

Assess and understand the impact of COVID-19

on the carbon footprint of physical production, and on production costs or budget.

Green Screen
Interreg Europe



SLOVAK
AUDIOVISUAL
FUND



European Union
European Regional
Development Fund

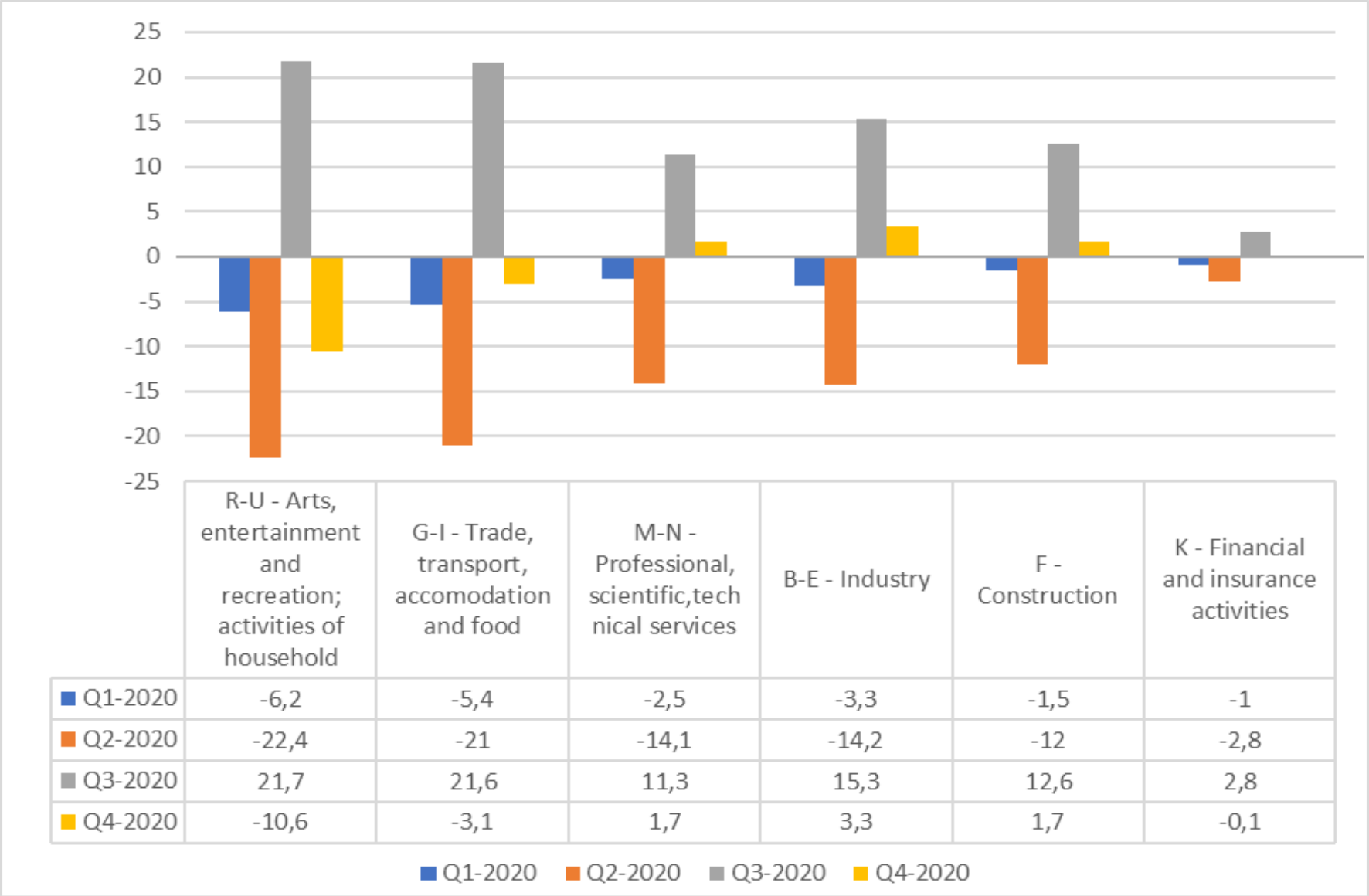


Context

COVID had profound health, economic, social, and environmental consequences.

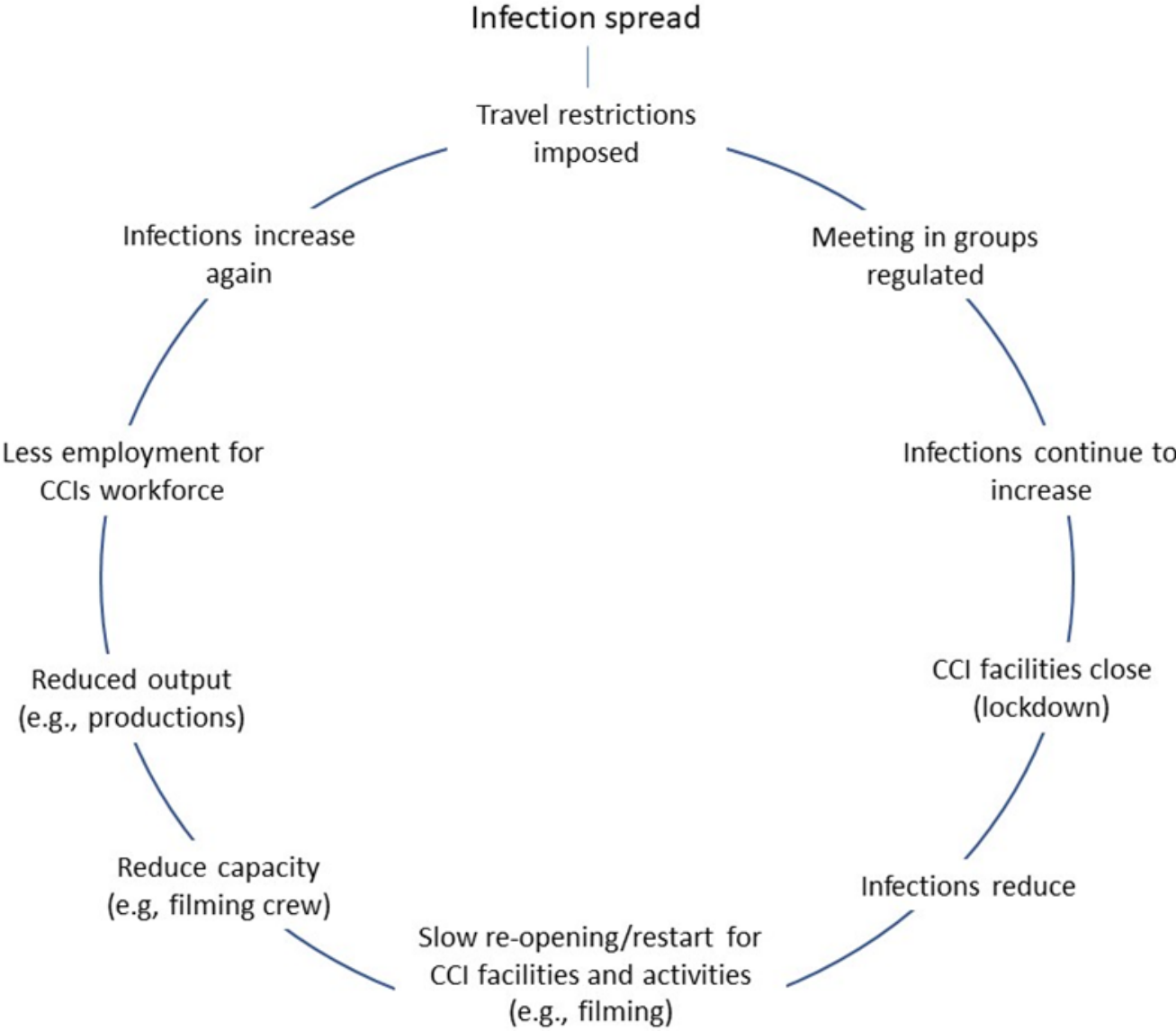
- The most affected sectors were personal contact-intensive services such as retail, hospitality, transport, arts and entertainment, and some other service activities (personal services, household activities, etc.).
- COVID has disrupted the CCIs in terms of both GDP and employment. In 2020, the estimated US \$750bn decline in global CCIs' GVA corresponds to upwards of 10 million job losses in the CCIs across the world.

COVID has massively disrupted the CCIs-GVA

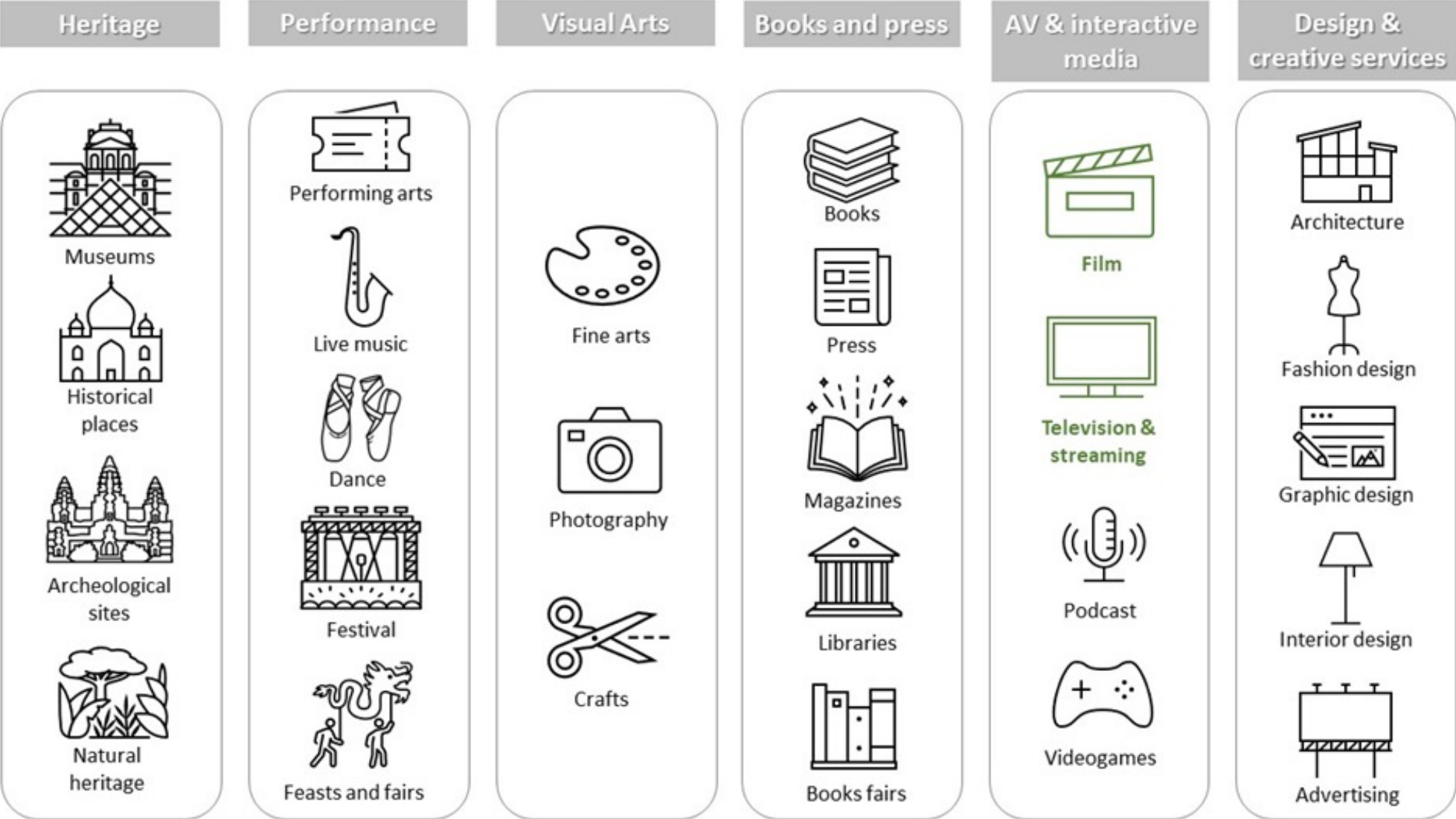


The most important impacts took place during the first phase, notably the difficulty of restarting the activity in June 2020 after the first lockdown: setting up the sanitary protocol, obtaining insurance, relocation, etc.

