



HOW TO GET AWAY WITH GREENWASHING

A Film by Samuel Pigott and Felipe Toro Meza



SYNOPSIS

An investigative journey into the heart of one of Chile's most renowned private nature reserves, the Huilo-Huilo Biological Reserve, uncovers rampant ecological malpractice, faulty accountability mechanisms, and a greenwashing conspiracy led by one of Chile's richest mining magnates. We reveal how ecotourism and private conservation are being used to greenwash environmental abuse and the excessive accumulation of land.

AN INTERNATIONAL ISSUE...

How does a nature reserve with awards from National Geographic, the Responsible Tourism Institute and other trusted institutions get away with committing environmental crimes? Who do we want protecting the environment?

This film examines narratives surrounding conservation and economic development. It challenges the Huilo-Huilo Biological Reserve's claims of for-profit conservation, the privatization of land during the Pinochet dictatorship that concentrated wealth and power, and broader conservation practices that lack accountability. By doing so, it unveils the hidden costs of large private nature reserves and questions the unchecked promotion of such models.



...ON A LOCAL LEVEL

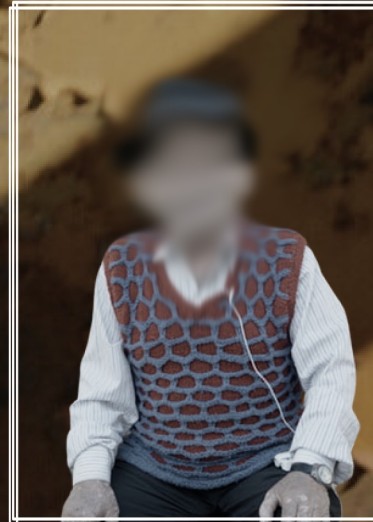
Through collaborations with local community members and organizations, the film aims to drive tangible change. We're working with regional and local partners to create leverage to improve working conditions and quality of life for residents in the reserve. Ultimately, the film seeks to educate audiences about the dangers of greenwashing, the limitations of ecolabels, and the critical importance of prioritizing local ownership in conservation efforts.

SPEAKING TRUTH TO POWER



Waitress

She works as a seasonal waitress in Huilo-Huilo's hotels. When unsafe working conditions lead to irreparable damage to her hands, she charts a course to take collective action against the reserve.



Former Forestry Worker

He recounts his experiences in a workers' rights movement that once swept the region and seeks meaning in a present that at times seems less hopeful than the past.



Christian, Geologist

Christian studied glacial morphology at university; however, opportunities within the reserve are limited to the tourism industry. Christian struggles to find relevant work despite living at the foot of a mountain.



Antonio, Chef

Antonio works events at Huilo-Huilo to cover the business debts of his new catering business. When Huilo-Huilo stops paying him, he begins to challenge the reserve's predatory practices.



Tour Guide Operator

He brings tourists from across Chile to Huilo-Huilo; however, the contradictions and crimes of the reserve push him to speak out against the deception.



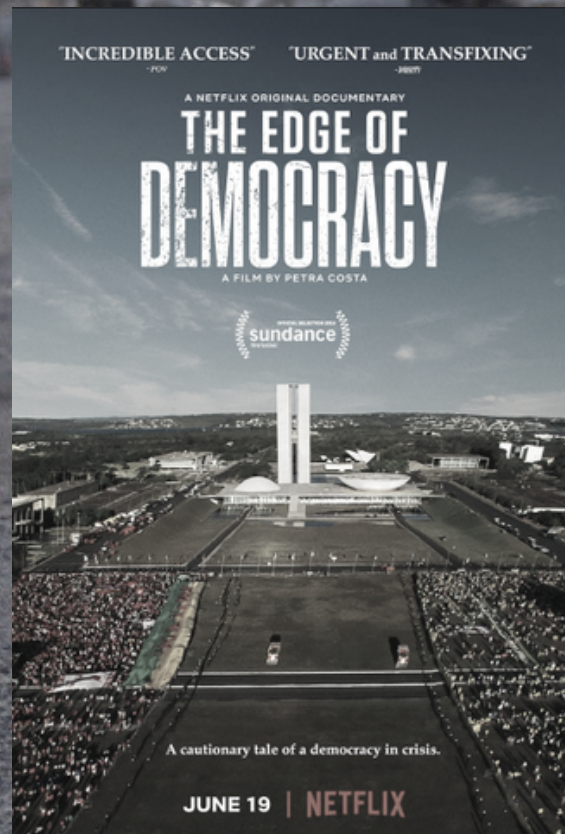
Benja, Investigator

Political scientist and economist, Benja struggles between working to improve conditions in Chile and opportunities abroad.

TONE & STYLE

With stunning verité imagery, heartfelt conversations, and archival materials, *How to Get Away with Greenwashing's* visual storytelling style is born from the trust and connections we've built with those sharing their lives and struggles.

