

The Green Screen Ambassador Certification Guide to the Toolbox

Congratulations, you have become a green screen ambassador!

You now have access to a toolbox which is designed to help you, audiovisual professionals, be the best ambassador you can in your daily job.

The toolbox is accessible on the [Green Screen website](#).

The available tools are:

- To provide your own information session on sustainable filmmaking:
 - The powerpoint presentation “GS-Awareness - environmental impact” + its detailed content “GS-Awareness - environmental impact script”
 - The powerpoint presentation “GS-Inspiration - case studies” + its detailed content “GS-Inspiration - case studies – script”

These standard presentations outline the environmental issues at stake and explore the definition of sustainability on one hand, while also seeking to identify concrete steps that can be taken in the audiovisual sector as a whole. Aspects such as scenarios, production and screening are considered in-depth.

- To facilitate workshops and organise group work on sustainable production
 - “GS-Activity ice breaker”
 - “GS-Activity Climate Collage”
 - “GS-Activity fears and hopes”
 - “GS-Activity action plan”

These are instructions for conducting collective activities during your workshop session: to break the ice, brainstorm, raise awareness... in a collaborative and interactive way.

- To keep updated and go further:
 - “GS-Extra Ressources”: relevant green filming resources and contacts

What is Green screen program?

Green Screen is an Interreg Europe-funded partnership project working across eight EU regions to improve policies and achieve measurable success in reducing the carbon footprint of film and TV production. These industries are a successful driver for growth across Europe, and an important contributor to the creative industries within the European economy.

Green Screen aims to align the practices of these successful industries, standardise environmental practices and improve regional policies so that sustainable measures for producing films, TV and audiovisual content can be adopted across Europe. Through Green Screen, participating regions will improve policies to motivate and equip the current and future workforce to adopt sustainable practices and thus reduce CO2 emissions.

The project runs from 2017 to 2021 and partners include:

- Film London (UK) – Lead Partner
- Bucharest Ilfov Regional Development Agency (Romania)
- Flanders Audiovisual Fund (Belgium)
- Municipality of Ystad (Sweden)
- Municipal Company of Initiatives of Malaga S.A. – Promalaga (Spain)
- Paris Region Entreprises (France)
- Rzeszow Regional Development Agency (Poland)
- Slovak Audiovisual Fund / Slovak Film Commission (Slovakia)

The project is funded by the EU's Interreg Europe programme through the European Regional Development Fund. <http://www.interregeurope.eu/greenscreen>

The Green Screen Project aims to reduce the carbon footprint of the AV industries in Europe. An important part of achieving this change is understanding intrinsically how the industry will behave moving the sector through a comprehensive environmental programme.

What is Green screen certification program?

Working with key stakeholders (regional authorities, industry associations etc.), Green Screen partners have identified a need for sharing expertise. Indeed, professionals want to get a better understanding of sustainability in their sector with regards to culture, policy and physical production.

The certification program aims at raising awareness and introducing solutions for professionals to feel legitimate being/to become ambassadors of green production.

The certification is a one-day workshop program, that includes and builds on the existing tools Green Screen has identified or created.