



# Carbon Footprint Calculator for AVP Industries

## Short Summary of the practice

This good practice started with the maxim of "what cannot be measured, cannot be improved".

Inspired by our Belgian partner, VAF, for our region it was a priority from the beginning to develop a tool that was useful and easy to use for professionals in the audiovisual production industry. With this in mind and using as a starting point the calculator that VAF had implemented in Belgium, we worked on a tool that had a double aspect: on the one hand to increase awareness of the impact that the audiovisual production industry has on the environment, and on the other hand, to serve as a tool for improvement.

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## Detailed information on the practice

The green practices can at times be intangible, in a way where a company claiming that they are green, may not actually be. Hence, the need of having tangible evidence: the carbon footprint of a production that is not only useful to raise awareness about the impact of an AV project, but also is useful to compare the "change" of the production, by measuring the previous carbon footprint and the new carbon footprint, the one originated after implementing green measures.

In this way, we are supplying productions with a tool that can easily be implemented, hence facilitating the process.

Tangible evidence can motivate producers as well as the team, as they can see a real change and thus providing a positive insight. The evidence also facilitates the rewarding by subventions, awards or a seal.

It is very positive that the effort made by those productions that implement sustainable measures and that minimize the footprint that their activity leaves is rewarded and recognised. Although initially it is only a recognition, the ideal would be that different administrations adapt the incentives existing in the audiovisual sector to include sustainability as a criterion, so that there is also a certain economic stimulus, in addition to the reputational one.

Promálaga developed a specific methodology for a calculator to measure the carbon footprint impact of the productions. The methodology and his tool have been conceived as something affordable and easy to use for producers as part of the production budget, transforming euros into CO<sub>2</sub>. Despite being a very useful tool, it is only capable of measuring the impact on CO<sub>2</sub>.

We have determined that it was necessary to adapt the reality of the Spanish sector and create a tool that was easy to use and that served not only as a tool to measure the impact, but also as a way to raise the awareness within the sector about the real impact of its activity on the environment.

## Resources needed

In monetary terms, we spent 4,700 euros (without VAT) adapting VAF's carbon calculator for use in our region, but its use has been extended to the entire country (Spain).

However, our greatest investment of resources has been creating a large network of stakeholders who are promoters of the use of the tool in their different regions, which has allowed the activity of Promálaga in this good practice to spread throughout the Spanish territory, spreading the message that it is necessary to measure and reduce the carbon footprint.

## Evidence of success

So far, in a testing phase, 15 productions have participated in the use of the carbon footprint calculator and have managed to reduce their carbon emissions by at least 6%. Thanks to this process, a validation and methodology for standardization has been designed, implemented and tested. This may serve as a future protocol for creating a sustainable film seal within the Green Screen project.

Doing this has allowed us to:

- Ensure that audiovisual productions that adhere to the protocol actually achieve a minimum goal of reducing 6% of GHG emissions.
- recognize and reward the effort and investment in time and resources of producers who achieve a reduction in carbon by granting a sustainable production brand.

## Potential for learning or transfer

Our experience of adapting VAF's calculator and starting to use this with the AVP sector led us to identify the need for the existing calculator to include some additional features:

- a) Measure the wider ecological impact of the film production process.
- b) Be much more user-friendly.
- c) Improve its usability for the AVP companies/productions.
- d) Provide resources to help the producers with sustainability planning as well as monitoring and reporting.
- e) Facilitate the conversion and consolidation of carbon data across different countries and regions.

For that purpose, Promálaga worked with VAF and the Slovakia Film Commission to develop the specification for a new calculator and tool ('Eureca' - The European Environmental Calculator for AVP). If we are able to raise funds to build and test Eureca, it has the potential to be adopted at European level. A key consideration for Promálaga however, is that this

would also enable us to more closely meet the needs of the AVP companies in our own (and other Spanish) regions.

We applied for pilot action funds so we can pilot and test an interregional common carbon footprint calculator that could be used across Europe or at least inside of the partnership. Our proposal's goal is implementing a pilot based on a methodology already developed in the Phase 1 and improving it to be able to be used across Europe. We hope this action will be financed with funds from Interreg Europe.

The pilot action will be testing the European Environmental Calculator (Eureca) for AVP, online calculator for international and multilingual application capable of measuring not only the carbon footprint, but also the ecological footprint of an audiovisual production. Eureca will also serve as a tool to help audiovisual producers with the planning and use of resources, it will raise producers' awareness of the impact of their activities on the environment and it will enable policy makers and film funds to consolidate sustainability data at a regional or national and a transnational level linked to European standards.