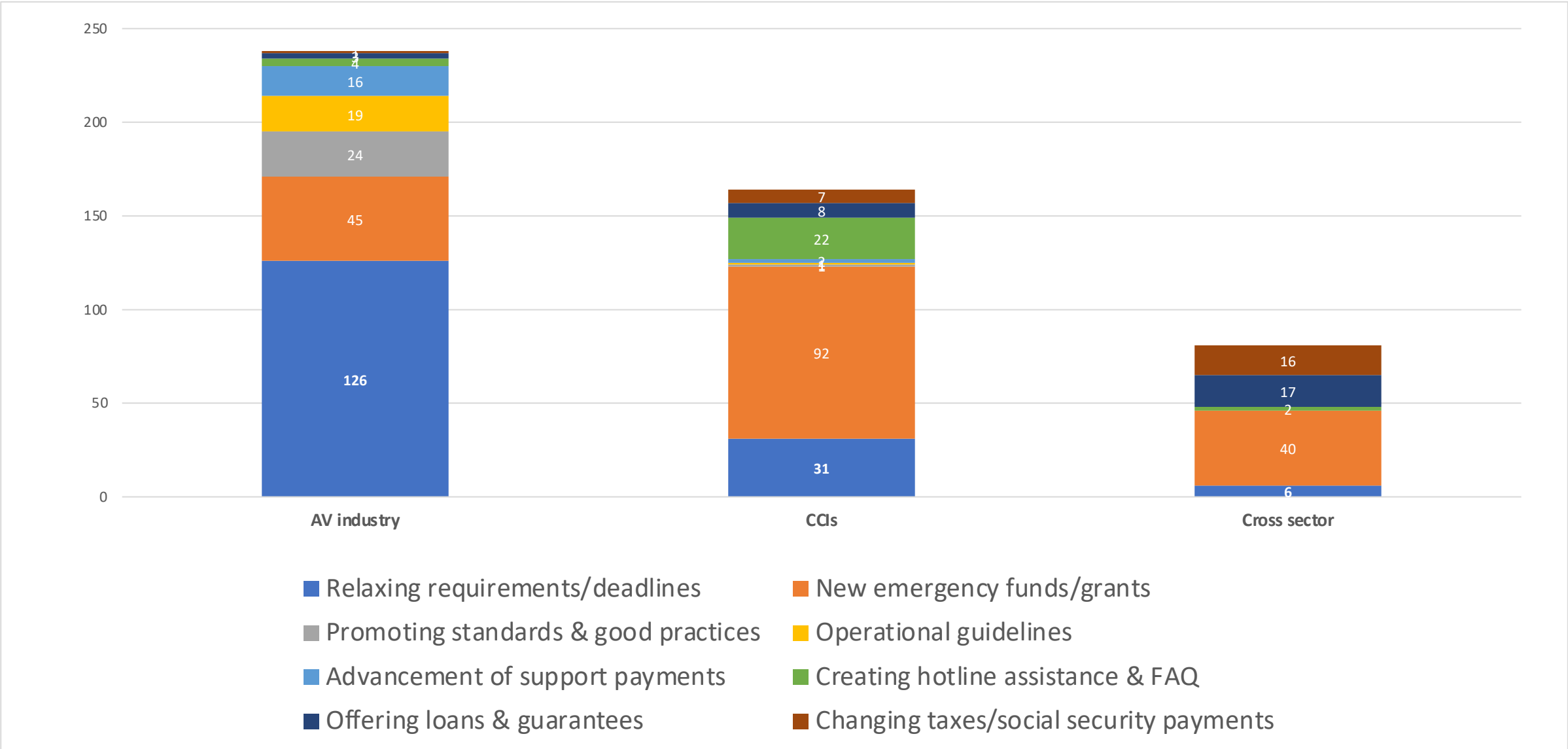
Sequence of the crisis-close & restart cycle



CCIs and its sub sectors



Governments support measures at European and National level



Health and safety measures for AV industry productions

- These guidelines are a set of recommendations derived from general COVID protocols that have been adapted to the challenges and specificities of the industry, i.e., health protocol on film sets, recommendations and good practices aimed at helping the future restart of filming.
- Even if these guidelines are not for the most part binding, their correctness and the proof of their application was made mandatory by insurance companies.

Environmental impact on AV industry productions

- COVID has led to a reduction in the overall carbon footprint of production, particularly due to domestic and international airflights abatement.
- However, there has been an increase of some environmental impacts associated with the application of the health and safety protocols.

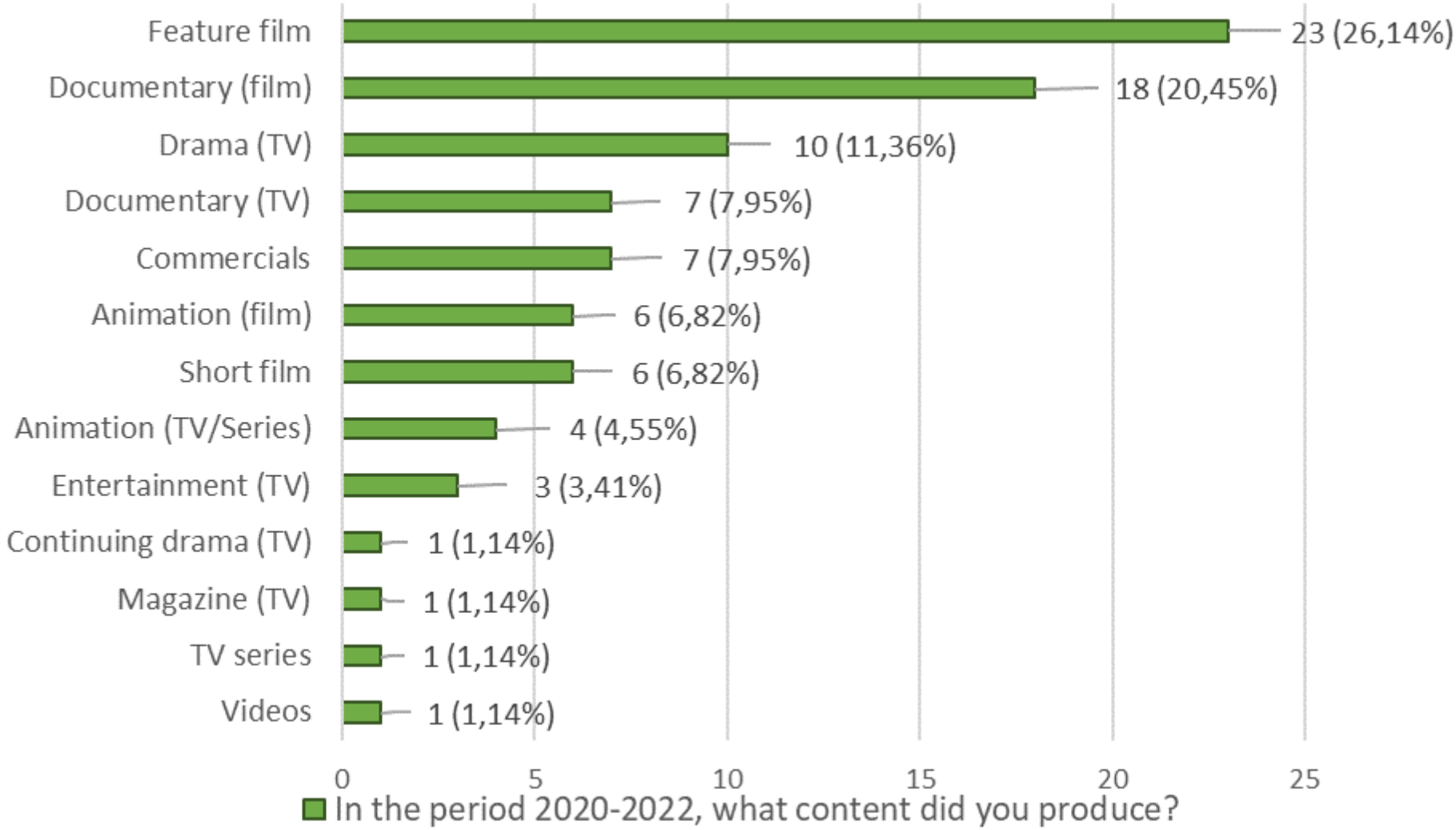
Interviews with sustainability professionals on set

- “General sustainability came second to COVID protocol”-*Supervising Location Manager.*
- “Health came first there was a bigger impact from drop in flights than plastic use”--*Sustainability Consultant.*
- “Greater focus on sustainability now due to the impacts of COVID” -*Sustainability Consultant.*
- “From small to large scale films, everything must be changed, quickly as possible - Funding should be totally connected to sustainability”-*Production Sustainability Adviser.*

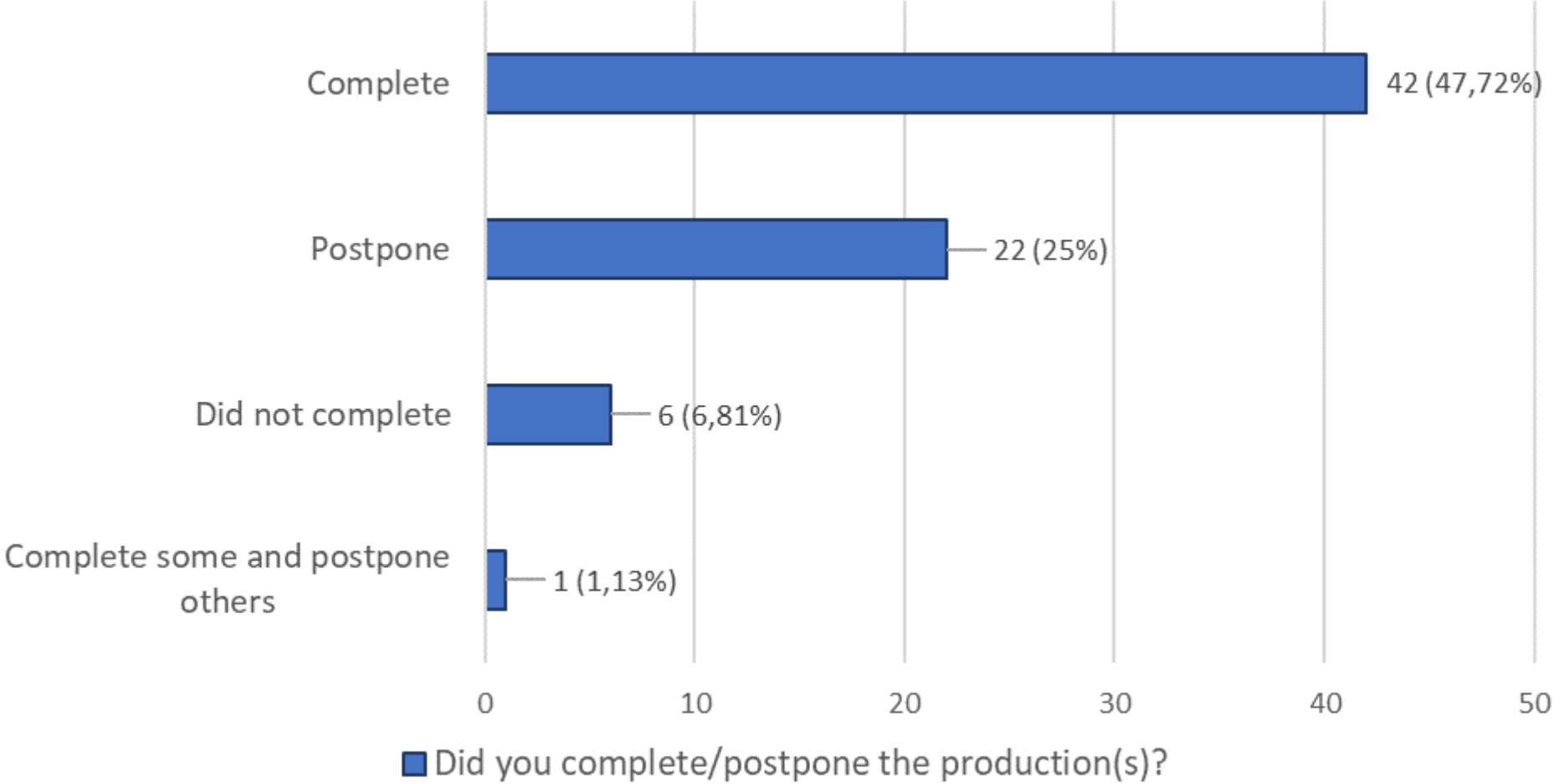
Producers questionnaire

“Impact was at all levels, one of the productions took 1,5 years longer than it was planned”-Feature film-Coproduction Poland, Italy, Germany

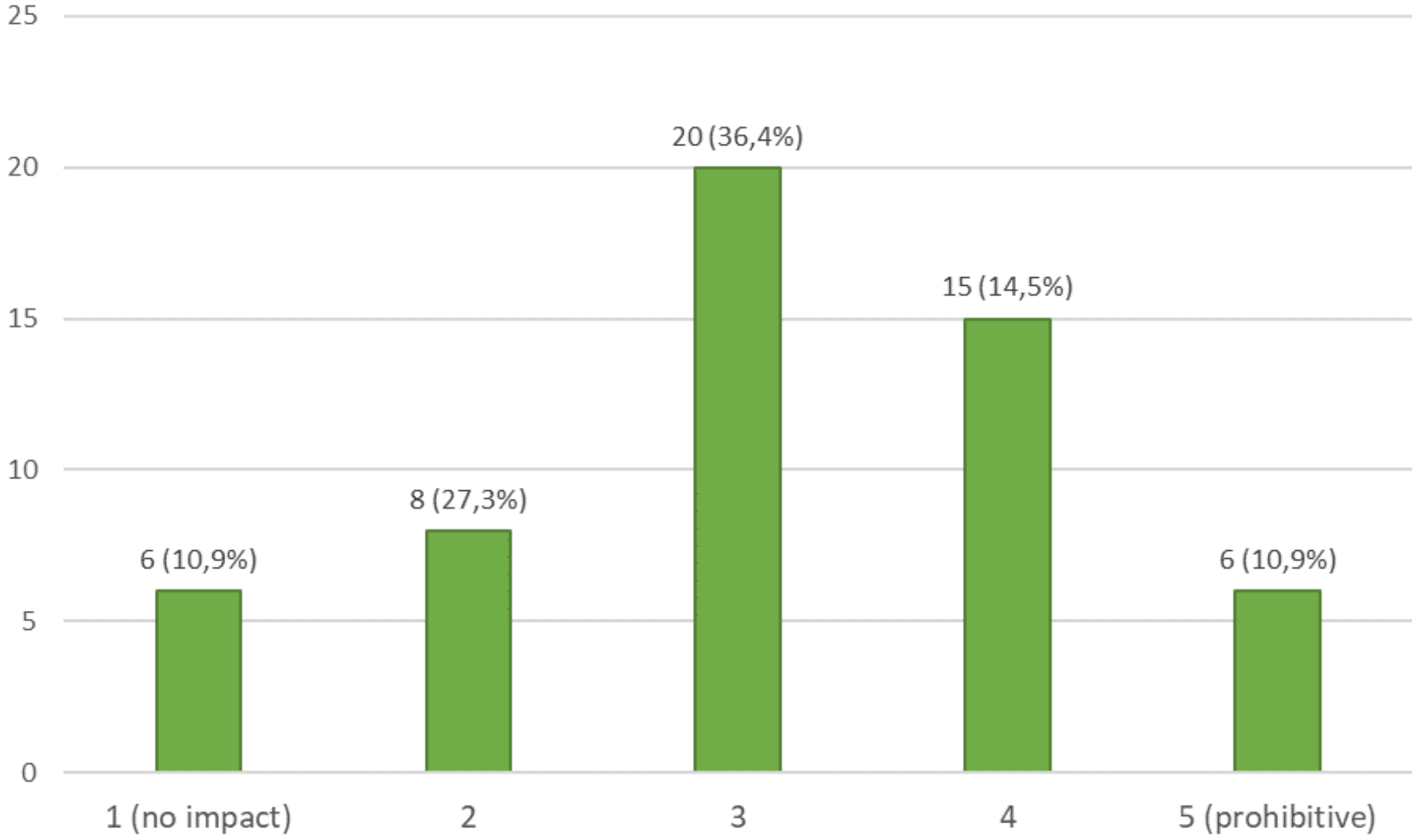
Questionnaire for the producers-Content they produced during COVID



