

THE FUTURE IS GREEN

Green Screen Conference

Thursday 28 October 2021

NO PLANET NO FILM

interregeurope.eu/greenscreen

 @greenscreeneu

Green Screen 
Interreg Europe

 European Union
European Regional
Development Fund



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KEYNOTE



ANDY HARRIES OBE

CEO & Executive Producer

Left Bank Pictures

Andy Harries established Left Bank Pictures in 2007 and as CEO has produced a range of hit shows, including ***The Crown*** which has garnered 63 Emmy nominations and critical acclaim since its debut in 2016.

Harries is currently executive producing the show's fifth season, following the acclaimed releases of action drama ***Strike Back***'s eighth season & the fifth series of the Golden Globe-nominated ***Outlander***.

In 2020 and 2021, Harries executive produced ***Sitting in Limbo***, based on the Windrush scandal, the 3-part adaptation of James Graham's play ***Quiz***, the thriller series ***Behind Her Eyes*** for Netflix, ***The Fear Index***, a psychological thriller for Sky, and most recently ***Three Pines***, a Canadian-set crime drama.

In 2019, Andy was appointed Officer of the Order of the British Empire (OBE) for services to film and television.

 @LeftBankPics

 @leftbankpictures

HOST



ADRIAN WOOTTON OBE

Chief Executive

Film London & the British
Film Commission

Adrian Wootton OBE is Chief Executive of Film London and the British Film Commission.

Adrian is a Programme Advisor to the BFI London Film Festival, Venice Film Festival and Noir in Fest, Milan, and Founding Director of Shots in the Dark Festival, Nottingham. In 2012 Adrian received an Honorary Doctorate in the Arts and was appointed Visiting Professor of Film & Media at Norwich University of the Arts. In 2014 Adrian received an Honorary Doctorate of Letters from the University of East Anglia and in 2017 was awarded an OBE for Services to Film.

Most recently, Adrian has led the British Film Commission's work to develop the COVID-19 Production guidance for Film and High-end TV drama, as part of the BFI's wider COVID-19 Screen Sector Recovery Task Force.

 @aojwFL_BFC / @Film_London

 @film_london



VERENA PRIEM

Policy Officer

Interreg Europe

Since 2013, Verena has worked on the Interreg Europe programme, a pan-European funding scheme to boost regional development policies, through projects such as Green Screen. The programme covers sustainability aspects in various fields including transport, energy, resource efficiency in SMEs, tourism and more.

As a policy officer, Verena is in charge of supporting applicants, assessing applications and monitoring projects achievements, mainly in the fields of sustainable mobility, energy efficiency, renewables and integrated low-carbon strategies. She actively contributes to the community of policymakers within the policy learning platform related to low-carbon economy.

Verena holds a Master of Arts in Political Sciences and European Affairs from the University of Muenster in Germany and Sciences Po Lille in France. With passion for sustainability, she never misses an opportunity to use her bicycle or any other means to reduce the carbon footprint in her daily life. She is a true European soul, actively involved in association work to promote European citizenship and debates on various EU related topics. She speaks French, English, German and some Spanish.

 @interregeurope

 @interregeurope

PANEL 1: WHAT MAKES A FILM SUSTAINABLE? CARBON & BEYOND...



JOANNA GALLARDO
Head of Institutional Relations
Film Paris Region

Joanna Gallardo is the Head of Institutional Relations, Film Paris region, film department of Choose Paris Region.

Joanna's previous roles include Managing Director and Executive Office Manager at the Ile-de-France Film Commission where she first started as Project Manager in charge of co-productions and the Ecoprod project for more than five years. Ecoprod aims to sensitize the French AVP sector to its carbon impact and promote concrete solutions. Film Paris Region is one of its founder members and is working actively at a regional level to help professionals make the green shift. It is also one of the Green Screen European partners.

 @filmparisregion

 @filmparisregion

 @FilmParisRegion

PANEL 1: WHAT MAKES A FILM SUSTAINABLE? CARBON & BEYOND...



PANELLIST

LUZ MOLINA

Head of Projects & Legal Advisor
Promálaga

Luz Molina is Head of Projects and Legal Advisor in Promálaga. She coordinates the European project Green Screen (Interreg Europe) in Spain.

Luz has promoted the creation of a Stamp of Sustainable Production in the city of Malaga, and leads EURECA in cooperation with VAF and SLF, a pilot project whose aim is to become the tool for the calculation of the environmental impact in the audio-visual sector at a European level.

 @alegrialala / @promalaga

 @promalaga

PANEL 1: WHAT MAKES A FILM SUSTAINABLE? CARBON & BEYOND...



PANELLIST

XAVIÈRE FARRER HUTCHISON

Head of Environmental Policy
France Télévisions

A graduate of the IIS (Superior Institute for Image and Sound), Xavière Farrer Hutchison is responsible for the environmental and climate policy for the France Télévisions Group. Following an earlier career dedicated to the media sector in France (Arte, France 5) and in China, where she led a study of the audio-visual landscape in the Shanghai Media Group, Xavière integrated the France Television Company Social Responsibility department.

To deploy an environmental and climate policy within France Télévisions Group is an opportunity to be an actor in determining the responsibility and the central role of a public media group within a pivotal moment in the climate transition of society.

Xavière has the ambition and conviction to share and build with people from inside and outside the Group who are committed to those challenges.

 @Francetele

 @francetelevisions

PANEL 1: WHAT MAKES A FILM SUSTAINABLE? CARBON & BEYOND...



PANELLIST

RONNY FRITSCHE
Film Producer

Ronny Fritsche is a Swedish producer and sustainability expert within the film and TV industry. In his role as a producer, he began to question the unsustainable production methods used in the film and TV industries.

Today he helps industry organisations and financiers developing their sustainable strategies and eco-supervising production companies. He has developed green checklists and a tool with the Sustainable Development Goals as its framework. His latest green study, published in 2020, is *The Detective, the Film Industry & the Eco-Villains*, based on his experience of eco-supervising and measuring the impact on the TV drama **Bäckström**.

 Ronny.Fritsche

 @ronny.avokado

PANEL 1: WHAT MAKES A FILM SUSTAINABLE? CARBON & BEYOND...



PANELLIST

RIET DE PRINS

Producer

VRT

After studying at Brussels filmschool, Riet started her career in the eighties at VRT, the public broadcaster in the Flemisch part of Belgium. For several years, she was part of a team working on diverse formats such as entertainment, live shows and music documentary, getting to know all the corners and borders of making television.

In the early nineties, Riet became a creative and line producer and got the opportunity to develop four comedies for youngsters, across 334 shows, before the opportunity came to supervise the writing process of a long running daily soap.

Until recently, she produced an adult comedy show called **Fair Game**, now in its 7th season, and totalling 1450 sketches. It's a sketch show about women of different generations in everyday situations, demanding far too much of themselves and their environment. Obviously, things tend to go wrong. And they do, quite frequently. But that's comedy!

 @VRT

 @vrt.be

PANEL 2: SUSTAINABILITY IN PRACTICE



CHAIR

ZUZANNA BIELIKOVÁ

Manager

Slovak Film Commission

On 1 June 2018, Zuzana Bielíková was appointed Manager of Slovak Film Commission. She is a Prague FAMU production graduate, having worked in various professional positions in film production for almost 15 years. She has experience managing projects for important film and television events as well as assisting on many high-profile projects for international film and television producers.

The Slovak Film Commission has been involved in the Green Screen project since its establishment in 2018. The first action within the SFC's regional action plan is the creation of an accessible and user-friendly carbon calculator: a tool which can be adapted to the needs of the Slovak audio-visual sector and which will incorporate relevant support measures is a crucial step in the transition to sustainable filming. The implementation of Eureka in Slovakia has been underpinned by a green filming memorandum (through which Slovak filmmakers will commit to environmental good practice and try to motivate others to do the same), and a green filming guide. Together, these tools and resources will lay the foundation for the piloting of a green filming financial incentive scheme, funded by the Slovak Audiovisual Fund.

 @FilmSlovak_SFC

 @slovakfilmcommission

 @slovakfilmcommission

PANEL 2: SUSTAINABILITY IN PRACTICE



PANELLIST

ALINA GRIGORE

Writer & Director


InLight

Alina Grigore has a bachelor degree at UANTC in Bucharest. Her debut as an actress was **Happy Ending**, directed by Radu Potcoava. She worked with Romanian directors such as Cristi Puiu on **Aurora**, which premiered in Cannes, and Adrian Sitaru for the award-winning **Best Intentions** (Locarno Film Festival) and **Illegitimate** (CICAE award at Berlin Film festival) as writer and actress.

