



**eureca**

**Interreg Europe**



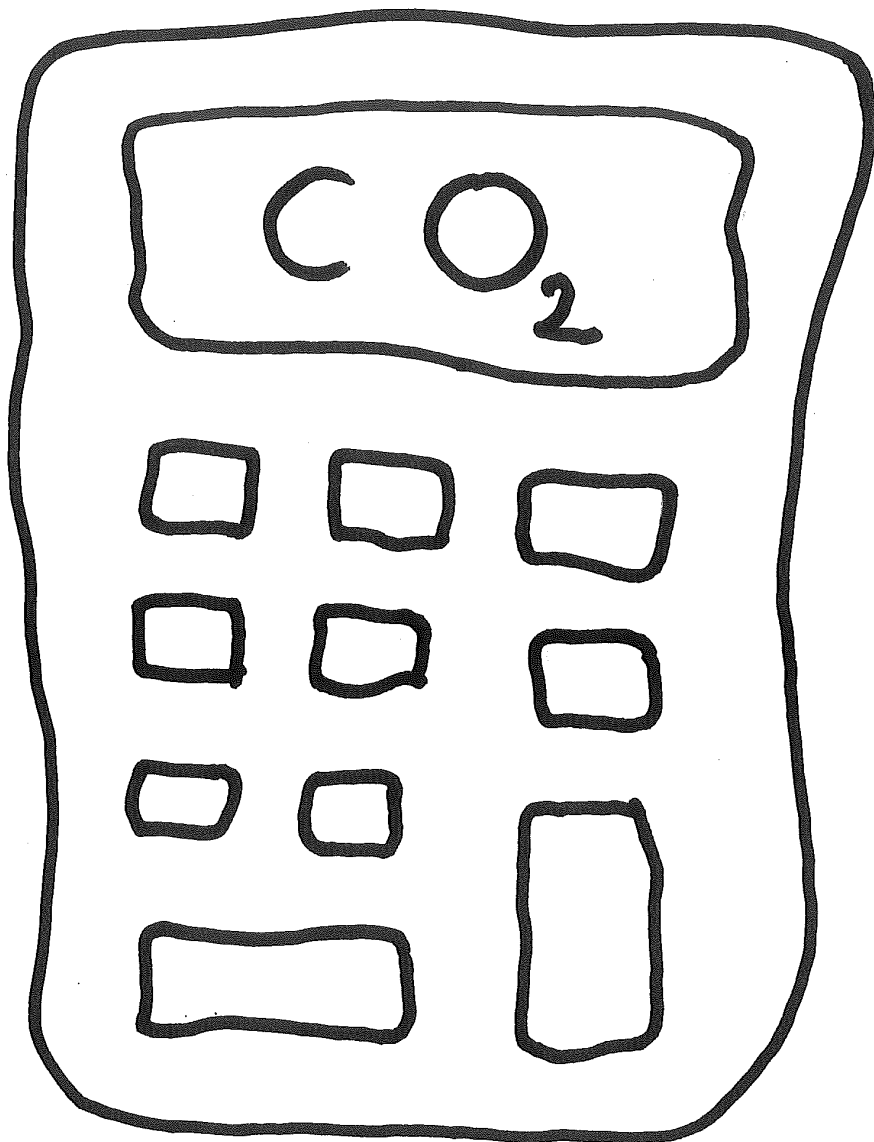
## European Environmental Calculator

**Green Screen**  
Interreg Europe









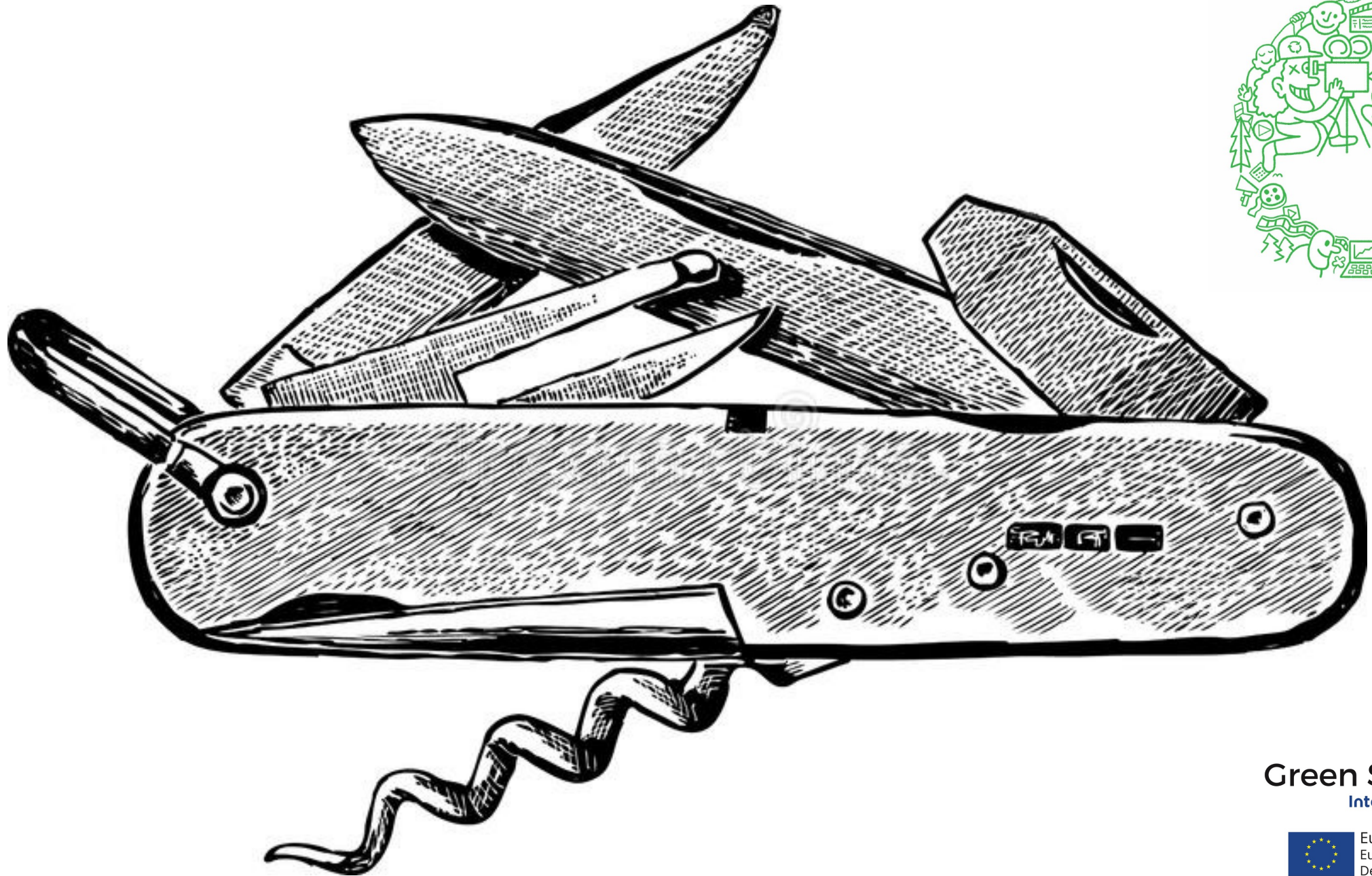
# EURECA

- 3 Green Screen partners & loc  
Promalaga  
Slovak Film Commission  
Flanders Audiovisual Fund
- Academic partner  
Catholic University of Leuven (Belgium)
- Learnings from  
Green Screen & SECOYA CO<sub>2</sub> study
- **GOAL:**  
Uniform EU tool AV productions & Funds
- Timing 2020 - 2021



**Green Screen**  
Interreg Europe





**Green Screen**  
Interreg Europe



# Eureca will



## Help companies

It not only focuses on evaluating/reporting on emissions, but also on helping audiovisual companies to make the decisions during their planning to make their filming more sustainable.



## Convert factors

It is uniform and consistent at European level, using reliable conversion factors based on a database developed by sustainability experts. Where needed, regional impacts will be taken into account.



## Consolidate data

Facilitates the consolidation of data from different productions at regional, national and European level.



## Be friendly

It is intuitive and easy to use.  
It has an affordable cost of use.



## What is Eureca?

Eureca (European Environmental Calculator) is an instrument that helps the audiovisual industry to better understand and evaluate the environmental impact of their filming as well as to make their production processes more sustainable. Eureca is a pilot project emerging from the European project Green Screen, financed by the European Regional Development Fund. Detailed information can be found at [. More info](#)

Eureca is focused not only on measuring but also on raising awareness and learning from the experience. The purpose of Eureca is to develop a uniform European instrument so that it can be used by any type of audiovisual production in any country in Europe. It has been created in close partnership with producers, scientists and sustainability experts. It has been designed with the involvement of the audiovisual industry, who has been participating in its creation, improvement and implementation.

For that reason, Eureca is a tailor-made tool for all types of audiovisual productions. It is the instrument of preference for producers, line producers, eco-managers and heads of departments. In addition to be useful for the production companies, the funding institutions at European, national and regional level can use Eureca as a valuable tool for certification and reporting as well as a basis for implementing and fostering sustainability promotion strategies.

**Green Screen**  
Interreg Europe









## Our A-Team

### Institutions and advisors



# CONTACT



[info@eurecafilm.eu](mailto:info@eurecafilm.eu)

Luz Molina ([lmolina@promalaga.es](mailto:lmolina@promalaga.es));

Eva Pospíšilová ([eva.pospisilova@filmcommission.sk](mailto:eva.pospisilova@filmcommission.sk))

Zuzana Bieliková ([zuzana.bielikova@filmcommission.sk](mailto:zuzana.bielikova@filmcommission.sk))

Tim Wagendorp ([twagendorp@vaf.be](mailto:twagendorp@vaf.be))

More info about the Green Screen project: <https://www.interregeurope.eu/greenscreen/>

**Green Screen**  
Interreg Europe



European Union  
European Regional  
Development Fund