

# ECO Reels: Raising Green Awareness Through Ecotourism in the US

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**DOI****OpenAIRE****Document URL****Abstract**

This project proposes a dynamic initiative to promote ecotourism across the United States, using Colorado as its initial pilot stage. Through the creation of a series of short films that combine powerful narratives with artificial intelligence technology, the project will highlight natural beauty, cultural diversity (including the heritage of indigenous communities), and the importance of environmental conservation. It promotes sustainable tourism and generates a positive social impact by integrating the "Your Green Footprint" program, which turns tourists into active agents of environmental restoration through the symbolic planting of native species. This initiative enriches the cultural and tourism sector, drives the socioeconomic development of the involved regions, and creates job opportunities for local communities.

**Keywords**

ecotourism, environmental short films, artificial intelligence, sustainable tourism, environmental conservation, United States, Colorado, national parks, ecological restoration, CO<sub>2</sub> capture

**Date**

August 2025

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# PROFILE AND SKILLS OF THE DEVELOPER

## I. Introduction: Vocation and Commitment

From an early age, I have cultivated a profound passion for the visual arts and social communication as tools for transforming communities. My academic, artistic, and technical background reflects a constant commitment towards art for social service.

## II. Academic Formation and Professional Development

- **2009: Participation in the 5th edition of MODEL UN.**  
Developing communication skills, teamwork to find consensual solutions, critical thinking and global analysis, increased confidence and self-esteem, and enhanced academic and professional preparation for the future. (COLEGIO IDEA)
- **2012: Foundations of Social Leadership**  
Youth Leadership Course strengthening principles of teamwork, professional ethics, and community service. (UNIVERSITY OF CARABOBO – FUNDAUC)
- **2013: Social Work Certificate**  
"Care for the elderly", "Support for Mother's Day", "International Day of Persons with Disabilities", "Support for the 3rd IDEA 2013 Family Race-Walk" (COLEGIO IDEA)
- **2014: In-depth look at Media and Social Responsibility**
  - ✓ Certificate in "Quality Control in Television and Film Production in the Digital Age" (technical and aesthetic standards).
  - ✓ Participation in the 6th International Conference on Social Communication: "Responsible Communication in Times of Crisis"; a critical view of the social role of the communicator. (UNIVERSIDAD ARTURO MICHELENA)
- **2015: First Audiovisual Creations**  
Production of the academic short film "Secretos de una Verdad" (Secrets of a Truth), applying audiovisual narrative, direction, and editing. (UNIVERSIDAD ARTURO MICHELENA)
- **2016: Strengthening Oral Narrative**  
Professional Voice Training Course with Miguel Zambrano, developing public speaking skills, voice control, stage presence, and connecting with audiences. (LOCUTORES DEL FUTURO)

- **2017: Recognition from the Secretary of Education and Sports**  
Organization of the “Sixth Grade Graduation Ceremony” at the “MARIBEL CABALLERO DE TIRADO” educational unit. (GOBERNACIÓN DEL ESTADO CARABOBO)
- **2019: Academic and Artistic Consolidation**
  - ✓ **Bachelor's degree in Social Communication, majoring in Audiovisual Journalism** (UNIVERSIDAD ARTURO MICHELENA)
  - ✓ **Diploma in Cinematography** developing and directing the short film “**El Bombillo**” – a work with high social content, internationally awarded and selected in multiple festivals. (UNIVERSIDAD DE CARABOBO – FUNDACELAC)
  - ✓ **Technical Specializations:** Audiovisual Direction, Film Editing, Cinematography, Screenwriting (comprehensive overview of film production). (ARTES Y EFECTOS PRODUCCIONES C.A.)

## Recognition of Social Work





Bachelor's Degree in Social Communication, majoring in Audiovisual  
Journalism (2019)

TIMBRES FISCALES CANCELADOS  
GASTA OFICIAL EXT. N° 1536  
P-02 PLANILLA N° 1223364  
FECHA: 10 Junio 2019  
MONTO Bs: 1750  
FIRMA:

República Bolivariana de Venezuela  
Ministerio del Poder Popular para la Educación Universitaria, Ciencia y Tecnología

**Universidad Arturo Michelena**  
Dr. Carlos Herrera  
Rector  
Hace saber:

Que la Ciudadana

**Annadella Pugliese Lares**

Titular de la C.I.N° 23.436.712, aspirante al Título de Licenciada en Comunicación Social  
Mención Periodismo Audiovisual cumplió con todos los requisitos exigidos por las Leyes y reglamentos  
para obtenerlo, por lo cual en nombre de la República y por autoridad de la Ley, le confiero el Título de:

**Licenciada en Comunicación Social**  
**Mención: Periodismo Audiovisual**

Tómese razón de este Título en la Secretaría de esta Universidad y reconózcase y  
téngase en toda la República a la ciudadana Annadella Pugliese Lares  
como tal Licenciada, con todos los derechos que le otorgan las Leyes.  
En fe de lo cual, firmo el presente Título en unión de la Secretaria, el Decano y  
de dos Profesores de esta casa de Estudios, en Valencia a los cinco días  
del mes de Junio de dos mil diecinueve, Años 209° y 160

Secretaria  
Rector  
Decano  
Profesor

Oficina Principal de Registro Público  
Valencia, 12 de Junio de 2019 Años  
209° y 160 Con esta fecha y bajo el  
N° 10 al folio del protocolo Único  
y principal ha sido registrado el presente  
título. Derechos: Escritura Bs. — título  
Bs. — Total Bs.

