



Green Screen

Interreg Europe

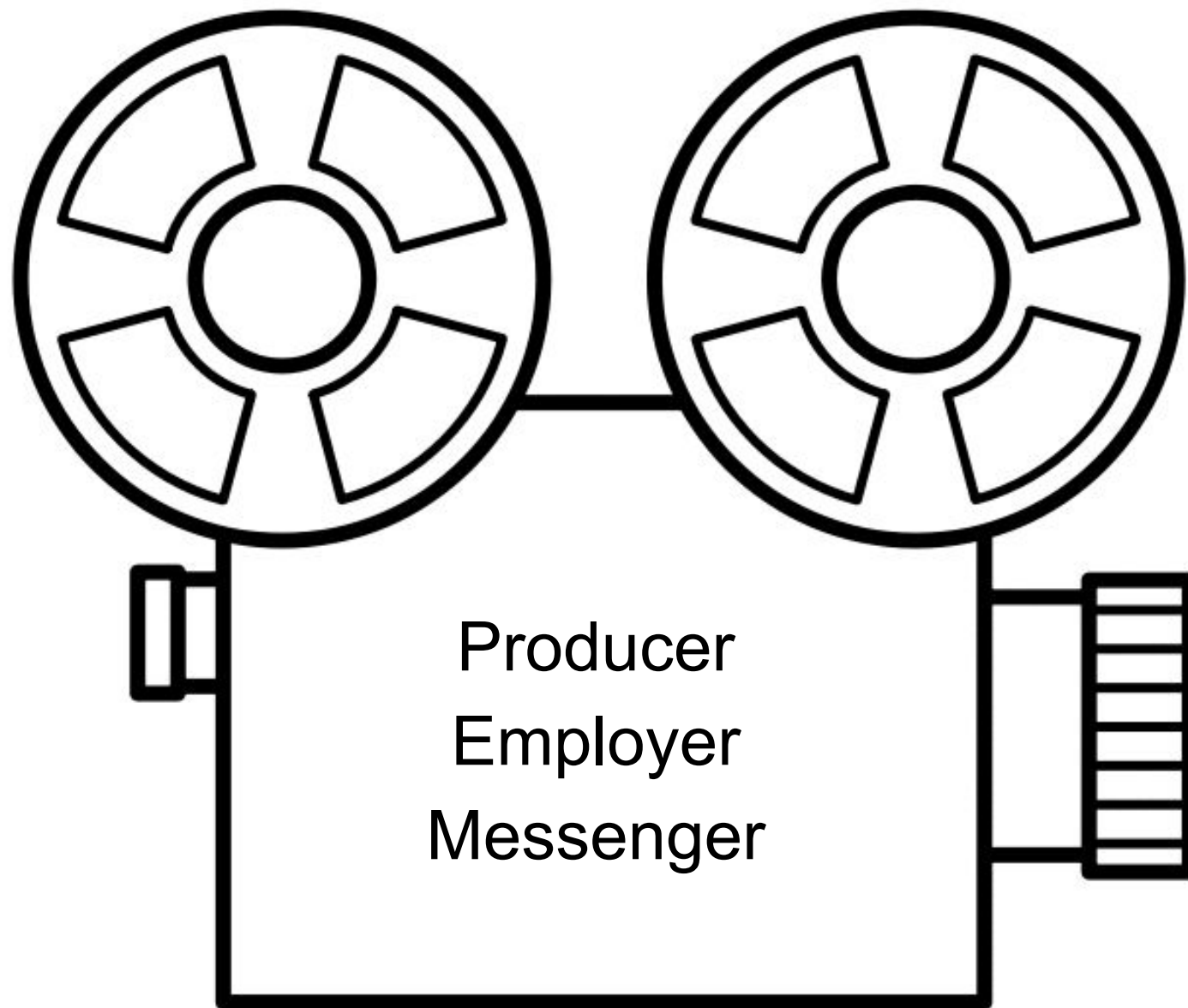


European Union
European Regional
Development Fund

Green Screen Certification

Inspiration - case studies

By Sophie Cornet & Morgane Baudin

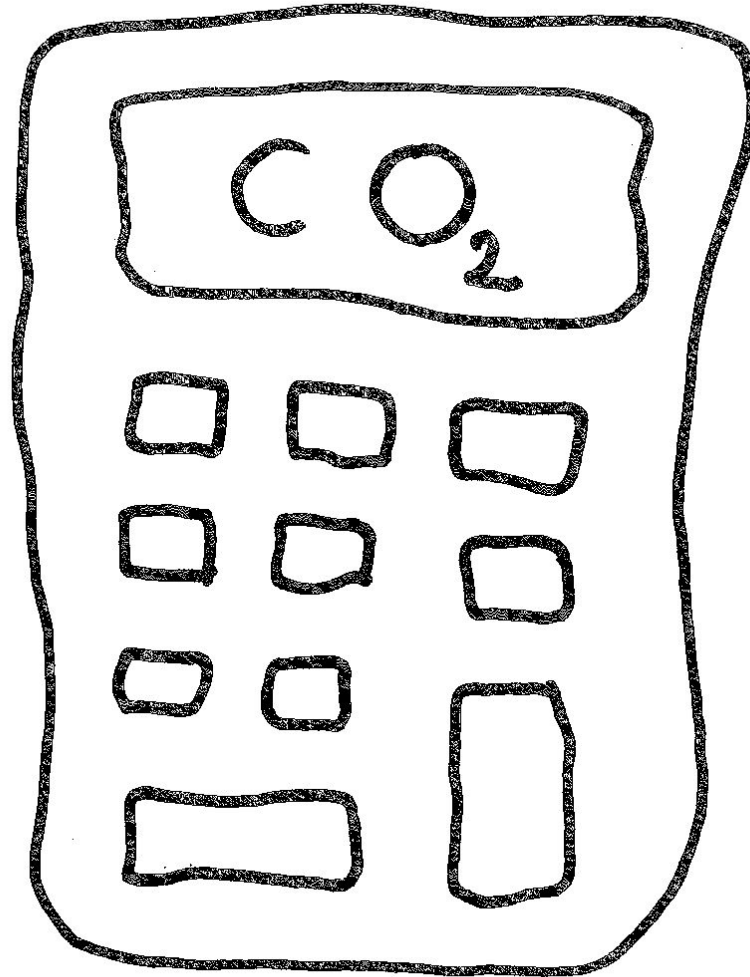


INSPIRATION : principles

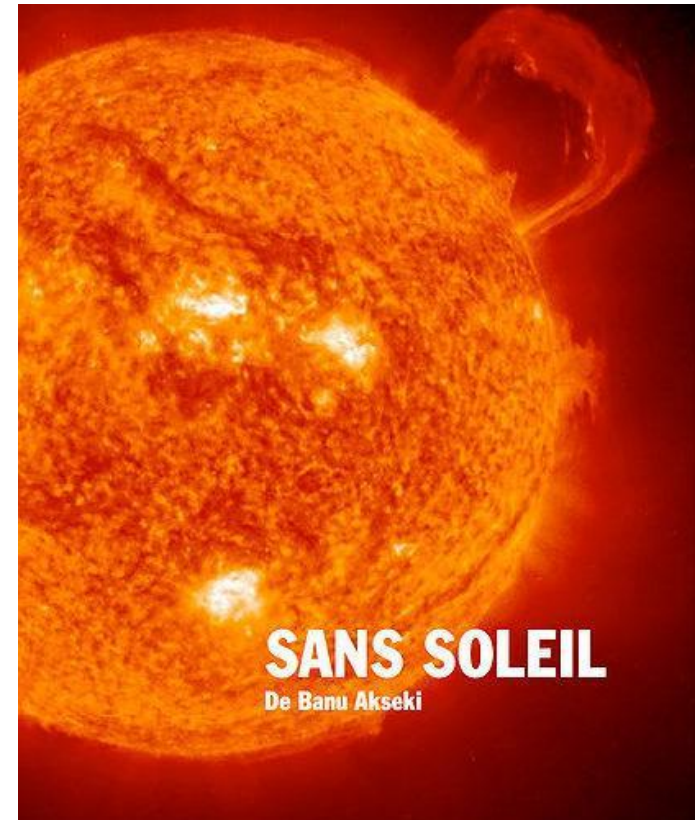
Nature = 3.8 billion year of knowledge



Measure and plan



Test and learn



Collaborate