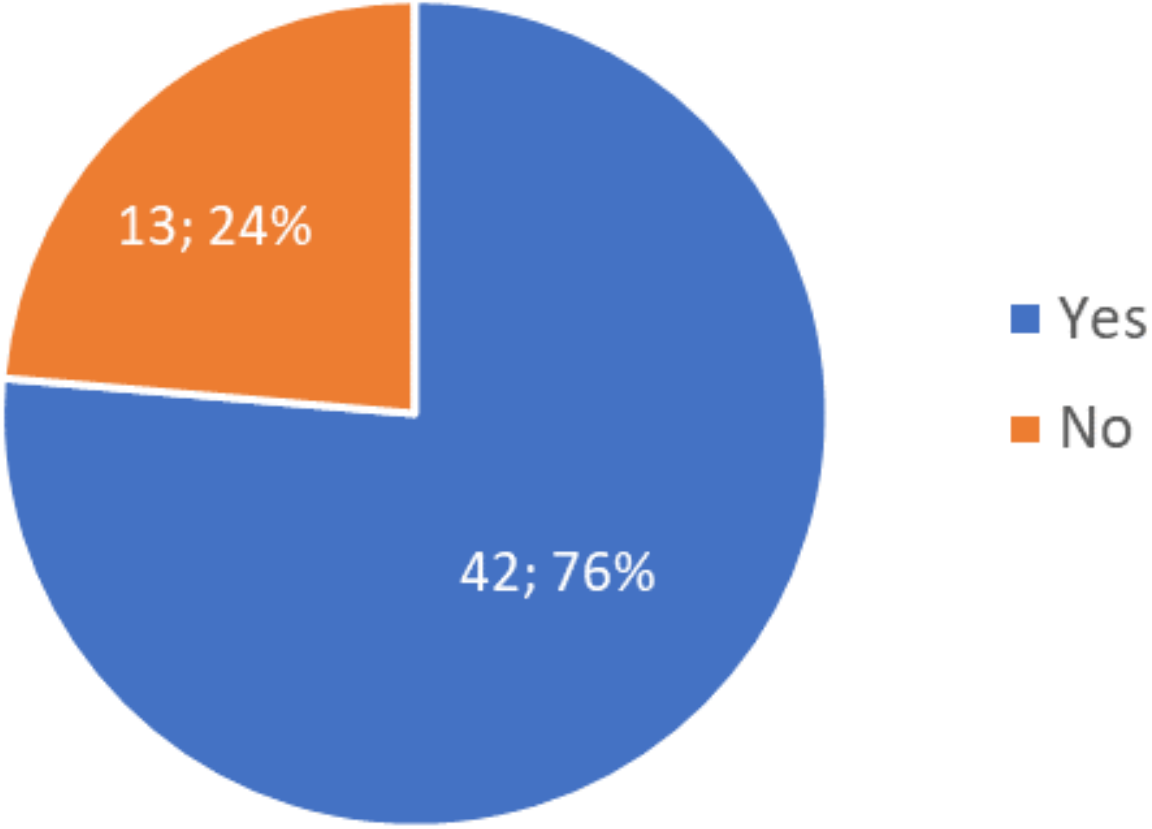
Questionnaire for the producers-Disruption during COVID



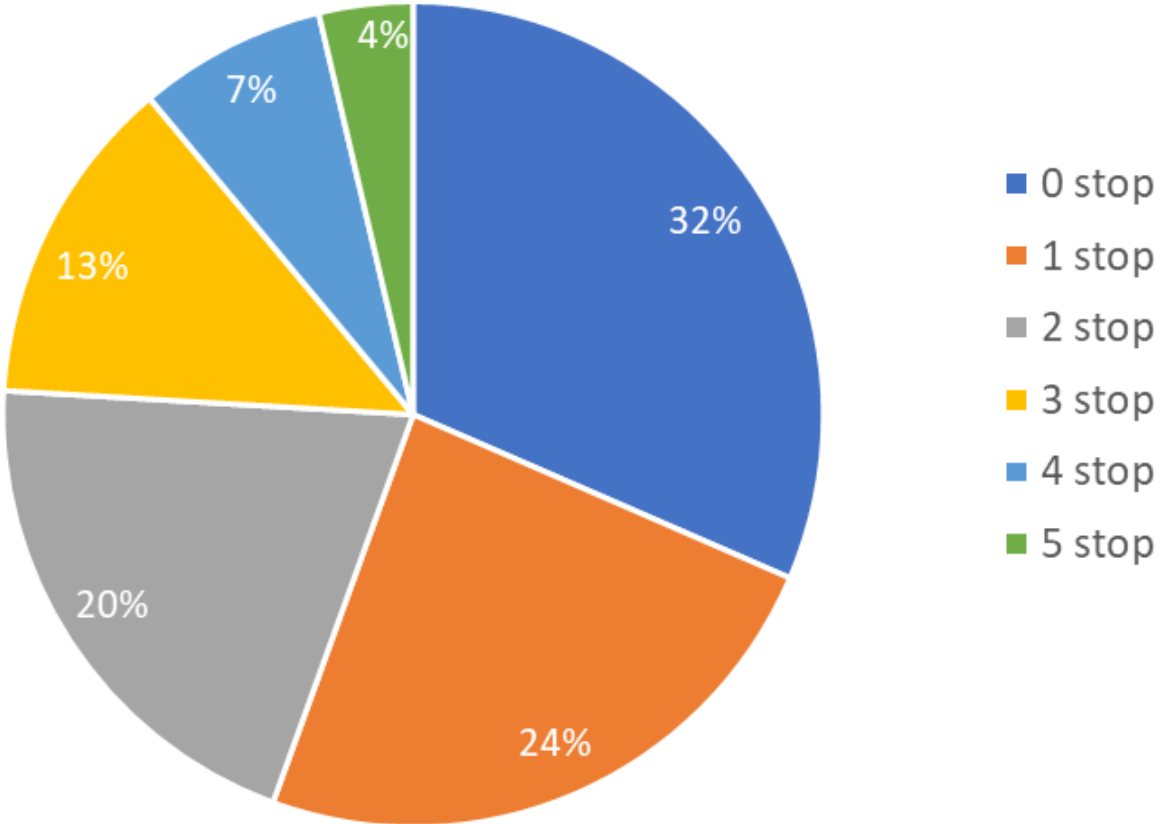
Questionnaire for the producers-Impact during COVID



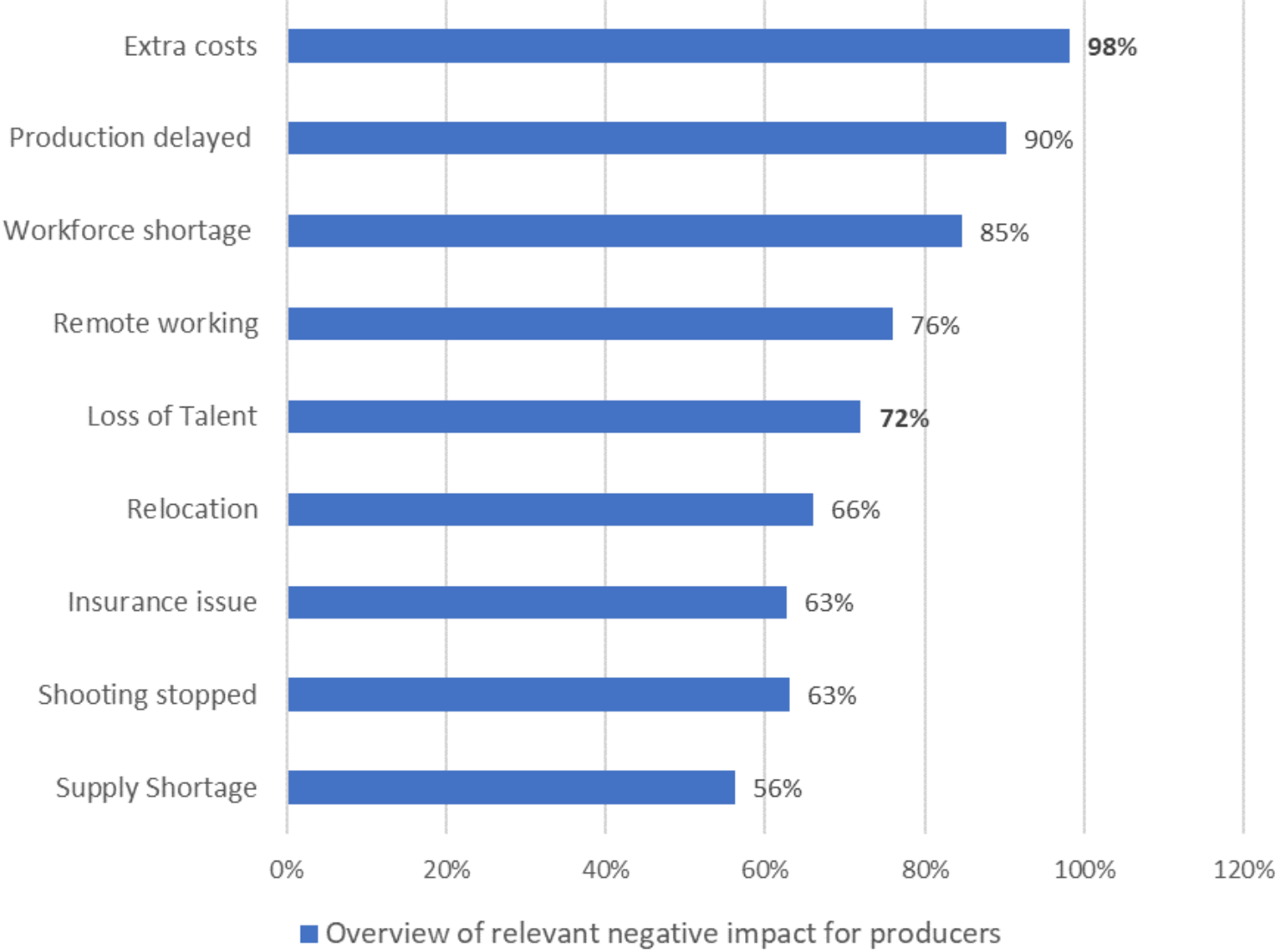
Questionnaire for the producers-recovery/ insurance fund in the coming years?



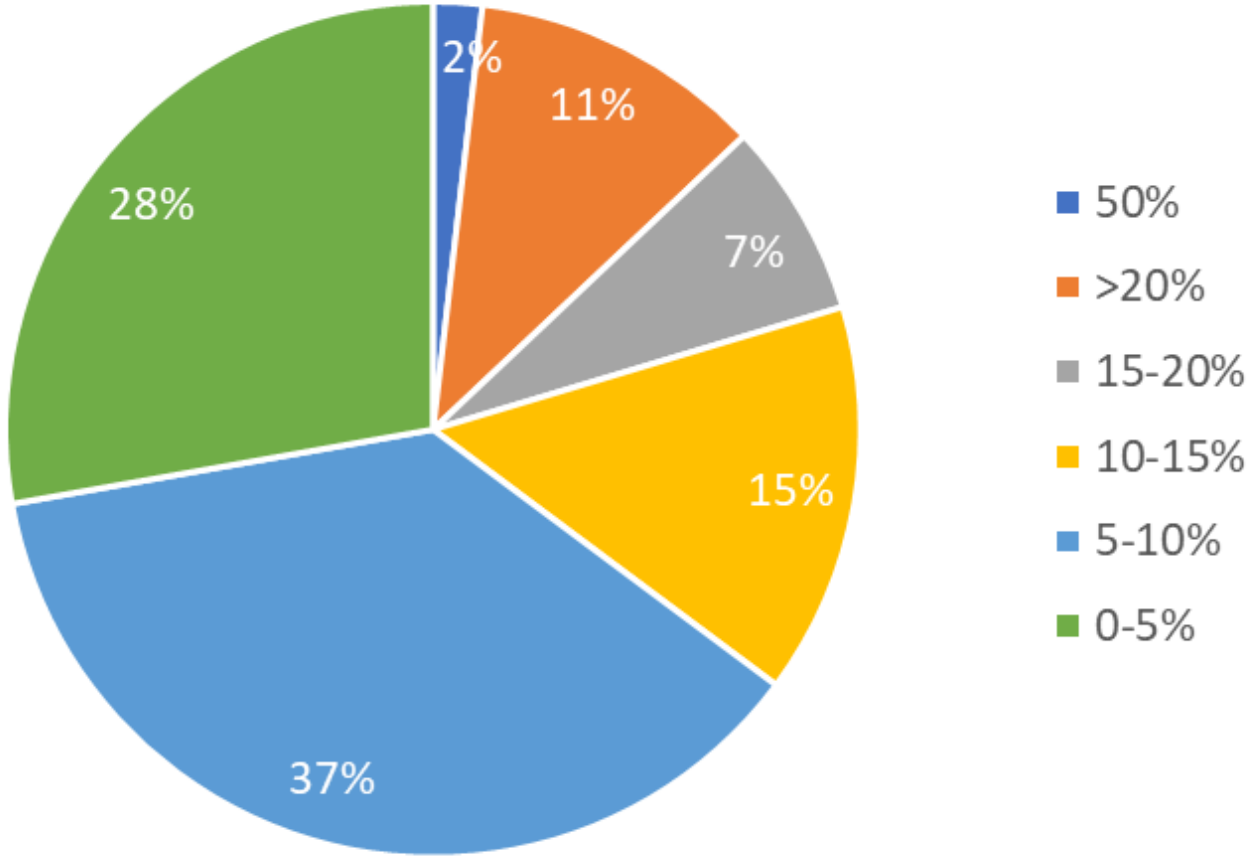
Questionnaire for the producers-Production stop during COVID