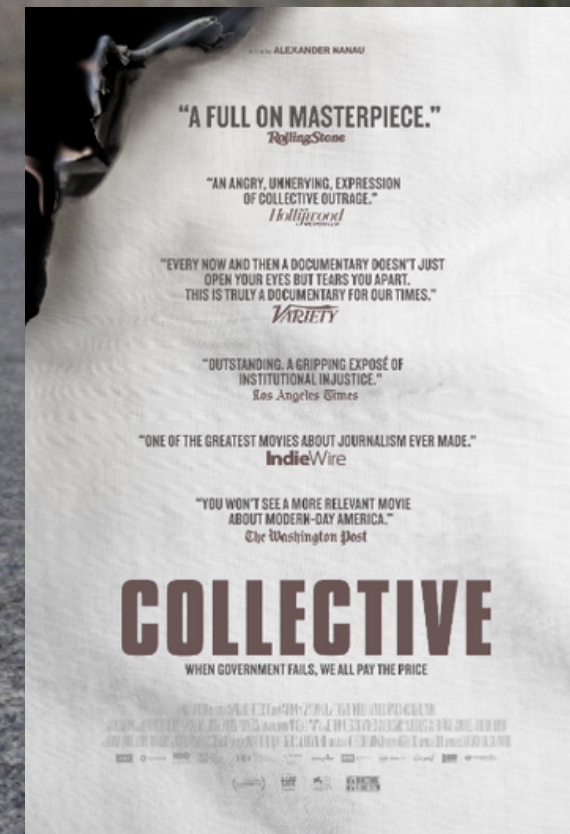
Each frame reflects the courage and vulnerability of individuals fighting to expose environmental abuse and reclaim the truth behind ecotourism's facade.



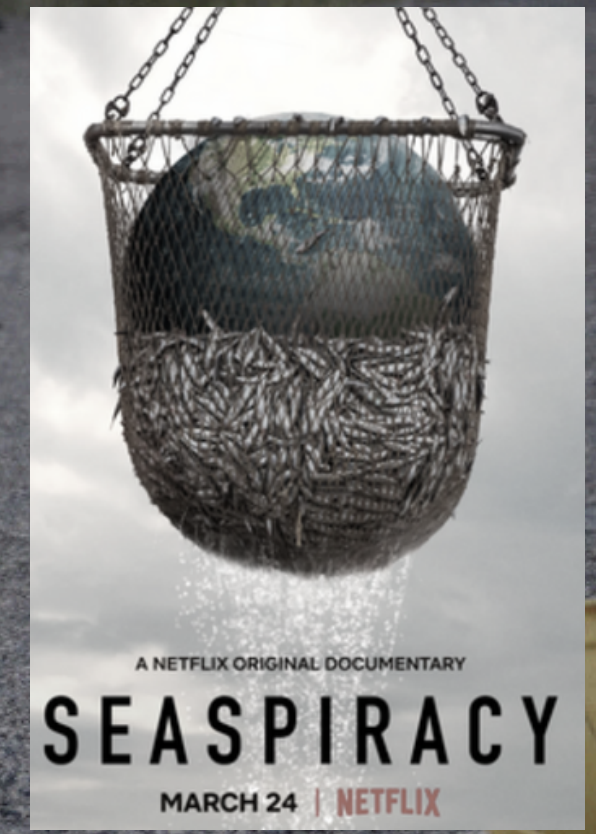
Politics through a
personal lens



Indigenous and
community activism



Investigative narrative



Communicating accountability in
science

TIMELINE

WINTER
2023

Project
initiated,
research and
story scripting

FALL
2024

Fiscal
Sponsorship
secured and
team
assembled

WINTER
2025

Impact
development,
early filming

SPRING
2025

Principal
production

WINTER
2026

Initiate post
production
and editing

WINTER
2027

Festival release
January - April 2027

TEAM



Samuel Pigott, Co-Director
Biologist, filmmaker, and
Thomas J. Watson Fellow.



Felipe Toro Meza, Co-Director & DP. Credits include Prime Video's *Los Sobrevivientes: Colonia Dignidad* and the award winning short film *Lagrima Seca*.



Nate Birnbaum, Producer.
Award-winning producer
Israelism, Current Revolution
and *Tidewater*.



Gigantic Studios, Post Production.
World Class post production house
specializing in audio design. Films
include *Poor Things, Cartel Land,*
Nope, City of Ghosts, and *Fyre*.



Benjamin Espinoza, Investigator. Political
scientist, Chilean
economist and human
rights investigator.



**Marin Scotten, Investigator
and Communications
Specialist.** Journalist at
The New Republic.



**Ian Shriner, Investigator
and Project Management.**
Biologist at Stanford
University.



**Finley Wetmore, Grant and
Fundraising Specialist.**
Systems Engineer and
International Market
Consultant.