
Mapping Green Initiatives

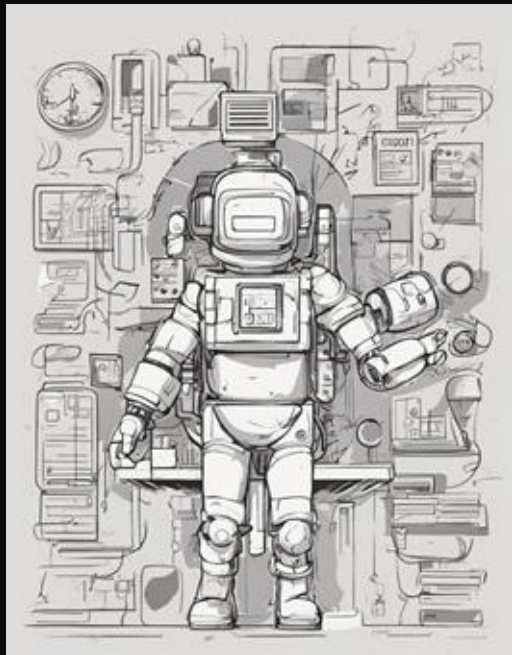
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CresCine Internal Seminar WP 4.1

25/04/2024



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Preliminary Findings from our Mapping

Results coming from

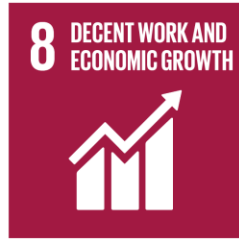
- Interviews with Green Consultants
- Experiences from Green Consultant Trainings
- Interviews with Sustainability Experts in the Industry
- Desktop Research within a research group





SUSTAINABLE DEVELOPMENT GOALS

17 GOALS TO TRANSFORM OUR WORLD



Crescine Questionnaire

More than 50% of all correspondents consider a transition to a sustainable European film industry important.

- reduction of carbon emissions
- fair labor practices/social equity
- sustainable sourcing of materials and products.

Oktober 2023

crescine.eu/blog/uy7pbflunsi1kabbj9302echzmomls



Project Perspective

vs.

Company Perspective

vs.

Ecosystem Perspective

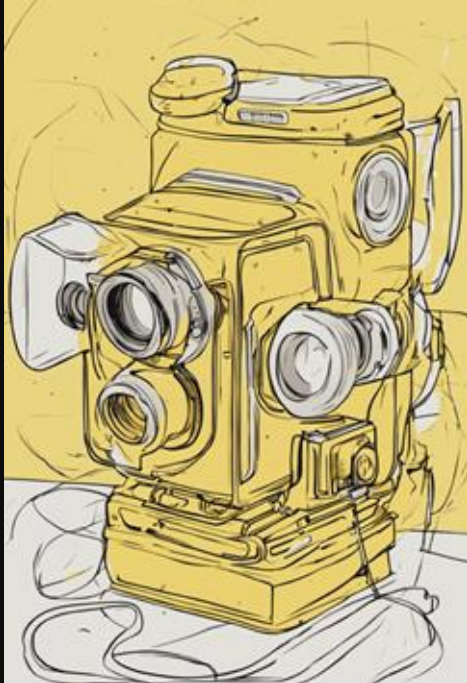


Whose responsibility is “Sustainable Production”?



Challenges the Creative Industries might face





Certification / Rating

Different Systems and Methods

- Green Film (IT)
- EcoProd (FR)
- green motion (DE)
- Albert (UK)
-
- and 5 more

which one to choose? – which one will be accepted?

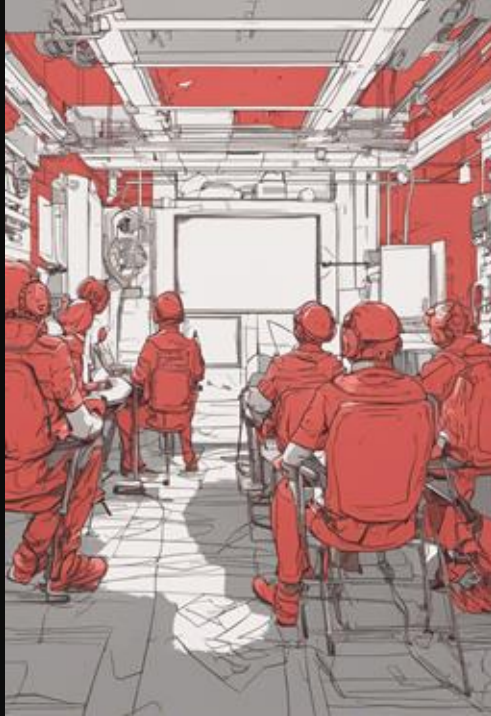
which one to chose in which scenario?



