

A CINE-REGIO Report

In collaboration with Screen South and Green Regio

SUSTAINABILITY IN VISION

Emerging Film and TV Practices & Methodologies in Europe's Regions

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Introduction

Green-Regio is a Cine-Regio sub group which began in 2012, its aim is to share and promote knowledge working towards developing a common European approach to sustainability for the Film & TV sector based on the real experience across the European regions. This report represents a consolidation of recent practice and learning and follows on from the Green- Regio Interim Report in 2013¹ which undertook an audit of Green Production activity and strategy across Cine Regio members. Our intention here is present deeper research into various regions and to highlight opportunities and challenges as we embrace this important learning curve and cement a sustainable approach across the European audio-visual production sector.

Where it is crucial to benchmark carbon outputs there is also a need for simplicity to achieve impact in the creative industries and to engage and educate the next generation. By funders taking a unified approach that should be producer led in seeking effective delivery on the ground, they can leverage significant change if they put strategic elements in place. There is a necessity to show responsibility for compliance and to support and prepare producers for future liabilities both in terms of environmental risk and production impacts in relation to sustainable development for green film production.

Therefore it is important that strategic decision makers and producers understand how to make the best use of the current landscape of constraints in terms of the growing need for a more sustainable approach to film making. Producers and film funders should not see regulations and requirements as obstacles but should use them as competitive tool in their business strategy. Therefore, adding a financing and a corporate and social responsibility perspective to green filming is crucial. The need to educate the next generation is required now and is imperative if we are to support the rapidly changing landscapes of the creative industries in Europe.

This Sustainability in Vision focus report illustrates the analysis and recommendations set out in a series of case studies, with a focus on various working practices and opportunities across the film and media sector. They highlight commonalties and also broaden the Green-Regio discussion, so that others can learn and be inspired by what has been explored and what could be achieved for the future. This aim of this report is to support the movement across the European Regions towards a more sustainable audio-visual sector.

We are grateful to the consultants who have delivered the case studies and in particular to Melanie Dicks and her team at Greenshoot for leading this report and working with the contributors to collate and analyse the data and historical production information. This would not have been possible without the important contribution of the regional production companies and production crews as well as the Screen Agencies including Film i Vast - Sweden, Ffilm Cymru Wales Film i Skane & The Oresund Film Commission - Southern Sweden, Screen South and The Maidstone Studios in Kent. Also, a special thanks to Wallimage-Bruxellimage, Flanders Audio-visual Fund, Filmförderung Hamburg Schleswig-Holstein and PACA for sharing case-studies and findings on existing sustainable experiences.

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¹ <http://www.screensouth.org/content.aspx?parent=2&page=102>

1. Executive Summary

1.1 Scope

This report will be “a window” on different experiences based on recent case studies drawn from Cine- Regio members. Across Europe there are many examples of interesting and emerging practices in this area. This report is by no means exhaustive, but does provide specific data and measured observations on contrasting projects and operations which members are involved with. This is not a comparative study; these projects should be evaluated on their own individual merits and potential, as they each offer a unique insight into current practice and discussion. This report does not go into detail on all specialist working tools and models available. A recommended range of these can be found in links and resources. They are very useful and are freely available resources available on partner websites.

The simplicity of the presentation of this report belies the amount of work and research undertaken to present an easily digestible and fascinating set of case studies. Very often the main discussion in this arena is about carbon calculators. However, our focus here is broader and should provide a platform for discussion on what effective measures can be taken to actually deliver an on-going sustainable approach to delivery-effective production practice. The report looks across all areas of production support activity and examines why there is a need for producers and the film and television industry to prioritise a sustainable approach to their work with examples and recommendations as to how they might do that.

There are several areas highlighted in the report regarding collaborative ways to support the industry to be more sustainable in an accessible and cost effective way. It touches on setting the “Green Production” strategies and practices in the wider context of the audio-visual industries “Corporate and Social Responsibility” agenda. Several of the case studies flag up areas that might provide useful ideas including: a simple, robust and systematic methodological approach to sustainability, partnership awareness projects, standardising international certification, education and training and promoting the use of various accessible and compliant carbon tracking software for production.

1.2 Context

The latest report by the United Nations scientific panel on climate change shows that collective and significant global action is needed to reduce greenhouse gas emissions in order to keep global warming below 2°C. The report from the Intergovernmental Panel on Climate Change (IPCC) says that the longer we wait, the more expensive and technologically challenging meeting this goal will be.

Connie Hedegaard, EU Commissioner for Climate Action, said: "The report is clear: there really is no plan B for climate change. There is only plan A: collective action to reduce emissions now. And since we need first movers to set a plan into motion, we in Europe will adopt an ambitious 2030 target later this year. Now the question is: when will YOU, the big emitters, do the same? The more you wait, the more it will cost. The more you wait, the more difficult it will be."⁽¹⁾

Along with most other industries, the green agenda has become increasingly significant for the audio-visual sector in Europe in the past 5 years. The European Commission has prioritised this area of work. At least one-fifth of the EU budget for 2014-2020 will be climate-related.

The EU has agreed that at least 20% of its €960 billion budget for the 2014-2020 period should be spent on climate change related action. This represents around a three-fold increase from the 6-8% share in 2007-2013.

