



**NOMINATED FOR
DEUTSCHER KAMERAPREIS
2010**



**The most-viewed cinema documentary
film in Germany in 2010**



**OFFICIAL SELECTION
VANCOUVER INTERNATIONAL
FILM FESTIVAL
2010**



THE 4TH REVOLUTION ENERGY AUTONOMY

A FILM BY CARL-A. FECHNER

**THE CASE FOR THE GLOBAL TRANSITION
TO RENEWABLE ENERGY**



3	The Invitation
5	The Foreword
7	The Idea
9	The Film
11	The Protagonists
13	More Than A Film
15	Powerful Voices For A Powerful Project
17	Your Opportunities To Participate
19	The Product – The DVD
21	The DVD For Your Company
23	The Film For The World
24	Contact
25	Our Offer at a Glance



THE INVITATION

Dear Sir or Madam:

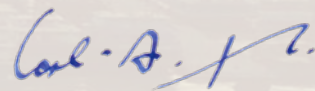
You hold the outline of a project in your hands that I would like you to take to heart as a unique documentary film project:
THE 4th REVOLUTION – Energy Autonomy.

THE 4th REVOLUTION – Energy Autonomy is the first film in the world of this scope and reach, which presents a consistent and positive global vision: The transformation of the world's energy supply to 100% renewable energy is possible and includes the in-depth solution for the most challenging problem of our time.

We would like to continue distributing this film with its immense message and at the same time create opportunities for you to reach your goals as well. Therefore, we are addressing you directly.

In the first part of the brochure, we have summarized the most important information and included the most attractive photos from the project. From page sixteen on we then introduce your possibilities for participation. Join us on a tour into the world of energy autonomy – a goal we can all reach together. We look forward to the opportunity of welcoming you as a partner in the 4th Revolution.

Sincerely yours,



Carl-A. Fechner



"Comprehensively created catastrophe scenarios colour our view of the world. I would like to help you experience the same intensity and the same view towards entertainment, information, opportunities, solutions and perspectives. We know that humanity's hunger for perspective knows no limits. We need courage to change and "visualizing sustainable activity" – The mission statement of my production company fechnerMEDIA for more than 20 years."

(Carl-A. Fechner, Director and Producer)

Since Harrisburg, Chernobyl, and Fukushima **we have known** that humanity cannot completely control the use of nuclear energy for electricity production.

We know that, despite the Kyoto Protocol, global greenhouse gas emissions continue to skyrocket.

We know that the frequency of disastrous flooding, heat waves, tornados and hurricanes have been increasing dramatically as a result of global climate change.

We know that the greenhouse effect is responsible for the rise of the sea level, which threatens the existence of many island countries and coastal regions.

We know that according to statistics from the World Health Organization (WHO), one billion people suffer constant hunger as a result of climate change.

We know that the mining of lignite and hard coal leaves entire landscapes destroyed and the environment despoiled.

We have known since the explosion on the Deepwater Horizon oil platform that the exploitation of the oil reserves creates immeasurable damage to the environment and humanity.

We know that the supply of uranium, natural gas and crude oil will run out within the next 50 years.

We have known since the war in Libya that the battle for the remaining fossil fuels will be waged in concert with regimes that ignore human rights.

We know that the transition to renewable energy represents an existential necessity for all of humanity and is an opportunity for increased justice, peace and energy autonomy.

"This project is extremely important at a time of dramatic challenges to energy policy in general and in view of the accelerating climate development in particular."

(Klaus Töpfer, Chairman of the Ethics Commission of the German Federal Government)



THE FOREWORD

We know that we must do something.

Sun, wind, water and geothermal energy are naturally occurring energy sources, which offer all of humanity equal opportunity, renew naturally, are free of charge and available for the long haul. Only a broadly based awareness of the possibilities of renewable energy can ignite an international movement and usher in the crucially necessary energy transition. We need an immediate, instructive and inspiring medium that compactly and coherently communicates this knowledge to the world.

A large scale documentary film can accomplish this global task. We have produced it.

It's called: **THE 4th REVOLUTION - Energy Autonomy.**



We know that we can all do something.

