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Green Screen
Interreg Europe



European Union
European Regional
Development Fund

Green Screen – Regional Action Plan

Flanders Audiovisual Fund

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1. Introduction

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.

The project 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 productions to **adopt sustainable practices** and thus **reduce CO₂ emissions**.

Green Screen runs from 2017 to 2021 and partners include

- Film London (UK) – Lead Partner
- Bucharest Ilfov Regional Development Agency (Romania)
- Flanders Audiovisual Fund (VAF - 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)

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

Flanders Audiovisual Fund (VAF) has been focussing on sustainable production since 2013. As a public fund, VAF supports talent development, script, pre-production planning, production and screening, covering feature film, TV series, documentaries, short films, animation and games. The **policy instrument** to be addressed is the Flanders Audiovisual Fund, including Media Fund, Film fund and Screen Flanders. The sustainability approach is called 'e-Mission'. Since the start the main focus of the sustainability approach has been the CO₂ reduction during the production of feature films and TV series. All productions receiving financial support from VAF are obliged to follow an individual coaching, make an action plan containing sustainable choices for the specific project and fill in a VAF-carbon calculator. **Following this trajectory and filling in a calculator is a formal obligation in order to receive VAF support.** The statistics of about 160 films and TV series teach us that the average Flemish film emits 73 tons CO₂, the equivalent of 10 households. 40 % is related to transport, 28 % to waste and materials, 5 % to energy, 8 % to catering and 19 % to pre- and postproduction.

At the start of Green Screen (GS), **VAF e-Mission policy instrument mainly focussed at the CO₂ impact at production level of film and media (TV series).** VAF uses its funding as leverage towards sustainable production, with CO₂ reduction as main goal. This sustainable approach is a formal obligation for VAF-funded TV and film productions. It is VAF's strategy to use funding as a leverage towards sustainable production. **VAF's goal during Green Screen is to broaden the scope of the policy instrument, targeting more productions from different genres.**

2. Key findings & interregional learnings

During the first three years of Green Screen (2017-2019), several **obstacles and opportunities** were identified that will help or hinder VAF in achieving the Green Screen goals. These findings directly result from VAF's hands-on experience while coaching projects and broadening the e-Mission scope, as well as from interregional learning during the Green Screen project.

Several **limitations on the part of VAF's existing carbon calculator have been identified** : The calculator:

- focuses on film and TV series, but not always adapted for other genres
- Is not user friendly
- has a high margin of risk for human error
- does not take into account all environmental savings
- simply produces a basic a report at the end of a project: it does not provide a clear overview of carbon (and economic) savings at the end of a production (there is no reference for the measurement)
- does not make it user friendly to consolidate results at regional level.

CONCLUSION: in order to make the existing carbon assessment tool relevant for other genres it should be reworked: making it a standardised planning and reporting instrument will increase its relevance for film makers and funds in Flanders and abroad.

The additional **key interregional learnings** which VAF and its key stakeholders have gained from Green Screen include the following:

- There is a need for more practical hands-on solutions and coaching which can be adapted from good practice and tested) as opposed to focusing only on 'bigger picture issues at academic level.
- Content which is adapted to the profile of the end user is needed (Green Screen certification highlighted the need for more specific rather than generic sustainability guidelines for particular user groups (e.g. how to work sustainably as a gaffer).
- A more integrated approach which uses the UN Sustainable Development Goals (SDGs) as a guide SDG's instead of focusing only CO₂ would be beneficial reference the staff exchanges in Brussels and Rzeszow)
- Sustainable working in relation to the entire value chain of audio visual production, including for example sustainability in cinemas (reference the Film London presentation at the Rzeszow Steering group meeting)
- Opportunities relating to the circular economy concept for film makers are significant (reference the Paris staff exchange – visit to Réserve des Arts; Brussels staff exchange June 2019 where the site visit to Castel studio in Romania showcased the considerable savings which can be made by changing consumption patterns. The hierarchy of prevention and reduction, reuse, recycling should be promoted.

