

CLOUD SOUTH FILMS

presents

# HOW TO SAVE THE WORLD

One man, one cow, one planet



## PRESS KIT

# Synopsis

Our existence on this planet is precarious.

**How to Save the World** exposes globalization and its mantra of infinite growth in a finite world for what it really is: an environmental and human disaster.

But across India marginal farmers are fighting back. By reviving an arcane form of agriculture, they are saving their poisoned lands and exposing the bio-colonialism of multinational corporations. **How to Save the World** tells their story through the teachings of an elderly New Zealander many are calling the new Gandhi.

What does an environmentally sustainable food system capable of feeding everyone actually look like?

**How to Save the World** is a blueprint for a post-industrial future.

This film takes you into the heart of the world's most important renaissance.

The outcome of the battle for agricultural control in India may just dictate the future of the earth.

# Director's Statement

## **Short Statement:**

Making **How to Save the World** was an eye opener. Not just the reality of India but the dawning awareness of just how precarious our existence on this planet is. Living in the comfort zone we are totally insulated from that reality.

## **Longer Statement:**

What is it about India? One visit and you're hooked – on all that life, on the noise and congestion, on the smells that permeate every corner of that vast land. And on the people: Their openness and willingness to engage, their sense of community and caring.

And their plight: As the mantra of infinite growth in a finite world swells, as the reality of what happens to people when they are used as a means of production finally sinks in.

But India is more than those impressions; it is possibly the centre of a new world order. A way of living that will be forced on us by the collapse of our ecosystems. When that time comes, will the self-sustaining village community become the new centre of the universe?

This project got under our skin and changed the way we viewed the world. We hope the audience will experience a little of that change.

# HOW TO SAVE THE WORLD

ONE MAN  
ONE COW  
ONE PLANET

Featuring  
Peter Proctor,  
father of modern  
bio-dynamics

Narration  
Peter Coyote

Music  
Mercan Dede

Directed and produced by  
Thomas and Barbara  
Burstyn



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## Who is Peter Proctor?

Peter Proctor is almost 80. He has a glass eye and boundless energy. He is hard of hearing, but for him the earth sings. Peter has left behind the comforts of a life in suburban New Zealand to live and work in India. He is also quietly determined to save the world. Peter is the author of *Grasp the Nettle*, a practical guide to biodynamics.



## Who Are We?

We are a Canadian and Kiwi husband and wife team. We work from a converted shearing shed on our organic farm in the Hawkes Bay region of New Zealand.

**Tom Burstyn CSC, FRSA**, co-director, cinematographer and co-producer. Tom is a multi-ward winning, Emmy nominated filmmaker with 30 years experience as a cinematographer. He trained at the National Film Board of Canada as a documentary maker, before moving into feature films. Returning to documentaries is a return to his first love. Tom is a Fellow of the Royal Society of Arts and has dual New Zealand / Canadian citizenship For more information on Tom, including his feature film experience, go to: [www.tomburstyn.com](http://www.tomburstyn.com).



**Barbara Burstyn**, co-director, co-producer, researcher, writer is a widely published journalist, researcher and writer in New Zealand. Producing and directing socially relevant documentaries is her dream come true. A selection of her written work can be viewed at: [www.sumnerburstyn.com](http://www.sumnerburstyn.com)

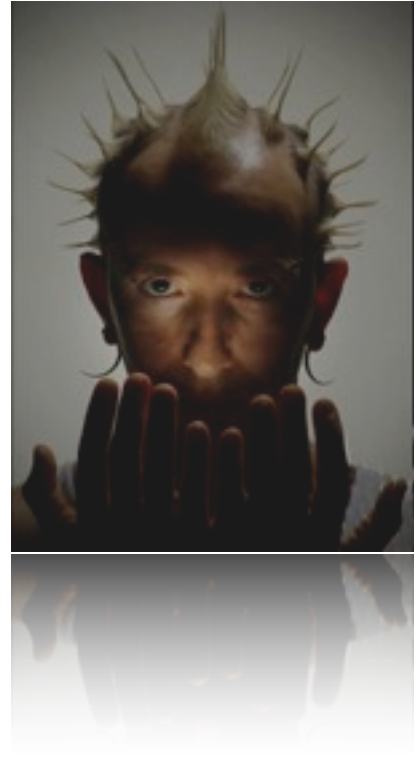


Peter Coyote is an accomplished actor in more than 100 films. He is an Emmy Award winning narrator of over 120 documentaries and audio books. Peter is a Pushcart Prize winning author who has penned his own memoir, 'Sleeping Where I Fall,' and contributed to many other books and publications. As a politically engaged person, Peter has championed a multitude of political and environmental causes. He is also a songwriter, guitarist and singer.

<http://www.petercoyote.com/>



**Mercan Dede**, composer, believes when you put digital, electronic sounds together with hand-made, human ones, you can create universal language, capable of uniting old and young, ancient and modern, East and West. In **How to Save the World** his haunting, evocative sounds bring the heart of India to life. <http://www.mercandede.com>



**Ben Ged Low**, editor, has credits on over 200 films in all formats. A versatile filmmaker, Ben is an experienced producer, writer/director, cinematographer, and editor. Many of the films on which he has collaborated have won international awards. As the editor of **How to Save the World**, he focused his diverse skill base to create a poetic and powerful film.



<http://thunderboltsfilm.com/PAGES/filmmaker.html>

## Why Are We?

We are escapees from the corporate media and the fantasy world of feature films. We believe that documentary filmmaking; personal, well researched, visually compelling and socially relevant, is the only medium worth investing in. **How to Save the World** is privately funded. A royalty will be returned to support the work of biodynamics in India.



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“For the dissident audience, the mission of the environmental documentary is to corrode the mantra of development equals progress, jobs, and a strong economy. For an apathetic audience, the mission is to open a wedge in the indifference. For younger audiences, the mission is to educate and recruit a new generation to activism. For sympathetic audiences, the mission is to inspire and energize the troops.”

The Last Stand by Emily D. Edwards, PhD

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