In the US,
the five big majors



Green Screen
Interreg Europe



European Union
European Regional
Development Fund

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Reduce first

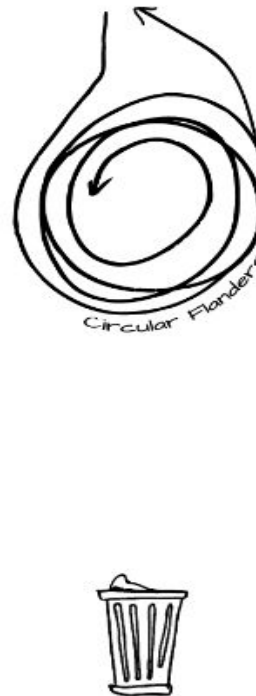
LINEAR ECONOMY



RECYCLING ECONOMY



CIRCULAR ECONOMY

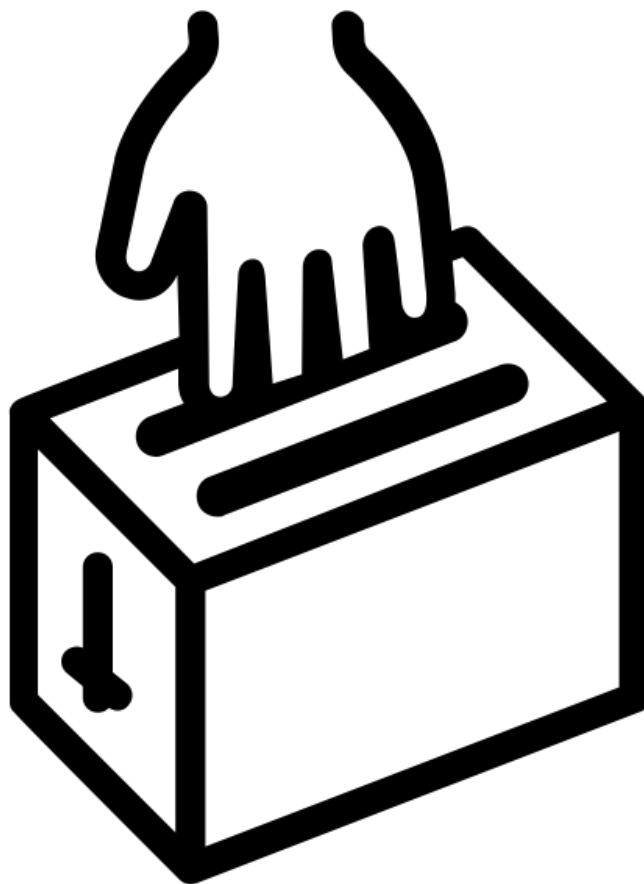


Make it attractive!

**TAYLOR
SWIFT'S
LEGS &
CLIMATE
CHANGE**



Common sense



INSPIRATION :

