

GREENING THE AUDIO VISUAL INDUSTRY

Baseline Study Executive Summary

Green Screen 
Interreg Europe



European Union
European Regional
Development Fund

BACKGROUND

At the Paris climate conference (COP21) in December 2015, 195 countries adopted the first-ever universal, legally binding global climate deal. The agreement sets out a global action plan to put the world on track to avoid dangerous climate change by limiting global warming to below 2 degree C¹.

Preventing climate change is one of the European Union's main priorities. The EU is focusing on developing and sharing strategies to address these concerns, including the reduction of greenhouse gases.

Considering these priorities and the fact that film and television productions account for significant carbon dioxide emissions², the Green Screen partners have come together to address carbon footprint reduc-

THE PARTNERSHIP

The Partnership consists of regional development agencies, municipalities and film commissions:

- Film London, UK
- Municipality of Ystad, Sweden
- Promalaga, Spain
- Bucharest-Ilfov Regional Development Agency, Romania
- Flanders Audiovisual Fund, Belgium
- Ile-de-France Film Commission, France
- Rzeszow Regional Development Agency, Poland
- Regional Development Agency Senec-Pezinok, Slovakia

RESULTS OF THE BASELINE STUDY

Barriers

Following desk research and surveys of the partners the following key barriers were identified:

- Poor awareness of environmental sustainability and environmental best practice within the audio-visual production sector and their impact on CO² emissions.
- Lack of government funding to support sustainability projects aiming to reduce the carbon footprint in the audio-visual production sector.
- Environmental sustainability is currently not always a concern with regards to procurement.
- Whilst there are a number of tools to measure environmental impact, there is no unified methodology for measurement.
- Environmental sustainability is perceived to be expensive.
- Lack of reliable data about the amount of audio-visual productions in each region.

tion within the audio-visual production sector and to support productions to achieve greater environmental sustainability. The audio-visual production industry impacts on the environment through many areas with key ones being transport, waste, catering and energy.

These audio-visual production industries are a successful driver for growth across Europe and an important contributor to the creative industries within the European economy. Moreover, they play an important cultural role and can contribute to a shift towards sustainability. Acting as an ambassador and driving change through the content, productions can positively influence audiences and their behaviour.

The partners bring varying degrees of related expertise and experience to the project with some organisations' engagement with environmental sustainability - Ile-de-France Filmcommission and Film London - dating back to 2009. Through interregional learning and knowledge exchange, Green Screen aims to align the practices of partner regions and improve regional policies so that sustainable measures for producing films, TV and audio-visual content can be adopted across Europe. The project is funded by the EU's Interreg Europe programme through the European Regional Development Fund. <http://www.interregeurope.eu/greenscreen>

Opportunities for the Partnership

To address these barriers, the Baseline Study identifies the following recommendations and opportunities for partners to consider and address in the delivery of this project, both within their regional context and jointly as a partnership.

Businesses & Competitiveness

- Environmental sustainability is not synonymous with higher costs and there is an opportunity to highlight economic and environmental savings through case studies existing within the partnership.
- There is an opportunity for regional film funding agencies and film commissions to establish and promote best practice guidelines regarding environmental sustainability.
- Increase awareness in environmental sustainability in the procurement of suppliers of goods and services.

- Work with the supply chain to encourage the reduction of CO² emissions through targeted promotion and engagement.
- There is a need for more green suppliers (transport, generators, lights, ...)

Best Practice & Education

- Identify and promote the common principles and values across carbon calculators and tools that are transferable across EU regions and make them easily available.
- Educate businesses to increase environmental awareness and knowledge of how to reduce carbon footprint.
- Offer training and workshops on reducing CO² emissions of audio-visual productions. This training can target different groups: policy makers, AV professionals, students, retailers ...
- Share and promote case-studies of productions that have followed a green protocol and achieved carbon savings.

Communication & Promotion

- Promote the creation of awards / recognition for those productions that implement environmental best practice and work sustainably. This includes

environmental certification or green labels for sustainable productions.

- Promote environmentally sustainable audio-visual productions at film and TV festivals and markets.
- Promote sustainable technology to industry professionals at trade fairs.
- Create awareness across different policy domains such as waste, energy and transport.

Policy & Incentives

- Environmental sustainability can be a key factor and asset in making the European audio-visual production industry competitive and attractive to investment. It can lead also to the development of new types of innovative businesses in the supply chain and employment generation. Regions and their stakeholders need to recognize this opportunity.
- Establish objectives in regional funding and fund policies to reward / incentivise environmental sustainability. Criteria established should be quantifiable, measurable and auditable.
- Develop and implement incentives for innovative actions and technology contributing to the reduction of CO² emission.
- Enshrine environmental sustainability as a criteria in public sector procurement.

CONCLUSION

The audio-visual production sector is well placed to lead the way in addressing these barriers and act as a catalyst and driver to inspire other sectors and industries. The Green Screen partners recognise the

challenges and the opportunities for the audio-visual production industry and their suppliers to provide inspiration, leadership and advocacy and be agents of change for a wider audience.

»» *When politics is too slow, change has to come from culture.* »»

Al Gore

¹In addition, in 2015, the UN set out 17 sustainable development goals to end poverty, protect the planet and ensure prosperity for all as part of a new sustainable development agenda. Each goal has specific targets to be achieved over the next 15 years: <https://www.un.org/sustainabledevelopment/sustainable-development-goals>

²Green Screen partners have varying figures for carbon emissions and each production is different in their potential level of CO₂ output. This output is often related to budget levels and creative choices. The following figures reflect the carbon emissions of

partner regions:

- VAF (Belgium) quotes that a typical feature film accounts for 73 tons of CO₂ the equivalent of the annual emissions of 10 households.
- Ecoprod in France quotes carbon emissions of ca 150 tonnes or a one-hour TV show episode (fiction) and 200 tonnes per feature film.
- In the UK the carbon emissions quoted range from 50 to 95 tons for a micro-budget feature (below £1m) to mid range productions (£25m plus) up to 2750 tons of CO₂ and tentpole productions emitting up to 3500 tons of CO₂.



Green Screen

Interreg Europe

