



THE GREEN SCREEN PARTNERSHIP AND GOOD PRACTICES:

A JOURNEY OF INSPIRATION AND ACTION
THROUGH INTERREGIONAL LEARNING



Green Screen is an Interreg Europe-funded partnership project working across eight EU regions to improve policies and achieve measurable success in reducing the carbon footprint of film and TV production. Green Screen aims to align environmental practices and improve regional policies so that sustainable measures for producing films, TV and audio-visual content can be adopted across Europe. The programme places an emphasis on interregional learning and shared knowledge through learning workshops, staff exchanges, case studies and good practices. The good practices are shared in summary on the programme's **policy learning platform** (see Good Practices). We felt though that it would be useful to share more background, detail, learning and information for some of these to allow other regional agencies to adapt and adopt them.

The Green Screen partners have now been working in partnership for three years and it has been an exciting journey of shared learning across partner regions.

Key take-aways from these transfers of good practices in the Green Screen partnership are:

- Regardless of the budget, each film production can benefit from sustainable practises.
- Sustainable film production offers important potential for societal impact that goes beyond reducing the carbon footprint of the production itself.
- Sustainable filming is not only affordable - it can help to save money and to reduce the production budget.
- Applying sustainable practises is easy
- Financial incentives can effectively support the reduction of film and TV production's carbon footprint in various ways, thus allowing regions to create tailored solutions to fit their specific characteristics and objectives.

At our first learning workshop in **Brussels**, the partnership was introduced to embedding environmental sustainability in the UN's 17 Sustainable Development Goals and how productions recipient of VAF's funding have to comply with a green protocol with the final payment being contingent on the production submitting their carbon footprint. We had stimulating presentations on green event management, waste and recycling, an exciting introduction to how smart technologies reducing energy consumption as well as a visit to one of the Kringwinkel centres where unwanted household goods are collected, repaired before being sold on.

Our next learning experience took us to Castel Film Studios, one of the most important stages in central and Eastern Europe; founded 25 years ago it has hosted over 250 features. The Studio offers a range of facilities including equipment rental, costumes, props and set construction as well as catering. It was inspiring to see how sustainably the Studio works in its practices across all departments. The partnership saw the Studio's first ever built set which they keep restoring.

In **Rzeszow** the partnership focused on some new topics – filming in national parks and sustainability in cinemas. The partners also got their first full immersion into what smart technologies and innovations offer the audiovisual production sector. In **Ystad** the learning focused more on the challenge ahead of developing the Action Plans for our respective regions. Our most recent learning experience in **Bratislava** introduced partners to the commitment to sustainable practices of some of Slovakia's production community including producer Katka Krnacova, Simona Mocikova and Radka Babincova as well as a range of agencies working in circular economy.

London, Paris and **Brussels** hosted a staff exchange – their aim being to build the capacity of participating partners and their stakeholders. The first staff exchange in London presented an inspiring mix of speakers of local companies and initiatives such as Julies Bicycle, the Zero Emission Network, Pinewood and Warner Bros reporting on their sustainability actions. A green production secretary reported on the greening of Amazon's Electric Dreams and there were presentations by green suppliers and a close look at props and builds with Scenery Salvage and Aude-Line Duliere. The two days provided a good overview of the challenges and solutions in London.

The two days in Paris presented partners with a fabulous range of presentations and a fantastic overview of Eco Prod, its tools, partners and challenges: a fascinating insight into TF1's approach to corporate social responsibility, how sustainability is embedded into the Ministry of Culture's strategy ('Le monde durable de demain sera culturel'), an introduction to the CNC's funding for innovation, the good practices of a green animation studios, an overview of the challenges of greening the digital sector by Alliance Green and an afternoon at the Reserves des Arts.

For the final staff exchange partners together in Brussels for a packed and informative circular economy study day and a second day focusing on art department, materials and propos. During both days, we met a range of interesting organisations and inspiring suppliers offering solutions.

In March 2019 over 40 participants from the partners' regions came together for a Conference and Round Table in **Malaga** which allowed partners to work on two key themes: '**Film and Culture as a Change Maker**' and '**How Much does it Cost to Go Green**'.

It is very much the inspirational and informative exchange of these encounters, that are now shaping the partners' Action Plans that aim to improve their different policies and what Green Screen partners take forward the years to come.

ProMalaga is working with VAF's carbon calculator to enhance the calculator and align it to the Spanish production template. The Slovak Audiovisual Fund and Film i Skane are reviewing their funding guidelines to embed green protocols following learnings from VAF and Eco-Prod's Ecobonus. Bucharest is working closely with Castel Film Studios to improve sustainable practices around materials, set construction and props further. Inspired by the visit to Castel Film Studios and Reserve des Arts in Paris, VAF will be working to embed more innovative circular economy solutions. Rzeszow is embedding learning from VAF, Eco Prod and Film London to develop guidelines for their film-makers to protect the cultural heritage and its natural resources and heritage. Inspired by practices from a Belgium TV company, London has developed the Grid Project: aiming to install electrical cabinets in key London unit bases. Paris is seeking to take forward the valuable research and work of Benoit Ruiz and his in depth analysis of innovations that can be transferred to the audiovisual production sector, matching innovation providers with audiovisual companies who will test and implement the innovations via demonstrator pilots.

Thanks to **Interreg Europe's** funding the Green Screen partners have been and are on an incredible journey – exciting, inspirational and challenging – leading partners to discover and understand useful and interesting practices across very different cultures, regions and cities of Europe. This journey has informed respective practices and the partners' approach to environmental sustainability and is shaping our regional Action Plans and concrete next steps in partners' journey to sustainability. The good practices published here are the result of our interregional learning and will continue to inform our Green Screen journey going forward, inspire and inform our partnership as well as being a resource to other stakeholders across Europe.

