



**STORYLINE,
JORDNÆR CREATIVE**

NOVEMBER 1ST

Jordnær Creative is registered as a company and the idea of an eco-friendly consultancy- and production house in Denmark becomes a reality.



FEBRUARY

Anne Ahn Lund starts a 6-months internship in Jordnær Creative and as a result she becomes co-founder and partner in the company.



JUNE

Jordnær Creative is invited to pitch in a startup competition at [Folkemødet](#) and their entrepreneurial ship stage.

Kulturen Erklærer Klimakrise (Culture declares climate crisis) is launched, and we are interviewed for an [article in a national culture news magazine](#), as well as live on national Danish radio in a cultural show on DR P1.

Launch of Danish Website www.jordnaercreative.com

Hired to create sustainably produced advertising- and educational tutorial videos for The Danish Film Institute's school service Film X from June to December 2019.

Jordnær Creative is also hired by an acclaimed Danish Documentary director to shoot footage from various climate demonstrations, which will feature in her final film (June-now)

AUGUST

Jordnær Creative gets its first graphic designer intern Julia Corradi. After the one month internship, Julia decides to stay in touch with Jordnær Creative as a freelancer and volunteer.

2018

2017

2019

FEBRUARY - OCTOBER

Our founder, Josefine Masen, writes her master's thesis:

"A Call to Environmentally Friendly Action in the Danish Film- and Television Industry - Examining sustainable production initiatives in Europe and identifying enablers & constraints for introducing an ecologically conscious practice for the audiovisual sector in Denmark".

As a part of the thesis project the short research documentary "[The Ecology of film](#)" was produced.

MARCH

Jordnær Creative becomes a part of the entrepreneurial community- and office space [Science Innovation Hub](#), which is a part of Copenhagen University

[Jordnær Creative receives an SDG grant](#) from the Danish Foundation for Entrepreneurship and Tuborg Fondet making it possible:

- * to test 0-waste solution prototypes,
- * develop a Danish carbon calculator for the creative industries,
- * and buy an eco friendly means of transportation, an electric cargo bike.



JULY

Jordnær Creative finishes the first version of their carbon calculator "KlimaKlappet"

Jordnær Creative is approached by a big Danish Netflix production that is interested in eco support, but because of lack of time it is unfortunately not possible.

SEPTEMBER

Our team grows with another intern, Caroline Van Halsema. She helps out with PR, copywriting and communication. After her 1 month internship, she becomes a permanent team member of the company.



We give the first talk about the environmental impact of film- and television production to a Danish production company.

Jordnær Creative has an initial meeting with one of the biggest global independent content creation groups for film&Tv. This leads to several meetings with their nordic and Danish production companies and is still in process.

NOVEMBER

Jordnær Creative arranges a public [seminar/workshop](#) at the Danish Film Institute as a part of Power of Women Festival Copenhagen.



JANUARY

Mentioned in a [big danish newspaper Berlingske](#) as one of the upcoming 17 startups working with SDGs.

Mentioned in an [article](#) in another big danish newspaper, Politiken.

Mentioned in an [article](#) about sustainable stage art on iscene.dk.



FEBRUARY

We land our first TV Fiction Production job, where we are hired as Eco Consultants during a two months production period, creating the first Danish data on the environmental impact of Tv-production.



Laura Kornerup Jensen becomes our new intern and, having a lot of hands-on experience with production, works as one of our Eco Consultants.

2020

OCTOBER



Invited to attend the first [Global Green Media Production Network](#) meeting i London and is asked to do both a presentation for academics- and professionals, and a green media workshop for students.

DECEMBER

MOOTvideo makes a [short doc about Jordnær Creative](#).

Mentioned in an [article in the biggest danish film magazine Ekko Magazine](#).

Hired to take care of the Eco management for the Danish theatre festival CPH STAGE taking place in May-June 2020.



UPCOMING 2020

- * Jordnær Creative will produce the Fiction Web Series FLUSH and implement sustainable best practices during production.
- * Participation in- and documentation of Sustainability meetings with the Danish Performing Arts industry and the kick off of the movement "Bæredygtig Scenekunst NU".
- * Launch of updated website, in Danish and English.
- * Development of a Green Supplier Database.
- * Further development of the carbon calculator KlimaKlappet to make it applicable for all Nordic countries.