



Ioannis Zikidis

WORK EXPERIENCE

01/01/2022 – 31/12/2024 Bologna, Emilia-Romagna, Italy

PHD RESEARCHER – VISUAL, PERFORMATIVE AND MEDIA ARTS ALMA MATER STUDIORUM - UNIVERSITÀ DI BOLOGNA

• **Research Focus:** A PhD by Thesis scholarship exploring **environmental sustainability in the audiovisual sector**, bridging **film industry studies, cultural policy, green filmmaking practices, and environmental humanities**.

• **Academic Discipline:** *L-ART/06 Cinema, Photography and Television*

Other Key Faculty Responsibilities, Contributions & Collaborations:

• **Research & Publications:** Contributor, **editor, and proofreader** for [Making Movies for Environmental Communication: A Practical Guide for Beginners](#) (Casoli, 2022) and [Making Theatre for Environmental Communication: A Practical Guide for Beginners](#) (Nobile, 2022).

• **Sustainable Storytelling & Education:** Lecturer and facilitator for **Sustainable Storytelling Workshops** under [EduCinema ClimaTour Action](#), an Erasmus+ funded educational programs leveraging film literacy for climate action among students aged 15–17.

• **Media Production & Documentary Filmmaking:** Directed and produced **EduCinema ClimaTour Action: Project Insights (2022)**, a 7-minute documentary highlighting this trans-European initiative through interviews with key partners.

Academic Engagement & Public Speaking:

• Delivered research presentations at **the University of Helsinki (Finland), the University of Ferrara, and the University of Bologna**.

• Conducted **blind peer reviews** for *Media Mutations*, published by **Media Mutations Research Association, UniBO**.

• **International Collaboration & Event Coordination:** Hosted and managed **concierge, city tours, and liaison services** for 26 visiting academics, teachers, and policymakers attending research and training events in Bologna.

• **Research Impact:** Contributing to the **advancement of sustainable filmmaking research**, fostering **collaboration between academia, industry, and policy** to drive sustainable transformation in audiovisual production.

Business or Sector Education | **Department** Dipartimento delle Arti | **Email** ioannis.zikidis2@unibo.it |

Website <https://www.unibo.it/sitoweb/ioannis.zikidis2/en>

01/02/2023 – 31/12/2024 Italy

SUSTAINABLE PRODUCTION ASSISTANT (MANDATORY INDUSTRY PLACEMENT) ECOMUVI S.R.L.

Sustainable Production Assistant | EcoMuvi S.r.l. (Mandatory Industry Placement)

Key Projects & Productions:

Amazon Prime TV Series – Loveclub (Season 1) | Bologna, Emilia-Romagna, Italy | *Directed by Mario Pirreda* | *Produced by Tempesta*

Feature Film – The Return | Corfu, Greece | *Directed by Uberto Pasolini* | *Produced by Heretic, Picomedia, Rai Cinema, Redwave Films, and others*

- **Coordinated sustainability communications on set**, raising awareness across **diverse international teams** from **Greece, Italy, and the UK**, ensuring compliance and realignment with **EcoMuvi's Accredia-accredited protocol**.
- **Managed waste reduction initiatives**, including **recycling programs, food redistribution, and upcycling of costumes and props** to minimize environmental impact.

Additional Key Responsibilities & Strategic Support

Sustainability Compliance & Certification:

- Managed **compliance documentation and verification for sustainability audits** conducted by **third-party independent assessment bodies**, including **Italcert S.r.l. Organismo di Certificazione di Sistema e Prodotto**.
- Oversaw **reporting and certification processes**, ensuring productions met **industry-leading sustainability standards**.

Editorial & Communications:

- **Developed, edited, and translated** sustainability-focused materials for **EcoMuvi's official communications and outreach initiatives**.

Industry Representation & Market Engagement:

- **Accredited EcoMuvi Delegate for Greece** at the **Agora Marketplace of the 64th & 65th Thessaloniki International Film Festival**, serving as a **liaison between EcoMuvi and international industry stakeholders**.
- **Led high-impact discussions on sustainable production practices**, securing collaborations and driving industry-wide adoption of sustainability measures.

