

Green Screen ambassador certification Awareness - environmental impact

Slide 1. Presentation Title

Slide 2. Awareness - Introduction to sustainability

QUESTION: Do any of you actually know what we mean when we refer to sustainability?

Reference is usually made to the Brundtland report. It states that: 'Sustainable development is development that meets the needs of the present without compromising the ability of future generations to meet their own needs.' But there's more.

More info:

<https://en.wikipedia.org/wiki/Sustainability>

Slide 3. SDGs

However, sustainability is much more than just CO₂ savings.

QUESTION: Who knows what this is? Does anyone recognise this picture? If so: can you explain?

These are the sustainable development goals of the United Nations. In 2015, specialists from all over the world defined 17 sustainable development goals. It is the 2030 Agenda for Sustainable Development that provides a shared blueprint for peace and prosperity for people and the planet, now and into the future. The goals are an urgent call for action by all countries in a global partnership.

As you can see, this approach is much broader than the CO₂ debate. In this scheme, climate change and sustainable development are inextricably linked.

This approach is human and recognisable. Themes such as gender, equality, education, consumption, climate and biodiversity appeal more to the imagination than, say, CO₂. That is why many organisations and enterprises have now chosen to use these SDGs as a moral compass.

Many actions are easier to categorise via these SDGs. And SDG's are interconnected. For example, if you donate leftover food from catering to a social project, then you are directly addressing hunger, poverty and consumption.

Look at the SDGs as a source of inspiration. Whether you are organising an activity for your sports club or making choices on the film set.

More info:

<https://www.un.org/sustainabledevelopment...>

Slide 4. AWARENESS - CO₂

QUESTION: Does anyone know what this is?

This is CO₂. All kinds of things are said about this molecule. It is one of the various greenhouse gases.

The sustainability debate is often reduced to cutting CO₂. It is a just part of the story. In the film sector it is used to measure the environmental impact. For example, the VAF in Flanders (Belgium) asks for projects that receive production support to measure the impact of their production on the basis of a CO₂ calculator. In such a calculator, all choices are converted into their CO₂ equivalent. It is thus possible, for example, to combine different domains.

Slide 5. AWARENESS - Climate Collage

Introductions to the Climate Collage & Instructions

Sustainability is not only about CO₂. However, this is a great angle to get acquainted with sustainability problems.

How well do you know about climate change? Do you feel equipped to answer a question one member of your film crew could ask, for instance, what difference does it make if I use public transport rather than my personal car?

It is important to understand climate change to find the right solutions. It is important you feel you know what is the problem before telling yourself and telling others to change their behaviour.

To get a better understanding of climate change issues we are going to play a collaborative game.

The Climate Collage: <http://climatecollage.org/>

Slide 6. AWARENESS - Climate Collage / The Creator

This game has been created by Cedric Ringenbach. He was working for a think tank about carbon transition and to explain easily to the people he met what was climate change he began to draw cards to show how they interacted together. And it worked well, people understood better what climate change was. This is how the climate collage was born. Cédric created the association to improve and develop the game. The goal of the association is to raise awareness about the issue by reaching one million players!

The Green Screen certification is only a user/facilitator of the game, as you can become if you wish.

Slide 7. AWARENESS - Climate Collage / The Game

We are going to help them reach this goal by playing ourselves.

How is it going to work?

- Teams: you are going to play in teams of 6 to 8 people. Your team will have a big

- sheet of paper and pens. You will receive cards, that we will give you progressively.
- Your goal is to order the cards and find out the links between them. Each card is a phenomenon and your goal is to find how they play together. How one provokes the other which has in turn an impact on these and these.

As you see on this picture, a card can have an impact on several other cards, not only one. Similarly, a card can be caused by one or several others.

In the end, give a title to your collage.

In 40 minutes we are going to meet here together again to share our collage and what we have learnt.

Slide 8. AWARENESS - Climate Collage / An example

Slide 9. AWARENESS - Climate Collage / The Game

Some advice:

- Describe the card in your own words before placing it on the table
- Get some help from the text on the back of the cards
- Order cards first and once you have received all of them, draw the links! Indeed, we are going to give you 5 different sets of cards one after the other, when you are done with the preceding one.

Slide 10. AWARENESS - Climate Collage / Questions ?

