

CASE STUDY

# GREEN SUPPLIERS



Green Screen  
Interreg Europe

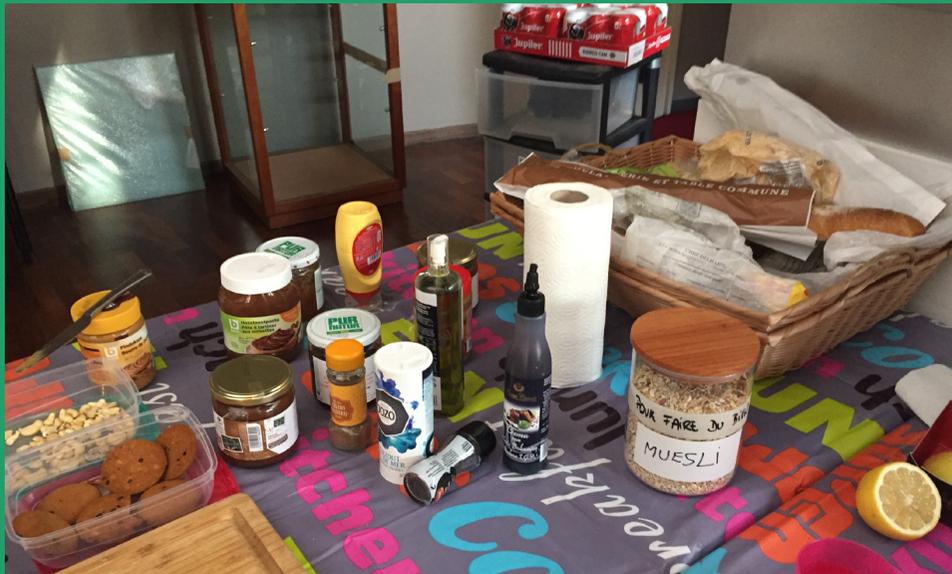


European Union  
European Regional  
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## Background

A case study has been produced for the InterReg project Green Screen, which aims to reduce carbon dioxide emissions within the European film and television industry. Ystad municipality is participating in the project along with seven other European regions.

Film i Skåne is involved in a long-term collaboration with Green Screen/Ystad municipality to create a strategy for greener film production in Skåne. In 2019, Film i Skåne is working to develop a model for co-produced film productions which includes consultation before shooting begins and a review of sustainability plans. A form of bonus can be provided if environmental work is carried out based on the sustainability plan.



Ask if your caterer considers environmental and sustainability aspects in their business. Locally sourced and seasonal raw materials are good!

## Purpose

The purpose is to identify companies/suppliers that can deliver sustainable products and services during film shoots in the Ystad-Österlen region. An inventory of companies should result in a list of sustainable suppliers for film productions. It should be “easy to do the right thing”. A number of criteria must be established and a number of questions need answering.

It shall be possible to share the criteria and experiences within the Green Screen project. The goal is also for the model to be useful for film and television productions in a greater regional perspective. The green list will make it easier for film and television productions to work sustainably.



The waste hierarchy is part of an EU directive which Sweden has adopted. The hierarchy states that waste prevention should be the first priority, followed by re-use, material recycling, energy recovery from waste, and as a final resort, disposal of waste.

# Process and method

Various questions about sustainability have been discussed. What makes a company sustainable? Which criteria should be used, and how can they be formulated? The focus of this investigation is on catering, transport, materials, and accommodation in the Ystad-Österlen region.

**1 Information gathering**  
Suppliers used during the shooting of the film “Systrar” have been categorised in a list. The list has been reviewed from a sustainability perspective and based on the industries that are normally involved in film productions.

Aside from these, additional suppliers in the Ystad area have been examined using a sustainability perspective. This has mainly been done via the suppliers’ websites, but also through telephone calls.

**2 Certifications**  
In Sweden, the following certifications are used:

- ISO 14001. An international standard and one of the most common ISO certifications which includes environmental guidelines.
- The Nordic Swan. The state-owned company Miljömärkning Sverige is responsible for the Nordic Swan and EU Ecolabel.
- Green Key. International eco-label for hotel and conference services.
- FSC - Forest Stewardship Council. An independent certification for forestry. Can also be found on building materials, paper, and print materials.
- Bra Miljöval (Good Environmental Choice). The Swedish Society for Nature Conservation’s eco-label, and the only label in Sweden where the requirements are set by a conservation society.
- Miljönärvänlig. An eco-label created by Avfall Sverige (the Swedish Waste Management Association) in cooperation with the Swedish municipalities, focused on sustainable consumption.

**3 Dialogue meeting**  
A dialogue meeting was held in order to encourage participation and discussion on the process. Topics at the meeting included:

- Rather than using the term sustainability, the UN’s 17 Sustainable Development Goals were discussed, including their social, financial, and ecological dimensions. The Sustainable Development Goals can be integrated into the goals that the company is working with. Energy management, transport, accommodation, catering, food, materials, waste management, and internal and external communication were all brought up as categories during the dialogue meeting.

- During the meeting, a systematic approach to environmental work, in the form of inspections and markings/certifications, was not deemed suitable as sustainable criteria for small businesses. Instead, the companies would be free to formulate their own policies. Companies could market themselves and post their information on a central portal/database. This would require a minimum level.
- Companies that in some way systematically work with sustainability issues and want to improve this work might qualify for a list. It would also increase awareness among companies. Companies would be able to submit their environmental policies, if they have one. One criterion could be that the supplier has responsibility for the products they provide, giving guarantees regarding the handling of the products.

## Everyone can do something to help reach the goals

Achieving the Sustainable Development Goals requires economic growth that at the same time values social and environmental sustainability. Regardless of how big or small a company is, and regardless of the industry it is in, everyone can contribute to reaching the goals. Fundamentally, the aim is to have companies work in a responsible and sustainable way, considering social, environmental, and financial factors throughout all areas of their businesses.



# Conclusions

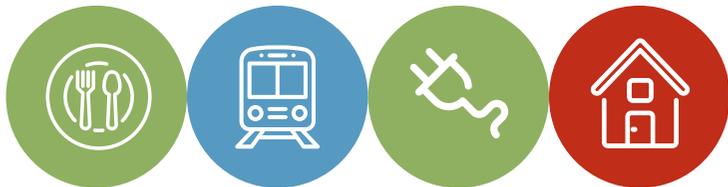
## Challenges

- **Time-consuming research** - Producing a green list is time-consuming and it is hard to find information about the companies' sustainability work.
- **Expensive and time-consuming to get certified** - Many uncertified suppliers still engage in active environmental efforts and they can still provide sustainable solutions for film productions based on their varying preconditions. This can include recycling, waste management, non-toxic materials, organic foodstuffs, transport or services which promote sustainable development. One reason for not being certified is that it is too costly for a small company.
- **Supplier's responsibility** - It is up to the supplier to convey how they work with sustainability. By being on a green list, companies are given an opportunity to market themselves to the film industry.

## Preconditions

The list is used as a model which can be expanded with more categories and suppliers for the entire region.

- Instead of developing a supplier list that needs to be updated and requires work to find more suppliers based on specific criteria, the suppliers will be given an opportunity to add themselves to the list.
- A new digital tool/service must be created for companies that are interested in being on a list of sustainable suppliers to the film industry. They will be able to add information about their companies themselves.
- The service is mainly aimed at the transport, catering, accommodation, and materials segments of the industry.
- The list must be communicated and marketed to find interested suppliers.



# Results

## Green suppliers

A list of green suppliers in the Ystad-Österlen region has been created. It is based on selected certifications and industry categories that are relevant to the shooting of films.

The development of a web-based list of green suppliers is integrated into Film i Skåne's other work on making film production in Skåne more sustainable.

## Criteria for Green suppliers

### "Shall" requirements

- The company is engaged in active environmental efforts that are ongoing, developed over time, and relate to the Sustainable Development Goals.
- The company can describe its sustainable development work and the SDGs they are working towards. They must also specify what industry they belong to and which goods and services they provide.

### Other criteria

- Environmental certification, e.g. ISO 14001.
- Environmental policy
- Other relevant sustainability certifications.



**When choosing a supplier and determining how the company is working with sustainability issues, it can be good to pose the following questions.**

- How are you working with sustainability issues?
- Do you have an environmental policy or certification?
- Is the hotel environmentally certified?
- Is there vegetarian/vegan and organic food?
- How do you handle food waste?
- How is the food delivered?
- Do you use environmentally friendly cars?
- Do you use renewable fuel for your vehicles?
- Do you have environmentally friendly alternatives for materials?
- Do you use eco-labelled cleaning products?
- Do you provide green electricity?

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