Ministerio del Poder Popular para la  
Educación Universitaria, Ciencia y Tecnología

Con fecha 5 de JUNIO de 2019.  
se reformó el Título de Licenciado en Comunicación  
Social Mención Periodismo Audiovisual a la ciudadana.  
Annadella Pugliese Lares  
quedando registrado bajo en N° 7924  
folio 274 Tomo III

Como: 30.  
Folio: 38 al 41. Registrador Principal  
Bla: 819213.-  
2do. Trimestre.

Dña. Ana Yolanda Camacho  
REGISTRADORA AUXILIAR (E)  
ESTADO CARABOBO

## Diploma in Cinematography (2019)



UNIVERSIDAD DE CARABOBO  
Fundación Centro de Estudios de las Américas y del Caribe  
(FUNDACELAC)

### CONSTANCIA

Quien suscribe, Giovanni Gómez Ysea, venezolano, identificado con la Cédula de Identidad N° 7.073.241, Profesor Titular de la Universidad de Carabobo (UC), Coordinador General del Diplomado en Cinematografía de la Fundación Centro de Estudios de las Américas y del Caribe (FUNDACELAC), de dicha Universidad; y Miembro de la Academia Venezolana de Cine (AVC); suscribe mediante la presente que: **ANNADELLA PUGLIESE LARES**, venezolana, identificada con la Cédula de Identidad N° **23.436.712**, cursó y aprobó el Diplomado antes descrito teniendo como resultado el Cortometraje: "EL BOMBILLO", perteneciente a la Cohorte XII del mismo.

LA cursante PUGLIESE LARES, se desempeñó como Co-Directora del Cortometraje: EL BOMBILLO, demostrando una entera responsabilidad, eficiencia y talento, en el ejercicio de sus funciones.

Es de hacer notar que dicho Cortometraje ha participado en una serie de Festivales Internacionales, donde ha catapultado algunos premios, como así lo demuestra el Anexo a esta misiva. .

Constancia que se expide de parte interesada a los catorce (14) días del mes de Febrero del año 2025.

FUNDACELAC

*Giovanni Gomez Ysea*

Guionista-Director.  
Diplomado en Cinematografía  
Coordinador General  
+58 414 414 14 66  
@ggomezysa







UNIVERSIDAD DE CARABOBO  
Fundación Centro de Estudios de las Américas y del Caribe  
(FUNDACELAC)

### Participación del Cortometraje EL BOMBILLO en Festivales Internacionales

Año	Festival	Premios
2025	Smiling Rig USA	
2024	Int Film Fest contra la violencia España	
2023	Sittanavansal India Ganador	Mejor Actor
2023	Fescilmar 2023 Barcelona Capítulo Polonia	Mejor Actor Mejor Producción Mención Honorable
2023	Global Film Exhibition 2023 Ganador	Mejor Comedia
2023	Campinas Film Fest. Brasil 2023	Mención Honorable
2023	Spiny Babbler Nepal 2023	Mejor Cinematografía
2023		
2023	100 Films retreat 3er place Best comedy	Mejor Comedia (3er Lugar)
2023	Barak International Film Festival 2023	
2023	Behakla Int Film Fest India 2023	Mejor Guion
2023	Ganges International Film Festival India 2023	Mejor Comedia
2023	ALP Int Film Fest INDIA	
2023	Latino and Native American FF New Haven Usa	
2023	First Time Filmmaker Session Hosted by @LiftOff Global Network	
2023	Student Wordl impact FF 2023 USA	Finalista
2023	Global Film Exhibition USA	
2023	Lift-Off Global Network session	
2023	Great India Short film festival 2023	Mención Honorable
2023		
2023	ROHTAK International Film Festival India	Mejor Comedia
2023	Cosmos International Film Festival 2023	Mejor Guion

*Giovanni Gomez Ysea*

Guionista-Director.  
Diplomado en Cinematografía  
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Dirección Urbanización Trigal Centro. Avenida El Parque, entre calles Sanz y Alejo Zuloaga.  
Valencia, Estado Carabobo. Venezuela. Teléfonos: (+ 58 241) 8436013 – 8436132



Universidad de Carabobo

Fundación Centro de Estudios de las Américas y el Caribe



Otorga el Presente

# Diploma

a:

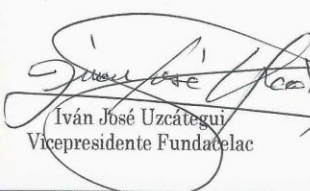
**Annadella Pugliese Lares**

Por haber aprobado la Diplomatura en :

**Cinematografía**


Dictado por Fundacelac  
con una duración de 200 horas académicas

Valencia 22 de Enero de 2019

  
Iván José Uzcátegui  
Vicepresidente Fundacelac



  
Samuel Fall Sánchez  
Director Académico Fundacelac

  
Giovanni Gómez Isea  
Coordinador



## Technical Specializations



ArteyEfectos Producciones C.A.  
RIF: J-40760857-6  
+582418245614  
+584146910653  
estudios.arteyefectos@gmail.com

Fecha de Emisión  
27/03/2025

### Letter of Recommendation

We, ArteyEfectos Producciones, C.A., are proud to certify that Annadella Pugliese C.I: 23.436.712 was one of our most distinguished and remarkable students in our Audiovisual and Cinematography program. Her exceptional talent, creativity, and unwavering dedication set her apart as an exemplary individual in this field.

Throughout her training at our institution, Annadella consistently demonstrated a natural aptitude for both the technical and creative aspects of audiovisual production. She excelled as a team leader, effectively managing and inspiring her peers with her vision and commitment. Additionally, her skills as a creative director were truly outstanding, bringing innovative ideas to life with precision and passion. Annadella demonstrates exceptional comprehension and command of technical language, adapting effortlessly to the evolving demands of the industry. These attributes further solidify her exceptional qualifications.

Beyond her technical expertise, Annadella embodies qualities that make her an asset to any project or organization. Her enthusiasm, reliability, and collaborative nature make her a pleasure to work with, while her strong work ethic and problem-solving abilities ensure the successful completion of every task she undertakes.

Based on her outstanding achievements and admirable personal qualities, we confidently and wholeheartedly recommend Annadella Pugliese for any project, program, or institution related to audiovisuals and cinematography. We are certain she will make a significant contribution and continue to excel in her professional endeavors.

Sincerely, ArteyEfectos Producciones, C.A.



Simón E Carabaño  
C.I 21.242.299  
Presidente

Calle Miranda, paralela Av. Bolívar Norte, esquina detrás del BNC, Valencia Edo. Carabobo.  
Teléfonos: (0241) 824.56.14 - (0414) 691.06.53  
[www.ArteyEfectos.com](http://www.ArteyEfectos.com)



**Estudios  
Integrales  
de Cine**

ArteEfectos Producciones C.A.  
Otorga el presente

**CERTIFICADO**

A  
*Annadella Pugliese Lares*  
CI: V-23.436.712

**POR SU APROBACIÓN DE LA MATERIA  
DIRECCIÓN AUDIOVISUAL**

Materia elaborada para el programa de los  
Estudios Integrales de Cine de la  
Escuela de Cine ArteEfectos  
16 HORAS - FEBRERO 2019

ARTEEFECTOS PRODUCCIONES, C.A.  
RIF: J-40700037-0  
CALLE: CARRETERA NACIONAL 120 CHAMARAL  
TEL: 0212-9184444 (10 LINEAS) / 0212-9184444 (10 LINEAS)

**M2023T1361**   
**SIMÓN CARABAÑO**  
Gerente General

  
**STUART RIVAS**  
Director

**ESCUELA  
DE CINE**  
ArteEfectos Producciones C.A.

**Estudios  
Integrales  
de Cine**

ArteEfectos Producciones C.A.  
Otorga el presente

**CERTIFICADO**

A  
*Annadella Pugliese Lares*  
CI: V-23.436.712

**POR SU APROBACIÓN DE LA MATERIA  
GUION LITERARIO**

Materia elaborada para el programa de los  
Estudios Integrales de Cine de la  
Escuela de Cine ArteEfectos  
16 HORAS - MARZO 2019

ARTEEFECTOS PRODUCCIONES, C.A.  
RIF: J-40700037-0  
CALLE: CARRETERA NACIONAL 120 CHAMARAL  
TEL: 0212-9184444 (10 LINEAS) / 0212-9184444 (10 LINEAS)

**M2023T1360**   
**SIMÓN CARABAÑO**  
Gerente General

  
**STUART RIVAS**  
Director

**ESCUELA  
DE CINE**  
ArteEfectos Producciones C.A.



## Other Technical Specializations





# Diploma in Cinematography from the Foundation for the Study of the Americas and the Caribbean (FUNDACELAC)



Quien suscribe, Giovanni Gómez Ysea, Coordinador General del Diplomado de Cinematografía de la Fundación Centro de Estudios de las Américas y del Caribe (FUNDACELAC), adscrito a la Universidad de Carabobo (UC), cumpliendo con lo establecido en las Normas y Reglamentos internos de la institución, en lo referente a la Aprobación de Trabajos de Grado de dicho Diplomado, y en representación legal del Consejo Administrativo, declaro lo siguiente:

## Considerando:

Que en fecha 20 de enero de 2020, fue presentado ante esta Coordinación, por los alumnos de la XII Cohorte, un Cortometraje de doce (12) minutos de duración, llamado: “El Bombillo”, el cual fue observado para su evaluación.

Que en fecha 15 de Octubre de 2022, el Cortometraje: “El Bombillo”, fue presentado nuevamente a esta coordinación para su evaluación final, una vez subsanadas las observaciones de la junta de evaluación.

## Se acuerda:

La Aprobación del Trabajo de Grado presentado en fecha 15 de Octubre de 2022, un cortometraje de 12 minutos, realizado por los alumnos pertenecientes a la XII Cohorte del Diplomado de Cinematografía de (FUNDACELAC), agregando que el referido Cortometraje, no ha sido presentado públicamente, de ninguna forma ni en ningún evento de carácter público, competitivo o festival, bajo patrocinio de FUNDACELAC.

Del mismo modo, hacemos constar que esta Coordinación previo consenso con los alumnos pertenecientes a la XII Cohorte, autoriza a German L. Ramos Bríñez, Cedula de Identidad (C.I.) N° 7.684.251, alumno de esta promoción, a que represente a la XII Cohorte a los fines de la participación del referido Cortometraje: “El Bombillo” en festivales de cine, eventos públicos y privados de cualquier naturaleza lícita, tanto a nivel nacional como internacional, que enaltezca los valores de nuestra institución.

Atentamente,

*Giovanni Gómez Ysea*

Giovanni Gómez Ysea  
Diplomado de Cinematografía  
Coordinador General.  
+58 414 414 14 66  
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UNIVERSIDAD DE CARABOBO  
Fundación Centro de Estudios de las Américas y del Caribe  
(FUNDACELAC)

## CONSTANCIA

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Constancia que se expide de parte interesada a los catorce (14) días del mes de Febrero del año 2025.

FUNDACELAC

*Giovanni Gomez Ysea*

Guionista-Director.  
Diplomado en Cinematografía  
Coordinador General  
+58 414 414 14 66  
@ggomezysa



## **Certificates, awards, and recognitions obtained by the short film “El Bombillo” (2022)**

*“Cinema is not an art that films life; cinema is between art and life.” — Jean-Luc Godard*

With pride and admiration, we present the official poster for “El Bombillo,” a 12-minute short film that encapsulates the creativity, collective effort, and passion of the 12th Cohort of the Cinematography Diploma Program at the Foundation for the Study of the Americas and the Caribbean (FUNDACELAC).

This project, completed on October 15, 2022, as a thesis project, is the result of the talent of 28 students who transformed ideas into images, scripts into emotions, and collaboration into art. Directed by Annadella Pugliese and Brayant Manrique, “El Bombillo” not only illuminates the screen but also the promising future of its filmmakers.

Special recognition goes to each member of this cohort, whose commitment and vision have left their mark on emerging cinema: Ángel Armas, Ángeles Franco, Annadella Pugliese, Annijames Rivero, Brayant Manrique, Bruno De Simone, Carmelo Rodríguez, César Berdugo, César Márquez, Gerardo Piñero, Germán Ramos, Giovanni Lo Cascio, Gloria Gaviria, Gresia Díaz, Indira Acerbo, Jean Carlos Palacios, Jehonel Porte, Karla Román, Karlix Meneses, Luis Noguera, Luis Valera, Manuel Donofrio, Marián Sánchez, Mauricio León, Oswaldo Maipica, Paola González, Tulio Ruza, and Victor Debona.

This poster is not just a design: it is a testament to dedication and a preview of the stories this team is destined to tell. May “El Bombillo” serve as a beacon for their future creations!



**EL BOMBILLO**

El Cortometraje  
XII Cohorte de FUNDACELAC

Ángel Armas - Ángeles Franco - Annadella Pugliese - Annijames Rivero  
Brayant Manrique - Bruno De Simone - Carmelo Rodríguez - César Berdugo  
César Márquez - Gerardo Piñero - Germán Ramos - Giovanni Lo Cascio  
Gloria Gaviria - Gresia Díaz - Indira Acerbo - Jean Carlos Palacios  
Jehonel Porte - Karla Román - Karlíx Meneses - Luis Noguera - Luis Valera  
Manuel Donofrio - Marián Sánchez - Mauricio León - Oswaldo Malpica  
Paola González - Tulio Ruzo - Víctor Debona











- **Awards and Evidence of Cinematic Career**

Selección Oficial VII FICNOVA (2024):

<https://festivalcinenoviolenencia.org/Ficnova-2024/Seleccion-oficial-7-FICNOVA-2024.html>