Slide 11. AWARENESS - Climate Collage / Let's go

Playing the Climate Collage

Advice for the facilitator:

- you can order the cards and presentation tools on the website
- you can train yourself thanks to the self-training guides
- you have to pay using rights when you organise a climate collage
- you can choose to make the climate collage easier or harder by adding or removing some cards

How can I chair my own workshop?

Become a Climate Collage ambassador and learn how to chair a workshop! We invite you to register for a training date by clicking [here](#).

IMPORTANT : you need to have attended a Climate Collage workshop (in any language) as a participant prior to taking this training ([see workshop dates](#)).

Why become a Climate Collage host? To help us spread the word and raise awareness around you about climate change challenges.

In this training we will discuss the Climate Collage cards in detail, learn more about the organisation and licence of the game, and share tips about how to facilitate the workshop. At the end of the session you will be ready to run a workshop on your own!

The training is 3-hour long.

Content

- Presentation of the game (its origins, its goals, how and when to use it, how to get started and where to find the right information, etc.)
- Abridged version of a Climate Collage workshop + deeper analysis of the links between all cards.
- Open discussion about the objectives of the workshops, and how to conduct the final debrief.

If you can't register to any of these training : you can contact jade@climatecollage.org to see if it is possible to organize a training session in your country.

Slide 12. AWARENESS - Climate Collage / Debriefing

Debriefing

We all come back to the plenary session to show our collages to others and share what we learnt.

Each group gives the title of their collage and share one or two feelings and learnings. *For instance, "I feel I got a lot of information and I really want to dig in deeper into the subject now." or "I did not know that it was additional greenhouse effect that was bad and not the greenhouse effect."*

Slide 13. AWARENESS - Climate Collage / To go further

If you want to go further, you can calculate your own personal carbon footprint and try to reduce it thanks to this comprehensive carbon calculator: www.footprintcalculator.org

If you want to organise a climate collage with your friends or at work all the info will be in the toolbox and on their website: <http://climatecollage.org/>

Now that we understand better what the global problem is, what about the audiovisual industry? How does it fit into these climate change phenomena?

Slide 14. 2 priority SDG's are climate change and inequality

According to Paul Polman (who has been appointed to the U.N. Secretary General's High-level Panel that developed the Sustainable Development Goals), at his speech at the

SDG's business forum in september 2019 in New-York, the two biggest challenges that need to be addressed today are climate change and inequality. Both are closely related. We are now heading to a 3.5 to 4°C warming. The Paris Agreement central aim is to strengthen the global response to the threat of climate change by keeping a global temperature rise this century well below 2 degrees Celsius above pre-industrial levels and to pursue efforts to limit the temperature increase even further to 1.5 degrees Celsius.

A Special Report was made by IPCC in 2018 on the impacts of global warming of 1.5°. In 2018, human activities are estimated to have caused approximately 1.0°C of global warming.

The report presents various possible paths:

-CO₂ emissions must decrease by 45% by 2030, to become zero by 2050 (20 to 25 years earlier than in the 2°C scenario)

-In any case, the necessary changes are abrupt, at a rhythm of transformation never seen on a large scale before

-The rapid reduction of emissions is all the more vital as a large-scale deployment of CO₂ capture techniques will take time.

-Avoiding exceeding the 1.5°C threshold (and therefore the potentially irreversible consequences) and dependence on untested, large-scale CO₂ capture techniques implies a reduction in emissions well before 2030.

We are clearly driving not fast enough. We are heading to a 3.5 to 4°C warming. And we are far behind on the Global goals as well. It is time for taking action.

Slide 15. AWARENESS - 110.000 tons CO₂

What does this number mean?

Slide 16. AWARENESS - Impact of the industry as a whole (France)

It is the global impact of the French audiovisual industry: 110.000 tons CO₂ equals 410.000 round trips Paris-New-York = CO₂ emissions of 110.000 persons/year (eg. as big as the city of Rouen in France). This number includes the activity of television channels and the functioning of cinemas, as well as film shoots, which account for 25% of this pollution. We could think the audiovisual industry is not the biggest problem, that it is a small industry. NO !

It is an industry as any other, producing a lot of carbon emissions and waste.

The objective here is to give you some indications and comparisons points to make you aware of what is the global impact of the industry and at the level of a production. Of course, this will be different for every film, depending on shooting locations, how many people on the set, if shooting takes place in natural site or in studios,...

