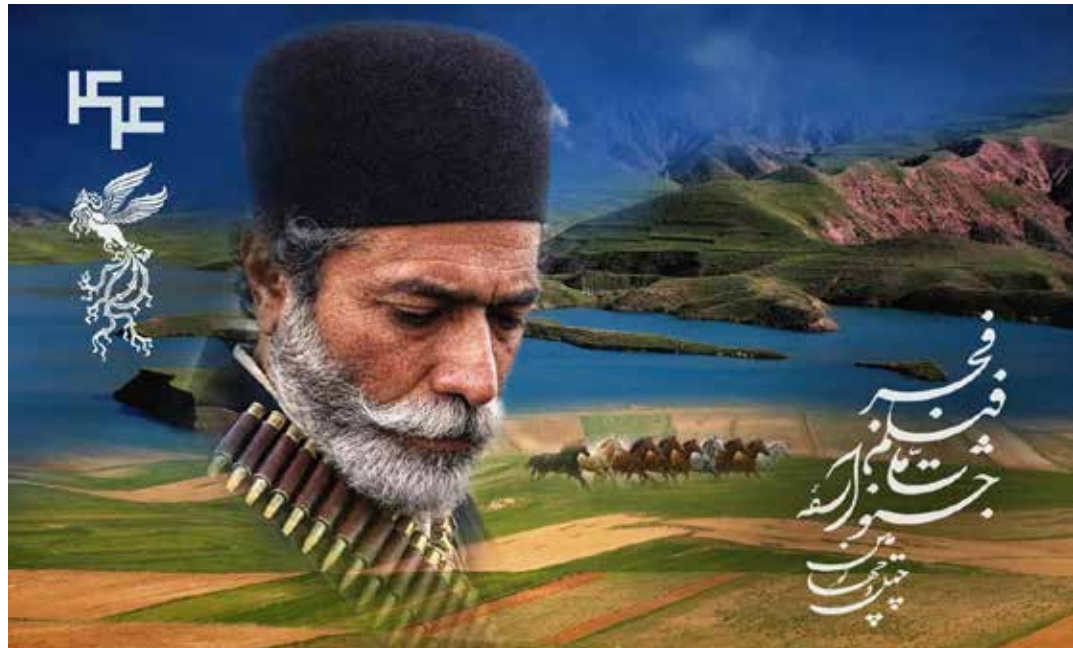




# Fajr Film Festival poster unveiled featuring veteran actor Ali Nassirian



in 1986 and is considered one of the notable works of Iranian cinema. The poster was designed by Mehdi Davaei, according to IRNA. Speaking at the unveiling ceremony, festival secretary Manouchehr Shahsavari said he was pleased that the festival poster once again featured an image from a landmark Iranian film and one of the country's leading cultural figures. Shahsavari described Nassirian as someone who "could perhaps be considered the equivalent of Persepolis" in the history of the country's culture and art. "A phenomenon who is a role model for all of us. Nassirian represents ethics and artistry for all of us, and the combination of the two, along with his approach and feelings

toward this land, and the fact that the name of Iran never leaves his lips," he added. Now 90, Nassirian is regarded as one of the legends of acting in Iranian cinema, theatre and television. He first appeared on screen in *The Cow*, directed by Dariush Mehrjui in 1969, and has since won the Fajr Film Festival's Crystal Simorgh award twice for best actor in a leading role and once for best supporting actor. The 44th edition of the Fajr Film Festival will be held in Tehran from Feb. 1 to February 11. According to the festival's official call, more than 127 films applied to take part, with around 22 Iranian films expected to be selected for the final competition.

## Tehran cartoon biennial draws artists from 72 countries



### Arts & Culture Desk

Artists from 72 countries are participating in the 12th Tehran International Cartoon Biennial, with thousands of works submitted and several hundred selected for exhibition, the event's secretary said. Masoud Shajaei Tabatabaei told IRIB News on Friday that 4,310 works were sent to the biennial of which 782 pieces were chosen for display. According to the secretary, the exhibition includes thematic cartoons focused on "haste", a free-theme cartoon section, and a caricature category featuring humorous portraits. Tabatabaei said "haste" was chosen as the main theme because it had become a global issue, affecting areas such as driving, judgment and human relationships, and lends itself to expression through the international language of caricature. The exhibition of selected works will open on January 8 at Tehran's Saba Cultural and Artistic Institute.

### Arts & Culture Desk

The poster for Iran's annual Fajr Film Festival

val, the country's most important cinematic event, was unveiled on Saturday, drawing on an

image of veteran actor Ali Nassirian from the Iranian film *Stone Lion*. The film, directed and

written by Masoud Jafari Jozani and starring Ali Nassirian and Ezzatollah Entezami, was released

## ADVERTORIAL

### Mobarakeh Steel: From Promoting Environmental Awareness to Reducing Pollutants International Certifications and the Path Toward Lowering Our Carbon Footprint, stated the head of Environment Department of Mobarakeh Steel Company