THE 4th REVOLUTION - Energy Autonomy is an ambitious film project: Conceived by trailblazers like the best-selling author and Alternative Nobel Prize Laureate, Hermann Scheer, carried out by the determined team of one of the most well-known documentary filmmakers in Germany and championed by people, who through their environmental thinking and action demonstrate solutions for survival today and tomorrow. In other words, engaged entrepreneurs, multipliers, event planners, activists, sponsors and supporters like you.



"The transition from nuclear and fossil energy to renewable sources is an existential necessity for the future viability of human civilization."

(Hermann Scheer †, former Member of the German Bundestag)

People like Hermann Scheer.

The outline for the film, **THE 4th REVOLUTION - Energy Autonomy** originated with Hermann Scheer, the renowned economist and social scientist, Member of the German Bundestag and Alternative Nobel Prize Laureate. In his book, "Energieautonomie", published in 2005, he underscored the *"unbroken power of our handed-down energy thinking"* and demonstrated ways in which the complete transition to renewable energy can succeed. His message is that the transition is possible.

The only pre-requisite: We must want it and fight for it!

Hermann Scheer passed away suddenly in October of 2010, a few months after completion of the film. **THE 4th REVOLUTION - Energy Autonomy** pays homage to one of the most important trailblazers of our time.





"It is really exciting to expand renewable energy, because that is the fastest way to bring energy to people, who would otherwise have no access to electricity in their lives."

(Nobel Peace Prize Laureate, Professor Muhammad Yunus)

Brief Summary

Politicians, activists, scientists, mid-wives – the filmmaker, Carl-A. Fechner travels the continents with his 5-person crew and meets people, who come from the most diverse backgrounds and set the most varying of goals: positions in the battle to provide the energy supply for tomorrow.

On the one hand you have the corporations, which hang on to the privilege they enjoy over the distribution and use of the energy supply. On the other hand are the inventors, politicians and visionaries; people who dream of an independent, decentral and highly technical energy production – and they have long since developed it. They represent hope for the two billion in the world who do not have access to electricity, but they also offer hope to those in the Northern Hemisphere, who increasingly suffer from the results of a seemingly unteachable fossil-energy-based economy.

The prominent protagonists in this documentary stand for a growing group of people, for whom the awareness of the importance of a democratization of the energy supply has become clear. They encourage people to become active themselves and not give up in the face of the power whose interests must be taken to task.

The transformation of the world as we know it begins with each person.

**Hermann Scheer**

The politician Hermann Scheer personifies the battle for renewable energy: in 2000 he was instrumental in the development of the Renewable Energy Law. Scheer was called to serve as Chairman of the World Council of Renewable Energy and was awarded the Alternative Nobel Prize.

**Preben Maegaard**

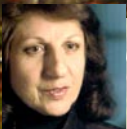
Already in 1983, Maegaard demonstrated that energy autonomy is doable. He founded the Nordic Folk Centre in Denmark, in which today over 50,000 people draw their energy from 100% renewable wind energy – he created the largest autonomous energy area in the world. Maegaard proves the simple truth, which the lobbies fight against: it is doable!

**Ibrahim Togola**

Inspired in Denmark, the engineer realized that renewable energy is the key for the rural population of Mali to access electricity and economic opportunities. Therefore, he started installing autonomous energy systems in the villages of Mali. On the side he broadcasts the knowledge for supplying renewable energy.

**Fatih Birol**

Birol is the chief economist for the powerful International Energy Agency located in Paris. He considers the transition to 100 percent renewable energy in the next three decades to be unrealistic. He sees the solution much more in “clean” coal energy and “secure” nuclear power, since nuclear waste – “*at least in France*” – has never been a problem. His expertise was gathered during years of work for OPEC. “*Everything I know, I learned from OPEC.*”

**Maria Skyllas-Kazacos**

The professor for chemical technology is one of the most renowned energy storage specialists and primary developer of a battery, which promises the stable base supply of renewable energy: the union of vision and research.

THE PROTAGONISTS



Elon Musk

The Californian is an inventor and entrepreneur; he owns the space technology company, SpaceX, and invested in TESLA, the cult producer of the electro-sports cars. Musk demonstrates how innovative and economically attractive environmentally friendly technology is for savvy people.



