

Green Screen
Interreg Europe



Green Screen Action Plan

Partner 4

Bucharest Ilfov Regional Development Agency





Introduction

The audio visual production industry (AVP) is an important contributor to the creative industries, a major growth area within the European economy - from 2010 to 2014, a number of 7.769 feature films were produced in the EU. AVP works across film, TV, commercials, studio & location filming and the fact that its supply chain includes transport, construction, catering and lighting makes it a significant emitter of CO₂. In the past years, the green agenda has become more significant for the AVP industry in Europe and globally. Environmental sustainability is a key factor to its competitiveness and to maintaining investment and jobs.

The re-emergence of the Romanian cinema which began with the new millennium as well as the hosting of foreign productions means that the AVP sector continues to provide employment and to contribute to the economy. The AVP industry is a high emitter of CO₂ and is responsible for the pollution of whole areas. Not only audio visual companies are to blame, but also SMEs that play an important role in the AVP supply chain, by providing services such as design, catering, lighting, construction to support both studio based and location filming. Furthermore the green agenda presents an opportunity for innovative SMEs to develop new products to reduce carbon emissions.

Over the past few years, due to the efforts of the main studio, Castel Film (which has attracted significant foreign productions to Romania), the opportunities for the AVP value chain companies have increased – however, this has also caused an increase in the carbon emissions from the AVP process. Environmental sustainability is crucial to the competitiveness of the AVP industry and for attracting film productions: it is important for Bucharest Ilfov to equip itself to maximize the opportunities which an expanded AVP industry could afford to its economy. With an energy intensity almost 3 times higher than the EU28 average, Romania is one of the most carbon intensive economies in the EU. There is currently no coherent approach to the reduction of CO₂ emissions at regional or industry sector level. No related statistics are available but Bucharest is known as a city with high levels of pollution. Action is needed to improve related knowledge transfer, financing and support for growth and collaborative



approaches to carbon reduction. The creative industries (including AVP) and all the companies of the supply chain need support to find their place within the ecosystem.

Following our stakeholders' involvement in the project's 1st Phase, both at the local meetings but also in the project events, it seems that the local companies are inclined or would like to prefer to work in a more sustainable way but the initial investments and associated costs proved prohibitive for most of them. We see a slight resistance to change and the fact that there are no current incentives to work in a sustainable way and the relevant institutions that have a say in the AVP area (such as the National Center for Cinematography) do not include green & sustainable criteria when deciding which movie productions to fund does not entice the companies to act green. Our efforts to contact these types of institutions and explain the project's goals and benefits for our region and its inhabitants started practically from scratch and is still subject to be developed.

Through ADR BI's participation in the Green Screen partnership (which includes screen agencies, regional development agencies and regional authorities), we are bringing an optimum mix of experience and perspectives in order to address the challenges in the region and to implement change with the help of the relevant stakeholders that have been involved in the interregional learning process in Phase 1 (workshops, staff exchanges, product validation, peer support). Through the local action plan, we will try to motivate the current and future AVP workforce, companies and value chain to adopt sustainable practice in AVP and thus to reduce CO2 emissions.

ADR BI was originally targeting the Regional Operational Programme Investment in Growth and Jobs ERDF 2014-2020 (Bucharest-Ilfov). This has not proved to be feasible but we hope to obtain endorsement of the Action Plan from the policy body in relation to the next Operational Programme. No link to other Strategies or Programmes can be made at this time.



Part I – General information

Project: Green Screen

Partner organisation: Bucharest – Ilfov Regional Development Agency

Other partner organisations involved (if relevant): NA

Country: Romania

NUTS2 region: Bucharest - Ilfov

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Part II – Policy context

- The Action Plan aims to impact:
- Investment for Growth and Jobs programme
 - European Territorial Cooperation programme
 - Other regional development policy instrument

Name of the policy instrument addressed: 2014 – 2020 Regional Operational Programme



Part III – Details of the actions envisaged

ACTION 1

1. The background

According to recent statistics, Bucharest has some of the highest levels of air pollution in Europe. This is becoming more and more obvious and has caused a lot of debates and worries in recent years, involving citizens, companies and politicians. Regarding the AVP industry, filming on location currently requires extensive use of diesel generators which are a strong emitter of carbon (CO₂). Other practices regarding catering choices, disposing of props and materials and lack of incentives for green filming are clearly harming the environment. This is why it is crucial that we identify sustainable practices and solutions.

2. Action

The aim of the action is to develop a guide on sustainability and green practices in AVP industry. The guide will refer to measures that need to be implemented both during the whole filming process (pre-production, shooting, post-production) and in the stages between productions (such as set and materials recycling).

Such a guide would help the studios and production companies to start introduce green production practices in their everyday activities. It is intended that at least the most important stakeholders that were actively involved in the project (Castel Film, Movie Production and Saga Film) and participated in the project's events (exchange of experience, study visits etc.) to become pioneers in the domain and examples for the others.

The guide will be made available and distributed to be used by all the relevant stakeholders and interested organizations from the Bucharest-Ifov Region.