Alina founded the Inlight Center production company and acting school, which became a research hub. This is the space where she and her students practice multiple methods for analysing the scenic process and storytelling. She began research on script development and directing with Adrian Sitaru and her students for the film **Illegitimate**. The film travelled around the world receiving numerous awards, bringing Alina the Best Script Award in Namur Film Festival, and the Angela Award for writing and acting at Subtitle Film Festival.

Alina is a Berlinale Talents alumna for writer/director in 2018. She directed her first feature film, **Blue Moon**, which had its world premiere in the Official Competition of San Sebastian Film Festival 2021 and won the Golden Shell for Best Film. The film's production was based on sustainable resources Alina is currently working with Oscar-winning actress Melissa Leo for her next feature film.

 @InLightCenter / @crainou/bluemoon

 @inlightcenter / @blue.moon.film

PANEL 2: SUSTAINABILITY IN PRACTICE



PANELLIST

RADKA BABINCOVÁ

CEO & Producer

Bright Sight Pictures

Radka is CEO at Bright Sight Pictures, a company that provides creative production and marketing support to various audio-visual works, mostly targeted on director-driven projects. The company believes in creativity, novelty and sustainability, and aims to cultivate artistic freedom while maintaining a commercial sensibility and environmental sustainability.

At Bright Sight, Radka has produced two fiction feature films in sustainable way: period drama ***The Chambermaid*** and romantic comedy ***Avalanche of Love***, both of which will be released in 2022. She is also an ambassador for sustainable filmmaking in Slovakia, and actively participates in Green Screen Europe activities.

 @BrightSightPictures / @RadkaBabincová

 @bright_sight_pictures / @radkasom

PANEL 2: **SUSTAINABILITY IN PRACTICE**



PANELLIST

MONIKA GŁOWACKA

Film Commissioner

Łódź Film Commission

Monika Głowacka is Head of Łódź Film Commission and Vice-President of the Polish Producers Alliance. She initiated green changes in the region (costs qualification, regional eco suppliers database) and appointed a green group called Film for Climate which she coordinates.

 @filmdlaklimatu

PANEL 2: **SUSTAINABILITY IN PRACTICE**



PANELLIST

TIM WAGENDORP
Sustainability Coordinator
Flanders Audiovisual Fund

After working as an environmental scientist and policy expert for a federation of reuse companies, Tim Wagendorp has been the Sustainability Coordinator at VAF since March 2017.

Tim's main focus is on VAF-supported film and media productions, but he also raises awareness at other VAF-related areas such as physical cinemas, the screenwriting process, games, animation and in education. VAF use the Sustainable Development Goals as a moral compass for their work, exchange knowledge as much as possible, and play an active role within Green Screen (and EURECA), Cineregio and EFAD.

 @VlaamsAVFonds

 @vlaamsaudiovisueelfonds

 @VlaamsAudiovisueelFonds

PANEL 3: INFRASTRUCTURE & INNOVATION



PANELLIST

BENOÎT RUIZ

Innovation/Environment Expert

Green Screen Interreg Europe

Benoît is the innovation/environment expert for the Interreg Europe-funded Green Screen programme led by Film London. He is also an advisor to the CNC, the French institution that supports the games and audio-visual industries.

 @greenscreeneu

 @greenscreeneu

PANEL 3: INFRASTRUCTURE & INNOVATION



PANELLIST

LAURENT KLEINDIENST

Sales and Marketing Director

TSF

Laurent Kleindienst is Sales and Marketing Director at TSF - one of France's top rental houses for film and TV productions with facilities in Paris and Marseilles. Laurent has been working with TSF since 2003, leading on marketing and development.

TSF is a major contributor to film and TV production in France and Europe. Since its inception in 1979, TSF is tirelessly responding to the needs and changes in the craft of film production, adopting lasting technological innovations. This includes driving forward solutions to reduce the environmental impact of productions.

 @tsf.fr

 @GroupeTSF

PANEL 3: INFRASTRUCTURE & INNOVATION



PANELLIST


EMILY ROGERS

**Director, Government
& External Affairs**

NBCUniversal

Emily Rogers serves as the Director of Government and External Affairs at NBCUniversal based in New York. Emily partners with government and community officials to drive production-related social impact initiatives, including workforce development programs, diversity and inclusion initiatives, and green production programs. In addition, Emily leads planning and execution for all external affairs events for Global Production External Affairs and State & Local Government Affairs, including the company engagement with heads-of-state and diplomatic receptions.