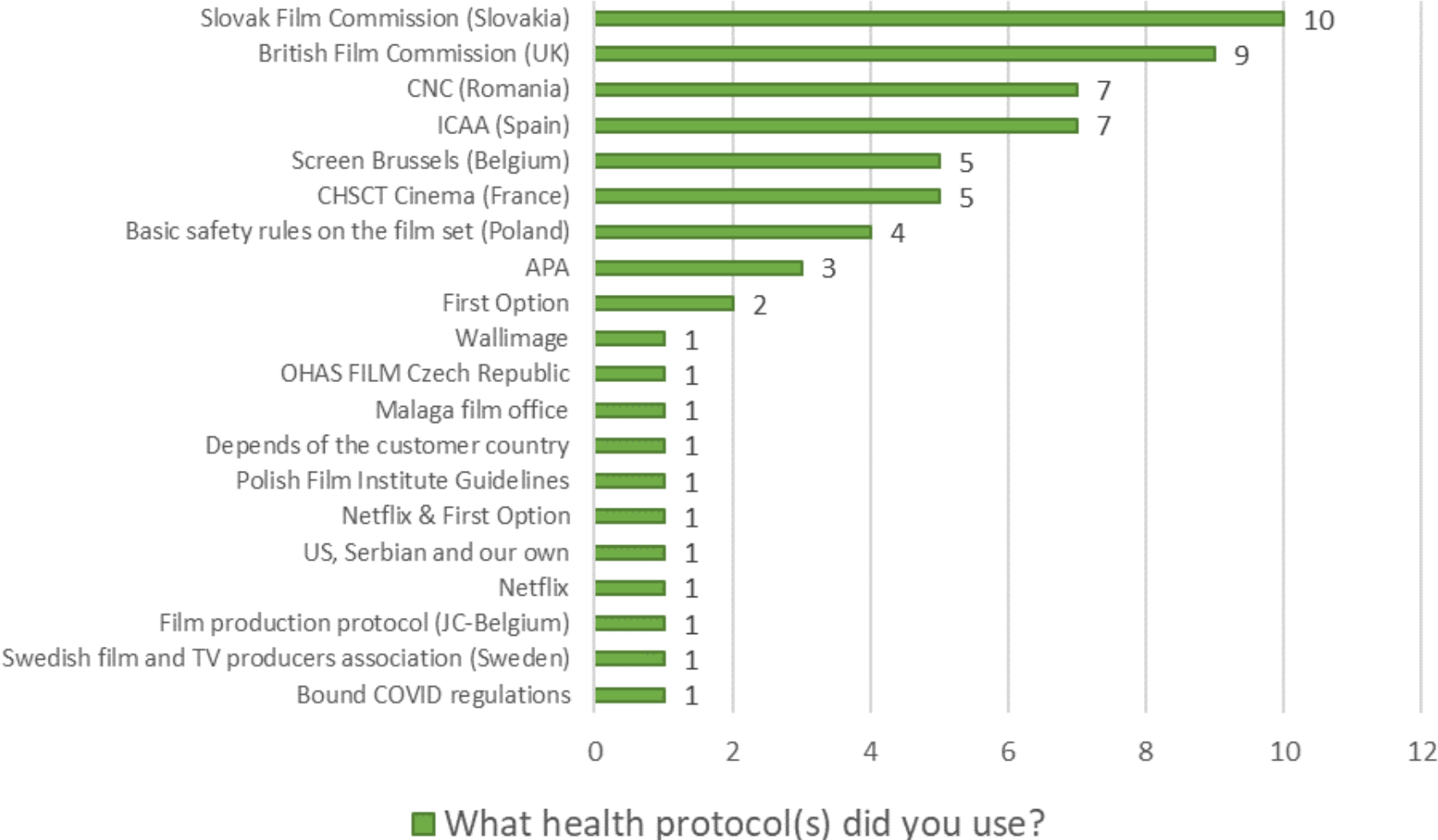
Questionnaire for the producers-Negative impacts



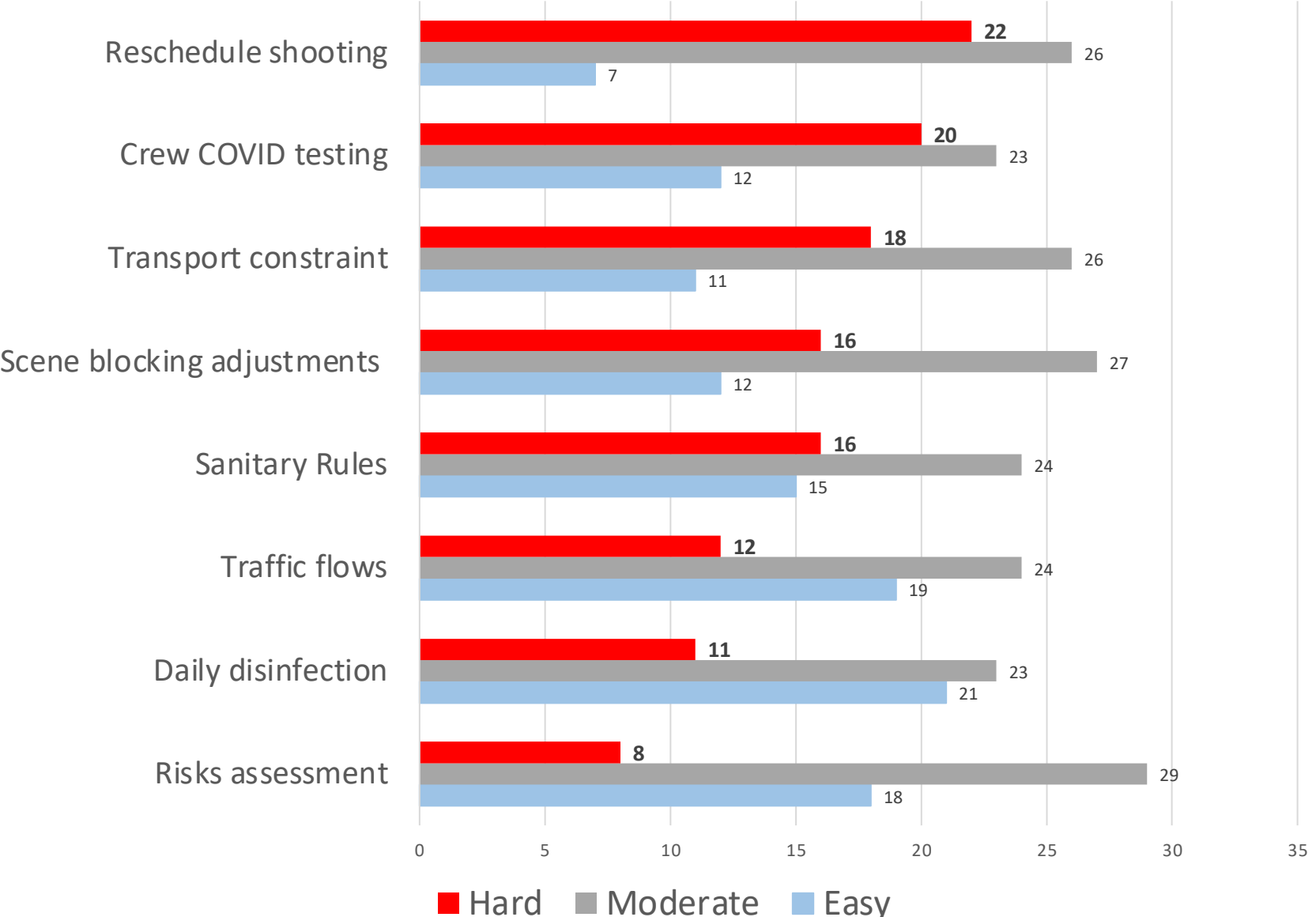
Questionnaire for the producers-Extra-cost



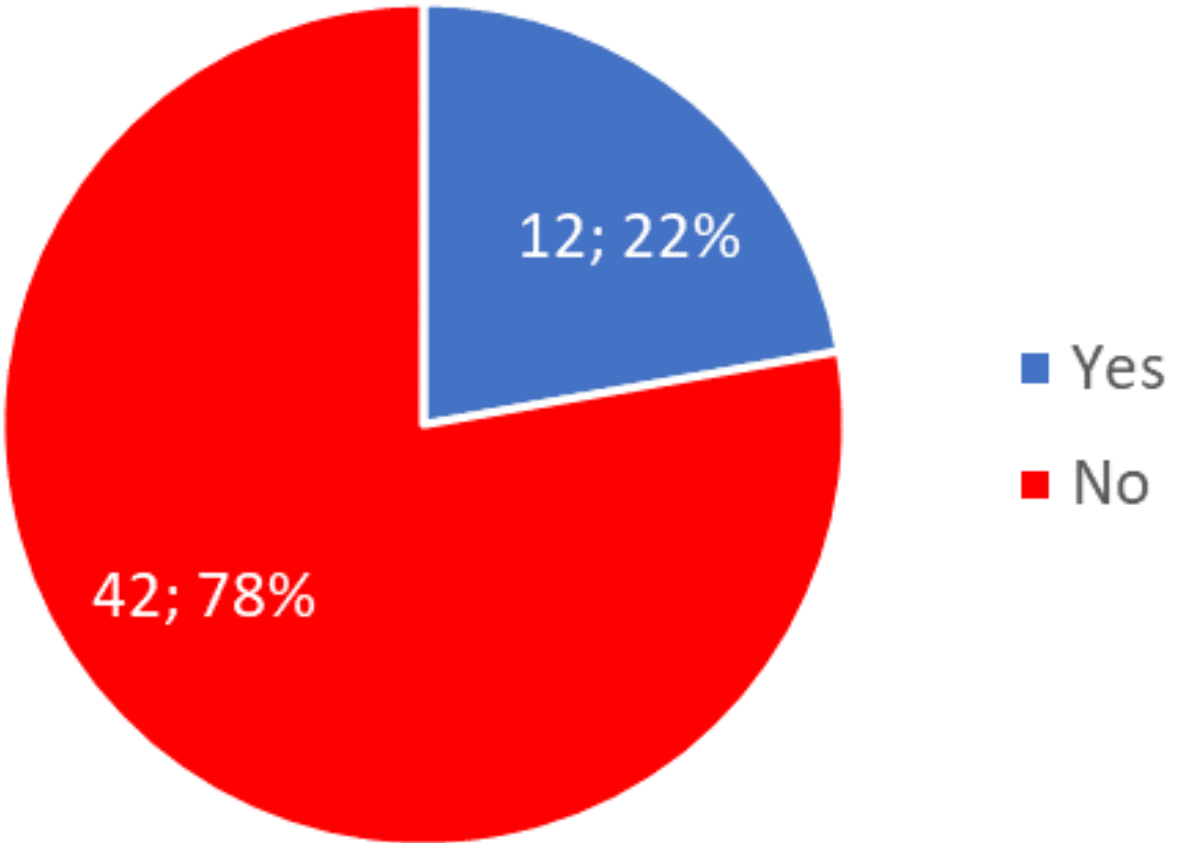
Questionnaire for the producers-COVID protocol use