3. Inspiration from Green Screen Interregional learning

This action draws inspiration from two different partners' experiences.

First, during the Staff Exchange in Brussels organized by VAF, at the VRT studios, there were presented different measures and successfully applied approaches used in AVP industry (such as how to store and reuse decors, props, items of clothing etc.). These good practices are a great starting point for the learning and sharing of knowledge process.

Second, the guide to sustainable filming is inspired by the work of our Swedish partners, which presented their Sustainable Events Guide during the project's meetings. However, the one intended to be developed within the framework of the action plan will be more focused on the film industry and the realities and possibilities of the Bucharest-Ilfov Region.

4. Players involved

The first stakeholders to be involved are the studios and the production companies from the AVP industry. Since for the implementation of the action it is necessary to have an initial evaluation of the actual situation, relevant stakeholders that have been already attracted by the project activities shall serve as concrete examples for the guide – Castel Film, Movie Production and Saga Film.

A second category of stakeholders is represented by companies that are suppliers for the AVP industry – such as transport, catering, equipment rentals companies etc. These types of organizations also have an influence due to their position in the supply chain.

Specialized regulatory agencies and bodies – like the Ministry of Environment, Water and Forests, the Ilfov Environment Protection Agency – and institutions that have a role in issuing permits and other relevant documents are similarly supposed to have a relevant input to the



guide. Last but not least, the civil society represented by specialized NGOs targeting environmental issues is also intended to be part of process.

The overall process will be managed by the Bucharest-Ilfov Regional Development Agency which is also Intermediary Body for the Regional Operational Programme Investment in Growth and Jobs ERDF 2014-2020.

5. Timeframe

The steps toward the elaboration of the guide and the corresponding timeframe for the Phase 2 (2020-2021) of the project are:

- *Semester 7*

- 1. Assessment of the actual situation.*
- 2. Defining the set of tools to be applied, that will lead to a green filming process.*

- *Semester 8&9*

- 3. Development of the guide to sustainable filming*
- 4. Raising awareness in the film industry and among the authorities regarding the content of the guide*

- *Semester 10*

- 5. Support the implementation of the defined instruments and monitoring their success*

6. Costs

16.000 euros



7. Funding sources

The funds needed to cover the costs for this action will be gathered from the local authorities in the Bucharest-Ilfov Region, through the Regional Development Fund (based on the Law 315/2004).

8. Anticipated issues for programme management

The most challenging issue to be approached during the implementation of the action refers to the costs purported by what could be called a new way of doing things in AVP industry – the sustainable way.

The guiding instructions should succeed in explaining the fact that there are no overall supplementary costs in changing certain – at the end of the day – behaviors. Even in situations where there are necessary investments in new technology and equipment, the costs are higher on short term but on medium and long term there will be a financial gain for those that are implementing new methods.

Another important aspect to mention is the fact that even though the European legislation and directives converge towards the implementation of sustainability in all areas, including in the private life of the individual, encouraging and rewarding such behavior, the Romanian legislation does not have the same adaptation rhythm to the world realities. Politicians and municipalities do not put a lot of emphasis on this area, it seems that this issue is not considered a priority and what is being done is at a minimum. It seems though that in recent years the younger generations are more inclined to follow these global trends toward sustainability. The discussions we've had during our stakeholders meetings suggest that students and future AVP professionals take sustainability in account when they talk about their future work, which could be an indicator that change will follow.

We consider that it is also important to maintain a positive vibe regarding the project and a constant involvement of the stakeholders. In this respect, even if the first phase of the project



has ended, the Bucharest-Ilfov Regional Development Agency project team members will continue to have meetings with the stakeholders – adapted to the second phase activities and objectives.

9. Impact and link to policy improvement targets

As assumed in the application form, the implementation of the action as result of the interregional learning process gives ADRBI and project's key stakeholders a leading position of responsibility regarding alignment of environmental practices in the Romanian AVP industry to a benchmarked standard agreed by all Green Screen partners.

The action is in fact a concrete measure focused on maximizing the opportunities for AVP companies and those of the value chain (SMEs) to contribute to the greening of the AVP industry by adopting new work practice and/or developing related new products and services – issue stated in the application form as part of the policy improvement effort within the Regional Operational Programme Investment in Growth and Jobs ERDF 2014-2020 framework for Bucharest-Ilfov Region.

The proposed guide will define concrete strands of activity and suggest specific measures and initiatives to be supported that will help SMEs from the AVP sector to harness opportunities linked to the low carbon economy, thus contributing to the policy improvement.

10. How the implementation of the Action will be monitored

The implementation of the action will be monitored in close relation with the timeframe presented above.

There will be regular reports (each semester) regarding the activities developed and corresponding financial allocations that will be subject to approval by the Agency's top



management. The reports will also propose improvement/corrective actions – if the case – in line with the action objectives.

Quantitative indicators progress will also be monitored (number of tools to be applied that will lead to a green filming process, number of stakeholders adopting sustainable measures, number of guides distributed to stakeholders and other relevant organisations etc.).

Date: 20.07.2020

Signature:

Stamp of the organisation:

