

Task 4.1: Green innovation



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T4.1 work

Mapping

European initiatives



Best practice from
other countries



Discussing with
stakeholders



Recommend legislation

Develop green toolkit

Primary Findings from Mapping

Green Consultants

Green Consultant Trainings

Sustainability Experts in the Industry

within a research group



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BFTP - the Danish Alliance for Sustainable Film- and TV-production



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Handbook for green productions



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Training: carbon emissions budget and reporting (Green Producers' tool and We are Albert)



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Bliv inspireret af dine kollegaer og andre produktioner

FORPLEJNING

På VALDES JUL, produceret af Cinema Film for TV 2, især i den sidste sæson, blev optaget i et studie i Brøndby. Produktionen havde en meget CO₂-udledning, og det blev besluttet at reducere CO₂-udledningen på sæt til 10 ton CO₂ pr. dag. Dette blev gjort ved at bruge LED-lamper og LED-lys, som sparer energi. Derudover blev der brugt mindre mad og drikkevarer, og der blev brugt mindre vand. Dette resulterede i en reduktion på 60% i CO₂-udledningen i forhold til et sæt, der ikke havde implementeret disse tiltag.

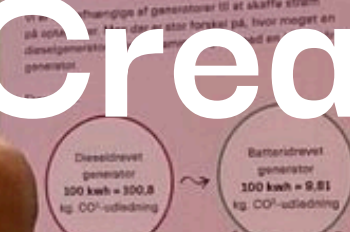
bftp

Bæredygtig film- og TV-produktion er en dansk alliance initieret af Vision Denmark. Målet er at understøtte en ambitiøs grøn omstilling af dansk film- og TV-produktion, hvor hensynet til dansk indhold, arbejdspladser og konkurrenceevne går hånd i hånd med hensynet til miljø og klima. Vi hjælper de private film- og TV-producenter med at understøtte den grønne omstilling af deres virksomheder og produktioner.

Vidste du at...?

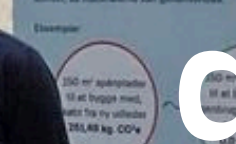
Creating awareness

ENERGI



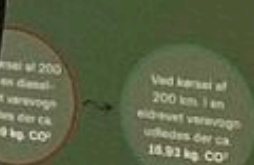
MATERIALE

Det mest CO₂-besparende er at genbruge så meget som muligt. Det er kun på CO₂-neutralitet da vi kan genbruge materialerne kan genbruges.



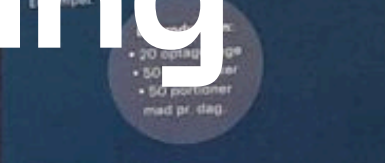
PORT

En af de tungeste poster, når det kommer til CO₂-udledning, er transport af materialer. Man kan mindske CO₂-udledningen ved at bruge mindre materialer og mindre transport.



FORPLEJNING

Oksædet er en kæmpe synder, når det kommer til CO₂-udledning. Der er langt højere CO₂-udledning ved et måltid med oksædet end ved et måltid med andre fødevarer.



Kilo CO₂-udledning:



75 liter postvandsudledning 0,03 kg CO₂/e
150 stk. 1/2 liter kildvand udleder 30,05 kg CO₂/e
Ganger man det op, så det svarer til en hel produktion med 20 optagedage, ser CO₂-udledningen sådan ud:
1500 liter postvand udleder 0,51 kg CO₂/e
3000 stk. 1/2 liter kildvand udleder 601,02 kg CO₂/e

AFFALD

Vores naturressourcer er ikke uendelige. Vi skal derfor lære at forbruge cirkulært og sende vores materialer i værdifulde affald i stedet for at smide dem i søen.

F.eks. kan 1 kg sorteret bioaffald give 32 timers strøm til lys. Plastik kan laves til nye plastik, glas til nyt glas, papir til papir osv. Jo mere og jo bedre vi sorterer, jo flere materialer bliver genbrudt til nye brugbare materialer. På den måde passer vi på alle naturens ressourcer.



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Recommendations from BFTP

CresCine's work on sustainability could help the European film industry in the following ways:

1. Discover:

How far are the different countries (and regions, if relevant)

Where has the work started, where has it not started?

Does the country/region have recommendations?

Does the country/region have guidelines/rules?

Is any financing in the country subject to reporting on/reduction of carbon footprints etc.?

2. Create inspiration for sustainable film production actions across countries.

3. Facilitate streamlined productions reporting rules in order to facilitate reporting for European co-productions where multiple countries are involved.



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Greening & Sustainability Think Tank - Tallinn 2023

Wednesday, 15 November 2023

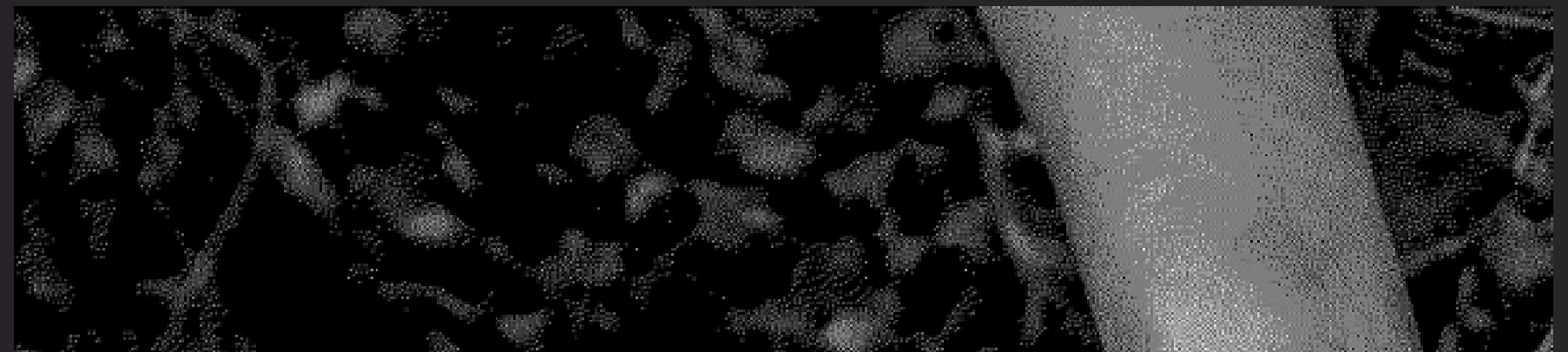
16:00 – 18:00

Nordic Hotel Forum

3 Viru väljak, Tallinn, Harju maakond, 10111, Estonia ([map](#))

Greening & Sustainability Think Tank

Tallinn 2023



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bftb bæredygtig film
& TV produktion

FILMBYÅRHUS

film
eu

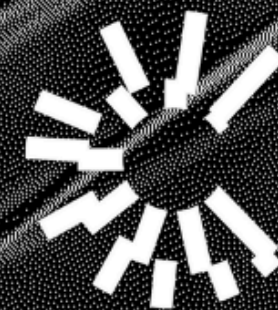
UNIVERSIDADE
LUSÓFONA

STORYTEK

Save The Date:
**Greener Film
Industry**
Roundtable &
Brunch

Berlinale 2024

crescine.eu



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Sunday 18. Feb 2024
11.00 - 14.00 CET
Ristorante Essenza,
Leipziger Straße 125
Berlin, Germany

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Participants from 14 countries

22 external organizations/institutions

Belgium

European Film Agencies

Croatia

Creative Europe Media Desk

Denmark

Creative Europe Media Desk

Green Producers Club

The West Danish Film Fund

Vision Denmark

Estonia

Estonian Film Institute

Finland

Audiovisual Producers Finland

Germany

Amazon MGM Studios

MOIN Filmförderung

Ireland

Screen Producers Ireland

Italy

Amazon MGM Studios

Green Film

Latvia

National Film Centre of Latvia

Lithuania

Artbox

Lithuanian Film Centre

Norway

Norwegian Film Institute

Poland

(CresCine partners)

Portugal

Creative Europe Media Desk

ICA - Instituto do Cinema e audiovisual

Portugal Film Commission

Sweden

The Swedish Film Institute

Freelance Green Manager (Zentropa)



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Program for the CresCine roundtable in Berlin

11:00-11:10 Welcome from CresCine

Sten-Kristian Saluveer, Storytek, Estonia

11:10-11:40 Participant introduction

Kirsten Langgaard, Filmby Aarhus, Denmark

11:40-11:55 Existing green initiatives

Tobias Frøhmorgen, Lusofónia University, Portugal

11:55-12:25 Results of Nordic initiatives

Ege Heckmann, Green Producers Club, Denmark

12:35-12:45 Framing breakout discussions

Caroline Gjerulff, Sustainable Film & TV Production, Vision Denmark

12:45-13:15 Moderated breakout discussions

Moderators Tobias, Sten, Ege, Marta

13:15-13:45 Discussion results

Presenters Tobias, Sten, Ege, Marta

13:45-14:00 Next steps

Sten-Kristian Saluveer, Storytek, Tallinn



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Stakeholder roundtable discussion

Gradual transition

Film funds, broadcasters
and streaming platforms

Demands and funding

Streamline reporting
demands

Teach the new generation
of filmmakers



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Task 4.3

Innovative private financing



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Mapping financing instruments

- Exercise to get a notion of possibilities in regard to private financing
- Input from all CresCine territories
- Desktop research (public knowledge)



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Mapping confirmed what we assumed - possibilities in the smaller markets are few



Flanders (Belgium) most interesting of the territories



Baltics has few options, but there's a private investment fund, Tallifornia, in Estonia



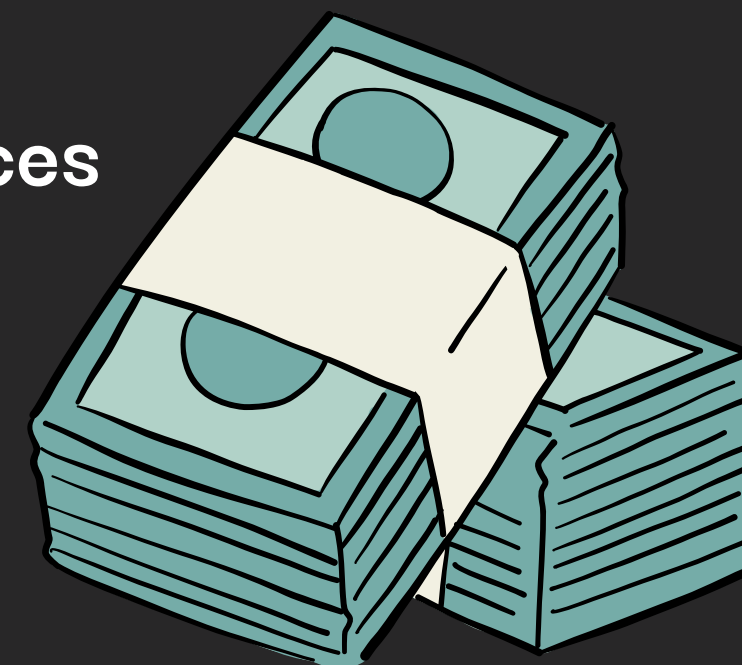
Denmark has some possibilities but most are tied to public finances



Portugal and Ireland has very few options if any



Croatia - Waiting for results from



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Questions or suggestions?



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