Education and Professional Development

- Train the trainer programs:
Need for upskilling industry professionals in sustainable practices.
- Investing in green professions:
Encouraging education and training in green production skills.





Roles of Sustainability Professionals

- The role of the Green Consultant:
Assessing the effectiveness and potential improvements of this position.
- Do they merely serve as advisors or do they have executive authority?





Transportation

- Improving the transport sector:
Engaging transport stakeholders for greener industry practices.



WHICH VEHICLE DO YOU WANT TO DRIVE?

Sort by ▾

Vehicle type ▾

Gearshift ▾

Passengers ▾

Bags ▾

Driver's age ▾

BMW 3 Series Touring

or similar | Station wagon

5 2 Automatic



✓ Incl. 900 km

€ 111.65 /day € 334.95 total

Top pick

BMW 420 Coupé

or similar | Coupé

4 1 Automatic



✓ Incl. 900 km

€ 124.33 /day € 372.98 total

Top pick

Fiat 500

or similar | Sedan

4 1 Manual



✓ Incl. 900 km

€ 65.65 /day € 196.95 total

Opel Mokka

or similar | Sedan

5 1 Manual

Mystery Car

or similar | Sedan

4 1 Manual

VW Golf

or similar | Sedan

5 2 Manual



WHICH VEHICLE DO YOU WANT TO DRIVE?

Sort by ▾

Vehicle type (1) ▾

Gearshift ▾

Passengers ▾

Bags ▾

Driver's age ▾



No vehicle

No vehicle

Sedan

SUV

Coupe

Convertible

Family car

Station wagon

Guaranteed model

Electric vehicle

Luxury vehicle

Try again with less filters.

[Reset filter](#)

Sort by

Vehicle type

- Sedan
- SUV
- Coupe
- Convertible
- Family car
- Station wagon
- Guaranteed model
- Electric vehicle
- Luxury vehicle

Automatic only



Passengers

2+ 4+ 5+ 7+



Bags

0+ 1+ 2+ 3+ 4+



Driver's age

18+ 21+ 25+ 30+



Reset filter

Fiat 500

or similar | Sedan



4 seater Manual Unlimited km More

\$48.01 /day
\$144.03 total

Opel Corsa

or similar | Sedan



5 seater Manual Unlimited km More

\$50.03 /day
\$150.08 total

VW Polo

or similar | Sedan



5 seater Manual Unlimited km More

\$52.05 /day
\$156.14 total

Opel Astra

or similar | Sedan



5 seater Manual Unlimited km More

\$58.09 /day
\$174.27 total

Opel Mokka

or similar | SUV



4 seater Manual Unlimited km More

\$61.10 /day
\$183.31 total

Opel Corsa Aut.

or similar | Sedan



5 seater Automatic Unlimited km More

\$63.14 /day
\$189.40 total

VW Golf

or similar | Sedan



5 seater Manual Unlimited km More

Ford Focus SW

or similar | Station wagon



5 seater Manual Unlimited km More

VW Golf Aut.

or similar | Sedan



5 seater Automatic Unlimited km More

Sort by

[Reset filter](#)

Vehicle type

- Sedan
- SUV
- Coupe
- Convertible
- Family car
- Station wagon
- Guaranteed model
- Electric vehicle**
- Luxury vehicle

Automatic only



Passengers

2+ 4+ 5+ 7+

Bags

0+ 1+ 2+ 3+ 4+

Driver's age

18+ 21+ 25+ 30+



No vehicles available

No vehicles match your search criteria. Try again with less filters.

[Reset filter](#)

[illegible]

Sort by

[Reset filter](#)

Vehicle type

- Sedan
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- Station wagon
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Automatic only



Passengers

2+ 4+ 5+ 7+

Bags

0+ 1+ 2+ 3+ 4+

Driver's age

18+ 21+ 23+ 25+ 30+

MINI Electric ⚡

or similar | Sedan

★ Mega Happy Hour



203 km Cables included 4 seater More

€51.65 **\$39.46 /day**
€154.96 **\$118.39 total**

BMW iX3 ⚡

or similar | Sedan



372 km Cables included 5 seater More

\$74.27 /day
\$222.81 total

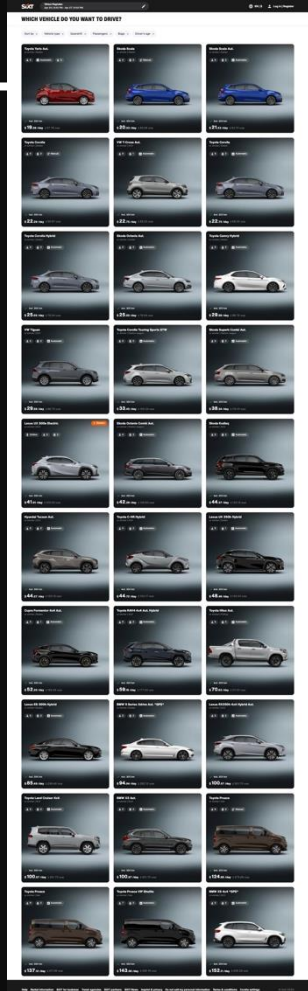
Tesla Model Y Long Range ⚡

or similar | Sedan



0 km Cables included 5 seater More

\$95.07 /day
\$285.21 total



WHICH VEHICLE DO YOU WANT TO DRIVE?