Título (Esp)	Project Title (Eng)	Dirección	Duración	País	Language	Submission Categories
Ku Tak Senderi (No estoy sola)	Ku Tak Sendiri (I'm Not Alone)	danis more	5	Indonesia	Indonesian	Sección General: Cortos
Ku-Ei Prejácio	Ku-The Prejácio	Ranabir Das	10	India	Bengali	Sección General: Cortos
Kukunochi	Kukunochi	Naomi Hermans, Mia Dator	3	Australia	English, Japanese	Sección General: Cortos
Kun Pizuro	Kun Pizuro	Raphaël Ulysse Romain	5	France	French	Sección General: Cortos
La acampada	La Acampada	Aloco Grecco Enrique Cervantes	20	España	Español	Sección General: Cortos
La batalha del agua en Ouro Preto	The Water Battle in Ouro Preto	Matheus Vieira	20	Brasil	Portuguese	Sección General: Cortos
La Bombilla	The light bulb	Annadella Pugliesse, Bryant Manrique	12	Venezuela		Sección General: Cortos
La Brecha	La Brecha	Rob Maldonado	10	España	Español	Sección General: Cortos

- **Spiny Babbler International Film Festival' concludes (2023):**

<https://nepalnews.com/s/entertainment-lifestyle/spiny-babbler-international-film-festival-concludes/>

9/9/25, 12:53

Nepal News | Nepal's First Online News Portal

The 'Spiny Babbler International Film Festival, 2023' hosted by Spiny Movies Pvt Ltd concluded on Wednesday in the capital. On the occasion, outstanding filmmakers were felicitated in 14 national and four international genres. Minister for Youth and Sports Dig Bahadur Limbu handed over the certificates to the outstanding performers. Delivering his remarks, Minister Limbu promised to take the problems facing the film sector to the cabinet while listening to their discontents on recent budgetary allocations. 'I am in service to you. Please share your problems before me without any hesitation. Also continue your vigilance to have your demands addressed', he said, adding, 'We have a shared goal despite being in different sectors. We are working to contribute to make the nation prosperous and maintain good governance'. On the occasion, towards national genre, Dinesh Raut (Prakash) won the award on direction category, Pradeep Khadka (Prakash) in the actor category, Namrata Sankota (Nesari) on actress category and Bikash

(the best short film award while Gyanendra Karki (Kingnap) won the best director award. Srijana Karki (Dukhi Buhari) was declared the best story writer and Gyanendra Khadka (Aham Prem) the best cinematographer. Darshanbir Shakya (Indrayani) won the award as the best director towards Nepal Bhasha film category. In the international film category, Duck Bucks Ellington (Ireland) was awarded the best documentary. The Road (India) won the best movie. Likewise, Force (Iran) received best plot, The Light Bulb (Venezuela) won best cinematography and an Egyptian movie director won the best director award. On the occasion, Director Madhab Kharel said the award winners in international film genres were informed through online mediums. 'We have come to the third edition. Domestic films are not less in quality than international ones. We are excelling day by day', he noted.


<https://nepalnews.com/s/entertainment-lifestyle/spiny-babbler-international-film-festival-concludes/>

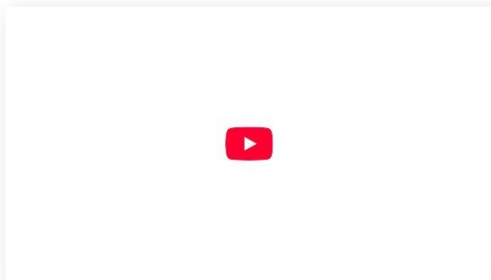
2/6

- The light bulb – FilmFreeway (2019): <https://filmfreeway.com/Thebulbligh>

9/8/25, 12:56

The light bulb - FilmFreeway






## The light bulb

Overview

Credits

Specs



The happy inhabitants of the distant town of Fondo enjoy the benefits of a system that supplies them with everything they need to live for free. In return, they should only behave well and follow the rules of coexistence.

The ordinance has established the obligation for all citizens who own property to keep the street light on, at night, with the single national bulb that is only distributed by the public office.


Jaime Pérez, an exemplary neighbor who strictly complies with ordinances, has burned out his light bulb and must go to the public office to change the light bulb free of charge, under penalty of a fine, if he does not do so within three days.

Jaime will verify how easy it is to carry out an official procedure in that town, where joy has been decreed by superior order.

9/8/25, 12:58

The light bulb - FilmFreeway

Director Biography - Annadella Pugliesse, Brayant Manrique



Social communication students. Debut. Two talented young people are the directors of the short film *El Bombillo*. (The light bulb)






Annadella Pugliesse and Brayant Manrique, together with them, a team of 30 enthusiastic young people who applied the knowledge acquired in the classrooms of the extraordinary film academic work shop from FUNDACELAC University of Carabobo - Venezuela, under the coordination of the filmmaker, and doctor in history and sociology Giovanni Gómez Ysea.

The examination of the evaluation board, for the approval, of the degree work was very strict, until in October 2022, the final approval of the academic work that we proudly present today was achieved. XII Cohort of film graduates from FUNDACELAC University of Carabobo-Venezuela.