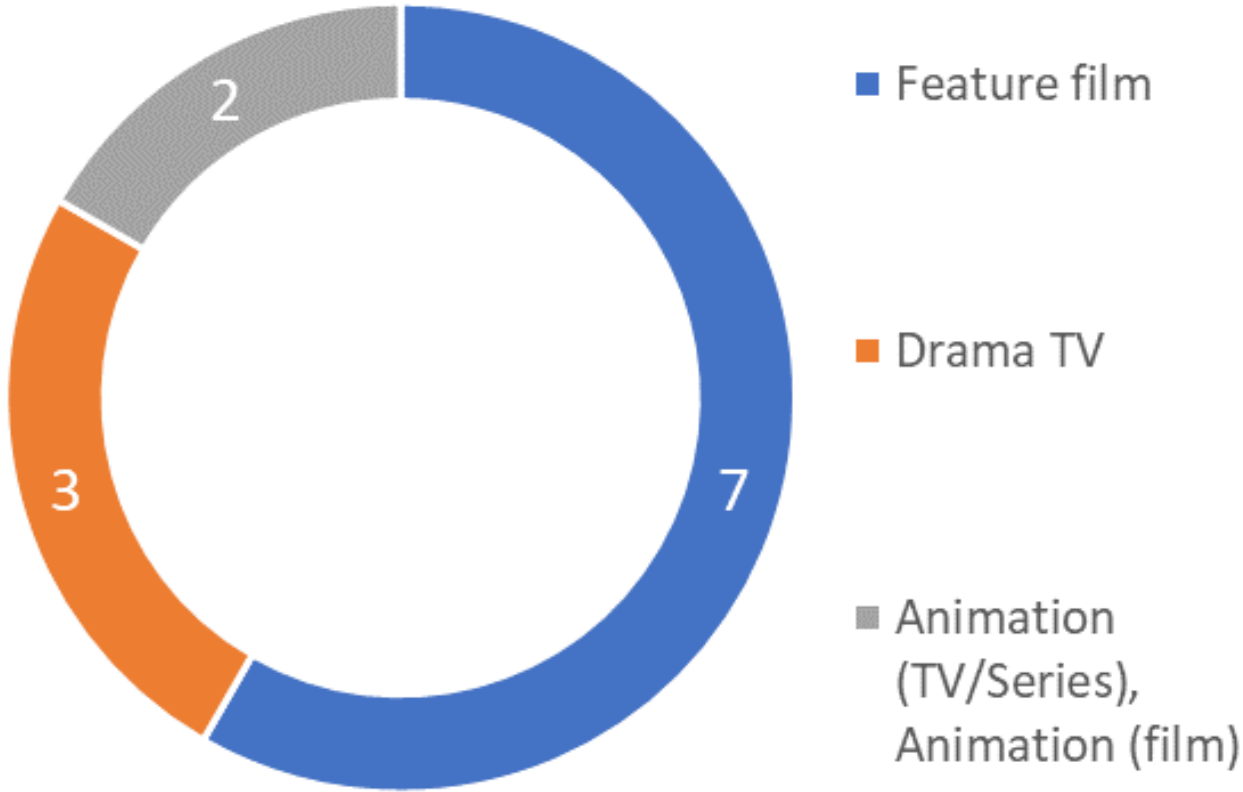
Questionnaire for the producers-Difficulty to implement COVID measures



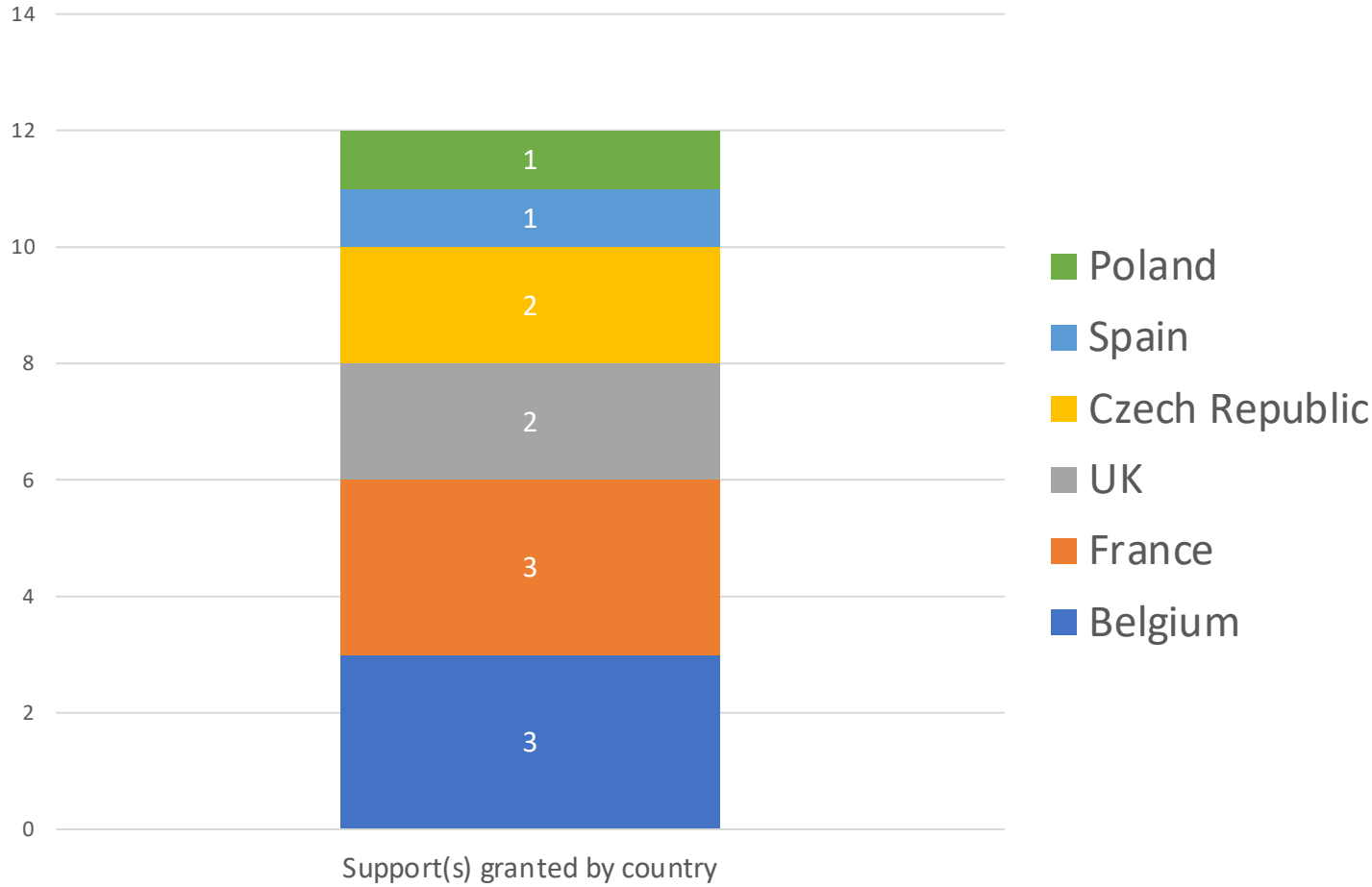
Questionnaire for the producers-Benefit of a recovery/ insurance fund



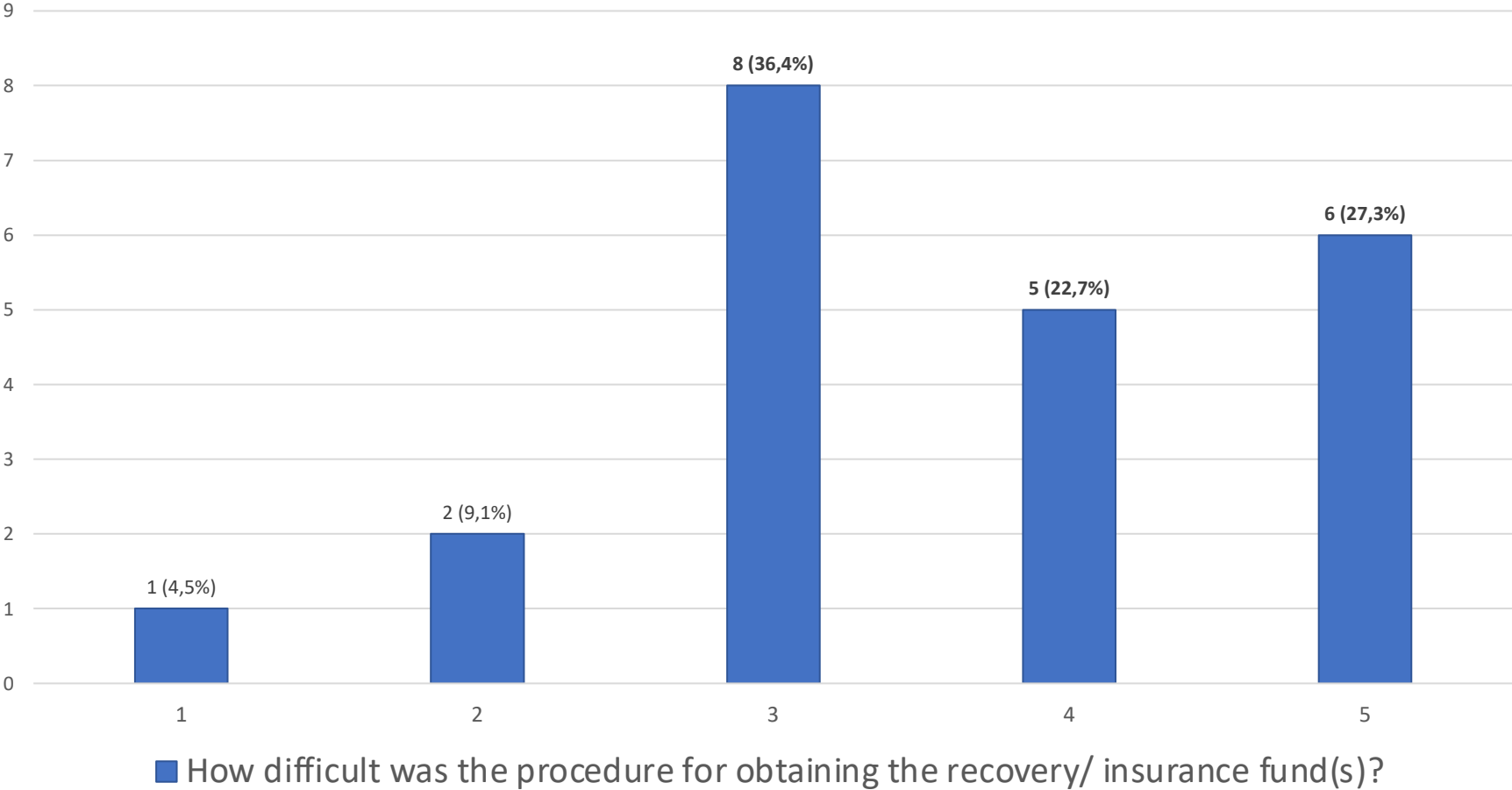
Questionnaire for the producers-Genres of productions supported



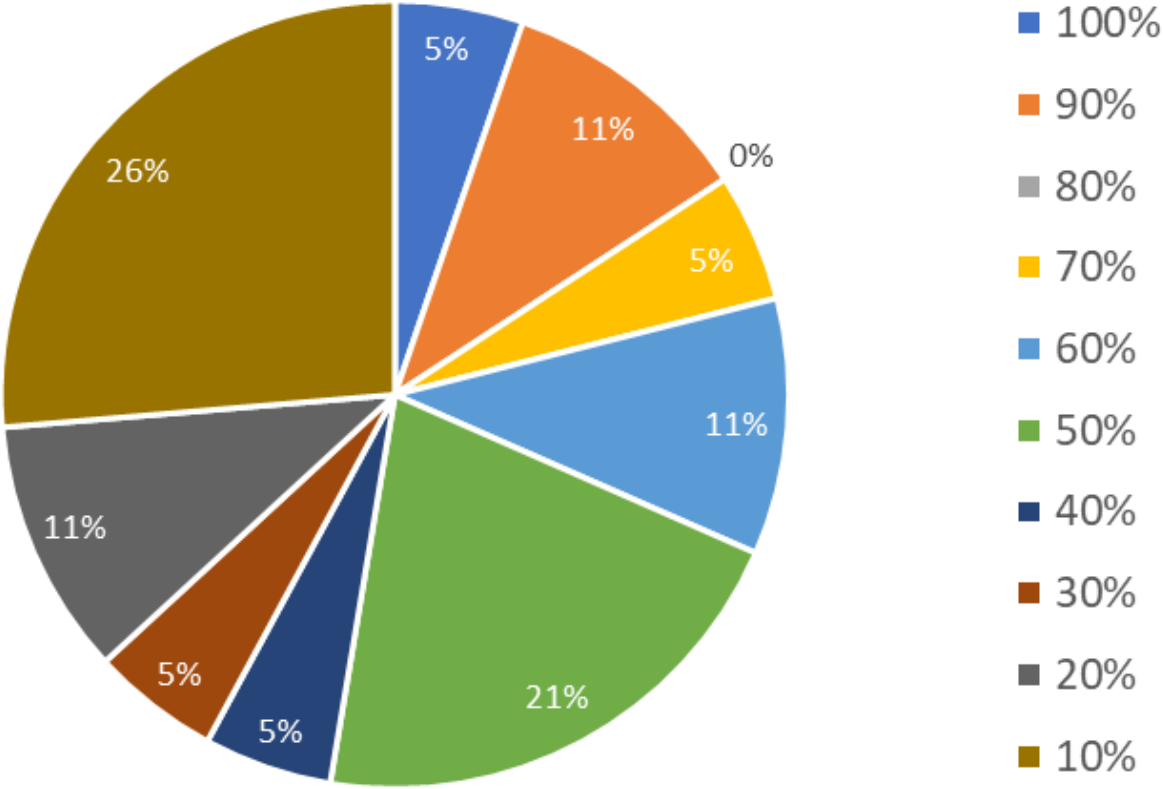
Questionnaire for the producers-Support granted by Country