As a result of the interregional learning we have already **amended and fine-tuned our existing approach** at VAF (during phase 1), but further actions are needed:

- We have adapted our approach to make it more appropriate to additional audiovisual genres – including documentary, short film, animation and we have also involved other domains in the audiovisual value chain.
- We have embedded the UN Sustainable Development Goals (SDG's) into our sustainability approach (and inspired other GS partners doing the same – our work inspired Promalaga: the local CIFAL agency gave a key note on SDG's during the Malaga roundtable meeting),
- We have introduced the issue of sustainability for cinema and film festivals via our existing network (Green Screen meeting Brussels 2018), but we want to take this to the next level
- We have not only broadened our scope and approach, but also engaged new policy domains. One of the important fields of impact is waste and material management of film productions (28 % of the average CO₂ impact):
 - o One of our new partners at Flemish level is **OVAM (Public Waste Agency of Flanders – www.OVAM.be) and their spinoff Circular Flanders (<https://vlaanderen-circulair.be/en>)**. We have initiated new partnerships with both organisations and involved them as regional stakeholders (VAF engaged as a public organisation to green its own procurement by signing the Green Deal circular Procurement, launched by Circular Flanders). Our goal is not only for circularity to be adopted by VAF as a film fund, but also to inform the audiovisual sector about CE options.
 - o We invited OVAM to the first Green Screen steering group meeting in Brussels, where they explained the concept of circular economy to partners and stakeholders
 - o VAF presented spoke (as a guest of OVAM) at an EREK waste management conference in Brussels (2019) <https://www.resourceefficient.eu/en/erek-workshop/erek-international-conference-make-it-happen-resource-efficiency>
 - o We invited OVAM and Circular Flanders to be part of the Green Screen June 6th staff exchange in Brussels, focussing on Circular Economy (CE). During this staff exchange several circular initiatives were presented. One of the main conclusions was the potential importance of new circular initiatives and the lack of visibility within the audiovisual sector. <https://www.resourceefficient.eu/en/event/sustainability-staff-exchange>

CONCLUSION: there is a need for additional relevant sustainable solutions which are based on circular economy principles and which cover the entire value chain.

3. ACTIONS

Improving our calculator and broadening and deepening the scope of existing support will allow us to offer more relevant coaching to a broader group of professionals and to measure their impact more accurately. Besides, we also want to involve other areas within the film industry, where relevant. The aim is not only to continue and broaden our e-Mission coaching but also to focus on cinemas and events.

As a result this regional action plan covering different challenges was developed. Embedded within the plan is (1) the build and testing of a prototype of an improved version of our calculator. The new version will be a collaboration with two other Green Screen partners, Promalaga and the Slovakia Film Commission (SFC) The working title for this is '**Eureca**' (the European Environmental Calculator) and (2) an externally funded project called '**SCIFI**' – **supporting circular initiatives in the film industry**'. Both actions are planned for 2020 – 2021.

3.1. ACTION 1 - European Environmental Calculator (EURECA)

BACKGROUND

Many aspects of the interregional learning process throughout Phase 1 of Green Screen project have demonstrated the crucial importance of **an effective carbon assessment tool** in the journey towards sustainable filming.

At the outset of the project, the Green Screen partners were aware of the challenges involved in their undertaking. In order to refine their understanding and inform planning, they commissioned consultancy Auren to implement a 'Baseline Study' across the partner regions. The key findings of the study included the following:

- **Awareness of environmental sustainability and environmental best practice within the audio-visual production sector and its impact on CO₂ emissions is poor.** Furthermore, sustainable working is perceived to be expensive
- **There is a lack of government funding to support productions in making the transition to sustainable working:** it is essential that the criteria which are established to underpin any such scheme are quantifiable, measurable and auditable

The Baseline Study undertook a simple comparison of existing calculators. VAF's is the only calculator which takes account of the three phases of the production lifecycle. **All of the tools are designed to be used in the national context only - there is currently no pan-European or global calculator for the audiovisual production industry which can operate trans regionally (i.e. which can support trans regional or transnational co-productions by including carbon data conversion factors).**

The existing calculators/tools:

- **Focus only on assessing/reporting emissions rather than helping AVP companies to undertake sustainability planning.** Carbon calculators need to encompass tools, resources and accompanying guidelines which help the production companies to set realistic goals for sustainable working and to put appropriate measures in place. Small producers in particular do not have the capacity for data collection. Calculators should also take account of all stages of the production lifecycle (planning, pre-production, production and post-production) and the processes involved in each
- **Are not consistent/standardised:** They do not include relevant and up-to-date conversion factors (e.g. a kilo of waste translated into tons CO₂) which would make it possible to adapt them for use across different types of production and different regions of Europe: if a single production is filmed in more than one country, its sustainability ratings might vary significantly across the countries concerned. This also means that **the existing calculators are not designed to consolidate data at regional level and** thus the overall impact of the sustainability measures taken by the sector cannot easily be assessed. **A clear understanding of this impact is important for policy makers.** Use of reliable conversion factors (such as those which are included within the Ecoinvent database (www.ecoinvent.org)) would significantly improve the accuracy and reliability of data
- **Are expensive to use:** The cost of using many of the commercially available tools is prohibitively high for single users and/or for regions which are just starting out on their journey towards sustainable working and for
- **Are overly complex and not user friendly:** The tools which are currently available are based on Excel spreadsheets which are usually completed by the production manager. The need is for an accessible online tool which would allow different members of the production team to take responsibility for specific sections.