Director Statement


German Ramos Briñez, regular student of the XII Cohort of the Fundacelac film school, University of Carabobo of Venezuela, is authorized by the course and by the directors, to represent it in film festivals.

Share:

Still Photos




- Submitted Films (2021): <https://zoomfestival.pl/en/festival/archive/competition-2021/fiction-film-competition/submitted-films/>

9/8/25, 13:01

Submitted films – ZOOM – ZBLIŻENIA International Film Festival

COMPETITION

PROGRAM



GALLERY

FES

566. Nevesomost (Weightlessness) – Lubov Knyazeva (RUS)

567. Lo que se espera de mi (What's expected of me) – María Salgado Gispert (ESP)

568. Almost saint Senya – Vladyslav Robskyi (UKR)

569. El Bombillo (The bulb Light) – Annadella Pugliese (VEN)

570. INCUBUS – German L. Ramos Briñez (VEN)

- Ganges International Film Festival (2023): <http://gi-ff.com/films-of-month-february-2023/>
- El Bombillo - The light bulb, Trailer (2019): <https://www.youtube.com/watch?v=xiZx5rCjIx0>



## DESCRIPTION OF THE PROJECT

This project, entitled “ECO Reels: Sowing Green Awareness Through Ecotourism in the US,” is a dynamic and flexible initiative, subject to adjustments in its structure, order, and development methodology. These changes respond to the need to adapt to opportunities and challenges that arise during its implementation, thus ensuring its effectiveness and scope.

The project seeks to promote ecotourism in the United States, initially focusing on the state of Colorado, through the creation of a series of short films that combine powerful narratives with the use of artificial intelligence (AI) technology. These short films will highlight natural beauty (geographical, ancestral, flora, and fauna), including cultural diversity and the importance of environmental conservation, encouraging sustainable tourism and generating a positive social impact.

Before delving deeper, it is essential to understand the role of CO<sub>2</sub> and its effects on the ecosystem. Carbon dioxide (CO<sub>2</sub>) is a key greenhouse gas in the planet's thermal regulation. However, its concentration has skyrocketed due to human activities, mainly the burning of fossil fuels, deforestation, and industry, altering the natural balance.

### **Environmental impact:**

- **Climate crisis:** Excess CO<sub>2</sub> traps heat in the atmosphere, accelerating global warming and extreme weather events (droughts, floods).
- **Loss of biodiversity:** Acidifies oceans and alters habitats, threatening vulnerable species.
- **Human health:** Increases respiratory diseases and reduces air quality.

In the context of ECO Reels, this project mitigates these effects by promoting sustainable ecotourism and concrete actions, such as reforestation with native species that capture CO<sub>2</sub> and restore ecosystems. Each short film not only educates, but also invites the viewer to be an active part of the solution.

## SOCIAL OBJECTIVES AND ECONOMIC BENEFITS

### **1. Improvement in Quality of Life:**

- ✓ By promoting ecotourism, the project contributes to the preservation of natural areas and the economic development of local communities.
- ✓ It promotes the connection between people and nature, reinforcing values such as sustainability and respect for the environment.

### **2. Generation of Jobs:**

- ✓ During its development, the project will create job opportunities in areas such as audiovisual production, technology, tourism, and conservation.
- ✓ As this venture grows, it will stimulate demand for local services (accommodation, food, tour guides), benefiting other entrepreneurs and small businesses.

### **3. Innovation & Technology:**

- ✓ The integration of AI tools enables efficient, high-quality production, even with limited resources.
- ✓ This innovative approach positions the project as a benchmark in combining art, technology, and sustainability.

### **4. Ecological Restoration and Collective Awareness:**

- ✓ Engage tourists in practical conservation actions through the authorized planting of native species (e.g., ponderosa pine, mugwort), creating an emotional legacy against climate change.
- ✓ Through agreements with environmental protection agencies and social nurseries, zero costs are guaranteed for tourists, transforming their experience into a tangible contribution to CO<sub>2</sub> capture.

## **PROJECT: PRODUCTION OF SHORT FILMS PROMOTING ECOTOURISM IN THE UNITED STATES OF AMERICA**

With a comprehensive plan, the structure of the first ten episodes can be refined by integrating AI-driven production and storytelling techniques. Next, an initial framework will be presented for the first ten short films, ensuring a balance between adventure, history, ecotourism, participation, and cultural diversity. Given budgetary constraints, we will focus the starting area on the state of Colorado.