Slide 17. AWARENESS - Impact of the industry as a whole (UK)

In the UK: in 2017, the productions that used the carbon calculator of Albert :

- consumed 150 million kWh of electricity = power a light bulb for half a million years
- consumed 7 million litres of diesel in generators = enough liters to fill 90,000 bath tubs
- recorded 280 million km in air travel = 7,000 times around the world

source: Wearealbert

Slide 18. AWARENESS - 73 tons CO₂

What does this number mean?

Slide 19. AWARENESS - Impact of a production (TV drama)

France: one episode of TV drama (50 minutes) = 72 tonnes of carbon emissions = CO₂ consumption of 7 French people during a year
source : Ecoprod

In 2016, an average Flemish film emits 73 tonnes of CO₂. Some films generate no more than 30 tons, while other larger (international) projects emit several hundred tons. Keep in mind: every film is different.
source : VAF

Slide 20. AWARENESS - Impact of a production (1 hour of telly)

UK: 1 hour of telly = 13.5 tons CO₂ =

- 2600kWh of studio power
- 17 production people in a power hungry office
- 5000 mins of tape, 200 litres of paint or 170 boxes of paper
- 52 heads on hotel beds
- 1000 litres of diesel
- 7 weeks in the edit
- 2400 miles on a plane or 7000 on the train
- plus... a healthy dollop of catering, a few batteries, reams of paper, and the odd water bottle, a set build or two...

source : wearealbert

Slide 21. Environmental impact, some practical examples: the cups

- Waste: a shooting = 5 cups a day/person. For a team of 40 persons, 40 shooting days = 8.000 cups!
- Building the set of a jail and destroying it: not only do you waste a lot of materials but also money 200.000€
- 10M hours of calculation and processing for the post-production and special effects of *The Hobbit* => 64 times around the world by car
- A big special effects studio in Paris needs as much energy as the Eiffel Tower!

Slide 22. Environmental impact: it's not getting better...

The impact of the industry is increasing..!

ex. UK wearealbert in 2011 6.2 t/hr - in 2017 13.5 t/hr = x2! because mostly of air travel increasing

In Europe

Here is the statistical update of 2017 based on Eurostat data and NACE activities taxonomy (p34 for AVP industry):

GEO/TIME	2016	2017	Trend in %
European Union - 28 countries	1 505 492,79	1 526 739,12	1,41
Belgium	49 791,76	48 317,84	-2,96
Bulgaria	3 163,47	3 320,77	4,97
Czechia	5 359,06	5 435,44	1,43
Denmark	19 168,54	19 290,46	0,64
Germany (until 1990 former territory of the FRG)	429 731,69	430 800,89	0,25
Estonia	1 529,74	1 581,48	3,38
Ireland	12 391,34	11 723,77	-5,39
Greece	11 233,78	12 364,17	10,06
Spain	112 517,66	111 094,03	-1,27
France	261 816,63	266 570,03	1,82
Croatia	40 108,85	40 177,68	0,17
Italy	22 183,75	22 015,93	-0,76
Cyprus	816,54	834,84	2,24
Latvia	1 040,43	1 085,16	4,30
Lithuania	709,36	744,32	4,93
Luxembourg	1 911,79	1 914,14	0,12
Hungary	42 926,81	44 800,54	4,36
Malta	869,46	1 026,4	18,05
Netherlands	20 436,31	20 497,04	0,30
Austria	30 122,02	30 715,61	1,97
Poland	61 630,3	65 384,5	6,09
Portugal	11 136,7	11 461,8	2,92
Romania	146 652,42	154 499,22	5,35
Slovenia	225,78	223,55	-0,99
Slovakia	5 485,53	8 060,23	46,94
Finland	2 016,28	2 033,99	0,88
Sweden	15 768,29	15 555,63	-1,35
United Kingdom	194 748,5	195 209,67	0,24

Compared to 2016 the GHG emission has rise by + 1,41 % in 2017

On average, an EU country emitted 53.767 tons CO2 in 2016 and 54.526 tons CO2 in 2017.

Among Green Screen partners , the results are contrasted:

- 5 countries increased their emissions : Slovakia, Poland, Romania, France, UK
- 3 countries decreased their emissions : Belgium, Sweden & Spain
- The High rise in Slovakia is due to its AVP industry development
- Slovakia can become a strategic country: a controlling emissions testbed from a growing AVP industry