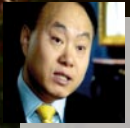
Matthias Willenbacher

The committed entrepreneur belongs to the leading project developers for renewable energy. His company is led by the vision of a completely regenerative energy supply. The best example for the viability of this vision is the primary work space of the growing workforce of around 1,000 employees: it's the most energy-efficient office building in the world. It is a symbol for the rigorous implementation of the upcoming energy transformation.



Maximilian Gege

The chairman of the largest environmental initiative in the European economy B.A.U.M. e.V. shows companies and producers how they can lucratively protect the environment within their company operations. He awakens the hope of future-minded political engagement on the European level.



Zhengrong Shi

Shi's company has in the meantime become the world leader in the production of solar cells. His next interim goal is grid parity: He believes that within three to five years solar power will be less expensive than power from conventional power plants.



Bianca Jagger

In 2004 Bianca Jagger was awarded the Alternative Nobel Prize for her involvement in human rights, social justice and environmental protection. She shows that global responsibility can coexist with societal influence and capital.



Muhammad Yunus

Yunus' financial enterprise, Grameen Bank, provides micro loans for the rural population in Bangladesh and up to the end of 2010 had financed and installed more than 400,000 solar home systems. Their customers and installation experts are 95% women – a revolution of its own. Muhammad Yunus was awarded the Nobel Peace Prize in 2006.

Financing with Crowd Funding

Private individuals, associations and companies still have the opportunity to participate in financing the project by purchasing shares in the form of symbolic film building blocks. 144 Supporters (from 1,000 euros), 24 Sponsors (from 20,000 euros), one Main Sponsor (150,000 euros) and Matthias Willenbacher as Investor (550,000 euros) were able to secure the 1.5 million euro budget for the production by April 2011.

Crowd Funding guarantees journalistic independence on the one hand and on the other it emphasizes the movement character of the project down to the financing. But that's not enough...

The Energy Autonomy Event Campaign

Long before the cinema start, the fechnerMEDIA crew supplemented the standard film marketing and public relations work of the distributor, DELPHI, by implementing a comprehensive grassroots campaign concept: *The Energy Autonomy Event Campaign*.

Meanwhile at more than 300 locations deeply interested and involved individuals – from entrepreneurs in the renewable energy sector to political parties and environmental groups down to public initiatives, university students and school groups – have been drawn together into film project related activities. The goal was to use the power of networking in order to plan shared activities, carry them out and multiply them in their respective networks. As a result many people were brought into contact with the film at a local level and inspired to action.

These event partners arranged countless premiere parties, which often included panel discussions and exhibits about protecting the climate, renewable energy and electric mobility. Events often included green but sometimes also red carpets accompanied by the normal film glamour and attracted local politicians, mayors and local VIPs into the cinema. Members of the press received a range of impressions through the events, which resulted in them writing about the film and the issue.

The results of the campaign are visible: **THE 4th REVOLUTION – Energy Autonomy** has had 130,000 viewers in cinemas in Germany, Austria and Switzerland alone by the end of April 2011 and is therefore the most widely viewed cinema documentary film in Germany in 2010.

The *4th Revolution event partners* advised interested individuals following the screenings on ways they could become involved in the energy transition in their own region and how much each person can contribute by their own actions. Remaining true to the motto of the movement: **The end of the film can stand as a new beginning for everyone...**

MORE THAN A FILM

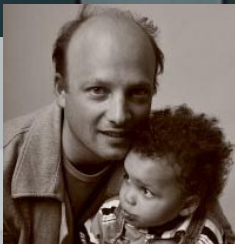
More Than A Film

So the film is much more than a film by now. It was and is the instrument of a movement that grounded the issue in the society locally, decentrally and sustainably at many levels. The results are intentional actions and visible changes moving towards 100% renewable energy. The event partners are schooled and networked by fechnerMEDIA and equipped with advertising and informational material and trained in leading their campaign. There are face-to-face interactions including all those involved at the so-called event partner meetings. This networking and the exchange of best patterns for the individual events and campaign elements result in new structures across the country.

Those who are involved as well as the initiatives themselves are energized by the shared activities and from the awareness and transparency knowing that at many places individuals like them are investing in the issue and changing things. The *Energy Autonomy campaign office* continues to receive enthusiastic emails from the community. Many are of the opinion that the election in Baden-Württemberg in 2011 was partially influenced by the film and the numerous activities connected with it. Some communities have been strengthened to become energy independent through the *4th Revolution initiatives*. Citizen-owned power plants have been called into life. Private individuals switch to green power or have solar panels installed on their roofs. School groups get involved and create climate PLCs, dash through their schools as energy detectives and test where energy can be saved. They then convince their parents about the issue. We could continue the list almost endlessly.