### **THE FOLLOWING IS A POSSIBLE EXAMPLE OF THE FIRST TEN EPISODES OF ECOTURISTA SHORT FILMS**

#### **1. The Call of the Rockies: Majestic Beginnings**

- ✓ Location: Rocky Mountain National Park
- ✓ Original synopsis: A lone traveler embarks on a journey...
- ✓ **TOURIST PARTICIPATION:**

*“After the walk, visitors will be able to voluntarily plant a ponderosa pine tree in areas designated by park rangers. Each tree will have a QR code with the name of the contributor and CO<sub>2</sub> capture data, creating a ‘forest of memories’ that will grow over time.”*

#### **2. Echoes of Time: The Lost Voices of Mesa Verde**

- ✓ Location: Mesa Verde National Park
- ✓ Original synopsis: A young historian visits the ancient dwellings...
- ✓ **TOURIST PARTICIPATION:**

*“At the end of the tour, tourists will plant seeds of plants sacred to indigenous peoples (e.g., *Yucca glauca*), revitalizing eroded areas under the supervision of indigenous communities.”*

#### **3. Alpine Serenity: Maroon Bells Getaway**

- ✓ Location: Maroon Bells
- ✓ Original Synopsis: A photographer seeking the perfect shot...
- ✓ **TOURIST PARTICIPATION:**

*"Participants will restore degraded areas by planting native wildflowers. An AI app will show in real time how their contribution mitigates their trip's carbon footprint."*

**4. Great Sand Dunes: A Cosmic Connection**

- ✓ Location: Great Sand Dunes National Park
- ✓ Original Synopsis: A scientist and a local storyteller discover...
- ✓ **TOURIST PARTICIPATION:**

*"Under the stars, visitors will plant sagebrush in stabilized dunes. Indigenous stories narrated by AI will explain how this species protects the soil, linking ecology with ancestral worldview."*

**5. The Icy Wonderland: Ice Castles and Winter Magic**

- ✓ Location: Dillon and Breckenridge Ice Castles
- ✓ Original Synopsis: A retired couple embarks on...
- ✓ **TOURIST PARTICIPATION:**

*"Tourists will receive blue spruce seeds to germinate in community nurseries in the spring. A digital certificate will record their 'legacy for the future' in the fight against CO<sub>2</sub>."*

**6. The Gold Rush Reinvented: Cripple Creek's Hidden Gems**

- ✓ Location: Cripple Creek
- ✓ Original Synopsis: A road traveler stumbles upon the diary...
- ✓ **TOURIST PARTICIPATION:**

*"At the end of the treasure hunt, participants will plant native shrubs in reclaimed mining areas, restoring degraded soils."*

**7. The Forgotten City -- The Ghosts of St. Elmo**

- ✓ Location: St. Elmo Ghost Town
- ✓ Original Synopsis: A skeptical journalist visits the abandoned town...
- ✓ **TOURIST PARTICIPATION**

*"Visitors will plant pioneer species (*Bouteloua gracilis*) to prevent erosion, symbolizing 'life that endures after abandonment'."*

**8. Mile High Metropolis: Denver's Urban Pulse**

- ✓ Location: Denver
- ✓ Original Synopsis: A young artist discovers the vibrant scene...
- ✓ **TOURIST PARTICIPATION**

*"Creation of 'pollinator gardens' in urban spaces, planting native species that support city biodiversity."*

**9. A River's Tale: The Thrill of the Arkansas**

- ✓ Location: Arkansas River, Royal Gorge
- ✓ Original Synopsis: A novice kayaker overcomes his fear...
- ✓ **TOURIST PARTICIPATION:**



*"Planting native willows on riverbanks to prevent erosion, linking human resilience with river restoration."*

#### **10. Route 50 Journey: America's Loneliest Road**

- ✓ Location: US Route 50, Colorado section
- ✓ Original Synopsis: A lonely traveler picks up a mysterious hitchhiker...
- ✓ TOURIST PARTICIPATION:

*"At the end of the trip, tourists will leave 'souvenir seeds' (native species) at designated stations to create green corridors."*

### **WE WILL ATTACH THE "YOUR GREEN FOOTPRINT" PROGRAM TO THE PROJECT**

At the end of each episode, an experiential complement is integrated. The project incorporates the 'Your Green Footprint' initiative, which turns tourists into active and leading agents in environmental restoration:

- **Mechanism:** Symbolic planting of authorized native species (e.g., ponderosa pine, sagebrush) in zones designated by authorities.
- **Sustainability:** Agreements with environmental protection organizations (e.g., Colorado Native Plant Society) and social nurseries will provide seeds and technical supervision at no cost to tourists.
- **Technology:** Each participant will receive a digital certificate with the georeferenced of their plant and an estimated CO<sub>2</sub> capture impact (e.g., "50 kg in 10 years").
- **Purpose:** To create a lasting emotional connection through a concrete act against climate change, reinforcing that 'your grain of sand will transform the world'.

This initiative will motivate **tourists** to become **agents of environmental restoration**, which will achieve the following objectives:

- **Action:** Recovery of affected areas by repopulating them with authorized native species (e.g., Ponderosa Pine, Sagebrush, Bouteloua Gracilis).
- **Alliances:** Agreements with the Colorado Native Plant Society and social nurseries provide seeds/supervision at no cost.
- **Technology:** A digital certificate with the plant's georeferenced and estimated CO<sub>2</sub> captures impact (e.g., "This pine will absorb 500 kg of CO<sub>2</sub> in 30 years").
- **Symbolism:** Each plant represents a 'living legacy' of the visitor in the climate fight against CO<sub>2</sub> generation.