(1) http://ec.europa.eu/clima/news/articles/news_2014041401_en.htm

The EU is thought to be the first region in the world to 'mainstream' climate action into its whole budget. It should now become essential that a small amount of each new film or TV production has a line within its budget allocated towards sustainable practices and ethical supplies. Areas of sustainability in terms of business development locally, regionally and nationally is well placed to be high on future agendas for each of the Cine-Regio members.

European Union funding contributes to the goal of creating smart, sustainable and inclusive growth. The EU focus on this priority provides an important role in promoting climate action in all sectors of the European economy and catalysing the specific investments needed to reduce greenhouse gas emissions and strengthen resilience to climate change.

What differentiates the European audio-visual sector from the European economy in general is the profound impact that the industry exercises on the development of societies when it comes to democracy & pluralism, culture & heritage, education & employment, and health & safety. Thus, the European audio-visual sector can be said to be a special industry.

The ambition of the Green-Regio Interim Report of 2013 presented at Cannes, was to collate a general overview for the 55% of the members that participated. Greenshoot assessed the volume and sustainability agenda of the productions and found that during 2012 the 41 regional members of the Cine-Regio group produced over 2,600² film related projects, ranging from short films to Cannes winning features.

This report concentrates on a more in-depth cross section of member's activity in this arena. With this volume of projects it identifies the need for a unified, synergistic approach to sustainability strategies that include conducting baseline assessments, collating carbon footprints and employing best practices that make productions sustainable – but, importantly, are simple for producers to implement.

Progress has been made in the past 3 years but how far have we really come in comparison to other industries? If the total business value of the European audio-visual sector is calculated at over €96 billion³, this equates to several global multinational corporations combined.

All those corporations will have (and have had for many years) a commitment to CSR - Corporate Social Responsibility. It is an intrinsic part of their business strategy. CSR plays a vital role internally and externally in defining what the company stands for - to their customers, stakeholders and staff. It impacts on every single area from the supply chain to employment to the environment and business development. Accountability and transparency are crucial and it would be unthinkable for a large corporation to ignore CSR. The audio-visual sector should be treating these issues with the same level of commitment and application that corporations have done for years.

The demand for action will not just come from within our industry but through changing legislation, pressure groups, actors and the end user - the audience, who will expect our industry to behave in a responsible and sustainable way. It's vital for the basic reason that it makes ethical and business sense. Being environmentally responsible can often be a way to save money. And yes, as an itinerant business applying sustainability practices can be a challenge for film-makers. But importantly it's been proven that these measures do not interfere with the creative process and as shown by some of the case studies, can actually enhance it. Invariably they are simply small changes in working practices for film crews that will make a big difference.

The key is education and training, with smart and accessible tools and accepted practices to maintain progress. The expectation is there from many in our industry. Huge strides have been made regionally and nationally in the past three years. The subject of sustainability in film is now one that is heard frequently – very different to even 3 years ago. The positive working partnership and feedback from the production partners who have contributed to this report is testament to that.

² Source: Interim Green-Regio Report May 2013 (collated from questionnaire to members)

³ Source: http://ec.europa.eu/clima/policies/finance/budget/index_en.htm

1.3 Sustainable Development

The term, sustainable development, was popularized in “Our Common Future”, a report published by the World Commission on Environment and Development in 1987⁽¹⁾. Also known as the Brundtland report, “Our Common Future” included the “classic” definition of sustainable development:-
“development which meets the needs of the present without compromising the ability of future generations to meet their own needs.”

It contains within it two key concepts. The concept of ‘needs’, in particular the essential needs of the world’s poor, to which overriding priority should be given; and the idea of limitations imposed by the state of technology and social organisation on the environment’s ability to meet present and future needs.

Sustainable Development is not about fixing industry challenges and current working practices overnight but a sustained improvement over time from business development to the social, environmental and economic pillars.⁽¹⁾

1.4 Case Studies Contributors

The case studies included here represent an in depth insight into what is taking place across the Cine-Regio region in this area of work. They are a snapshot of existing practice across a range of films and regional partners and identifying where good practice happens and where improvements can be made. Shared learning for wider benefits being at the heart of the proposal. Members were invited to undertake partnership focus research or contribute their own case study.

Three of the case studies worked with Greenshoot on Film or TV production - Film i Väst, Ffilm Cymru Wales Film i Skåne /Oresund Film Commission, Southern Sweden. This contrasted with Screen South & The Maidstone Studios who focused with Greenshoot on facilities, training and their organisational approach.

The further four case studies here illustrate a selection of regional approaches and achievements; Flanders Audiovisual Fund (VAF) present their work with Zero Emission Solutions (ZES), focusing on their programme “e-Mission” illustrating how they are supporting and evolving sustainable regional industry. Wallimage-Bruxellimage illustrates a single production in partnership with Sophie Cornet. Independent eco-consultant, Birgit Heidsiek and Christiane Scholz share the experience of establishing Hamburg Schleswig-Holstein’s Green Shooting Card initiative. The PACA region presents the experience of their first entire green production shoot in the region.

The proposed outcome of the Sustainability in Vision report is to give a focused overview, make practical suggestions and communicate findings so that sustainable development can be built upon and improved upon over time.

FOR FURTHER INFORMATION & A Full COPY OF THE REPORT PLEASE CONTACT

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European network of regional film funds

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