On-set case studies

Script

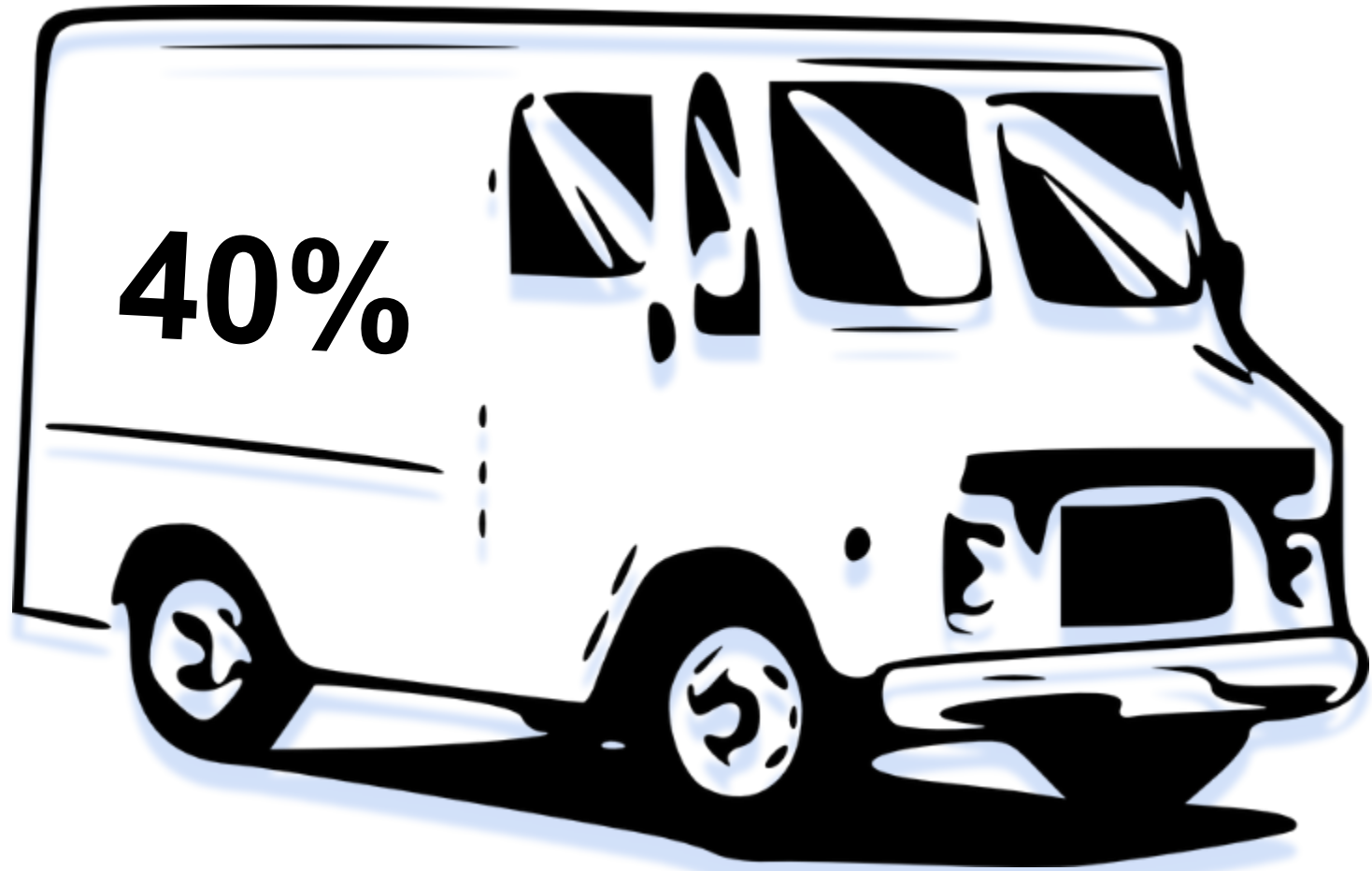


We want breastfeeding extras to appear in as many series, movies and TV shows as possible.

Product Placement



Transport organisation



GANGSTA

	4 PEOPLE UP & DOWN 35 D.	4 PEOPLE OVERNIGHT 35 D.
KM	24 745	5 195
CASH	18 098	8 994
CO ₂	3.6	0.7



GANGSTA

	3 DAYS IN MOROCCO	0 DAYS IN MOROCCO
AIRPLANE KM	114060	0
CO ₂	85	54

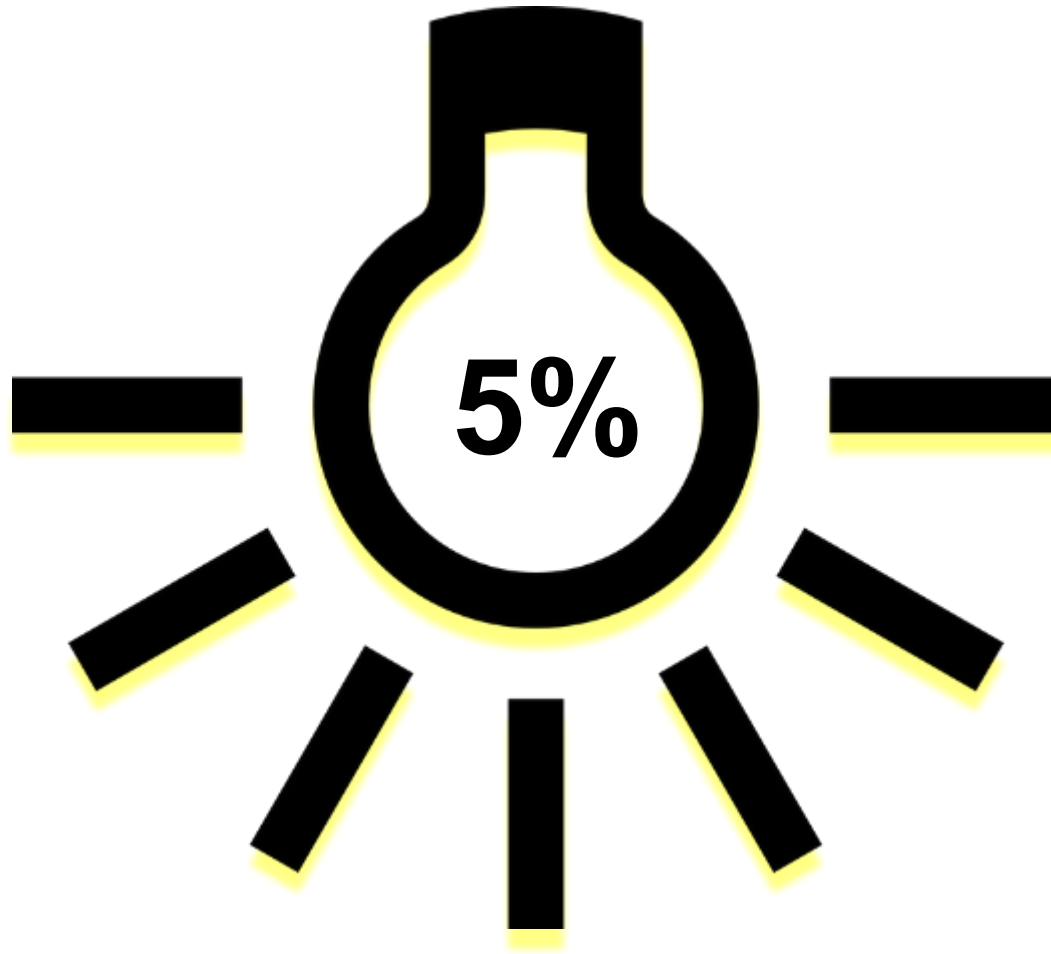


Useful tips

- **Reduce travels:**
 - **choice of filming locations**
 - **local accomodation and crew**
- **public transport, biking & carpooling**
- **sustainable cars & trucks**