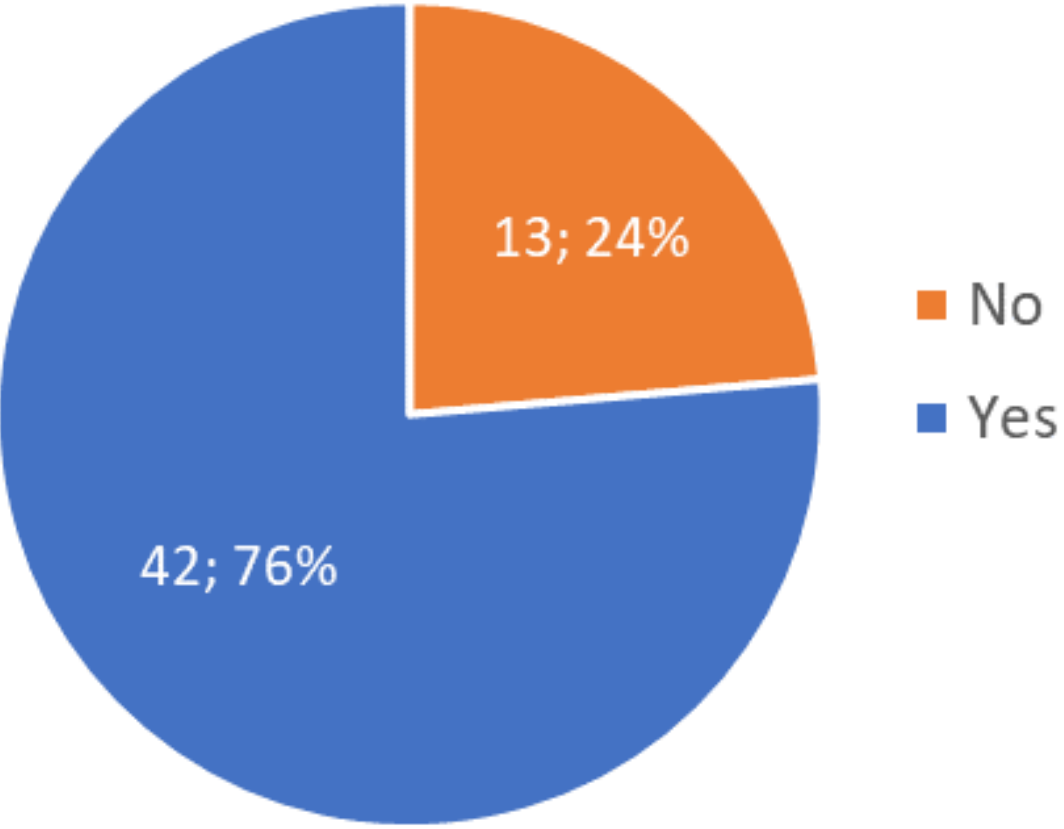
Questionnaire for the producers-Difficulty to obtain Support



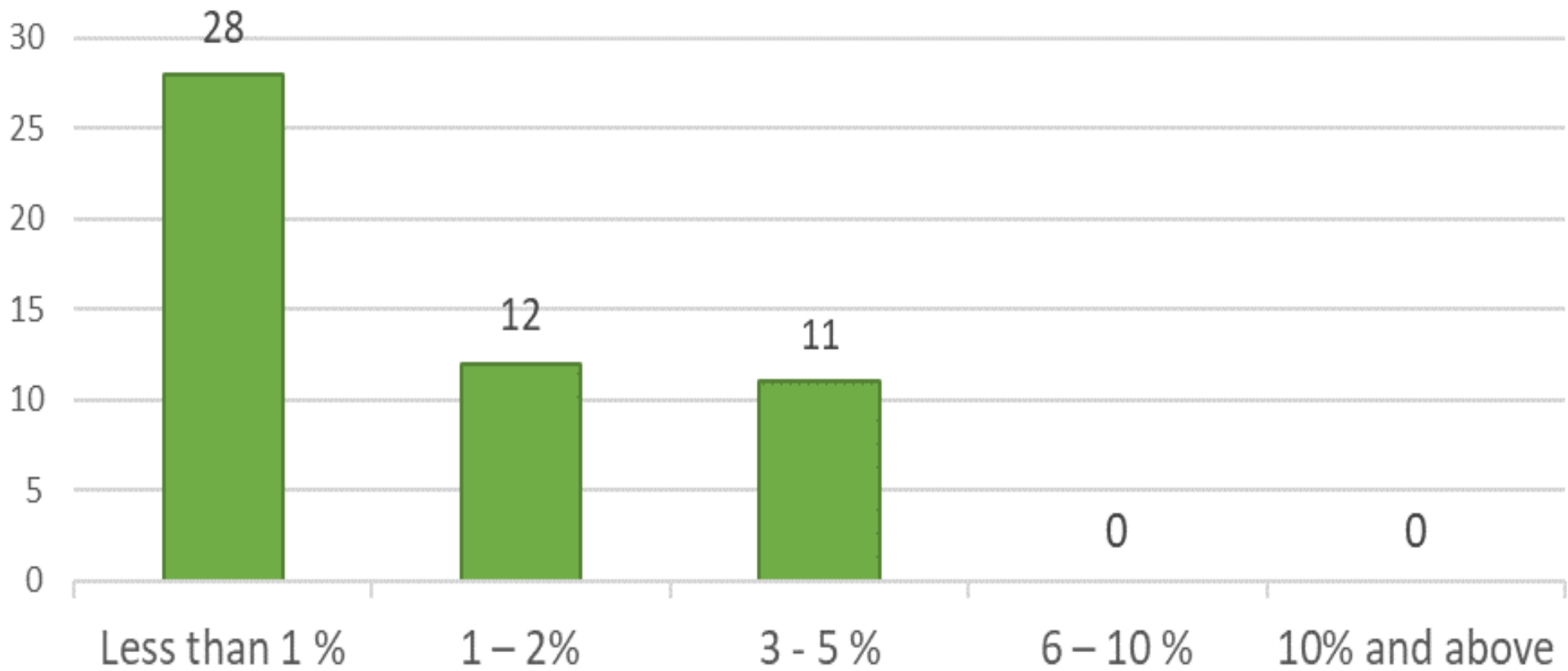
Questionnaire for the producers-Percentage of extra-cost covered



Questionnaire for the producers-prior to COVID sustainability integration on production



Questionnaire for the producers-prior to COVID sustainability budget (compared to the whole production)



Questionnaire for the producers-Comparison of sustainability practices (35) integrated among productions prior and since COVID 1/2

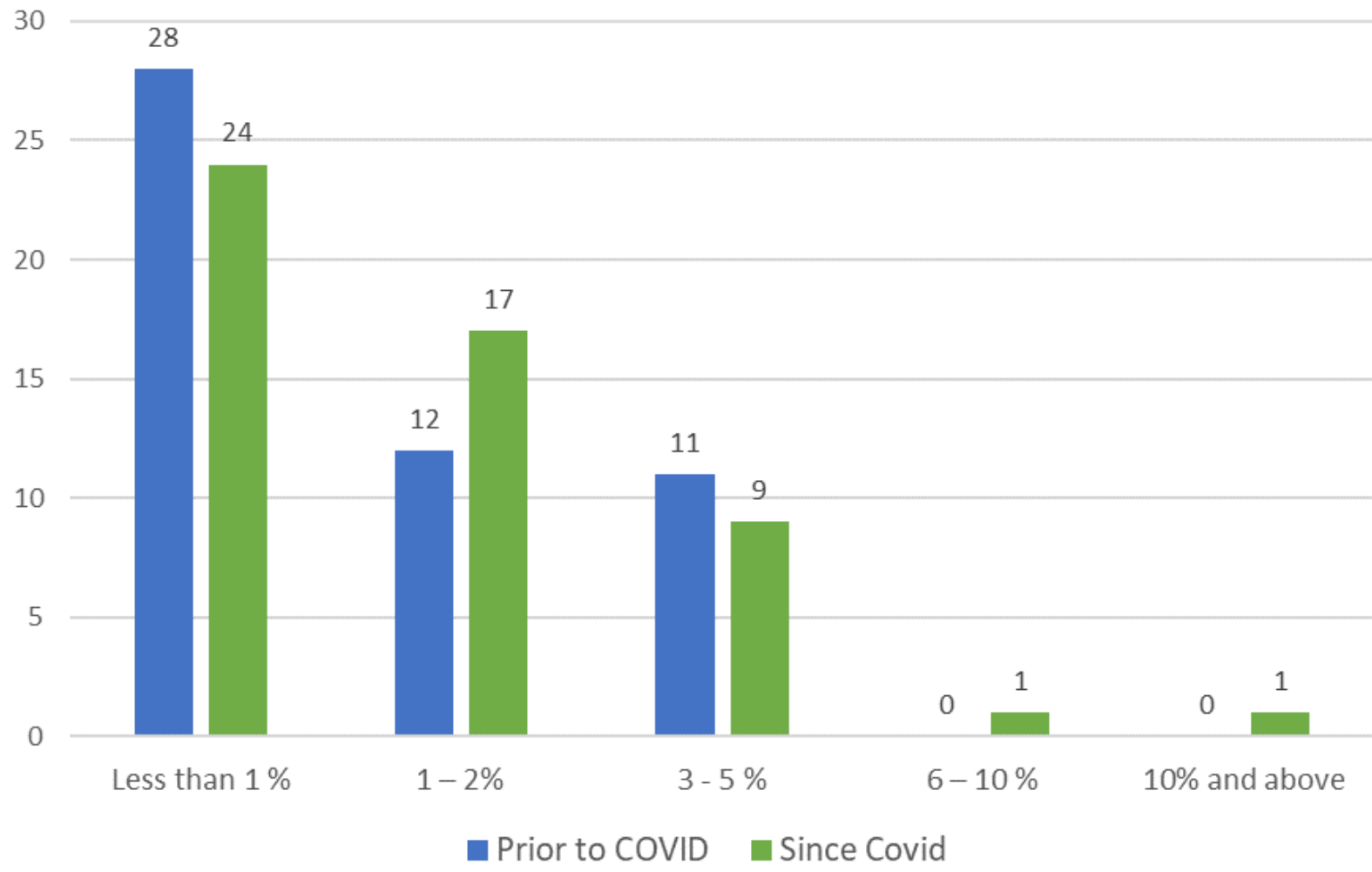
Sustainability practices systematically integrated among productions according to the producers-ranking comparison			
Sustainability practices	Prior to COVID (Ranking and number of answers)	Since COVID (Ranking and number of answers)	Trend Since vs. Prior COVID
Promotion of personal water flasks	1 (35)	2 (26)	↘
Limitation of single use plastics	2 (35)	17 (19)	↘
Accommodation near set	3 (33)	6 (22)	↘
Veggie/Vegan meals	4 (32)	1 (31)	↗
Tap water	5 (31)	23 (17)	↘
Local and seasonal products	6 (30)	3 (25)	↗
Use of reusable tableware	7 (29)	18 (18)	↘
Promotion of car pooling	8 (29)	28 (14)	↘
Waste prevention plan	9 (29)	19 (18)	↘
Energy saving (LED ...)	10 (29)	12 (20)	↘

Questionnaire for the producers-Comparison of sustainability practices (35) integrated among productions prior and since COVID 2/2

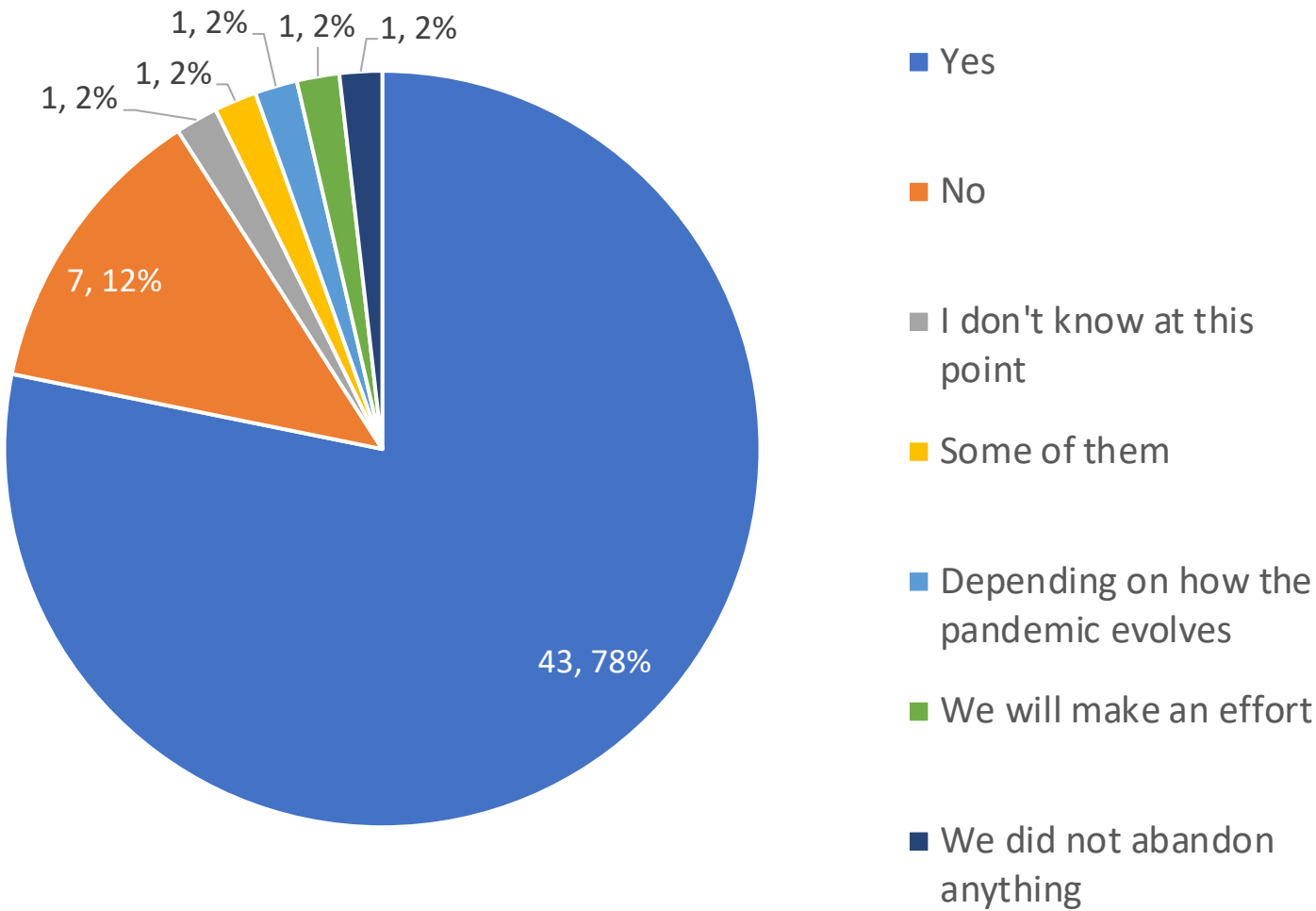
Reducing air travel	23 (21)	13 (20)	
Waste-Recycling rate targets	24 (20)	32 (13)	
Green production action plan	25 (19)	20 (18)	
Recycling personal protective equipment	26 (18)	27 (15)	
Reducing amount of trucks	27 (18)	22 (18)	
Ecodesign of set construction	28 (11)	31 (14)	
Carbon calculator use	29 (11)	33 (13)	
Renewable Energy	30 (11)	21 (18)	
Rental of alternative vehicles (electrical...)	31 (10)	16 (19)	
Green consultant on set	32 (7)	34 (13)	
Biodiesel for transport	33 (6)	26 (15)	
Biodiesel for generators	34 (5)	30 (14)	
Connection to GRID	35 (2)	35 (13)	=



