arun Eswaran, Brad A. Meisner, 2021 \(sagepub.com\)](#)

[118] [Moonflower Flower: Meaning, Symbolism, and Colors | Pansy Maiden](#)

[119] [Moonflower Meaning, Symbolism, Myths, Folklore, and Cultural Significance - Petal Republic](#)

[120] [Pink Rose Meaning In Relationship: Pink Petals Hidden Symbolism - Plantisima](#)

[121] [Gerbera Flower Meaning - Flower Meaning](#)

[122] [Cornflower \(Bachelor Button\): Meaning, Symbolism, and Colors | Pansy Maiden](#)

[123] [Centaurea Cyanus: The National Flower of Germany \(helonational.com\)](#)

[124] [National Flower Of Germany: Corn Flower As A National Symbol - Plantisima](#)

REAL-WORLD GUESTS AND PARTNERS

All the guests and partners who contributed to the making of the documentary



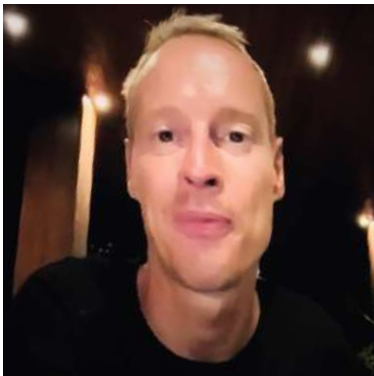
Marc García-Durán Huet and Sergio Rossi. Respectively the **Executive President & Founder** and the **Biology & Scientific director** of **Underwater Gardens**, a Barcelona-based pioneering startup in the field of marine regeneration in order to adapt and mitigate the effects of climate change in the oceans. The company seeks to develop technologically advanced Coral Reefs to integrate in the local ecosystems, keeping the specifics of each ecosystem in mind.



Mónica Cantós Ramos. At the time of shooting, **Manager of Investor Relations and Sustainability** at Grifols, a leader pharmaceutical company in the field of transfusion medical products and plasma-derived medicines.

REAL-WORLD GUESTS AND PARTNERS

All the guests and partners who contributed to the making of the documentary



Daan Roosegaarde. Founder of Studio Roosegaarde and the mind behind sustainable social design projects such as the anti-covid streetlamp **Urban Sun**, and the first-ever air purifier device that turns smog into pebbles, the **Smog-Free Tower**, also briefly shown in the docufilm footage.

Roosegaarde's philosophy revolves around the Dutch word "Schoonheid", a concept that binds beauty and cleanliness (as in clean energy, clean air) together, in order to provide solutions for a better future and sustainable living that are in equal part smart and beautiful to look at.

REAL-WORLD GUESTS AND PARTNERS

All the guests and partners who contributed to the making of the documentary



Ramon Knoester. Architect and founding director of the non-profit organization **Clear Rivers**, which focuses on the reduction of the impact of the **plastic pollution crisis** by catching plastic materials from rivers all around the world before they reach open waters. The organization does so by building “litter traps”, devices built from recycled plastic that passively retrieve litter and debris from rivers without using additional energy sources. The **Recycled Park** briefly featured in the docufilm, aside from being the first ever park to be entirely built from recycled plastics, was built from materials that prevent the spread of microplastics in the water.

REAL-WORLD GUESTS AND PARTNERS

All the guests and partners who contributed to the making of the documentary



Kerem Deveci. Featured in the **30 most influential Under 30s** in Manufacturing & Industry field **Forbes** list and currently listed in **Fortune's 40 Under 40s** list, Kerem Deveci is the co-founder of **Devecitech** and developer of **project En-lil**. The project was awarded the Urban transitions award at the **Global Grand Finale** in Scotland and has recently been included in the national **Urban Mobility program**.



Dr. Prof. Berat Zeki Haznedaroğlu. Founder and director of the **Independent IPA biorefinery**, the first carbon negative biorefinery in Europe, which focuses on the use of **microalgae** to provide low-impact materials for national Turkish industries such as manufacturing and agriculture. Prof. Haznedaroğlu is the leader of a research group based in the **Boğaziçi University** campus, which aims to use the biorefinery as a means to study and develop optimal solutions to work towards carbon neutrality goals in Turkey.

REAL-WORLD GUESTS AND PARTNERS

All the guests and partners who contributed to the making of the documentary



Iena Cruz. Born **Federico Massa**, he is a New York-based Italian artist who mainly focuses on **mural works**. Starting from the many urban regeneration mural projects in New York, one of the main features of Cruz's work is the attention towards **environmental themes**: aside from portraying naturalistic subjects such as **endangered flora and fauna** with a cultural significance to the location of his artworks or performances, he uses smart **smog-eating paint** that catches polluting agents and cleans the air around the work. Among his most recent works before "*Linha*", "*Anthropoceano*" in Milan was painted in 2021, and before that "*Hunting Pollution*", painted in Rome in 2018, was hailed as the biggest smog-eating mural in Europe at the time.

REAL-WORLD GUESTS AND PARTNERS

All the guests and partners who contributed to the making of the documentary



Peter Janssen. Current Chairman of the Board of Management at **Biotest**, a Dreieich-based pharmaceutical company which serves as a global provider of **biological pharmaceutical products** in the fields of **haematology, clinical immunology** and **intensive care medicine**. With its **Biotest Next Level** plant, the company takes a further step in its commitment to sustainability in each step of the production process for plasma-derived medicines.



Tanja Engelen. Physician in Transfusion Medicine and Medical Director of **Münster's Plasma Centre**, a plasma donation and collection centre in the **Plasma Service Europe** circuit. The centres are located in 10 different cities in Germany and have roughly **152 thousand** registered donors.

REAL-WORLD GUESTS AND PARTNERS

All the guests and partners who contributed to the making of the documentary



Martin Burlon. Current mayor of the city of Dreieich, who has kickstarted or continued many sustainable activities with maximum involvement of the citizens and their own ideas to reduce the environmental impact of day-to-day life so as to motivate them as well as to strengthen the community within the city.

FUTURE SEEDS

THE DOCUFICTION'S JOURNALISTIC OVERVIEW

This document was written in accordance with **Placting**'s ethical code. Placting is an **Ethical Communication Project** to ensure the ethical and informational quality of media content.

All characters appearing in this work are fictitious. Any resemblance to real persons, living or dead, is purely coincidental. All rights reserved.