Energy

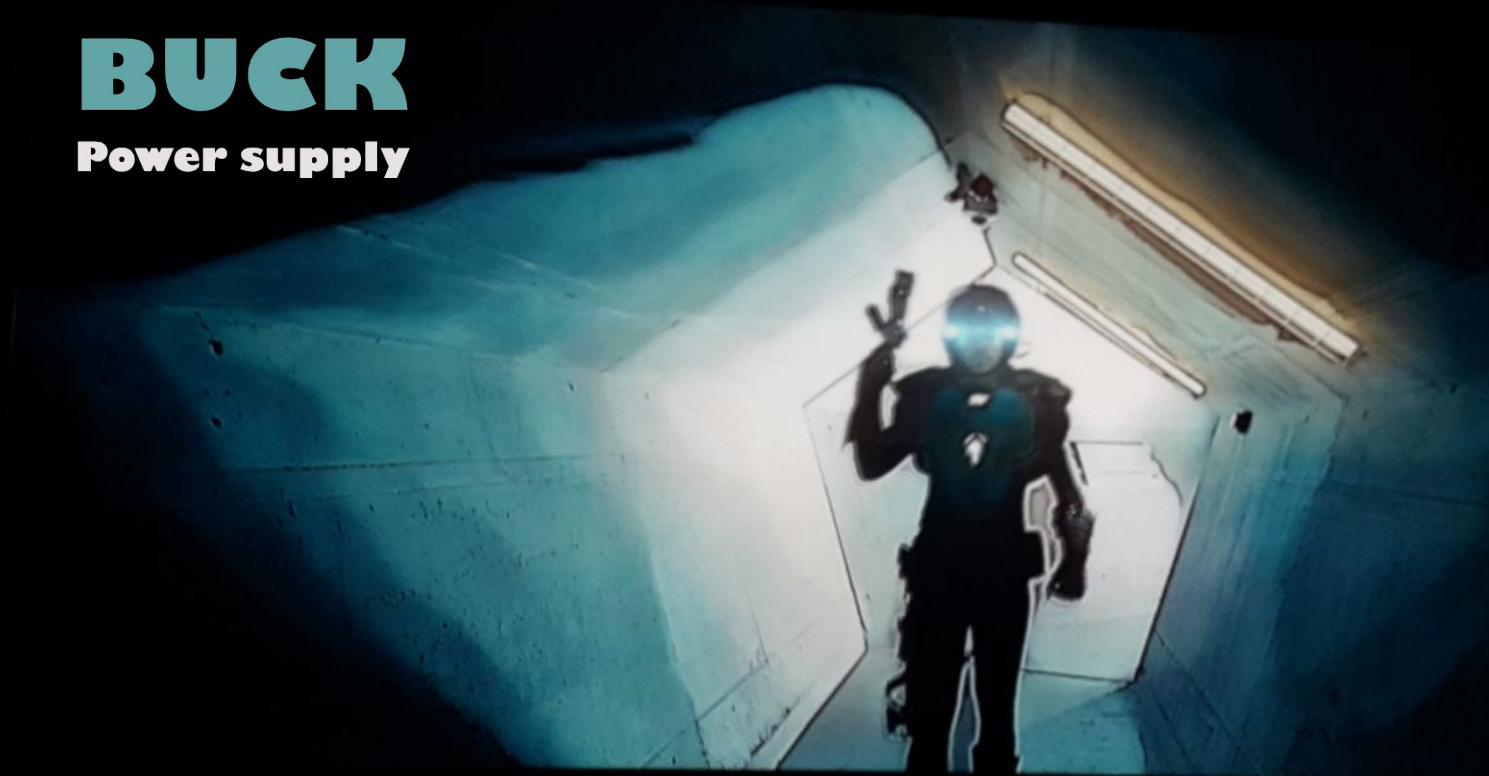


Temporary plugging into the grid



BUCK

Power supply



Distribution box



2,4 tons CO₂ - 6 140 €

Generator



38,1 tons CO₂ - 18 250 €



A sustainable generator?

VOLTstack

by Portable Electric (Vancouver)