In general, it can be said that the film creates a huge awareness about the advantages of 100% renewable energy and explains why changing things quickly is so crucial. It also stirs to action and fosters the energy transition.

In order to continue this campaign, we need your support! Because only with your help are we able to continue the campaign and keep going nationally and world-wide.



"The Fuldaer Weg is an initiative that developed alongside THE 4th REVOLUTION. The film demonstrates that it is possible, even for a region like Fulda, to produce 100% of the necessary energy from renewable sources. We see ourselves as a platform for networking and communication and change and implementation of ideas, projects, initiatives and perspectives in the region."

(Felix Döppner, event partner in Fulda)

A brief selection of the positive voices from various groups that have followed the film and the media project through the entire development process in the past four years. We continue to receive them daily in emails, on Facebook, as tweets and in newspaper articles.

COMPANIES

"Many pupils were surprised and heard for the first time about the possibility of implementing 100% renewable energy now and worldwide. That is very significant for me as an energy consultant and convinced communicator to show children and young people that we are dealing with THEIR future and that they can now already do something about it. The film is perfect for that."

Günter Lieberth, film workshop leader for the mdr:JUMP School Tour 2011, Energy Consulting LIEBERTH

"We are enthused about the film and therefore gave the DVD to our customers and business partners for Christmas. We also use the DVD as an information source for customers during the year. The exchange of ideas surrounding the Event Partner Network has been extremely valuable and energizing for us."

Marlies and Andreas Billich, Billich Solar- und Elektrotechnik

"Our solar technicians have presented the film and made it available to a broad range of people at events through a nation-wide network. The consistently positive reactions to the film at these events, as well as the reactions of our customers, business partners, employees, friends and families confirm that we are all heading in the right direction together."

Sandra Christiansen, Spokeswoman, Wagner & Co Solartechnik GmbH

FACEBOOK

"I am convinced that this film will help shut down the nuclear power issue!"

Peter Knobl

"Memorable film instead of a memorable moment."

Karin Hofmann

"Let's take the chance for a clean future seriously! Step 1: Get all the information; Step 2: Walk the talk. E.g. sign-up for clean electricity. I saw this film last year with friends in a Munich cinema. It is absolutely a must see for EVERYONE!"

Tina Liana Günther

"I bought the DVD in January. The steps and positive examples of the energy forms of the future are wonderfully prepared and presented."

Klaus Schwendemann



Technikerinnen in Bangladesh löten Solar- Laderegler und Frauen verdienen damit 100 Dollar im Monat und müssen ziehen.
Foto: Delphi Filmverleih

POWERFUL VOICES FOR A POWERFUL PROJECT

ACADEMIC

For his Masters Thesis in the spring of 2011, the French economist, Marc Lauriac, evaluated the satisfaction of the financial supporters for the film and media project from the production phase. One of his findings: 94% of the supporters and sponsors said they were “*overwhelmed*” by the success of their support.

PRESS

“There is no other more important or up-to-date issue.”

BZ Berlin

“The 4th Revolution is conceived as a manifesto – with a healthy dose of intuitively presented information and unbelievably aesthetic photos.”

Berliner Zeitung

“Dedicated documentary”

Hamburger Abendblatt

“The case for the energy transformation.”

Hamburger Morgenpost

“Perfectly produced documentary...makes its case with encouraging projects.”

Financial Times Deutschland

“Exciting, illuminating and encouraging.”

Stern

“The 4th Revolution – a must see and can do.”

taz online

FACEBOOK

“Fantastic film: Hermann Scheer in the lead role. All of my pupils have to make it through :)”

Mario Comite

“Very good, not possible to present Hermann Scheer’s legacy more compactly. I and especially my children (12) understood the message! 100% renewable energy is no longer utopian!”


Ewu Remmiz

“A filled auditorium, an hour of discussion and 240 shining eyes in spite of snow flurries! The film shook the citizens of Ansbach awake. Thank you for the promotion material and the friendly support.”

Marc Armbrust

“This film needs to get into every classroom.”