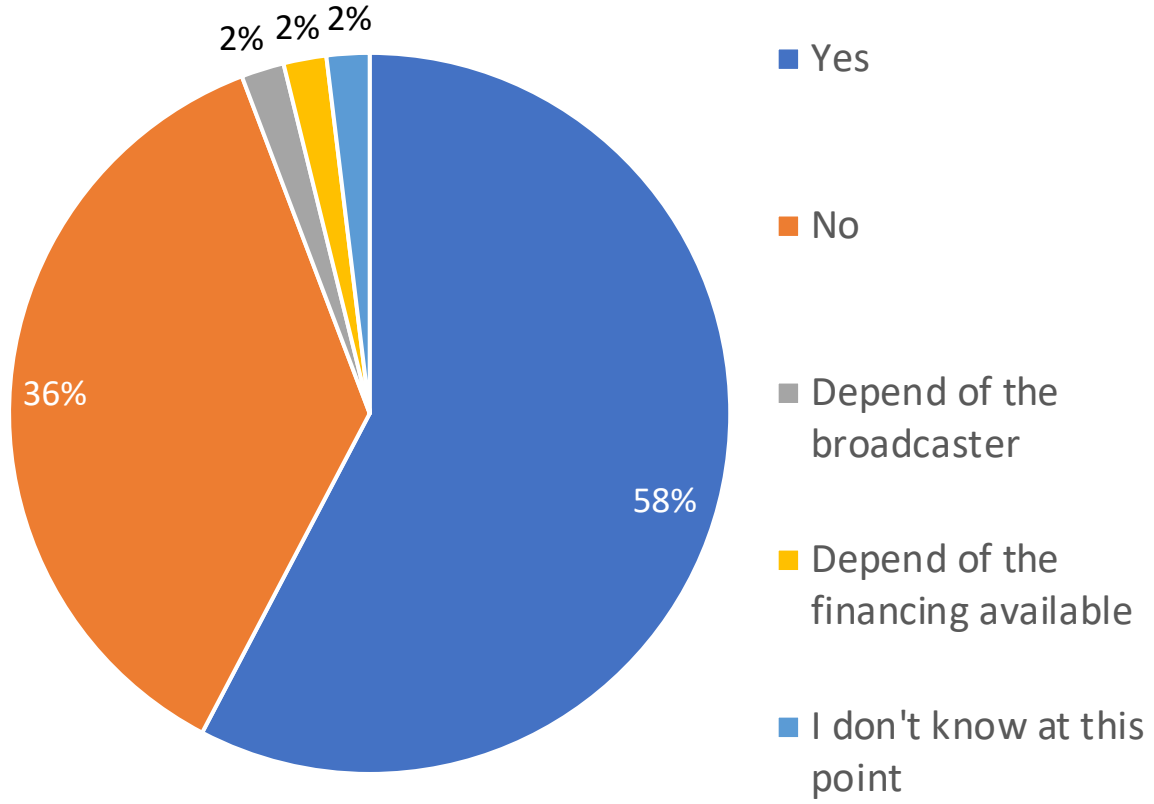
Questionnaire for the producers-prior and since COVID sustainability budget (compared to the whole production)



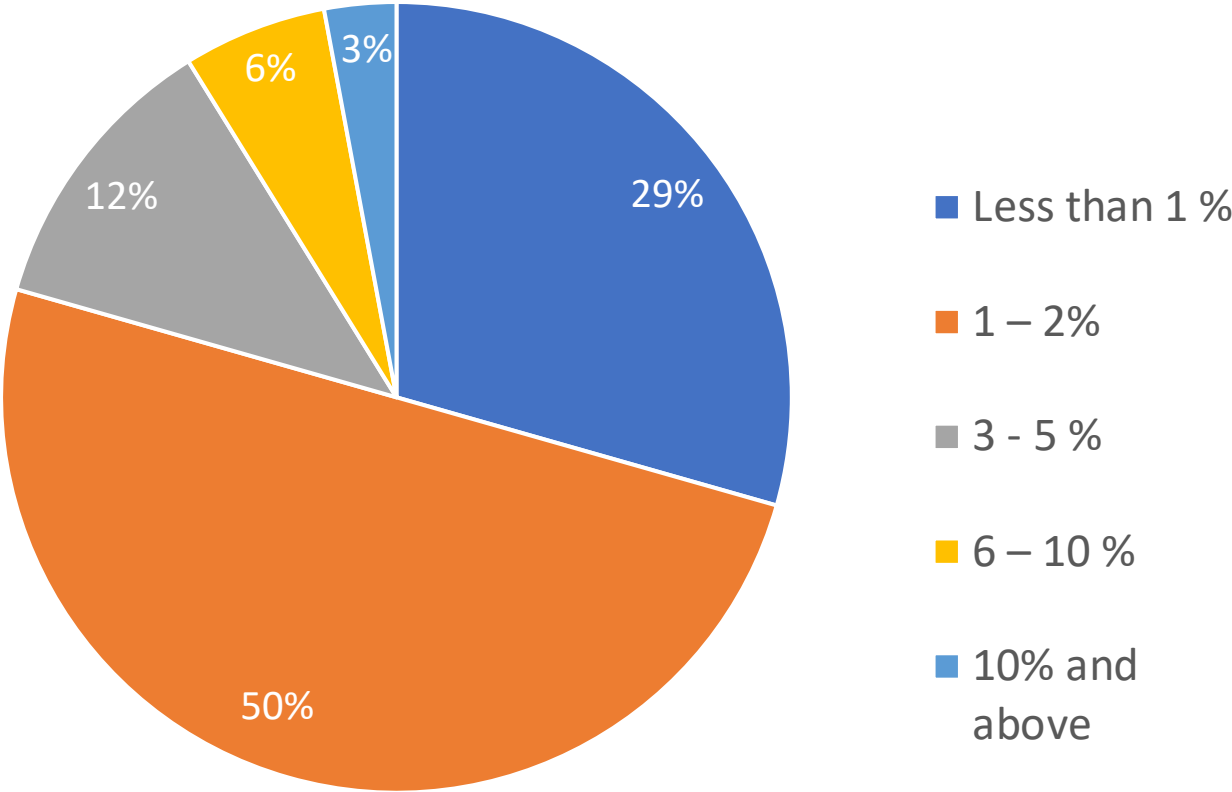
Questionnaire for the producers-Do you plan on resuming sustainable practices abandoned during COVID?



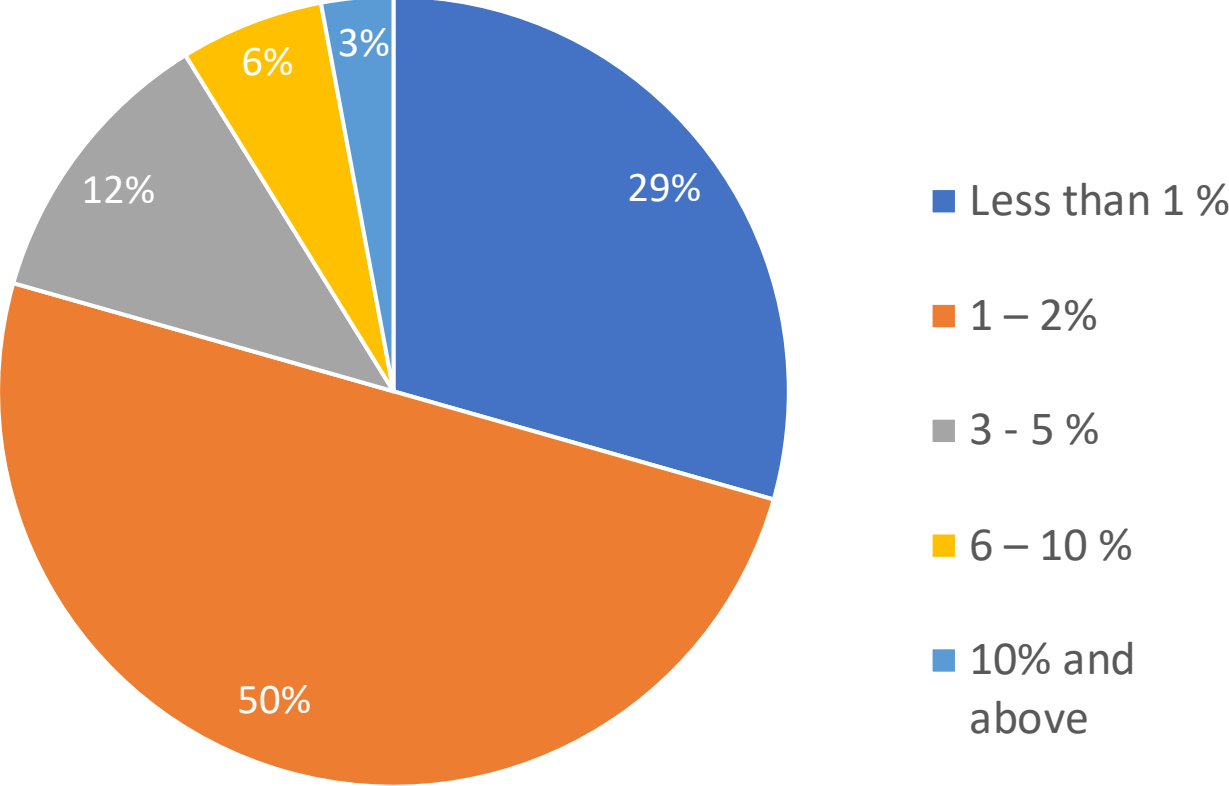
Questionnaire for the producers-Do you plan to transfer any of the Covid budget to the Sustainability department?



Questionnaire for the producers-If yes, please state what percentage



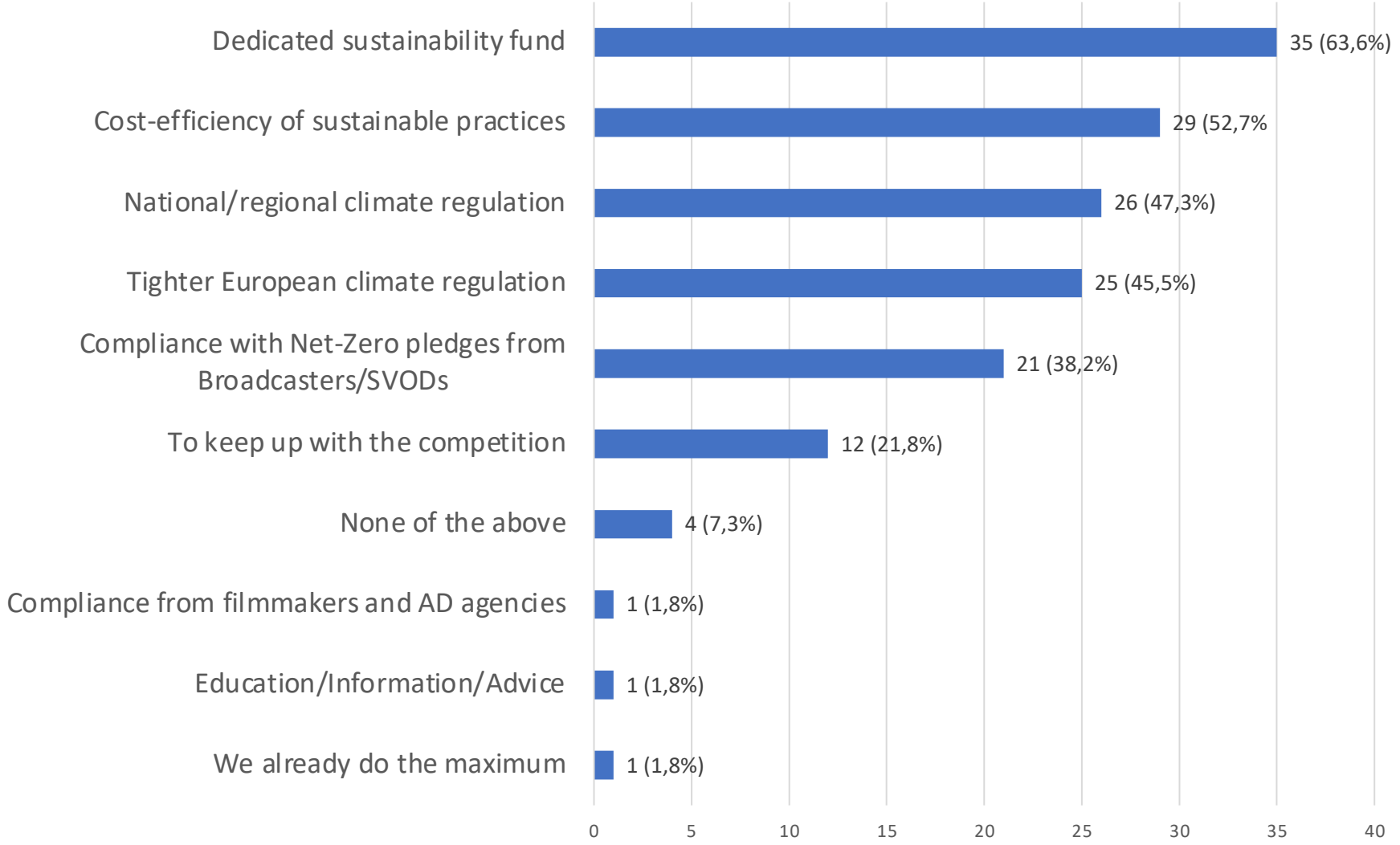
Questionnaire for the producers-If yes, please state what percentage