Industry Stakeholder Coordination & Grant Facilitation:

- **Led the coordination of industry professionals, production companies, and institutional stakeholders** to develop **grant applications for major European funding programs**, supporting **upcoming sustainability training initiatives for the audiovisual sector**.

Education & Training in Sustainable Filmmaking:

- **Sustainable Production Tutor & Facilitator** at the **CinemAbruzzo Campus (3rd edition)**, mentoring filmmakers in **sustainable production techniques** and guiding the production of four **eco-conscious short films** in **Massa d'Albe, L'Aquila, Italy**.

Business or Sector Arts, entertainment and recreation | **Website** <https://www.ecomuvi.eu/>

31/05/2021 – 20/07/2021 Salerno, Italy

ENGLISH TUTOR & FILM LITERACY EDUCATOR PUNTOLINGUE S.R.L.

- **Taught English (A1–B1 levels)** at summer camps across **Campania (Salerno, Nocera, Lanzara, Postiglione, Pontecagnano, Capaccio Paestum)**, engaging students aged **6–18** through immersive learning techniques.
- **Integrated filmmaking into English language instruction**, using **media literacy and audiovisual storytelling** to enhance language acquisition and cross-cultural communication skills.

Business or Sector Education | **Website** <https://puntolingue.it/>

31/08/2018 – 31/12/2020 London, United Kingdom

STORE LEADER | OPERATIONS & TEAM MANAGEMENT CROSSTOWN DOUGHNUTS

- **Led hiring, training, and management** of an 8+ member team across **four high-traffic locations** (Kings Cross, Spitalfields, Waterloo, and London Bridge), fostering a **collaborative and performance-driven work environment**.
- **Developed and implemented strategic sales initiatives**, successfully **meeting revenue targets** and optimizing customer engagement.
- **Managed supplier relations and logistics**, overseeing inventory coordination, conflict resolution, and operational efficiency.

Business or Sector Accommodation and food service activities | **Website** <https://www.crosstown.co.uk/>

31/08/2017 – 30/09/2019 London, United Kingdom

CO-FOUNDER & MANAGING DIRECTOR | BUSINESS DEVELOPMENT, OPERATIONS & EVENT MANAGEMENT JUICE BAY

- **Founded and scaled a premium pop-up and mobile juice bar brand**, delivering **bespoke catering and beverage services** for corporate events, cultural festivals, and elite venues, including **banquet operations** for up to 1,000 attendees.
- **Led event logistics and execution**, securing partnerships with **industry-leading clients** such as **ExCeL London, Ministry of Sound, Lululemon, WeWork, BNP Paribas, and Broadgate**, positioning **Juice Bay** as a premier provider of fresh, high-quality, and custom-crafted refreshments.
- **Managed multi-location operations**, running **four high-footfall market stalls** in **King's Cross Square, Canopy Market, Piccadilly, and Hackney**, overseeing **vendor relations, customer engagement, and daily business operations**.
- **Designed and curated a premium product lineup**, developing **signature juices, smoothies, booster packs, and handcrafted mocktails**, catering to **high-end clientele and luxury event activations**.
- **Developed and executed data-driven social media marketing campaigns**, utilizing **Meta's Facebook Business Manager, Ads Manager, Creator Studio, Instagram, and WhatsApp** to launch and manage targeted paid advertising strategies.
- **Collected and analyzed campaign performance data**, refining **audience segmentation, engagement tactics, and ad effectiveness** to enhance **brand reach and ROI**.
- **Produced engaging multimedia content** (video and images) for **Juice Bay's Facebook, Twitter, and Instagram**, strengthening **brand identity, audience engagement, and social media presence**.