Jörg Cölsmann



... why support a film

100% renewable energy for the entire world. Is that realistic? Many, who have looked at the issue briefly, would say it's "a far-off dream" or a "utopia". However, the majority of humanity has never really considered the issue and does not know the endless potential of renewable energy.

THE 4th REVOLUTION – Energy Autonomy is able to convince doubters and encourage millions with the energy transformation message. The film has already reached many with 130,000 cinema-goers in only 9 months, but that is supposed to only be the beginning. We would like to expand our network through various channels and carry it beyond the borders of Germany to the world. Of course, change starts with an idea.

The goal is directly reaching 50 million people with the project by the end of 2012.

It is possible with your support! Therefore we are asking you!

YOUR OPPORTUNITIES TO PARTICIPATE

There are two possibilities for contributing to and participating in the international distribution of the film.

1.) **You can** purchase the high-quality *Director's Edition DVD* with **your personalized appearance** in your language and distribute it in your sphere of influence.

2.) **You can** take part in and work along with the financing of the **international media campaign**. The goal is to reach people in at least 20 countries in Europe and beyond with the "revolutionary" message of the film through a national campaign in their respective country. Throughout Europe. In India. In Russia. In China and Japan. In the USA. In Canada. Everywhere around the world!

... Your benefit

On the following pages we would like to give you an overview of our offer and create the desire in you to become a publicly visible participating partner in an exciting, globally effective and socially relevant media project. Whether you purchase the *Director's Edition DVD* for your own use, for your professional sphere, for schools or for your foreign business involvements or whether you take part in the international media campaign, the project offers an ideal platform to publicly present your company and your convictions.

An overview of your advantages:

- Goal-oriented (company) perception
- Increase of awareness level
- Sustainable attention for your company / product / etc.
- Communication of your expertise
- Reduced distribution loss
- Includes the key issue "education"
- Exploitation of training area for publicity and marketing
- Positive image transfer
- Sense of social responsibility
- The good feeling of supporting a meaningful project

"We invited our solar customers to the premiere, because we knew they were especially open to the issue. With the moderate costs of a cinema event we were able to underscore our reputation as "Number 1 in the area" in solar and provide our existing customers with an enjoyable evening. The film serves as a brilliant marketing tool. But much more important is that people are enthused and start thinking. Long live the revolution!"

(Martin Stapel, CEO STAPEL GmbH - Individuelle Bad- und Wärmelösungen)



The Director's Edition DVD: Produced especially for you.

We exclusively offer for purchase the high-quality DVD of the film as a Director's Edition. The DVD comes in an environmentally sustainable case and includes an extensive amount of bonus material...

Currently available language versions (subtitled):
German (also overvoice), English, French, Spanish, Czech, Polish

Additional language versions can be produced for you free of charge with an order of 2,000 DVDs or more.

We also gladly accept individual orders. The price for the DVD via fechnerMEDIA is €9.90 euros (incl. VAT). However, we would appreciate your understanding if the delivery is somewhat delayed. Please direct your (advance) order to: bestellung@fechnermedia.de.

We can offer a discount for larger orders. On page 27 you will find the prices for orders of 20, 50, 100, 500 or more DVDs.

The DVD is extremely appropriate as a gift for high-value customers, employees and business partners or as a thank you present for new customers. Schools are also pleased to receive a DVD copy with the corresponding screening license in order to use it in lessons with the result that children take the message home. The comprehensive bonus material also offers a wide range of usage possibilities.

Challenge us – we welcome your suggestions!



"We have 30 years at the most, to shift from conventional to renewable energy. One involved generation can manage that."
(Hermann Scheer in THE 4th REVOLUTION)

THE PRODUCT – THE DVD

Cinema film THE 4th REVOLUTION – Energy Autonomy (83 minutes)