In addition to highlighting the important role of good practice case studies and of appropriate activities to raise awareness of sustainability issues within the AVP sector, the Baseline Study recommended that **film funds, regional authorities (and other relevant bodies) should incorporate incentive schemes within their policies and programmes to reward productions which engage in environmentally sustainable work practice.** It also recommended that progress towards sustainable working should be recognised by the industry in the form of certificates or quality stamps. **It is essential that tools which can effectively measure the carbon footprint of a production are available to ensure that appropriate criteria for these funding incentives and certification schemes can be established.**

During Phase 1, Semester 6 of Green Screen, consultancy Secoya was commissioned by Choose Paris Region (formerly known as Paris Region Entreprises) on behalf of the Green Screen partners to undertake a **more detailed comparison of the calculators** within the Green Screen partnership as well as the US calculator PEAR. This took account of: the sustainability goals and the underlying values of the calculators; what they are measuring; the methodology used and the financial implications of sustainable working for the film production companies. Secoya's preliminary findings are consistent with those which have emerged from the practical experience of the Green Screen

partners. It confirms the need for calculators to be user friendly, to provide support for productions in making more effective sustainable choices and for the tools to be in an online format. Secoya also recommends that calculators should take a scientific approach to conversion factors and consolidation of data.

One of the most recurrent questions and challenges for VAF when broadening the scope to other genres is the need for a reliable and regionally adaptable carbon calculator.

The aim of Eureca is to create a new environmental impact assessment tool which:

- is a better and more user friendly tool
- is relevant for all types of production,
- will help producers to make sustainable choices during the preproduction planning, production and post production phases
- is able to make an accurate assessment of their overall impact
- will enable consolidation of results at regional level.
- can serve as a much needed low cost and standardised European tool

VAF will use and promote Eureca as part of its policy instrument, the Flanders Audiovisual Fund / E-Mission work.

ACTIONS & TIME FRAME

As both a regional funder of AVP and a knowledge centre, VAF holds an influential position. Eureca will become the official ecological calculator/tool for all VAF funded audiovisual productions. VAF will promote the tool to stakeholders in other regions including film funds and film commissions/offices in Flanders (Screen Flanders), Brussels (Screen Brussels) and Wallonia (Wallimage Audiovisual Fund). These organisations work in partnership across the regions: they have already expressed a strong interest in Green Screen and they recognize the benefits of creating a consistent national approach.

VAF has also been working closely with key stakeholders from other policy domains (waste management and the circular economy – OVAM and Circular Flanders) and sustainability networks (e.g. the Pulse transition network for youth, media and culture). These will all play their role in the embedding and further development of Eureca. Furthermore we will involve other stakeholders, including Flemish broadcasters (VRT) within the development of EURECA.

Specific actions and time frame:

Green Screen PHASE 2
Semester 1
Activities: <ul style="list-style-type: none">- 1st Eureka Project Steering Group meeting in Brussels (Secoya and the academic partner will participate actively)- Analysis of Secoya's final report on the comparison of CO₂ calculators- Completion of the Evaluation Framework and partner roles within this (PP3 leads)- Public procurement procedure for the academic partner who will authenticate the data from the test and validate the outcomes of the pilot (this will be through PP5). The academic contractor will also make recommendations relating to the scientific referencing of the data and potential future enhancements to the calculator- Appointment of academic contractor (middle of S1)- Refinement of the technical specification for the Eureka prototype- Meeting with the Project Advisory Group (virtual): this will inform the specification for the tool before the call for tenders for the technical contractor is issued- Public procurement procedure for the technical contractor (this will be through PP3)- Appointment of technical contractor to build the Eureka prototype (end of S1)- Work with dissemination stakeholders (e.g. industry networks) to identify a cross-section of primary users (AVP companies) for the test phase (the pilot group will include companies working on a range of productions (e.g. feature films, short films, television series, documentaries, advertising projects))- Academic partner starts work on parameters for referencing and conversion of CO₂ data in consultation with the project partners (and other key stakeholders where appropriate)- Ongoing: Project management (monthly Zoom meetings, financial management, reporting, project communication)
Main outputs
<ul style="list-style-type: none">- Pilot Action Evaluation Framework agreed by partners- Completed technical specification for the Eureka prototype- Academic & technical contractors procured and appointed- Initial work on referencing completed- First 21 (of the total 45) AVP users for the test phase identified and briefed- Minutes of the Project Advisory Group meeting (virtual)- Minutes of the Eureka Project Steering group meeting in Brussels