Alternatives to diesel genset

1. Genset fueled by used cooking oil



+



2. Hybrid genset



+



3. Solar (PV) + storage



+



4. Mobile storage + off-peak hour



+



5. Hydrogen genset + storage



+

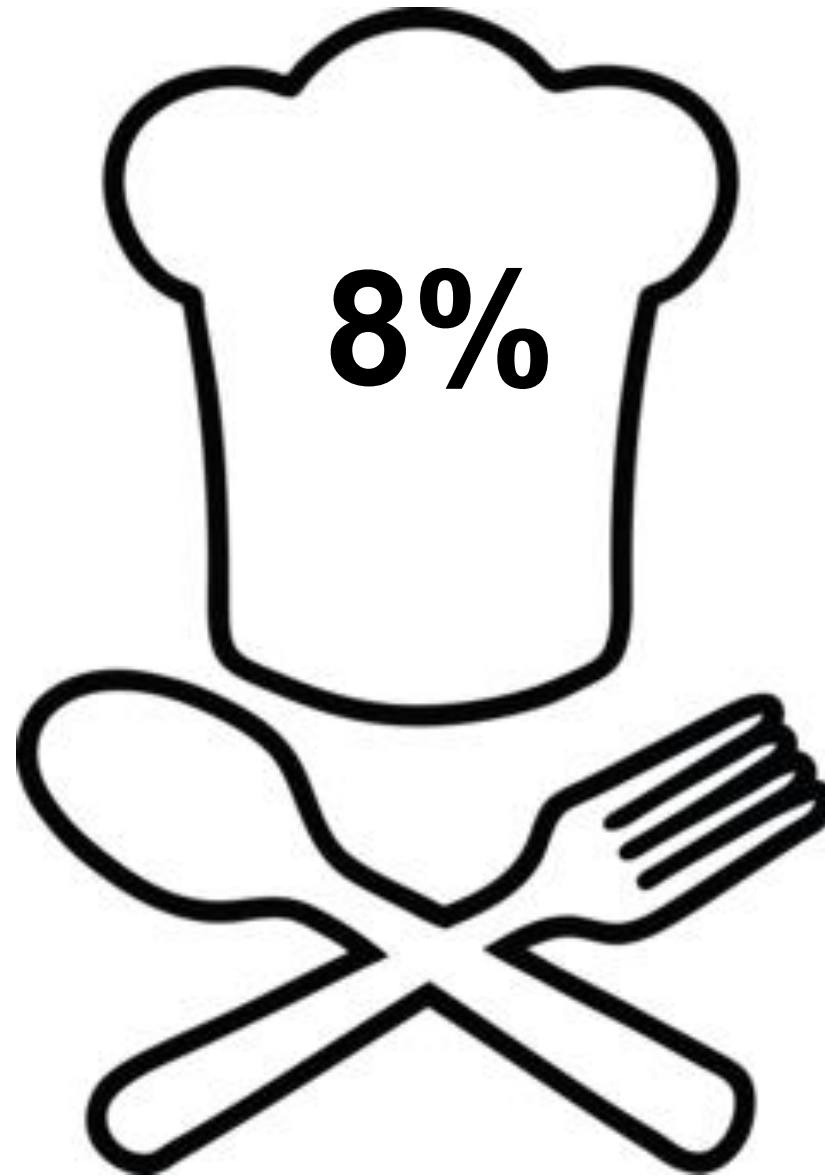


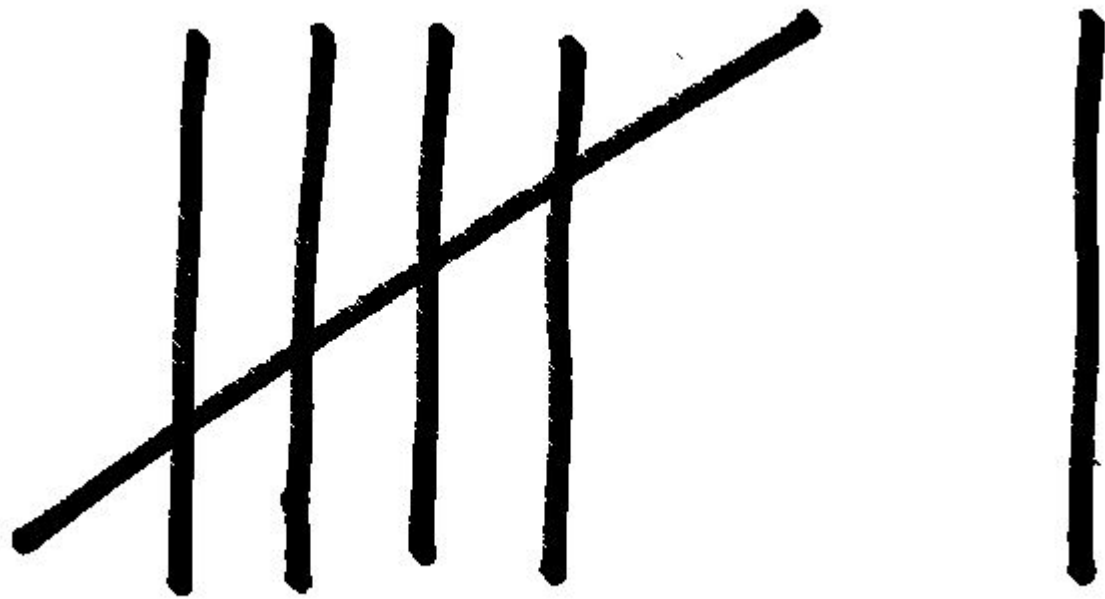
Useful tips

- **reduce**
- **local source**
- **a sustainable generator**
- **use your generator right**



Food





Catering & Crafty Table

On the set of *Collapse* (France)



Conventional v. Sustainable crafty table

10-week shooting – 60 crew members

TABLEWARE

COFFEE

WATER

Productions could save €5,416.63 !

Useful tips

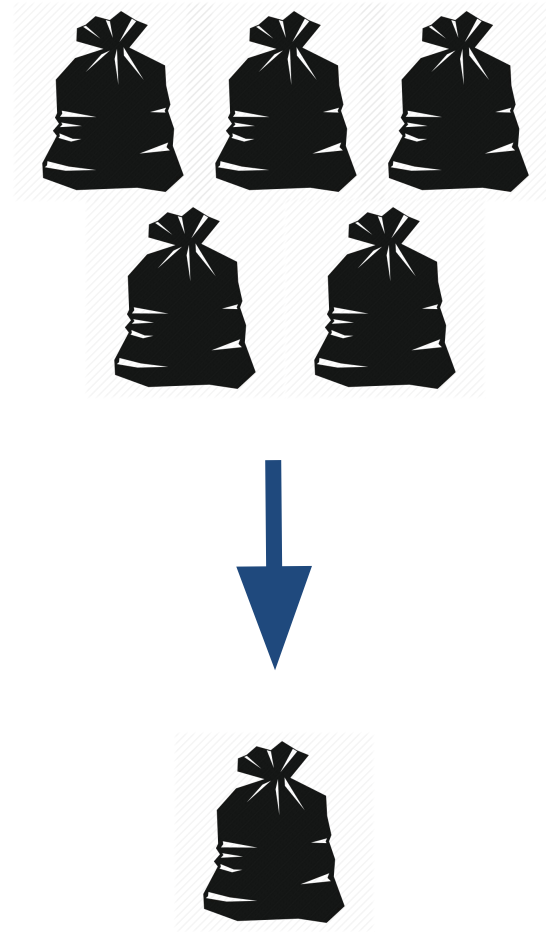
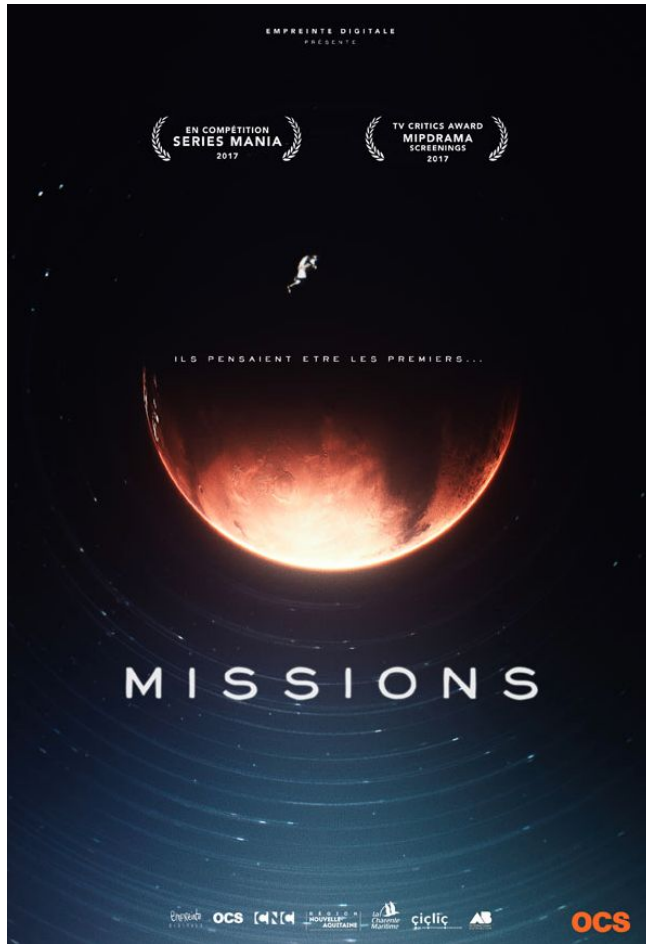
- **Veggie food**
- **Tap water**
- **No coffee pods**
- **Local, seasonal, organic**
- **No packaging**