- Spoken or subtitled version with booklet to the film

Comprehensive bonus material

1. Support material for education and continuing education

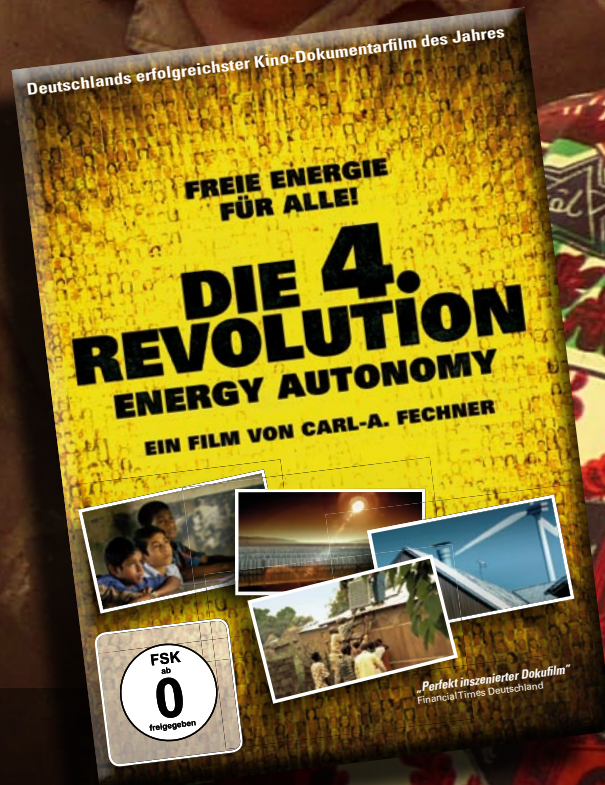
- 80 pages of didactic material as PDF for pupils and teachers, in order to integrate the film in instruction and therefore expand the awareness of 100% renewable energy throughout the society (with an order of 3,000 DVDs, the didactic material is included free of charge in your language)

2. Short contributions about the film and media project:

- Interview with the director Carl-A. Fechner (with subtitles)
- Brief Message about the media project and the campaign surrounding THE 4th REVOLUTION – Energy Autonomy (with subtitles)
- Trailer to the film
- Making Of

3. Music clips:

- Film song: "Have you ever" / Bukahara Trio
- "The day before the 4th Revolution" / Carlos Perón
- "Resistance" – Music clip with photos and facts about the anti-nuclear and anti-coal movement.



The DVD for your company

We offer you the DVD of the film in the *Director's Edition* to use for your company and distribute in your sphere of influence, for example, as part of a school or university sponsorship, as a unique appreciation for customers and service providers, as a gift for your employees, or as part of the political training of your community council.

From a specific order number on you will receive your "own" DVD of the film, completely designed to your needs and wishes.

"The film is an ideal resource for us, to let people know about our goal of a 100% renewable energy supply. The possibility fechnerMEDIA gave us of shooting an introduction will help us immensely. It was my first experience with filming and I was enthused about the way the fechnerMEDIA team planned and led the day."

(Hans Rudolf von Känel, resident of the foundation council - energy for future – 100 % renewable)



THE DVD FOR YOUR COMPANY

We provide the following:

- With an order of **1,000 DVDs** (Price: €1,990.00 EUR net plus VAT) we will **individualize your DVD cover** according to your wishes.
- With an order of **2,500 DVDs** (Price: €2,500.00 EUR net plus VAT) you receive sponsor status and enjoy all the advantages of being a sponsoring partner.
You will be presented as a partner on our homepage (English and German) and can introduce yourself to the *Energy Autonomy community* with your own statement.
Your logo will appear in the film credits and on the DVD cover with the next printing of the DVD.
You will be introduced briefly in our newsletter, on our blog and on our Facebook page (more than 6,000 fans).
Your name will appear on all advertising material for the film in Germany.
- In addition, with an order of **3,000 DVDs** (Price: €4,900.00 EUR net plus VAT) our film team will come to you and **produce a 2-3 minute image clip free of charge and in the usual fechnerMEDIA quality**. The clip can be placed directly before the film in your DVD. At your request, we would be happy to send examples of our high-quality image clips.
- **In general: We'll be glad to speak with you about prices, services and your individual needs and wishes.**

International Cinema Distribution

fechnerMEDIA has been able to test the public interest in the film beyond central Europe at various international film festivals and screenings. In April of 2011 alone, the film ran in seven different languages at around 30 international festivals, among others in Costa Rica, Durban, Turin, London, Cambridge, Vancouver and San Francisco. The desire to see the film played in international cinemas is tangible in every country.

The international media campaign is designed to publicize the film world-wide through a range of media.