Portfolio of Services & Event Highlights: [Instagram – @london.juicebay](https://www.instagram.com/london.juicebay) 📸

Business or Sector Accommodation and food service activities | **Website** <https://www.instagram.com/london.juicebay/?hl=en>

29/02/2012 – 31/12/2016 London, United Kingdom

PRODUCER & CREATIVE DIRECTOR | IMPACT-DRIVEN FILMMAKING & RESEARCH MINCA VENTURES

Bridging filmmaking, ethnographic research, and social impact storytelling to amplify global narratives of solidarity and innovation.

- **Produced research-driven audiovisual content**, leveraging **film as a tool for social impact** to promote **social enterprises and solidarity economy-based initiatives**.
- **Developed and executed original media projects**, overseeing **research, scriptwriting, and editorial direction** to craft **compelling, research-backed storytelling**.
- **Conducted 100+ interviews across 25+ countries**, integrating **filmmaking and ethnographic research** to document social enterprises and grassroots initiatives.
- **Directed and produced 40+ short films and a feature documentary**, *[Memoirs of Solidarity \(2017\)](#)*, showcasing **global cooperation and sustainable innovation in social entrepreneurship**.
- **Designed and facilitated entrepreneurial workshops at universities and industry events**, including **Global Entrepreneurship Week**, fostering **interdisciplinary dialogue between academia, media, and social enterprise**.
- **Curated and co-developed three online MOOC courses on Social Entrepreneurship** for FutureLearn (*[Social Enterprise: Business Doing Good](#)*; *[Social Enterprise: Growing a Sustainable Business](#)*; *[Social Enterprise: Turning Ideas into Action](#)*), enrolling **over 5,000 participants worldwide**, in collaboration with **Middlesex University London (UK)** and **Jindal Centre for Social Innovation + Entrepreneurship (India)**.
- **Contributed research and audiovisual case studies** to *[Social and Solidarity Economy: The World's Economy with a Social Face](#)* (Routledge, 2019), offering insights into **grassroots initiatives, circular economy models, and emerging trends in social enterprise across four continents**.
- **Led media accessibility and archival strategy**, managing **transcription, captioning, subtitling, and structured documentation of research footage** to enhance **long-term accessibility and knowledge dissemination**.
- **Leveraged digital storytelling and multimedia content creation and social media marketing campaigns** to drive engagement on Facebook, Instagram, and Twitter, targeting an audience aligned with **eco-social impact, sustainability, and the regenerative economy**.

Business or Sector Education | **Website** <https://mincaventures.com/>

Link <https://vimeo.com/yannizikidis>

30/06/2012 – 31/07/2012 London, United Kingdom

VIDEO LOGGER | BROADCAST & MEDIA ARCHIVING OLYMPIC BROADCASTING SERVICES

- Logged and archived **live sailing event streams** during the **London 2012 Olympic Games**, ensuring accurate metadata tagging for **post-production and international broadcast distribution**.
- **Assigned and managed metadata** on **EVS servers**, enabling **real-time content retrieval** for use by **editors, commentators, and broadcasting networks**.
- **Structured and documented media assets**, including **raw footage, melt reels, and race highlights**, facilitating **efficient indexing, accessibility, and captioning accuracy** in multilingual post-production workflows.

Business or Sector Arts, entertainment and recreation | **Website** <https://www.obs.tv/home>

01/12/2010 – 01/02/2011 Bournemouth, United Kingdom

VIDEO EDITOR | EDUCATIONAL & CORPORATE FILMMAKING RED BALLOON PRODUCTIONS

- **Shot and edited a series of corporate videos** as part of the *UniTaster Summer Challenge* campaign, promoting **South West UK tourism**, showcasing **Dorset summer schools** as a destination for **secondary school students**, and highlighting **regional educational and cultural opportunities**.

Business or Sector Arts, entertainment and recreation | **Website** <https://www.redballoon.co.uk/>

30/06/2010 – 31/08/2010 Thessaloniki, Greece

ASSISTANT EDITOR | POST-PRODUCTION & MEDIA MANAGEMENT TV COSMETICS

- **Edited offline content** for **two daily telemarketing sales programs**, *Mirror* and *TV Cosmetics*, ensuring seamless narrative flow and pacing for broadcast.
- **Managed media assets** within an **Adobe-based post-production workflow**, optimizing footage organization and editing efficiency in a **studio production environment**.