Semester 2

- **2nd Eureka project steering group meeting in Málaga:** the main focus of of this will be a detailed planning session with the technical contractor who has been commissioned to develop the tool. This will ensure full clarity about the spec and purpose and expected tool/instrument functionalities). NB This is a specific Pilot Action Steering Group meeting which needs to be separate from the full Green Steering Group meeting which will take place in Paris later in S2)
- Development of the Eureka prototype completed by appointed contractor
- First test phase of Eureka takes place with 21 AVP companies across the 3 regions (7 companies per partner/region)
- Academic partner analyses and validates data
- 2nd Project Advisory Group meeting (virtual) takes place towards the end of the semester to review initial test results
- Dissemination activity commences (PP9 leads) in which key stakeholders from all regions will play an active role
- Ongoing: Project management (monthly Zoom meetings, financial management, reporting, project communication)

Main outputs

- Completed version 1 of the Eureka prototype to be used for the tests (by October 2020)
- First phase test results from 21 AVP companies - collated, analysed, and validated
- Minutes of the Project Advisory Group meeting (virtual)
- Minutes of the Eureka Project Steering Group meeting in Malaga

Semester 3

- Adjustments are made to the Eureka prototype as a result of the first test phase
- Second test phase of Eureka takes place with 8 AVP companies per region (24 in total). We will ask VAF-funded production to use the Eureka tool and will additionally ask VRT (the Flemish broadcaster) to test Eureka.
- Other primary user feedback is collated via through questionnaires, short interviews and presentations at appropriate network meetings.
- Analysis and validation of data by the academic partner
- Work on referencing and conversion factors is completed
- Follow-up evaluation with the phase 1 test AVP companies
- Final refinement of Eureka is undertaken (this will be informed by the 2nd phase testing and the overall evaluation of the project)
- Project Advisory Group meeting (virtual) – focus will be on review of test/evaluation data
- **Final Eureka Project Steering Group meeting in Bratislava:** This will focus on review of the test phases and forward planning
- Project evaluation report is finalised (which will include recommendations for future development from the academic contractor) is finalised (by the end of S3)
- Project evaluation report is finalised (which will include recommendations for future development from the academic contractor) is finalised (by the end of S3)
- **Eureka is made available for use free of charge by the AVP sector and stakeholders** (June 2021) through the partners' websites
- Dissemination activity (this will start part way through S3): Proactive promotion via press conferences, interviews and articles in various print and TV media. The partners will use their local stakeholder channels and those of other relevant local and European industry networks (as detailed in the earlier sections) and will take the opportunity to present Eureka during events run by these networks. A dissemination event will be held to launch Eureka within the framework of an existing film industry event (e.g. Focus London/Content London and or the Berlinale). The project will not incur any additional costs for this activity. Eureka will also be accessible through the Green Screen website.

Main outputs

- Second 24 (of the total 45) AVP users for the test phase identified and briefed
- Second phase test results from 24 AVP companies - collated, analysed, and validated
- Feedback from other primary users/stakeholders
- Evaluation report on the pilot action
- Final version of Eureka is released
- Initial dissemination activity completed -this includes the launch of Eureka via an appropriate industry event (as above). Note: The dissemination of Eureka and embedding within each of the partner regions will continue beyond the life of the pilot action: this will be reflected in the consolidated future plans. Follow-up evaluation with the phase 2 test AVP companies will also be factored into these plans
- Minutes of the Project Advisory Group meeting (virtual)
- Minutes of the Eureka Project Steering Group meeting in Bratislava
- Consolidated plans for the future

- List of stakeholders and partners who have committed to (or expressed interest in) using Eureca to date
Semester 4
<i>Activities related to project closure only</i>

FUNDING

We applied for additional Interreg funding – Pilot Action. The overall cost of the pilot action will be 77,875 EUR

Costs relating to the VAF's role within the pilot will be as follows:

Staff costs: 12,000 EUR

Office and administration: 1,800 EUR

Travel and accommodation: 2,500 EUR

External expertise and services: 4,200 EUR (this includes costs relating to the the academic contractor which will be procured through VAF)

TOTAL: 20,500 EUR

The embedding of Eureca will be part of VAF's overall mission. The general costs of the E-Mission policy instrument are covered by the overall VAF budget, combined with external funding from SCIFI (2020 – 2021). VAF is currently studying options for long term funding (> 2021).

STAKEHOLDERS for the pilot project and VAF's role within this

Flanders Audiovisual Fund – the different departments within VAF and the VAF board are direct stakeholders. The action plan progress will be communicated on a regular basis using existing meeting structures.