To that end, the community crew of the fechnerMEDIA team is opening its doors and inviting “ambassadors” of the film – media experts, environmental activists, journalists and energy specialists from various countries – to 6-12-week long trainee programs in the campaign office in Berlin. Under the direction of an experienced communications expert, these “ambassadors” will develop a decentralized concept, tailor-made to fit the concerns and possibilities of their localities in order to disseminate the film in their country. They will start to make their individual campaign concept a reality and begin to implement it already in Berlin.

At the end of the trainee programme they will return to their country and carry out their plans on site in the next 6-8 weeks. Or longer. All expenses and a fair trainee compensation will be assumed by fechnerMEDIA. Please request our complete information brochure related to this offer.

The campaign is scheduled for 18 months. It has been calculated at around €80,000 euros and should be completely financed through funds from engaged, internationally operating companies as well as involved institutions and individuals. It will begin when 75% of the financing has been pledged.

Our possibilities for cooperation in the international campaign:

- Cross promotion
- Special screenings for your own, unique target group
- Merchandizing
- Cooperation with educational institutions (schools, universities, continuing education facilities)

We want to implement the campaign in your country according to your wishes! Let's talk about it!

“Possibly the most inspirational, solutions-based environmental film out there”
Vancouver International Film Festival.



THE FILM FOR THE WORLD

The international media campaign - our services for you:

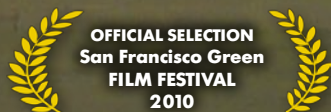
Our sponsors and supporters build the foundation of our media project. Every one of them has acquired one or more symbolic building blocks, because this revolution can only work, when it is carried by society and in the economy. Every "film building block" has a value of €1,000 euros. By purchasing them you can support the financing of the international media campaign and the international distribution of one of the most important films of our time. As a supporter or sponsor you show your colours. You take a position and gain a profile. Of course, support for this project can be entered as a business expense for tax purposes.

Supporter – from 1 building block on

As a supporter you are able to publicize a statement about the reason for your financial involvement and a picture or your company logo on our international website www.energyautonomy.org. Your name will appear in the film credits. A link leads to your website. Following the production of the DVDs, 50 Premium DVDs in the *Director's Edition* will be available to you personally.

Sponsor – from 20 building blocks on

From 20 building blocks on you become a sponsor. Sponsors can display a logo, link and their own text in a graphically bordered section of the website. In addition, you have the possibility of presenting yourself on the accompanying film material: on the DVD cover, the booklet, the cinema poster and on flyers and brochures. We will also introduce you in our newsletter, on our blog and on the Facebook page. **World-wide!** Beyond that, your name or the name of your company will be featured in the credits on the DVD of **THE 4th REVOLUTION - Energy Autonomy**. Following production, you will receive 250 DVDs (by request in the language of your choice) – gladly with your individually designed cover as well.



„Wind, solar, electric vehicles, green buildings - we've seen the future in Carl-A. Fechner's brilliant new film THE 4th REVOLUTION - Energy Autonomy.“
San Francisco Green Film Festival

CONTACT

Help us propagate a unique, never before seen media project for the world. Support the project by distributing DVDs or by financing the international media campaign. By doing that you will actively contribute to the transition to 100% renewable energy.

Our Energy Autonomy - Campaign Team is always available to answer your individual questions or respond to your critique or wishes in German, English or French.

Contact us:



Gabi Di Stefano +49 (0)7462 923 92-0
info@fechnermedia.de



Irja Martens +49 (0)160 612 09 03
irja.martens@energyautonomy.org

Visit us on the Web:

www.energyautonomy.org
www.fechnermedia.com/blog/
[facebook/4threvolution](https://facebook.com/4threvolution)



OUR OFFER AT A GLANCE

Cooperation Opportunity 1

Acquire the *Director's Edition DVD* of *THE 4th REVOLUTION - Energy Autonomy*, or with a larger order as an individualized Special Edition

(Description of the DVD contents on page 19)

	20 DVDs	50 DVDs	100 DVDs	500 DVDs	1,000 DVDs	2,500 DVDs	3,000 DVDs
Kosten / Preise (netto)	300.- EUR	700.- EUR	1,300.- EUR	5,500.- EUR	9,900.- EUR	22,500.- EUR	24,900.- EUR
DVD Director's Edition	●	●	●	●	●	●	●
Individualized DVD-Cover					●	●	●
Image clip before the main film							●
Sponsor status with all benefits (see Cooperation Opportunity 2)						●	●

Currently available languages (subtitled version): German (also overvoiced), English, Spanish

Additional language versions can be produced for you free of charge with an order of 2,000 DVDs or more.