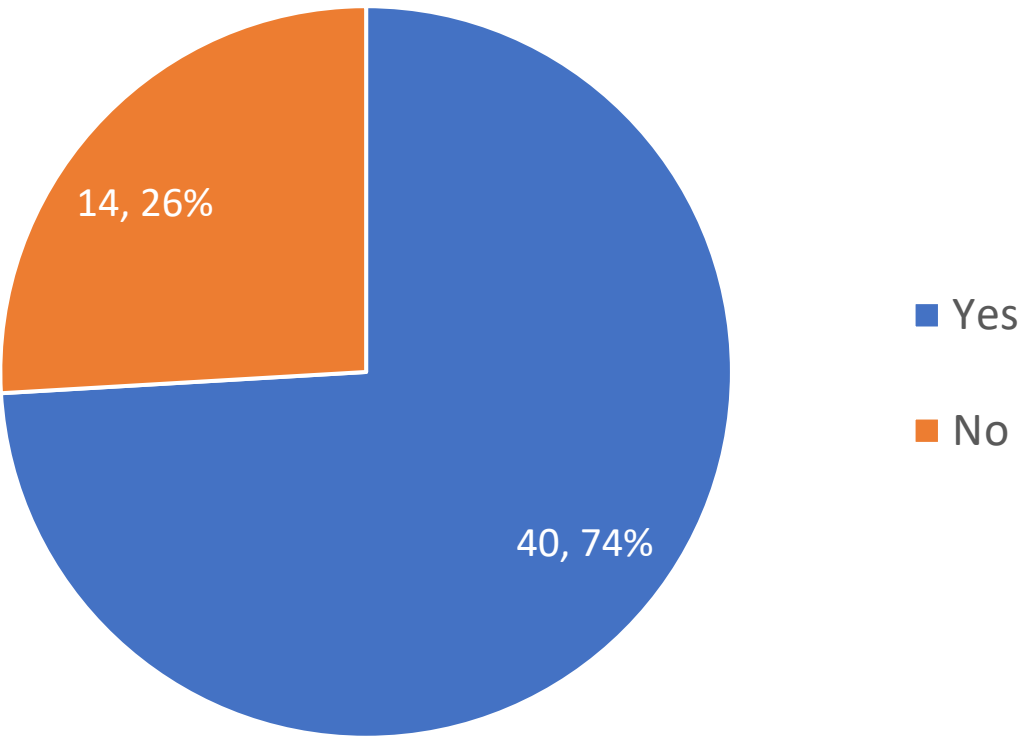
Producers questionnaire-Sustainability policy

“Significant funding was made available by broadcasters to help address the challenges associated with COVID. If broadcasters were able to redirect a portion of these funds to a sustainability fund it would have a PROFOUND impact”-Feature film-UK

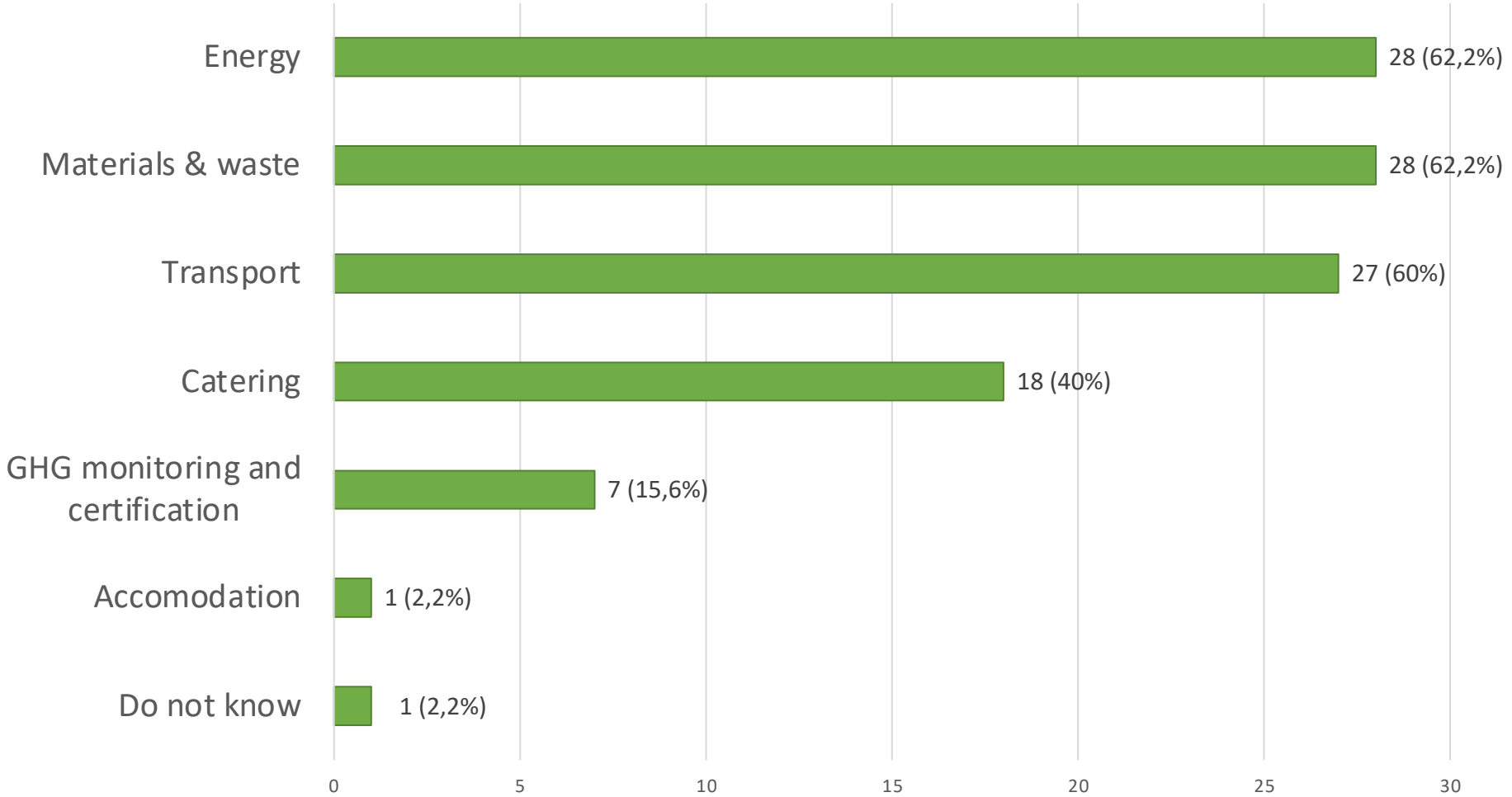
Questionnaire for the producers-Which factors can encourage you to increase your budget allocation to the sustainability department?



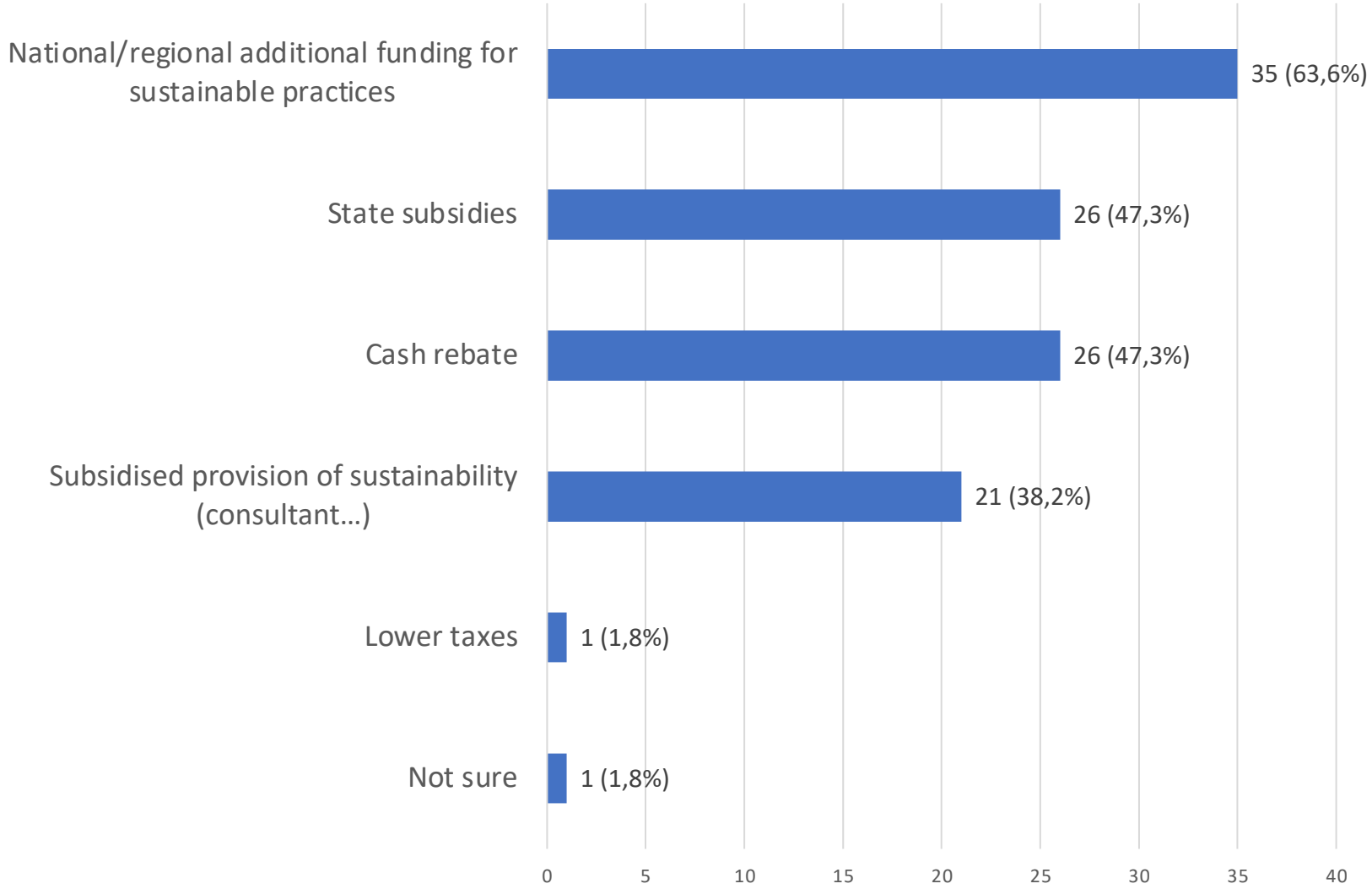
Questionnaire for the producers-Can a redirection of COVID budgets into a dedicated sustainability fund incentivize your sustainability uptake?



Questionnaire for the producers-If yes, which sustainability field must be supported first to fit your needs?



Questionnaire for the producers-In what form should this incentive be given?



COVID crisis a chance for sustainability uptake?

Questionnaire for the producers-COVID crisis a chance for sustainability uptake? (1/5)

- In terms of sustainability, whilst the overall footprint of the sector has decreased, mainly due to travel restrictions (air flights), the COVID crisis temporarily disrupted some sustainable practices amongst productions for safety reasons.
- However, as the pandemic fades away, the sustainable practices prior to COVID have or will return amongst productions.

Questionnaire for the producers-COVID crisis a chance for sustainability uptake? (2/5)

- Sustainability practices amongst productions are insufficient to ensure the decarbonisation of productions as the most common one is “promotion of personal water flasks” and the least followed is connection to GRID.
- There is a contradiction between the ambitious regulatory climate objectives and the Net-Zero commitments of broadcasters/SVODs on the one hand, and the weak means allocated to sustainability on the other.

Questionnaire for the producers-COVID crisis a chance for sustainability uptake? (3/5)

- One solution may be to transfer all or part of the COVID funds to the sustainability department, as one Sustainability Consultant pointed out: " I want to create skills transfer and transfer of funds from COVID department".
- In the matter of public funding, film agencies (fund and commissions) are well positioned to administer these incentives, which can be added to existing schemes, within the eligible expenses (film fund) or cash rebate (film commission) e.g., to fund a green runner on set.

Questionnaire for the producers-COVID crisis a chance for sustainability uptake? (4/5)

- At the level of private funds, broadcasters/SVODs can earmark part of the COVID funds, to help productions meet their climate targets.
- In this way, the support effort will be shared between the public and private sectors, without jeopardising the fragile economy of the productions.
- Besides direct support to productions to improve sustainability uptake, a public investment effort must be launched, for the adapted electrification (electrical cabinet delivering sufficient power) of filming locations, as Film London has done in the framework of the Green Screen project: the Grid Project.

Questionnaire for the producers-COVID crisis a chance for sustainability uptake? (5/5)

- As a matter of European solidarity, it would be wise to provide special support to countries with lower capacity, i.e., those that did not receive support during the COVID episode and/or for the implementation of sustainability.
- This dilemma of vital climate targets being imposed without funding arrangements will affect many sectors of activity. This lack of planning will severely limit the possibilities of achieving the GHG reduction targets and ultimately climate neutrality.

Conclusion

- The Covid crisis demonstrated that significant resources could be mobilised, and that policy mix should and can be more supportive to help decarbonization of AV industry, as well as other sectors otherwise “Business As Usual” (BAU) will prevail.