Business or Sector Arts, entertainment and recreation

30/06/2009 – 31/05/2010 Thessaloniki, Greece

ASSISTANT EDITOR | PRIME-TIME TELEVISION POST-PRODUCTION TONY PRODUCTIONS / RADIO ARVILA SHOW

- **Contributed to the post-production of *Radio Arvyla***, one of **Greece's most popular and long-standing prime-time talk shows**, known for its sharp political satire and high audience engagement.
- **Performed offline editing (Avid)**, handling **audio mixing, VT inserts, and final mastering to Beta SP**, ensuring seamless content delivery for daily broadcasts.
- **Worked within a fast-paced live production environment**, meeting tight deadlines for a **highly rated comedy panel show aired daily on ANT1 TV**.

Business or Sector Arts, entertainment and recreation | **Website** <https://www.radioarvyla.gr/>

01/11/2007 – 01/08/2008 Tripoli, Athens and Thessaloniki, Greece

VIDEOGRAPHER | MILITARY MEDIA PRODUCTION & TELECOMMUNICATIONS HELLENIC AIR FORCE (HAF)

- **Completed Basic Military Training at the 124 Basic Training Wing (124 BTW)** under the **Air Force Training Command (AFTC)** in **Tripoli, Greece**, developing **discipline, operational readiness, and technical proficiency**.
- **Specialised in telecommunications**, applying **radar theory, signal transmission, and electromagnetic wave propagation** to ensure **secure and reliable communications** in military settings.
- **Filmed and edited two official training videos**, providing essential audiovisual materials for **HAF training programs**.
- **Developed a structured digital media archive**, enhancing accessibility and historical documentation.
- **Honorably discharged with the rank of Airman**.

Business or Sector Public administration and defence; compulsory social security

● EDUCATION AND TRAINING

01/01/2022 – 01/01/2025 Bologna, Italy

PHD VISUAL, PERFORMING AND MEDIA ARTS Alma Mater Studiorum - Università di Bologna

My research critically examines the integration of environmental sustainability within **Italy's audiovisual sector**, assessing **policy frameworks, industry practices**, and the emergence of **specialized sustainability roles** shaping the transition toward **greener production models**.

Grounded in 70 in-depth interviews with 65 experts across 24 countries, this study **benchmarks Italy's approaches against global best practices**, with a focus on **eco-certifications, sustainable production incentives**, and evolving roles such as **Green Film Managers and Eco-Supervisors**.

By **bridging film and media studies, environmental humanities and policy, and cultural economics**, this research provides **actionable insights** for **policymakers, industry leaders, and sustainability advocates** while informing the development of **regulatory frameworks, certification standards, and funding strategies** for **sustainable media production**. Furthermore, it highlights the **growing role of sustainability professionals** in **reshaping production workflows, driving systemic change, and establishing new industry standards**.

Field of study Audio-visual techniques and media production , Music and performing arts , Inter-disciplinary programmes and qualifications involving arts and humanities

Level in EQF EQF level 8 | **National classification** 8 | **Type of credits** ECTS | **Number of credits** 180 |

Thesis Environmental Sustainability in the Italian Audiovisual Industries (under review)

Link <https://www.unibo.it/sitoweb/ioannis.zikidis2/en>

30/09/2010 – 31/07/2011 Poole, United Kingdom

MA POST-PRODUCTION EDITING Bournemouth University

Address BH12 5BB, Poole, United Kingdom | **Field of study** Audio-visual techniques and media production | **Final grade** Merit |

National classification 7 | **Type of credits** UK Credits | **Number of credits** 180 UK Credits (90 ECTS-equivalent)

31/08/2004 – 31/08/2007 Cardiff, United Kingdom

BA (HONS) FILM STUDIES AND MEDIA PRODUCTION University of Glamorgan

Field of study Audio-visual techniques and media production | **Level in EQF** EQF level 6 | **National classification** 6 |