Materials & waste



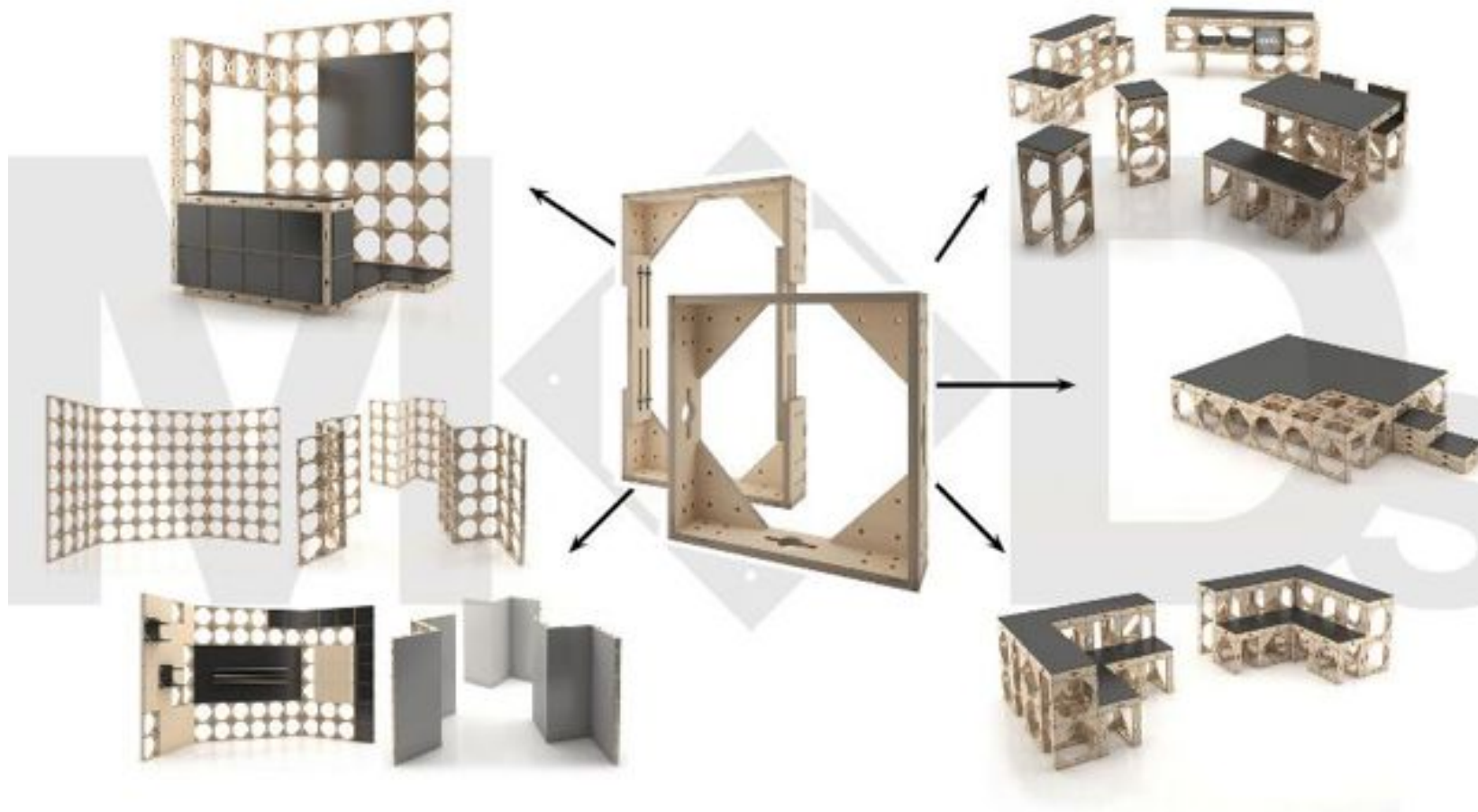
Reducing number of waste bags



Wall skins made of recycled materials



MODS



Make-up



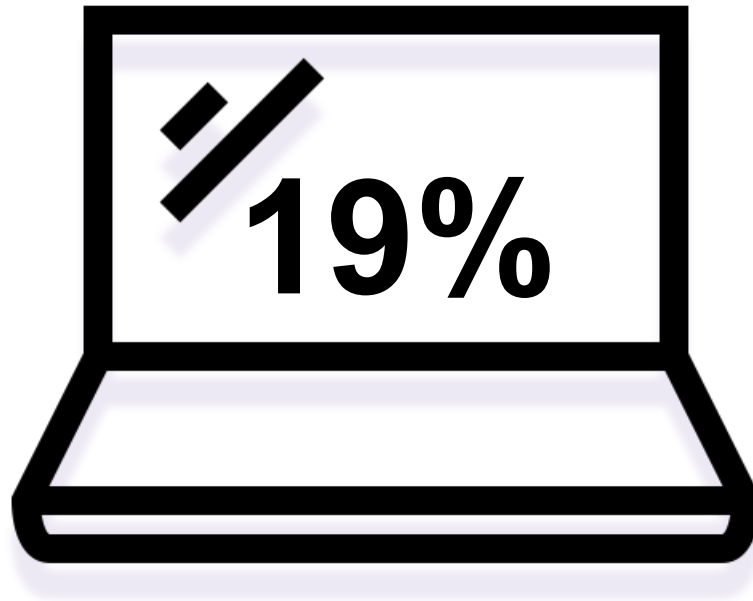
Belgian TV serie
Champion (2018)