Academic contractor - This organisation will analyse and validate the test data from the pilot. We will also look for scientific input on Life Cycle Assessment, definition of a measuring protocol and guidance in using the parameter databases. This input will increase overall accuracy of Eureca and will allow us to use appropriate conversion factors.

VRT (Flemish broadcaster) – VRT has been experimenting with a CO₂ calculator derived from VAF's calculator, but is looking for a reliable and user friendly alternative to

use during their own and external productions. They will play an important role in testing and implementing the Eureca prototype.

Pulse (transition network for youth, Media and Culture) – this network focuses on sustainability and will aid us with the dissemination.

Creative Europe– the need for a low budget, reliable and standardised EU calculator was considered by VAF and other stakeholders during several EU round tables and panel discussions during the 2020 Berlinale film festival. The development of Eureca technical specs will be done with their input. Eureca can play an important role – they look for a reliable and cost efficient calculator.

Cine Regio – VAF is a member of Cine Regio and will disseminate Eureca with this EU network of regional film funds and Green Regio (a sustainability workgroup within Cine Regio). Eureca can play an important role within this network – many members look for a reliable and cost efficient calculator.

EFAD groups National Film Funds. VAF is member and plays an important role within EFAD and the sustainability workgroups. Eureca can play an important role within this network – many members look for a reliable and cost efficient calculator.

3.2. ACTION 2 – Supporting Circular Initiatives in the Film Industry (SCIFI)

Background

As mentioned above, the relevance of material within a film production is high (28 % of the average CO₂ impact). Traditional waste management on film sets focusses too much on correct recycling and collection of residual waste. The focus on prevention, reduction and reuse and the use of innovative circular business models is lacking.

During the different interregional learning, (see part 2 – Learnings VAF) the opportunities offered by Circular Economy (CE) innovations are addressed. During the staff exchange in Brussels (June 2019), **Flanders Circular**, the Flemish Policy agency covering Circular Economy and spinoff of **OVAM** (Flemish Waste Agency), was invited to make the keynote introduction. Both agencies are responsible for the creation of Flemish policies and strategies regarding waste and circular economy. For us they represent an important policy stakeholder. Several entrepreneurs presented their business models and the relevance for the audiovisual sector was questioned. Many new circular models were identified as being as 'potentially relevant' by participants.

VAF decided to apply for external project funding for 'SCIFI' in order to:

- deepen its knowledge of CE,
- Experiment with new innovative CE approaches
- disseminate the opportunities of CE amongst VAF stakeholders in Flanders and abroad.

With SCIFI, we don't necessarily want to reach more productions. The aim is to bring more relevant sustainable and circular content. This broadening (in terms of different domains, a different sustainable narrative) necessitates the adaptation of our existing sustainable content, tools and guidelines. Our plan is to adapt existing materials, with the focus on CE. This broadening is needed: the impact at production level is important, but the commitment of other actors within the value chain are needed. **By broadening our e-Mission sustainability scope and related partnerships, we aim to:**

- Make our approach more hands-on and practical
- Explore new field of sustainability, based on Green Screen interregional learning (including cinema's, nature reserves, circular economy)
- Involve more partners and stakeholders, even informally, in the topic of sustainability.
- Adapt tools and guidelines
- Become a CE knowledge centre, both in Flanders as abroad. Focus is mainly on audiovisual professionals, but relevant topics will also be disseminated to other actors from the broader network.

With this action, we want to link CE to the audio-visual sector in Flanders. We not only plan to rework the content and focus of our existing sustainability coaching (more focus on CE), but we also want to reinforce innovative CE solutions for film professionals. The development of this action is **complementary to our already existing e-Mission coaching**. Through SCIFI, VAF aims to become the CE knowledge hub for audiovisual professionals in Flanders and abroad, actively informing and connecting the film industry with CE solutions.

This broadening, initiated within the framework of GS and based on **interregional learnings and local contacts with stakeholders** in Flanders (OVAM, Flanders Circular, Pulse transition network, RREUSE, ...), but also with stakeholders from other GS partners (France, Slovakia, ...) are at the origin of this action plan. **SCIFI would never have been initiated without Green Screen. It directly links to the interregional learnings and the new partners and stakeholders that resulted from the Green Screen phase 1 activities in Flanders.**

- The **Paris staff exchange** (visit of Reserve des arts and presentation by William Abello). This site visit highlighted the importance of material hubs for cultural organisations. This type of logistic support is almost non-existing in Flanders. The presentation of William Abello was about sustainable design – can directly be linked to the study of set construction and –design of one of our regional stakeholders (Aude Line Dulière). Aude Line presented her research project during the Brussels staff exchange.
- The **innovation database**, as developed by the French partner, will be an important source of inspiration. It showcases relevant innovations and helps with the formal assessment of their usefulness for the audio-visual sector. VAF supplied several CE innovations and will use examples from the database during the SCIFI project.
- During several **partner events** / during contact with regional stakeholders the necessity of concrete solutions for specific logistics problems are discussed.