Type of credits HECoS | **Number of credits** 360

31/08/2000 – 31/08/2003 Thessaloniki, Greece

HND INDUSTRIAL PRODUCT DESIGN AAS College of Art & Design

Website <https://aas.gr/applied-arts-studies/> | **Field of study** Fashion, interior and industrial design

● HONOURS AND AWARDS

10/11/2021

PON "Research and Innovation" Doctoral Scholarship (2022–2025) – Alma Mater Studiorum - Università di Bologna

Funded by FSE REACT-EU | Awarded under Actions IV "Innovation" & V "Green"

- **Recipient of a prestigious doctoral scholarship (2022–2025) under Italy's National Operational Programme (PON) "Research and Innovation" 2014–2020**, supporting **cutting-edge research in sustainable audiovisual production and the need for green production protocols**.
- **Funded by the European Social Fund (FSE) REACT-EU**, this award recognizes **research excellence in environmental sustainability, green innovation, and sustainable film industry practices**.
- **Granted under Ministerial Decree (D.M. 1061/2021, Prot. n. 0243326)**, reinforcing contributions to **policy development, industry transformation, and interdisciplinary research bridging film, sustainability, and cultural policy**.

● DIGITAL SKILLS

Media Production

Script Writing & Development | Production and Visual Researcher | Production Management | Adobe Acrobat, Illustrator, InDesign, Photoshop, Lightroom, Premiere, After Effects | Avid Media Composer | Final Cut ProX | Captioning | Transcoding and video codecs

Productivity & System Proficiency

Microsoft Office | Cross-Platform Proficiency (Windows & OS)

Research & Policy Analysis

Cultural & Sustainability Policy | Creative Industries & Media Research | Sustainable Development & ESG Research | Environmental Impact Assessment | DEI Policy & Representation Research | Creative Economy & Circular Business Models | Ethnographic & Field Research | Qualitative and Quantitative Data Analysis & Market Research | In-depth Interviews & Focus Groups | Qualitative Analysis Software (NVivo, MaxQDA, Atlas.ti)

Social Media Strategy & Digital Marketing

Meta Ads & Digital Advertising (Facebook Ads, Business Suite, and Meta Ads Manager) | Content Strategy & Scheduling (Creator Studio) | Social Media Analytics & Performance Tracking | Audience Growth & Engagement

● PUBLICATIONS

2019

Social and Solidarity Economy: The World's Economy with a Social Face

This book aims to provide the reader with an insight into the relevance of a section of the economy, which is often referred to as the 'social and solidarity economy' (SSE); and highlight some of the current issues in the field, how they are being addressed and some of their future implications. Using case studies from around the world, this book 'Social and Solidarity Economy: The World's Economy With a Social Face' provides an up-to-date account of the strengths and weaknesses of these initiatives across four continents including issues that have not been researched sufficiently before (e.g. circular economy, social propaganda and its dangers, social enterprise as a panacea for NGOs in developing countries, and 'new' social movements).

By Sara Calvo, Andres Morales, Yanni Zikidis

● CREATIVE WORKS

2015

Circo Para Todos (Colombia)

Established in 1995 in Cali, Colombia, Circo para Todos brings a message of hope to children and young people at risk surrounded by violence, training offenders to become circus performers.

Link <https://vimeo.com/194731801>

2015

Alternative Tourism Group (Palestinian Territories)

A pioneering Palestinian NGO offering transformative tours and pilgrimages that critically engage with the history, culture, and politics of the Holy Land. Rooted in the principles of **justice tourism**, ATG prioritizes economic empowerment for local communities, fosters meaningful cultural exchange through direct engagement, promotes environmental sustainability, and provides an educational lens on the region's historical and political landscapes.