Useful tips

- **Reduce**
- **Reuse**
- **Build for disassembly**



Post-production



Animation Studio

Teamto



Innovative solutions



QARNOT
COMPUTING

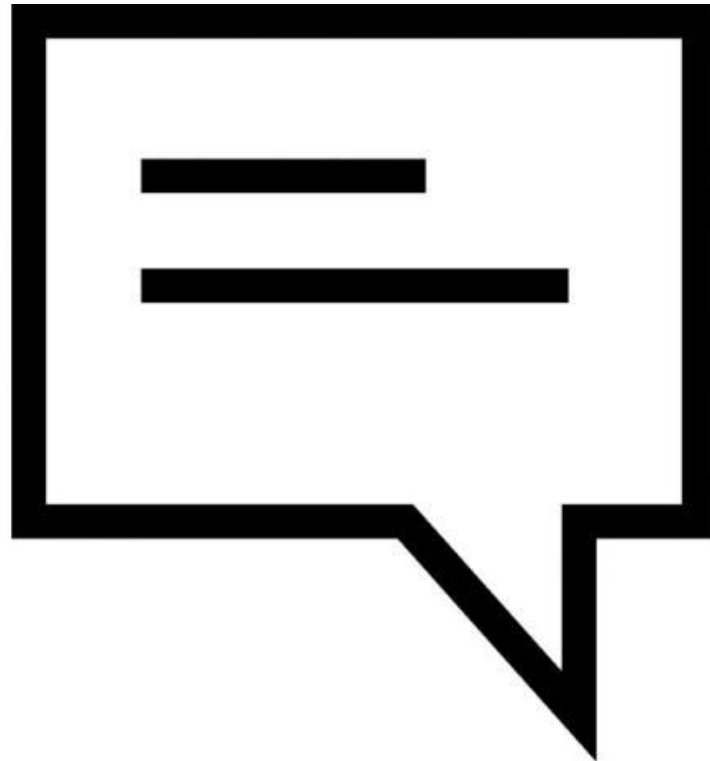
Useful tips

- **plan carefully & discuss with suppliers**
- **take care of equipment & recycle it**
- **reduce energy consumption**
- **implement sustainable innovations**



Saving the planet,
money
and time!

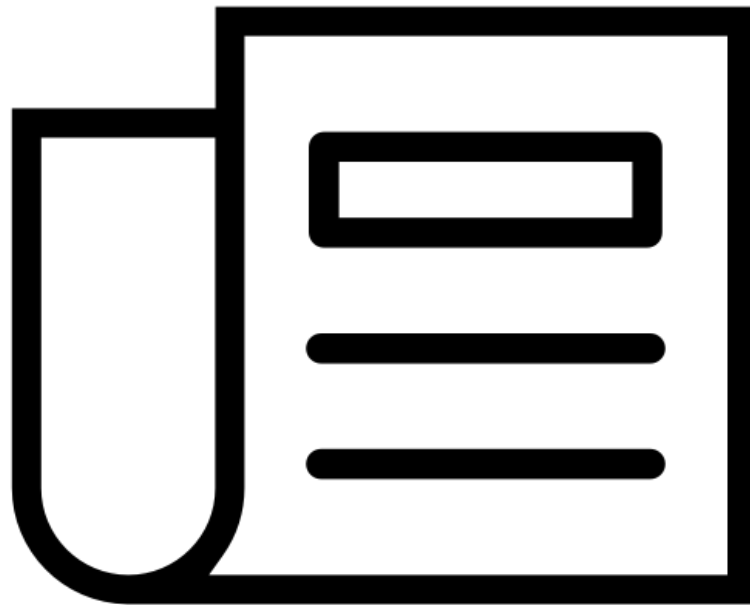
Communication - on set



Nudges



Communication - to the audience



Should I hire... an eco-warrior?!



Emillie O'Brien, Earth Angel

Should I hire... an eco-warrior?!

Dedicated
companies

○
earth angel

Secoya
Eco-tournage

JORD
~~NAR~~
CREATIVE

Coaching from
state-related
organisations



Trained
eco-supervisors



INSPIRATION :

Industry-large Case Studies

A sustainable supply chain?



What sustainable innovations for the audiovisual industry?

Benoît Ruiz for Green Screen

4 steps
of production



24 process



335
innovations
& free tools



=



+



Benoît Ruiz- Green Screen

Substitution based innovations



**Duct-tape
partly made
with
recycled
materials**



Green Poly



**Reusable
cup**



**Sodium
batteries
without cobalt
nor lithium**

Benoît Ruiz- Green Screen

Tools

- **Financing**
- **Certification**
- **Carbon Calculators**
- **Guides**
- **Training**
- **Local Support**
- **Regulation**