We gladly accept advance orders of language versions that are not currently available. We appreciate your understanding that the delivery may be delayed.

Our possibilities for cooperation in the international campaign:

- Cross promotion
- Special screenings for your own, unique target group
- Merchandizing
- Cooperation with educational institutions (schools, universities, continuing education facilities)

An overview of your advantages:

- Goal-oriented (company) perception
- Increase of awareness level
- Sustainable attention for your company / product / etc.
- Communication of your expertise
- Reduced distribution loss
- Exploitation of training area for publicity and marketing
- Positive image transfer
- Sense of social responsibility
- The good feeling of supporting a meaningful project

Cooperation Opportunity 2

Sponsoring the international campaign to the film THE 4th REVOLUTION - Energy Autonomy in cinemas world-wide by acquiring symbolic building blocks.

(1 building block = 1,000.- EUR)

Benefits		from 1,000.- EUR (Supporter)	from 20,000.- EUR (Sponsor)	from 150,000.- EUR (Main Sponsor)
	Supporter			
	Web space with logo and personal statement at www.energyautonomy.org	●	●	●
	personal acknowledgement in the film credits for the cinema film and on the DVD (international)	●	●	●
	Sponsor			
	with logo in the credits of the film in theaters and on the DVD (international)		●	●
	logo on film posters		●	●
	logo on promotional material (flyers, etc.)		●	●
	Inclusion in advertising and media relations (digital and print)		●	●
	logo on DVD cover		●	●
	Main Sponsor			
	highlighted presentation as main sponsor on the home page			●
	highlighted presentation of logo and name in film credits on the cinema version and DVD (international)			●
	highlighted presentation of logo on film posters (international)			●
	highlighted presentation of logo on film flyers (international)			●
	preferred inclusion in advertising and media relations (international)			●
	highlighted presentation of logo on the DVD cover (international)			●
	exclusive partner for an international cinema premiere (increased media awareness, ticket contingent for premiere)			●
	gratis DVD copies of the film (quantity)	50	250	1.000
	production of the DVD as a Special Edition (logo animation, production of an individual image clip)			●

Whatever you decide: with your effective publicity participation you will become a friend and partner in an exciting, globally effective and socially meaningful media project. That is not a one way street, but rather helps you to establish yourself and your message more effectively in an immensely growing market.

The project needs you - and can offer you so much more!



fechnerMEDIA GmbH
Schwarzwaldstr. 45
78194 Immendingen
Germany

Tel.: +49 (0) 74 62 / 92 39 2 -0
Fax: +49 (0) 74 62 / 92 39 2 -20
info@energyautonomy.org
info@fechnermedia.de
www.energyautonomy.org
www.fechnermedia.de

General Manager: Carl-A. Fechner

Amtsgericht Stuttgart HRB 451424
USt-IdNr DE250792737

Editors: Carina Lugert, Irja Martens, Maja Tittlbach
Photos: Laurent Desmetz, Sorin Dragoi, Markus Holzner, Irja Martens
Layout: Kai Splitthof

**“The energy transition has never looked so good.
It could well be that this film really does start a revolution.”
Spiegel Online**



Every DVD counts!

© fechner**MEDIA**: 2011

GeckoLogic

naturstrom
Energie mit Zukunft

COSMOENERGY

ILIOTEC

PROKON

OSTWIND

juwi
Die Energie ist da

Fuhrlander

GRIFFNER

SEN
SOLAR ENERGY NETWORK

Wagner & Co

NE-Solar
Solartechnik

Ritter
SPORT

ibvogt

SHARP

Natürlich Wärme

TAUBER SOLAR

THE NEW VALUE FRONTIER
KYOCERA

www.telus.de

am Denken
Energieeffizienz & Nachhaltigkeit

offene Zukunft
Energy and climate

BioSeehotel
ZUENRODA

solarcomplex

IBC
SOLAR

ASolar
Solarer Naturgenuss

wpd
think energy

sunways
Photovoltaic Technology