"Mobarakeh Steel's participation in the first Green Technologies Exhibition was not merely about showcasing equipment; rather, the company aims to introduce a new pathway focused on managing resources, reducing pollution, and raising environmental awareness, extending from power plants throughout the entire supply chain," said the head of the Environment Department at Mobarakeh Steel Company. Behnam Kaviani, the head of the Environment Department at Mobarakeh Steel, elaborated on the company's objectives for participating in the first Green Technologies and Clean Energy Exhibition: "Mobarakeh Steel Group seeks not only to present its environmental achievements but also to promote a culture of environmental protection among its employees and across the nation." He further emphasized the necessity of leading companies' involvement in such events, adding, "Familiarizing stakeholders with Mobarakeh Steel's environmental status and the measures already implemented helps raise public awareness and fosters a culture of carbon reduction." The head of Mobarakeh environment department put stress on the fact that transitioning toward clean energy, particularly solar power, is a global imperative and Iran must increase its contribution along this path to ensure cleaner cities and more sustainable prosperity for future generations. He then outlined Mobarakeh Steel's environmental initiatives, stating: "Over recent years, the company has taken concrete steps to manage its environmental impact. Environmental considerations have been integral since the plant's inception, and extensive studies, including Environmental Impact Assessments (EIAs), have been carried out for all major projects." As stated by Behnam Kaviani, the measures implemented include: Significant expansion of green spaces within the plant premises; Execution of water recycling projects and reduced extraction from natural water sources; Deployment of heat recovery and thermal recycling systems in power plants; Enhancement of combined-cycle power plant efficiency, recovering approximately 300 megawatts of energy. Kaviani stated: "These initiatives demonstrate that Mobarakeh Steel has sought to go beyond its

conventional responsibilities by dedicating part of its corporate social responsibility (CSR) programs specifically to carbon reduction and environmental protection." He added that this year, Mobarakeh Steel successfully obtained ISO 14064 and ISO 14067 certifications for greenhouse gas accounting and management. "These certifications enable the company to identify high-risk areas in its production processes and implement more targeted strategies to reduce emissions," he explained. The head of Mobarakeh Steel's Environment Department further emphasized: "Alongside these efforts, emerging tools such as the circular economy, artificial intelligence, and digital transformation have been prioritized as key enablers for carbon reduction and enhanced productivity." Kaviani also outlined Mobarakeh Steel's proposed future plans. In his view, the company should: Increase its share of renewable energy; Transition its internal transportation fleet toward clean electricity; Utilize higher-grade iron ore with lower carbon and sulfur content; Optimize the use of desalinated seawater transferred from the Sea of Oman and prevent wastage. He identified the adoption of hydrogen as a clean fuel in steelmaking processes as a critical future direction for the steel industry, noting: "Success in this area hinges on the affordable and cost-effective production of hydrogen, a subject that must be placed firmly on the national research agenda." Kaviani also stressed the importance of strengthening the circular economy, stating: "Greater use of scrap metal in production reduces both energy consumption and pollution. Establishing a comprehensive, integrated system for scrap collection and utilization can significantly minimize waste and boost efficiency." He added: "Moreover, monitoring supply chain and distribution partners and requiring them to comply with environmental standards is another essential focus that must be pursued more rigorously." In conclusion, Kaviani highlighted the significance of digital transformation, data analytics, and artificial intelligence, saying: "Any delay in adopting these technologies could undermine the company's productivity and competitive advantage. Purposeful use of industrial data will lead to better decision-making and further reductions in pollution."



### Mobarakeh Steel on the Path to "Green Steel" Mobarakeh Steel's Drive for a Green Energy Revolution

Abdolrasoul Ahmadi, Managing Director of "Mobarakeh Steel Clean Energy & Power Industries Company (SANAP)", stated: "Mobarakeh Steel Group, through the implementation of large-scale solar projects and planning for a wind power plant, aims to simultaneously produce steel and take decisive steps toward reducing emissions and advancing toward green steel." Speaking on the sidelines of the First Green Technologies and Clean Energy Exhibition, Ahmadi added: "Mobarakeh Steel, recognized as a leading player in sustainable energy and production, has participated in this exhibition to showcase its capabilities and initiatives in clean energy and green steel." He went on to say: "Mobarakeh Steel has defined green steel as a strategic priority and made extensive investments in renewable energy. Currently, Iran's largest solar power plant, with a total capacity of 600 megawatts, is under construction by the Mobarakeh Steel Group. So far, 120 megawatts of this capacity have been commissioned and are already supplying a significant portion of the electricity required by Mobarakeh Steel's manufacturing facility." Ahmadi emphasized: "Constraints on fossil fuel

resources, particularly natural gas, have compelled Iranian industries to turn to renewable energy. For Iran, solar and wind represent the best available options. We plan to complete the second phase of our 120-megawatt solar plant by the end of this year and bring the entire 600-megawatt capacity online by the end of next year." He also announced plans to construct a 200-megawatt wind farm in Khaf, Razavi Khorasan Province, which will supply the required energy for Sangan Steel Company, a subsidiary of Mobarakeh Steel Group. Explaining the company's objectives for participating in the Green Technologies and Clean Energy Exhibition, Ahmadi noted: "This is the first time this exhibition is being held in Isfahan, and we are here to present our capabilities, environmental initiatives, and ongoing projects to visitors." He concluded: "Contrary to the widespread perception of steelmaking as a polluting industry, Mobarakeh Steel has successfully mitigated much of its environmental impact through solar power generation and is actively aligning its operations with the goals of sustainable development."