Link <https://vimeo.com/166618353>

2015

A Beautiful Resistance (Palestinian Territories)

Established in Aida refugee camp, Bethlehem, Alrowwad (Arabic:الرواد) is an independent, dynamic, community-based not-for-profit organization which strives to empower children and women by targeting behaviour, knowledge, concepts and practices through creative and non-violent expression.

Link <https://vimeo.com/166618288>

2015

Sheroes (India)

A beacon of hope and resilience, the Sheroes Hangout is a cafe and community hub in Agra, India, set up by the Chhanv Foundation and run by five survivors of acid attacks. The cafe aims to increase awareness of acid attacks while empowering acid attack survivors in Delhi, Agra and Lucknow.

Link <https://vimeo.com/166460260>

2014

Window on Africa (Uganda)

An exploration of the work of Edirisa UK in improving the living conditions of the Ugandan people, through initiatives ranging from education and health, to the provision of clean water and self-sufficient, sustainable enterprises.

Link <https://vimeo.com/138391786>

2014

Butterflies (Uganda)

With over 78% of Uganda's population under the age of 30, many young people face extreme hardship, often struggling to survive in the country's expanding urban slums. The Butterfly Project is a pioneering initiative that identifies and trains youth from remote rural villages and disadvantaged urban communities, equipping them with the skills to become social entrepreneurs and changemakers. By fostering leadership and innovation, the project empowers young people to drive sustainable development and play a key role in shaping Uganda's future.

Link <https://vimeo.com/135490113>

2014

Citizens Foundation (Iceland)

Since 2008, Citizens Foundation has been at the forefront of democratic innovation, fostering citizen engagement in governance. Based in Reykjavik, Iceland, the foundation brings people together to debate, collaborate, and prioritize bold, community-driven solutions, ensuring that public voices shape policies and drive meaningful change.

Link <https://vimeo.com/166618320>

2013

Struggling for recognition: The Waste Pickers of Colombia

Millions of people worldwide make a living collecting, sorting, recycling, and selling materials that someone else has thrown away. Vital actors in the informal economy, waste pickers provide widespread benefits to their communities, their municipalities and the environment.

For the past 22 years, the waste pickers of Colombia have been fighting for recognition of their work. "There are no borders for those who fight," is the slogan that symbolizes the struggle of the more than 15 million waste pickers, who are facing global threats – against their lives, organization and towards the environment.

Short listed at the Portobello International Film Festival London 2014, Best Documentary category

Link <https://vimeo.com/99575020>

2013

Unlocking the cage: Complementary Currencies in the UK

In Bristol and Brixton, London, communities are pioneering a grassroots financial model by embracing alternative forms of payment to strengthen their local economies. Instead of relying solely on pounds sterling, residents and businesses are using complementary currencies—privately developed mediums of exchange that function alongside Britain's national currency.

By adopting these innovative local currencies, they are not just facilitating trade but also challenging traditional economic structures, raising awareness of regional financial sustainability, encouraging ethical spending, supporting local businesses, and fostering economic resilience in ways that conventional currency often overlooks.

Link <https://vimeo.com/106736094>

2013

The Dwindler's Hope (Sri Lanka)

Sri Lanka, one of Asia’s fastest-growing economies, is witnessing rapid agricultural expansion and infrastructure development—but at a devastating cost to its native elephant population. Over the past century, human-elephant conflict has driven elephant numbers down from 20,000 to just 5,000, threatening the survival of this iconic species. In response, Millennium Elephant Foundation and Ecomaximus are pioneering social innovation and sustainable conservation efforts to protect elephant habitats, ensuring a coexistence model that benefits both wildlife and local communities.

Link <https://vimeo.com/129152082>

● **LANGUAGE SKILLS**

Mother tongue(s): **GREEK**

Other language(s):

	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken production	Spoken interaction	
ENGLISH	C2	C2	C2	C2	C2
FRENCH	A1	A1	A1	A1	A1
ITALIAN	A2	B1	A1	A1	B1

Levels: A1 and A2: Basic user; B1 and B2: Independent user; C1 and C2: Proficient user

Signed:_____

Dated:_____06.03.2025_____