Emily joined NBCUniversal in 2014 on the Corporate Social Responsibility Team working on pro-social, philanthropic, and environmental initiatives. She holds a Master of Management from Duke University's Fuqua School of Business and an undergraduate degree in Environmental Studies from Carleton College.

 @Emily_S_Rogers

PANEL 3: INFRASTRUCTURE & INNOVATION



PANELLIST

LOUISE SMITH

Environmental Expert

The British Film Commission
and the Grid Project

Louise Marie Smith is Founder and Managing Director of Neptune Environmental Solutions, and provides sustainability consultancy to the Film & TV industry. She is also a consultant to the Film London Grid Project, the British Film Commission's Stage Space Strategy, and is Regional Sustainability Advisor to Netflix.

 @Neptune_Enviro

PANEL 4: CULTURE & CONTENT: INSPIRATIONS FOR CHANGE



CHAIR

JULIANE SCHULZE

**Strategic Business
& Financing Expert**

Juliane Schulze is a strategic business and financing expert for the creative economy. As Executive Advisor with 30 years of cross-sectorial experience, Juliane consults European and international funding institutions and business agencies. In her talks and through her acceleration programmes she supports international audio-visual and technology driven entrepreneurs and SMEs in investment readiness and access to finance. She also lectures at international conferences, business summits and industry events.

In 2020, Juliane initiated create.sustain.invest., aiming at building an ecosystem for creative industry start-ups offering sustainability solutions and for equity investors interested in responsible innovation. As a veteran EU-project director, she worked on sustainability focusing projects such as Green Screen (Interreg Europe) and CAST (Cosme). She is Director of the Investors Lab Berlin, Fellow at the Competence Centre Cultural and Creative Industries of the Federal Republic of Germany, and lectures at Freie Universität Berlin and the DFFB (German Film and Television Academy Berlin). Juliane is ambassador of GEMM (Gender Equality Media Management), member of the board of Media Deals, a pan-European investor network, as well as board member of European Women's Audiovisual Network (EWA).

PANEL 4: CULTURE & CONTENT: INSPIRATIONS FOR CHANGE



PANELLIST

PATRICK HOUGH **Artist**

Patrick Hough is an Irish artist living and working in London. Incorporating moving image, photography and installation, Hough's work excavates the increasingly entangled nature of archaeological, geological and ecological worlds.

Patrick received a BA in Fine Art Media from NCAD, Dublin in 2011 and an MA in Fine Art from the Royal College of Art, London in 2013. He is a recipient of the 2017 Jerwood / FVU Awards, the 2017 PLASTIK Award at PLASTIK Festival of Artist Moving Image, Dublin and a 2019 Film London FLAMIN Productions commission.

 @FL_FLAMIN

 @patrickhough

PANEL 4: CULTURE & CONTENT: INSPIRATIONS FOR CHANGE



PANELLIST

LUCIE TRÉMOLIÈRES **Writer & Director**

Lucie Trémolières is a writer, director and performer whose work focuses on finding multiple ways to integrate the ecological crisis into her storytelling. Often relying on comedy, she experiments with different media in order to make sense of her anxiety, anger, fear and optimism regarding the world we live in, in the hope that it will resonate with her audience. She believes that the paradigm shifts we are living through have to find their ways to our stories.

Aware of the responsibility falling on all storytellers and of the complexity of these subjects, Lucie decided to set up a discussion group, *Stories ft the Climate Crisis*, with other storytellers, producers and artists to exchange ideas and thoughts. She regularly does masterclasses on the subject. She has a BA in History from University College London, a BA in Film from Panthéon-Sorbonne University and an MA in Film Directing from Screen Academy Scotland.

 @LucieTremo

 @lucietremolieresfilm

PANEL 4: CULTURE & CONTENT: INSPIRATIONS FOR CHANGE



PANELLIST

ÁLVARO LONGORIA

Director

Morena Films

Álvaro is one of the founders of Morena Films (1999). He graduated Cum Laude in Business Administration from the University of Boston and later completed a Masters in the same subject at the Stern School of Business at New York University. He is member of the Academy of Motion Pictures Arts and Sciences.