There is a need for good case studies that strengthen both the offer as demand side. At several occasion (Prague, Bratislava, Warsaw, Plzen) , a similar question was raised during the Q&A discussions ‘what should be my first step’. This is one of the reasons why we want to develop specific content with to the point CE solutions. Goals is develop hands on practical solutions and inspiration for actual problems encountered during activities within the value chain.

There are many innovative business models that focus on CE, but in many cases:

- Film professionals are not aware of their existence
- They offer a service or product that is not adapted to film-specific needs
- They are only active on a small scale
- Existing carbon calculators do not allow to measure the positive impact of CE innovations.

ACTIONS AND TIME FRAME

With SCIFI, we want to continue our VAF e-Mission coaching and transform VAF into a CE knowledge hub for the audio-visual professional and CE oriented SMEs in Flanders and abroad. The project is planned in 2020 – 2021. The project consists of 4 big parts, that run parallel during the 4 semesters: **project management, development of CE expertise, experiments and dissemination.**

Semester 1
<p>Activities</p> <ul style="list-style-type: none"> - Project steering group meeting - Ongoing: Project management (monthly Zoom meetings, financial management, reporting, project communication). - Collection of relevant CE content, policies, practical examples and potential CE solutions / SME’s. This content (inspiring CE solutions that can help audiovisual professionals to be more sustainable) will be translated into an online CE inspiration guide, linked to the Sustainable Development Goals. These will be translated into a standard template and using the evaluation method developed within Green Screen (Benoit Ruiz) to assess CE SME’s with high potential for the film industry. - Sustainable film culture: VAF will host a learning network for cinema’s and festivals. The aim is to exchange knowledge and experience, detect sector needs and opportunities. The first meeting is planned on March 6th. - The results of SCIFI will also be used throughout VAF’s existing sustainability coaching and presentations. The CE and sustainable content will be differentiated for different audiovisual fields, including storytelling, production (covering all types) and cinema screening and events. - MOOOV film festival – public event linking film and circular economy. Within this action we want to interact with the public. What is the local societal role of a film festival? We plan an event where Solar Cinema (a Dutch project using solar powered screenings) will be invited as part of the MOOOV film festival. This is a perfect example

<p>of an alternative use of resources (solar energy). We will not only screen a festival film for a selected group of local stakeholders, film professionals and circular SME's, but will also use this opportunity to have a presentation and group talk on circular economy and film. MOOOV will take the lead.</p> <ul style="list-style-type: none"> - Start of the Robinetto experiment: adapting an existing water supply used at festivals and bars in order to make it flexible and usable in remote shooting locations. In cooperation with a rental company for film logistics this water supply will be tested and made available on the rental market. The experiment will start in S1, testing and fine tuning will run in S2. Robinetto and BOXrentals will take the lead. - First contacts between Kringverhuur, a rental service of Kringwinkel Antwerpen, a 2nd hand shop renting furniture and decoration for events. The idea is to have them delivering the decoration and costumes for a real film production. During S1 the matchmaking between the VAF-supported film project and Kringverhuur will be started. Kringverhuur will take the lead.
<p>Main outputs</p>
<ul style="list-style-type: none"> - Minutes of steering group meeting - Template for description of CE SME's - Sustainable learning group for cinema's and festivals meeting, list of interested organizations & minutes - First completed CE templates - MOOOV event (April – May) - Start of Robinetto experiment - Initial matchmaking between Kringverhuur and a film production.
<p>Semester 2</p>
<p>Activities</p> <ul style="list-style-type: none"> - Project steering group meeting - Ongoing: Project management (monthly Zoom meetings, financial management, reporting, project communication) - Collection of relevant CE content, policies, practical examples and potential CE solutions / SME's. This content (inspiring CE solutions that can help audiovisual professionals to be more sustainable) will be translated into an online CE inspiration guide, linked to the Sustainable Development Goals. These will be translated into a standard template and using the evaluation method developed within Green Screen (Benoit Ruiz) to assess CE SME's with high potential for the film industry. - Sustainable film culture: VAF will host a learning network for cinema's and festivals. The aim is to exchange knowledge and experience, detect sector needs and opportunities. - The results of SCIFI will also be used throughout VAF's existing sustainability coaching and presentations. The CE and sustainable content will be differentiated for different audiovisual fields, including storytelling, production (covering all types) and cinema screening and events. - The SCIFI experiments will be closely monitored and quantified with the help of an academic partner. The results will feed into Eureka.

