



PRESS KIT

Caring for a Water-Starved World

SUSTAINABLE NATION



ABOUT THE FILM

Sustainable Nation, the new hour-long documentary from Imagination Productions, follows three individuals who are doing their part to bring sustainable water solutions to an increasingly thirsty planet.

Using solutions developed in water-poor Israel, they are working to change the status quo of a world where one in ten people lacks access to safe drinking water.

But water is just the beginning. The work of this visionary trio highlights the nexus between food, energy and water and underscores how solving these enormous challenges can help free women, and the world, from life threatening poverty, illness and lack of opportunity.

From the creators of Netflix-featured *Beneath the Helmet: From High School to the Home Front*, and PBS-featured *Israel Inside: How a Small Nation Makes a Big Difference*, *Sustainable Nation* shows how fixing global water issues is not only a matter of life and death, it's the start of healing the world.

FROM THE DIRECTOR

The year was 1989, and I remember sitting in my 4th grade class, listening to our homeroom teacher teaching us about the drought in California and the need to conserve water. While the drought subsided a few years later and the water-saving methods we had learned became unnecessary, I would never forget what I really learned that day: every individual has a responsibility to protect the environment, and even the smallest acts can make a difference.

Nearly 30 years later, the global water crisis has grown more severe. One in nine people lack access to safe water. The World Health Organization estimates that by 2025 half of the global population will be facing water scarcity. One million people die every year due to water, sanitation and hygiene-related disease.

When my producers and I began this project several years ago, we certainly wanted to make a film that spread awareness about the water crisis, but ultimately we wanted to focus on solutions and give audiences hope that we truly can solve this issue. As we began our research, there was one statistic that truly blew me away: Israel leads the world in wastewater recycling, reusing more than 80% of its wastewater, with the next closest country being Spain at 20%. Following up on this we found that in a country that is mainly desert, and after years of drought in the 1980's and 90's, Israel has become a water exporter. Over the course of just a few decades, Israelis developed a unique social consciousness around water conservation that has resulted in homegrown solutions that are now used around the world. This is the kind of transformation we dream of for the global community. When it comes to water, Israelis are incredible role models for how individuals around the world can have an impact.

It is our hope that by sharing the stories and insights of the people in this small country, our film can have an impact on the global water crisis. While *Sustainable Nation* tells the stories of just a few people working on issues of water scarcity, the film is ultimately meant to teach the same lesson I learned in 4th grade: every individual has a responsibility to protect the environment, and even the smallest acts can make a difference.

Micah Smith



MICAH SMITH, DIRECTOR/EDITOR/WRITER

Micah Smith is an award-winning narrative and documentary filmmaker whose films have been featured on Netflix, and have been screened at international film festivals, the UN, British Parliament and US Congress.

ABOUT THE FILMMAKERS



RAPHAEL SHORE, EXECUTIVE PRODUCER

Raphael Shore, a graduate of the University of Toronto, is the Founder and CEO of Imagination Productions. Under Shore's leadership, Imagination Productions films have been distributed on Netflix, shown on El Al flights and featured at hundreds of screenings all over the world.



MITCHELL R. JULIS, EXECUTIVE PRODUCER

Mitch Julis is Co-Founder, Co-Chairman, and Co-CEO of Canyon Partners, LLC. Prior to forming Canyon, he directed a group of professionals at Drexel Burnham Lambert. He is a graduate of the Woodrow Wilson School at Princeton University, Harvard Law School, and Harvard Business School, and helped establish the Harvard Law School Program on Jewish and Israeli Law.



FERNANDA ROSSI, SUPERVISING WRITER

Fernanda Rossi is an internationally renowned writer and educator who has collaborated on over 500 scripts, documentaries and projects. Her documentaries have been nominated for the Academy Award and Wildscreen Panda Awards, and have won awards at IDFA, Hot Docs, Sheffield Doc/Fest, Sundance and DOCNYC. Her book *Trailer Mechanics: How to Make Your Documentary Fundraising Demo* is considered the bible on demo production by industry professionals.



REBECCA SHORE, PRODUCER/WRITER

Rebecca Shore directed the award-winning documentary *When the Smoke Clears: A Story of Brotherhood, Resilience and Hope*. She was a writer for the acclaimed PBS-featured documentary *Israel Inside: How a Small Nation Makes a Big Difference*; Producer/Writer of Netflix-featured *Beneath the Helmet: From High School to the Home Front*; Director/Producer of *Mekonen: the Journey of an African Jew*; and Writer of *Hummus! The Movie*. She is also an artist and lecturer.



FILM CHARACTERS



ELI COHEN

Originally from Haifa, Cohen earned a master's degree in Material Science from the Technion. Following a successful stint with a high-tech startup, he bought a farm and moved his family to the town of Tzipori, in the Galilee. Working first as an organic farmer, he then founded Ayala Water and Ecology, a company that seeks to revolutionize wastewater treatment through holistic solutions.



OMER GUY

Raised on a kibbutz in Israel's Jordan Valley, Guy served seven years as a fighter pilot in the Israeli air force. After getting his PhD in Soil Physics from Hebrew University, he became the Chief Agronomist at Phytex, a hi-tech company with a platform that helps farmers save water while increasing yield. He lives on kibbutz Kfar Ruppin with his wife Tammy and their four children.



CLIVE LIPCHIN

Born and educated in South Africa, Lipchin moved to Israel in his 20s. After completing his PhD at the University of Michigan, he returned to Israel and joined the faculty of the Arava Institute, where he directs the Center for Transboundary Water Management. He oversees research projects, workshops and conferences that address water and environmental problems facing Israel, Jordan and the Palestinian Authority.



BRIAN PALLA

Raised on the family farm in Bakersfield, California, Palla left to pursue a career in music. A decade later he returned and implemented a number of innovative measures to grapple with growing water scarcity in the Central Valley. He became an early adopter of Phytex technology and has become a leader of sustainable agriculture in the area.



SIVAN YA'ARI

Born in Israel and raised in France, Ya'ari earned her master's in Energy Management and Policy from Columbia University. Upon moving back to Israel, she founded Innovation Africa, a nonprofit dedicated to bringing solar technology and clean water to African villages. She divides her time between Africa, the US and Israel, which is home to her husband David and their three children.





ABOUT IMAGINATION PRODUCTIONS

IMAGINATION PRODUCTIONS CREATES TOP-QUALITY DOCUMENTARY FILMS THAT TELL STORIES AND MAKE IMPACT.

The stories we tell are relatable to a broad and varied audience, and are designed to inspire in a way that only film can. Our acclaimed feature films have been seen by millions of people around the world—on Netflix, PBS, Comcast, El Al flights, and at over 2,600 screenings in 41 countries. Our films have enjoyed numerous acceptances and awards at an array of international film festivals, and have received approbations from thought-leaders around the world.

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