Since founding Morena, he has produced a number of films, including **Champions** (Javier Fesser, 2018), **Altamira** (Hugh Hudson, 2016), **Asterix & Obelix, God Save Britannia** (Alain Chabat, 2012), **Che: Guerrilla** (Steven Soderbergh, 2009) and **The Zone** (Rodrigo Plá, 2007), as well as the TV series' **Quarantine Diaries** (TVE 2020) and **Tales of the Lockdown** (Amazon Prime Video 2020).

Álvaro has directed a number of documentaries including **Sanctuary** (2019), **Dos Cataluñas** (2018), **Ni distintos ni diferentes, Campeones** (2018), **The Propaganda Game** (2015) and **Sons of the Clouds** (2013), which won the Goya Award for Best Documentary. He also produced the trilogy of **Looking for Fidel, Comandante** and **Persona non Grata** for Oliver Stone in 2005.

 @morenafilms

 @morenafilms

 @morenafilms

PANEL 4: CULTURE & CONTENT: INSPIRATIONS FOR CHANGE



PANELLIST

MELANIE DICKS

Chief Executive

Fingerprint Content

Melanie Dicks is Chief Executive and co-founder of Fingerprint Content, a UK based production company formed in 2019 with hubs in India, the US and France.

Fingerprint Content was created to spark change in how social issues are portrayed on screen by empowering the world's most exciting storytellers to bring their deeply-held passions to life, exploring inequality, race and gender, the power of big business, and, most notably, climate change.

In 2008 she co-founded Greenshoot, a sustainability consultancy the first of its kind, advising production companies and policymakers globally on environmental sustainability, innovation, and supply chain management.

 @WeAreGreenshoot

THE FUTURE IS GREEN: OUR JOURNEY TO NET ZERO



PANELLIST

ELISA RODRIGUEZ

Deputy Director for Promotion & International Relationships

Spanish Film Institute

Elisa Rodriguez is a Spanish civil servant. She has held different positions in the ministries of science, industry and energy since 2010. Currently, she is the Deputy Director for Promotion and International Relationships at ICAA, the Spanish Film Institute, representing the Institute at international organisations, programmes and institutions, with special attention to Europe and Latin America.

Elisa participates in several working groups on sustainability issues at international level. In Spain, her department has promoted a dialogue with the sector on environmental issues.

Since 2020, the ICAA has collaborated with producers, festivals, the Spanish film Academy and other stakeholders to promote a greener sector. As a result, the ICAA has recently changed its support lines to introduce sustainability criteria.

 @cineicaa

 @cineicaa

THE FUTURE IS GREEN: OUR JOURNEY TO NET ZERO



PANELLIST

LAURIANE BERTRAND

Policy Officer

Creative Europe MEDIA

Lauriane Bertrand is a Policy Officer at the European Commission, working for the Creative Europe MEDIA programme, which supports the audiovisual industry. She has been entrusted with the transversal issues of sustainability and greening in the context of the MEDIA programme, in addition to her responsibilities within the Business Cluster of the programme, for which she has been responsible since 2017.

In her career at the European Commission, Lauriane has previously served in the Cabinet of Commissioner Gabriel, and in the Directorate General for Communication. She holds degrees from the College of Europe (Bruges), Sciences Po. (Strasbourg), and Trinity College (Dublin).

 @MEDIAProgEU / @LaurianeBertra9

THE FUTURE IS GREEN: OUR JOURNEY TO NET ZERO



PANELLIST

JACKIE McNERNEY
**Senior Manager, Culture &
Creative Industries Unit**
Greater London Authority

Jackie is a Senior Manager in the Mayor of London's Culture and Creative Industries Unit, where she works on a number of projects including the World Cities Culture Forum and the Museum of London. She also works with the Environment team looking at ways the Culture Unit can help implement the Mayor's environmental policies.

Previously, Jackie has worked in a variety of cultural organisations across the UK. Her last job, as Chief Operating Officer at the Serpentine Gallery, included working on the lead up to the opening of a new gallery. Jackie has also worked for the Manchester International Festival, a biennial commissioning arts festival presenting world premieres in Manchester and then touring them internationally. She has also worked in several theatre organisations including the Royal Shakespeare Company, Lyric Theatre Hammersmith and Kneehigh Theatre.

 @JackieMcnerney / @LDN_Culture