- Guidance of MOOOV festival – aim is to study how a festival can be circular and more sustainable in its functioning.
- depending of shooting period: preparation and experiment Kringverhuur rental service.
- In November 2020 there will be a Cine Regio meeting in Brussels. We aim to disseminate first SCIFI results and plan a CE safari – visiting inspiring CE oriented SME's.
- Collection of video material of experiments.

Main outputs

- Minutes of the Steering group meeting
- Guideline on sustainable and CE film festivals
- Draft inspiration guide
- Sustainable learning group for cinema's and festivals meeting, list of interested organizations & minutes
- Case study: Kringverhuur
- CE safari and related article

Semester 3

Activities

- Project steering group meeting
- Ongoing: Project management (monthly Zoom meetings, financial management, reporting, project communication)
- Collection of relevant CE content, policies, practical examples and potential CE solutions / SME's. This content (inspiring CE solutions that can help audiovisual professionals to be more sustainable) will be translated into an online CE **inspiration guide**, linked to the Sustainable Development Goals. These will be translated into a standard template and using the **evaluation method** developed within Green Screen (Benoit Ruiz) to assess CE SME's with high potential for the film industry.
- Sustainable film culture: VAF will host a learning network for cinema's and festivals. The aim is to exchange knowledge and experience, detect sector needs and opportunities.
- The results of SCIFI will also be used throughout VAF's existing **sustainability coaching** and presentations. The CE and sustainable content will be differentiated for different audiovisual fields, including storytelling, production (covering all types) and cinema screening and events.
- Dissemination of SCIFI results, both in Flanders (via social media, website and direct stakeholder contacts) as abroad (Green Screen, EFAD, Cine Regio, Film festivals)
- depending of shooting period: experiment Kringverhuur rental service.
- Collection of video material of experiments.
- An academic partner will launch a master thesis on CO₂ assessment of the 3 experiments. The idea is to study and quantify the impact of CE alternatives in comparison with traditional logistic choices. Eureka will be the tool for this work; results (and possible fine tunings) will also feed back into Eureka.

Main outputs
<ul style="list-style-type: none"> - List of stakeholders and partners willing to use the new instrument - Sustainable learning group for cinema's and festivals meeting, list of interested organizations & minutes - Case study: Kringverhuur experiment - Representation at Film festival (Cannes or Berlinale - depending on opportunities) - Communication via social media and website - Master thesis on CO₂ assessment is successfully finished
Semester 4
<p>Activities</p> <ul style="list-style-type: none"> - Project steering group meeting - Ongoing: Project management (monthly Zoom meetings, financial management, reporting, project communication) - Collection of relevant CE content, policies, practical examples and potential CE solutions / SME's. Finishing of the CE inspiration guide. - Sustainable film culture: VAF will host a learning network for cinema's and festivals. The aim is to exchange knowledge and experience, detect sector needs and opportunities. We will investigate how we can host this event from 2022. - The results of SCIFI will also be used throughout VAF's existing sustainability coaching and presentations. The CE and sustainable content will be differentiated for different audiovisual fields, including storytelling, production (covering all types) and cinema screening and events. - Dissemination of SCIFI results, both in Flanders (via social media, website and direct stakeholder contacts) as abroad (Green Screen, EFAD, Cine Regio, Filmfestivals). - Dissemination at Green Screen final project conference in London. - Progress report and financial report
Major outputs
<ul style="list-style-type: none"> - Sustainable learning group for cinema's and festivals meeting, list of interested organizations & minutes. - Plan for the future hosting of the sustainable film culture network. - Dissemination of overall SCIFI results – via social media and VAF / Green Screen website. - CE safari and related article - End report and financial report for Flanders Circular - Dissemination events (presentations) - Finishing of a promotional video, showcasing CE innovations and project results.