This venture not only enriches the cultural and tourism sector but also drives the socioeconomic development of the regions involved. Its innovative nature and potential to generate jobs and well-being make it a high-impact project, aligned with the national interests of the United States.

Additionally, the integration of the 'Your Green Footprint' program into the project strengthens the commitment to ecological restoration, involving local communities and visitors in a collective action against the climate emergency.

## **"ECO Reels: Sustainable Monetization of Environmental Short Films Through 8 Strategic Pillars"**

### **1. Collaborations with Government Entities and Environmental Organizations**

- ✓ Description: Establish alliances with state tourism agencies (like the Colorado Tourism Office) and conservation organizations (e.g., National Park Foundation) to co-finance the short films and promote them as educational and tourism material.
- ✓ Development: Offer the short films as an environmental awareness tool in schools and community centers. Include the organizations' logos and messages in the credits, generating mutual visibility.
- ✓ Benefit: Access to public funds, audience expansion, and project legitimacy.

### **2. Streaming Platforms and Digital Media**

- ✓ Description: Distribute the short films on platforms like YouTube (a dedicated channel), Amazon Prime Video, or specialized travel services (e.g., Lonely Planet TV).
- ✓ Development: Monetize through segmented advertising (e.g., ads for outdoor equipment like Patagonia). Create additional content (behind-the-scenes, interviews with experts) to maintain engagement.
- ✓ Benefit: Global reach, potential for income from advertising and subscriptions.

### **3. Sponsorships with Sustainable Brands**

- ✓ Description: Seek sponsors aligned with ecotourism (e.g., REI, The North Face, renewable energy companies).
- ✓ Development: Include discreet product placement in the short films (e.g., sustainable camping gear). Organize launch events with brands to generate media buzz.
- ✓ Benefit: Direct funding and access to the brands' customer networks.

### **4. Film and Tourism Festivals**

- ✓ Description: Present the short films at festivals like the Banff Mountain Film Festival or the Adventure Travel Film Festival.
- ✓ Development: Apply for "best environmental documentary" or "technological innovation" categories. Organize screenings with Q&A sessions to attract investors and media.
- ✓ Benefit: Prestige, networking opportunities, and sales of distribution rights.

## **5. Interactive Tourist Experiences**

- ✓ Description: Turn the short films into immersive experiences in real locations (e.g., Mesa Verde or Maroon Bells).
- ✓ Development: Use augmented reality (AR) so visitors can experience scenes from the films (e.g., "converse" with AI avatars of historical characters). Sell tourism packages in collaboration with local agencies.
- ✓ Benefit: Income from tourism and competitive differentiation.

## **6. Licensing for Education and the Private Sector**

- ✓ Description: Sell usage licenses to universities (e.g., for sustainability courses) or companies (e.g., for CSR training).
- ✓ Development: Create complementary educational guides for institutions. Offer customized versions for eco-friendly hotels (e.g., as in-room content).
- ✓ Benefit: Stable and high-value B2B market.

## **7. Crowdfunding and Digital Community**

- ✓ Description: Launch a campaign on Kickstarter or Indiegogo to finance additional episodes.
- ✓ Development: Offer rewards like names in credits, virtual tours, or sustainable merchandise. Involve the audience in creative decisions (e.g., voting for the next location).
- ✓ Benefit: Debt-free funding and a community of committed followers.

## **8. Mobile Apps and Gamification**

- ✓ Description: Develop an app with interactive maps, eco-tourism challenges, and access to exclusive clips.
- ✓ Development: Integrate AI technology to recommend routes based on user interests. Collaborate with geocaching or platforms like AllTrails.



- ✓ Benefit: Income from premium subscriptions and valuable data for future projects.

## Prioritized Implementation Strategy

### 1. Initial Phase (0-6 months):

- ✓ Focus on alliances with government and festivals for validation and funding.
- ✓ Launch a pilot on YouTube with local sponsors.

### 2. Growth Phase (6-18 months):

- ✓ Expand to streaming platforms and tourist experiences.
- ✓ Launch a crowdfunding campaign to scale production.

### 3. Consolidation Phase (18+ months):

- ✓ B2B licensing and app development for long-term monetization.

It is essential to include all options that allow for the use of existing technologies to reduce costs (e.g., automated editing, chatbots for audience interaction). These will be considered as long as they maintain the essence of the original project.

The objectives achieved with the above description are:

- Captures the essence of the project ("Eco Reels" as a potential project name).
- Explicitly states the business model ("Sustainable Monetization").
- Mentions the format ("Environmental Short Films").
- Highlights the strategic structure ("8 Strategic Pillars").
- Attracts both investors and institutional partners.

*I sincerely appreciate your interest in this initiative and remain at your disposal to provide any further information. It should be noted that this project is designed to be flexible and adapt to new opportunities and challenges, so its structure and content may be progressively updated as it evolves.*