



**Audi Environmental Foundation**

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## **Audi Environmental Foundation presents NaturVision Short Film Award to “Traces”**

- **Winner of the NaturVision short film competition – “Traces” from Belgian Sébastien Pins – tells the story of a woodcutter and his importance for the health of the forest**
- **NaturVision Filmfestival restyled as an online festival: a total of 64 films from July 16 to 23, 2020, at [www.natur-vision.de/en/festival/](http://www.natur-vision.de/en/festival/)**
- **Rüdiger Recknagel, Director of the Environmental Foundation: “Trees are the foundation of our existence – and an important sponsorship project since the foundation was initiated”**

**Ludwigsburg, July 19, 2020 -- The Audi Environmental Foundation and the NaturVision Film Festival for nature, wildlife, the environment and sustainability are continuing their collaboration for the third year: the NaturVision Short Film Award, dedicated this time to the theme “Whispering Forest,” is donated and presented by the Audi Environmental Foundation. More than 360 filmmakers from 25 countries submitted their works. The motto for this year’s film festival – “Rethinking” – was also reflected in the design of the festival. The award will be presented for the first time during a purely online event – winner Sébastien Pins will be connected via video message. The prize is worth €5,000.**

The 2019 film “Traces” tells the story of a year in the life of a woodcutter in the Ardennes from the perspective of a young girl. The old man takes care of a pine forest and transports the felled trees with his horse from angles the machines cannot reach. This way he avoids the need to cut down healthy pine trees to create transport routes. Sébastien Pins said: “In my eyes, the horse is often perceived as backward. But it can combine economic, social and environmental functions and, for instance, pave the way for green tourism.”

“Plants and trees are the basis of our existence. They capture carbon and produce vital oxygen, but we often fail to appreciate that in everyday life,” said Rüdiger Recknagel, Director and spokesman of the Audi Environmental Foundation. True to the “Rethinking” motto of the film festival, the two partners decided to announce the forest as a theme for the short film competition. This was meant as a way to raise public awareness of the importance of trees and to link environmental education with emotions. “Trees are the first and one of the most important projects supported by the Audi Environmental Foundation,” says Recknagel. NaturVision film festival director Ralph Thoms said: “The words ‘Whispering Forest’ conjure up



idyllic images in your mind. Yet the forest is threatened. “Traces” is a film that combines both aspects, making it a worthy winner of the NaturVision Short Film Award.

The foundation has been supporting the long-term Oak Forest Research Project in partnership with the Technical University of Munich since 2008. At the start of the project, 36,000 English oak trees were planted at the Kösching site near Ingolstadt. There are now oak forests at all Audi Group sites: One area each near Ingolstadt, Neckarsulm, Brussels (Belgium), Sant'Agata Bolognese (Italy) and Puebla (Mexico), and two near the Hungarian site in Győr. The project studies the correlation between density and the ecosystem efficiency of trees. The aim is to find the ideal number of trees for maximum carbon dioxide sequestration and to achieve the best possible conditions for the development and conservation of biological diversity.

The Audi Environmental Foundation (Audi Stiftung für Umwelt GmbH) is an active promoter of research into new technologies and scientific methods for a future worth living. Its stated goal is to make a contribution to environmental protection and to create and promote ways of sustainable action. The foundation focuses in particular on the promotion and development of environmentally compatible technologies, environmental educational activities and the protection of the natural resources of humans, animals and plants. It was established in 2009 by AUDI AG as a wholly owned subsidiary and is part of its social and environmental commitment.