Financing

Mandatory



Voluntary



Certification



Carbon Calculators



BIENVENUE DANS L'EVALUATION CO2 DE VOTRE PRODUCTION

ACCUEIL

MODE D'EMPLOI

MON COMPTE

ADMINISTRATION



Informations
générales



Bureaux,
Préparation



Tournage: décors,
énergie



Régie, déplacements



Moyens techniques de
production



Création graphique,
montage et post-
production



REGIE, DEPLACEMENTS

RÉGIE, REPAS ET ORGANISATION



DÉPLACEMENTS POUR LES REPÉRAGES



DÉPLACEMENTS POUR LES CASTINGS



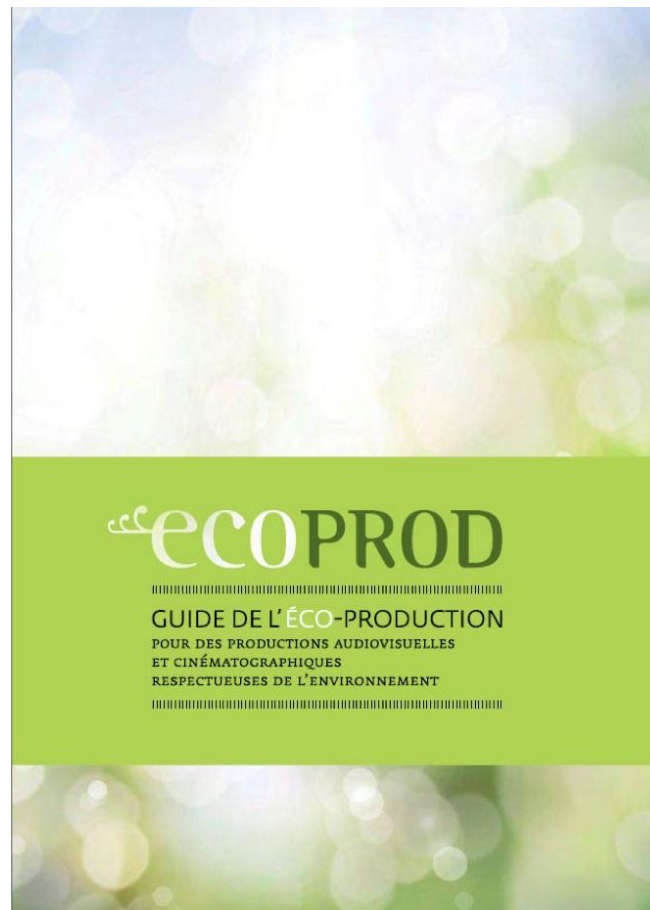
DÉPLACEMENTS DES ÉQUIPES



AUTRES DÉPLACEMENTS ET LOGISTIQUE



Guides

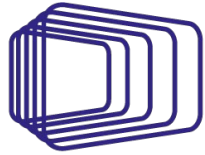


Training

ecOPROD



Local practical support



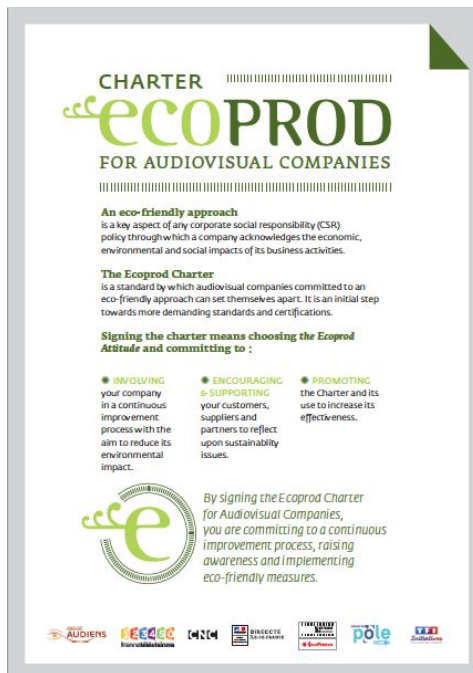
screen.brussels 
the regional audiovisual solution

Secoya
Eco-tournage



Regulation

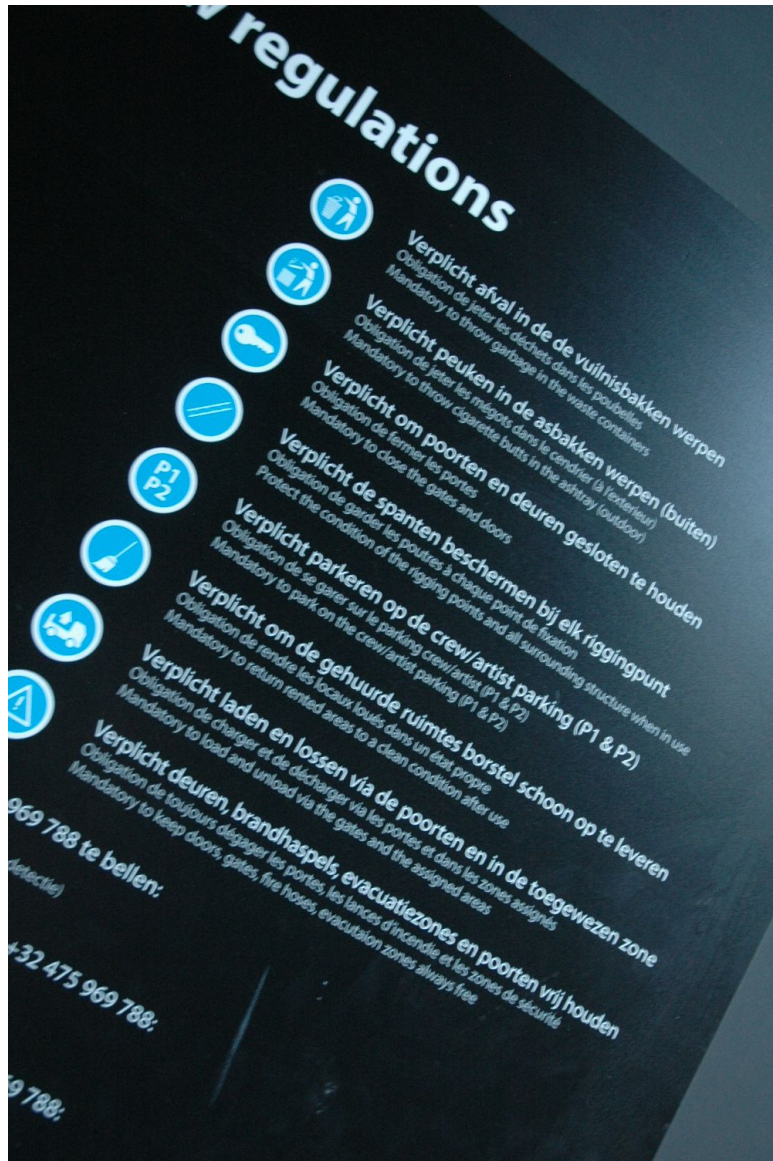
Charters



Calls for tenders



Strict regulations for (external) crew





Green Screen

Interreg Europe



European Union
European Regional
Development Fund

Thank you!



@greenscreeneu