Sort by ▾

Vehicle type (1) ▾

Gearshift ▾

Passengers ▾

Bags ▾

Driver's age ▾

Lexus UX 300e Electric

or similar | SUV

⚡ Electric

📏 340km

👤 5

🧳 2



✓ Incl. 300 km

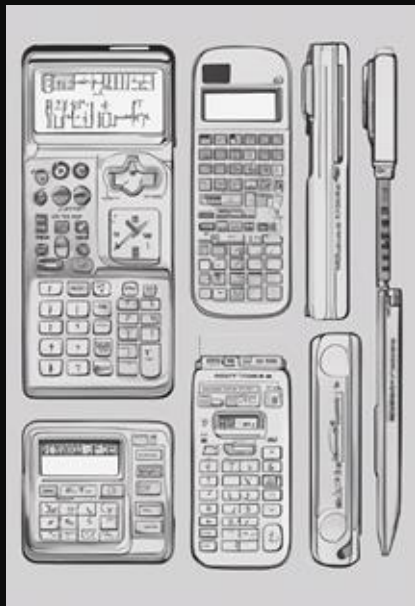
\$ 41.01 /day \$ 123.03 total



Transportation

- Improving the transport sector:
Engaging transport stakeholders for greener industry practices.
- Local public transportation involvement:
Better integration with film production needs.
- Local mobility options:
Encouraging the use of bikes and e-scooters.
- Tax incentives for eco-friendly transport:
Shaping policies for greener commuting options.
- One-Person-Crews





CO₂_e Calculators

- Harmonizing emission factors and calculators:
Standardizing methods for environmental impact assessments.

One European Emission Calculator:

KlimAktiv (ready 2027)

- Data:

can it be open-sourced, for the common good?

digital-strategy.ec.europa.eu/en/news/common-carbon-emissions-calculator-european-audiovisual-sector-towards-environmentally-conscious



Data Collection

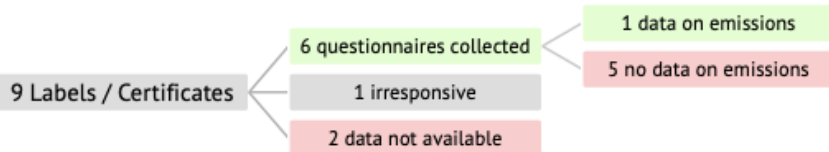
Pilot Project

“TOWARDS GREEN PRODUCTION INDICATORS”

from European Audiovisual Observatory, November 2023

Green label data

Out of nine green labels, six sent us back the questionnaires, two couldn't provide data collected in 2022, and one didn't provide any data as of the time of this note.



Results of the data collection

Carbon footprint data from calculators

By September 2023 – and at the time of writing this note – the Observatory did not receive carbon footprint data from any of the four carbon calculators contacted. Two calculators contacted us to explain that they were in no position to provide data for carbon footprints calculated in 2022 but should be able to do so in 2024 (for projects realised in 2023). The two other calculators did not provide any feedback.





Carbon Management

- Reliable CO₂-compensation labels:
Establishing credibility in offsetting emissions.
- How to recognize Green Washing?
- Avoiding Carbon-Tunnel-Vision:
Widening the sustainability focus beyond carbon emissions.
Aligning production practices with wider sustainability objectives





Social Aspects / Catering

Aligning production practices with wider sustainability objectives.

- Work Schedules and Health

- 4-day workweek for film productions:
Considering the potential impact on the industry.

- Family friendly
- “Veggie-Day” (culturally difficult)



Content Creation

- Green Storytelling:
Defining criteria for embedding sustainability in narratives.
- At which stage should this start?
- Freedom of Art?





Finances and Incentives

- Budget implications:

Identifying the cost impact of sustainable production and potential financial support.

- Assurance for Production companies:

Reducing the risk of obsolete green technology investments.

Extra money for investing in new technology (for example EcoProd)



Overarching Policies and Industry Standards

- Tying film funds to green initiatives:
Incentivizing sustainable practices with financial support linkage.
- Economic necessity:
Emphasizing the financial component in sustainable transformation.
- Shared Data and Co-Production:
Promoting collaboration for best practices.

Whose responsibility is “Sustainable Production”?