STAKEHOLDERS

VAF plays a key role as a regional fund in this action. We want to be a matchmaker between the Flemish film industry and major stakeholders and to initiate interactions between CE and the film industry. SCIFI is a partnership between VAF and specific CE SME's and specific film professionals (including MOOOV festival). But results will be shared with several external stakeholders in Flanders and abroad:

- **Flanders Audiovisual Fund** – the different departments within VAF and the VAF board are direct stakeholders. The action plan progress will be communicated on a regular basis using existing meeting structures.
- One of our important stakeholders and funders is **OVAM (Flemish Waste Agency) and Circular Flanders** (<https://vlaanderen-circulair.be/en>). Both institution played a crucial role during the staff exchanges in Flanders. As key stakeholders they will be consulted about potential innovations, and will also be kept informed about SCIFI. We have formal contacts with both institutions. They are invited to join the steering group as external expert.
- **HERWIN** (www.herwin.be) is the Flemish federation of reuse organisations in social economy. They are a key stakeholder for disseminating results of Kringverhuur experiment to the Flemish network of reuse organisations. The goal is to create a broad network of '2nd hand rental activities within the existing Kringwinkel network in Flanders.
- **Reuse** (www.rresue.org) is an EU federation of reuse organisations. They will play a role in the dissemination of the project results (Kringverhuur experience): can this business model be upscaled at EU level?
- **Pulse** (www.pulsenetwerk.be) is a transition network for youth, media and culture. Idea is to exchange info on sustainability (how to be sustainable in your actions), is to involve the public and to use creativity as a way to promote sustainability. Focus is mainly Flanders, but also abroad. The results of this project are valuable for Pulse stakeholders. Pulse will help with the MOOOV experiment (how to be sustainable) and will disseminate SCIFI results within its existing network.
- **ADC** (www.adcine.com) is a French initiative focusing on set design and construction in the film industry. They will be informed about the outcome of this action and will be invited to the safari's.
- **Green Screen, EFAD** (<https://europeanfilmagencies.eu/>) and **Cine Regio (Green Regio – www.cineregio.org)** partners will be informed about project results and will participate at the November 2020 safari / event in Brussels. We will also ask these stakeholders for relevant input.
- **UNIC** (<https://www.unic-cinemas.org/>) is an European federation of Cinema's. Relevant CE solutions will be shared with them. They play an important role in upscaling sustainability in cinema's and festivals and will also deliver inspirational case studies.

BUDGET

Total cost of SCIFI is estimated at 129 874 euro. We applied for and received external project funding (100 000 euro project funding from Flanders Circular, a spinoff of OVAM was granted at the end of 2019 and will cover our activities in 2020 and 2021). This funding allows us for hosting the experiments, built the knowledge base (inspirational

guide), adapt it to our existing e-Mission coaching and disseminate it in Flanders and abroad. This external funding is necessary in order to finance a full time VAF-sustainability coordinator.

STAFF total costs

VAF	58 140
Ext. partners	20 406
Extern. services	33 430
Overhead	11 628

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SAMEN MAKEN WE
MORGEN MOOIER
OVAM

Mechelen, 13 december 2019

Aan:
Tim Wagendorp
Vlaams Audiovisueel Fonds (VAF)
Bischoffsheimlaan 38, 1000 Brussel

Uw project voor de Open Call Circulaire Stad en Ondernemen werd goedgekeurd. Bezorg ons de ingevulde bevestigingsbrief zo snel mogelijk terug.

Geachte Tim Wagendorp

Uw project 'SCIFI – Supporting Circular Initiatives in the Film Industry' met dossiernummer 2019-OC-50-49 kreeg een goedkeuring voor subsidiëring. Gefeliciteerd daarvoor.

U ontvangt in totaal **100.000 euro**, waarvan de eerste schijf van 80%, **80.000 euro**, als voorschot. De resterende 20% storten we op uw rekening als het project is afgerond en wij uw rapportering hebben goedgekeurd. Denk eraan dat uw project moet gestart zijn vóór 31 december 2019.

Alvorens wij het voorschot kunnen betalen, hebben wij van u een **bevestigingsbrief** nodig. Daarvoor vult u op de brief (zie link hieronder) uw rekeningnummer en de projecttermijn in en stuurt u ons dit a.u.b. uiterlijk **voor dinsdagavond 17 december 2019** terug (dit is hoogdringend voor een spoedige uitbetaling).

- De in te vullen bevestigingsbrief vindt u op deze link: <http://bit.ly/bevestiging2019>.
- U vindt het ministerieel besluit met het overzicht van de goedgekeurde projecten op deze link: <http://bit.ly/mboc2019>.
- Het informatiedocument van de Open Call vindt u hier nog eens: <http://bit.ly/infodoc-OC19>. Lees in het informatiedocument zeker onze verwachtingen voor uw rapportage.

Uiteraard houden we contact met elkaar tijdens de uitvoering van uw project. Om te polsen naar de vorderingen, om samen communicatie te maken, kennis uit te wisselen, drempels te detecteren...

Bij vragen of opmerkingen kan u ook steeds terecht op opencall@vlaanderen-circulair.be of ons algemeen nummer 015/284 409.

We wensen u en uw partners alvast veel succes.

Hoogachtend
Brigitte Mouligneau
Transitiemanager Circulaire Economie