

Green Screen - Action Plan

Introduction

About Green Screen

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 audio-visual 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 Audio-visual Fund (Belgium)
- Municipality of Ystad (Sweden)
- Municipal Company of Initiatives of Malaga S.A. – Promálaga (Spain)
- Paris Region Entreprises (France)
- Rzeszow Regional Development Agency (Poland)
- Slovak Audio-visual 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>

This Action Plan sets out the vision and proposed actions for Film London to implement during 2020-2021 in order to reduce the carbon footprint of our industry and to achieve policy change.

Ystad Municipality & Film i Skåne – the Regional Context

Before this project started, there had been a general discussion on a regional level of creating a sustainable region, but the film industry was not targeted as a focus area at the time. Film i Skåne is one of four^[1] companies in Business Region Skåne (BRS). Event in Skåne was the first BRS- company that started to work more extensively to create Green Events. This is something that inspired Film i Skåne. Based on the notion that events and film productions are similar, the first thoughts of creating something similar for the regional film industry, came alive. By listening to the other partners in the project we have been inspired to work with greening the film industry in the South of Sweden. Discussions with Flanders, London and Paris have made us aware on how it is possible to work with financial incentives. The EU Interreg project Green Screen aims to reduce the carbon footprint of European film and TV productions. The partners of the projects have shared best practices and encouraged local production companies to improve and develop regional policies to support the development. Together with our partners in the project we have been inspired and made a lot of learnings during the way.

The Skåne region has clear and ambitious goals for the environment. These goals are reflected in the ERDF Operational Plan, but the plan does not specifically harness the potential of specific high emission sectors to help achieve these goals. The Regional Film Strategy highlights the importance of film production in attracting capital to the region and raising its profile but historically, this has not taken account of the green dimension. The original aim was to improve the ERDF Operational Plan but this was not possible. Interreg Europe is about policy development in regional development. As it is an EU program it is linked to the EU's regional development instrument, the Regional Fund (ERDF). This is why this is included as a requirement in all projects applying for the program. There are different ways of influencing the ERDF but it is not a question of Ystad as a municipality going in and writing about the programs or getting others to apply for project funding unfortunately. However, the Swedish agency for economic and regional growth /Tillväxtverket), the managing authority for the European regional development fund (ERDF) Skåne-Blekinge confirm the acknowledgement of the action plan of the project Green Screen funded by ERDF Interreg Europe.

Film i Skåne is a regional film organisation with the task of promoting film-culture activities and contributing to growth in Skåne through film production. Film i Skåne was formed in 1995, and since 2009 has been one of four subsidiaries in the Business Region Skåne Group. Films shot and produced in Skåne favours growth and development of the region's film industry, while also helping to make Skåne more visible internationally.

The Skåne Regional Film Strategy "*Strategi för film och rörlig bild*" 2015-2020 (which is managed by Film i Skåne) aims to make Skåne the most dynamic and innovative region for film and transmedia in Scandinavia. The strategy itself does not refer to environmental sustainability but its Action Plan includes the development of a tool kit for green film shooting. In order for audio visual production (AVP) and its value chain to contribute to the achievements of these goals and also to local and regional development goals, the Film Strategy needs to be changed. It is a control document for regional operations. It aims to create a unified view of film from both a growth and cultural perspective intended for the audio-visual industry and citizens. The responsible body of the strategy is the Cultural Committee and the Regional Development Committee of Region Skåne. Within the strategy there is an on-going evaluation regarding measures and tools to improve the over-all aims of the strategy, but it is done through priorities in the annual budget.

^[1] Business Region Skåne (BRS) consist of four companies owned by the Region of Skåne (85%) and Skåne Association of Local Authorities (15%). The other three are Event in Skåne, Tourism in Skåne and Invest in Skåne.

The aim for the AV industry to work more eco-efficiently and to attract green film productions to Skåne to achieve this, various actions are needed. There are currently no requirements for productions applying for funding from Film i Skåne to meet any environmental criteria.

Ystad has the only film studio in Skåne with more than 90 productions in the last 10 years: it is the “film capital” in the region and leads on many related initiatives and events for the AVP sector. Ystad is also one of the municipalities involved in the Skåne Regional Film Strategy. Ystad also has a long-term collaboration with Film i Skåne with for example co-producing film and running the film Center; Ystad Studios Visitor Center.

The quantitative goal is to make two film productions green in the region during the time of the project. The Green Screen Project has been the catalyst and driver for the work between 2017-2019.

The regional engagement with stakeholders, our partnership with Film i Skåne and the work we have done have been important factors to show the importance of sustainable filming and head lighted the work to continue. Hopefully all the studies and events we have facilitated have help shaping the new strategy.

The two actions are linked:

- Action 1 Refining, establishing and implementing a model for green film & TV production in the region
- Action 2 Piloting, designing, and introducing a financial incentive scheme for green film & TV production.

Pilots with two productions and support from P2’s consultant are currently in progress. These pilots will be evaluated and the outcomes of the evaluation will inform the establishment of the model for green film production. This will also have dissemination potential from a wider regional perspective.

The results of the two actions will be considered as a platform to impact and develop and how to continue the work with production companies. In order to influence decision makers and be able to implement the green work in the Film Strategy, these actions can work as decision basis. It will be easier for the production companies by offering manuals /templates for a sustainable plan and best practices. The more established green production will become the more positive it will become among producers to have a green production. This will decrease the carbon footprint in the region.

Action 1	Action1 Refining, establishing and implementing a model for green film & TV production in the region
Background	<p>Pilot project/Case study 2018 Stakeholder meeting with producers 2018 Workshop sustainable film production/Sustainable suppliers 2019 Dissemination/Best practices 2019</p> <ul style="list-style-type: none"> • In 2014, Film i Skåne, Southern Sweden Film Commission and production company Filmlance participated in the 'Sustainability I Vision' study with a focus on 'The Bridge' 2. The recommendations arising from this can inform a strategy for southern Sweden. • Communication with stakeholders and taking contact with Lund University and letting Master Students write a feasibility study consisting "Environmental issues and management opportunities for the Southern Sweden Film Industry" presenting a Case Study. The study was prepared for Film i Skåne and for the interest of Green Screen. • Pilot project with the tv-series "Systrar1968" and writing a Case Study of Green Film Criteria for the Southern Swedish Context. And then implementation of the model – trying to find a way to create a green model for Skåne. Evaluating the Case Study, testing and problematizing the issues. At the same time doing an inventory about green suppliers in the region and arranging several workshops to be able to inspire producers. <p>The key challenges include being able to make producers aware of sustainability in everyday work and also making them aware that a green production can be moneysaving. Producers are a hard group to target due to their lack of time. The general opinion among producers are positive but they have no time to prioritize. We will continue to spread the information about Best practice, Case studies and hard facts.</p>
Description of Action	To be eligible for funding from Film i Skåne, a sustainable plan has to be attached with the application. Film I Skåne will provide producers with a template and best practice guidance which they can use when they are applying for funds from Film i Skåne.
Inspiration from Green Screen Interregional learning	<p>Many activities of GS have inspired the overall design of the model for green film and TV production (including standards, criteria and support measures needed): for e.g.</p> <ul style="list-style-type: none"> • P1's Green Screen platform, • P3's work on a list of green suppliers and the activities of the GS learning workshops. • At the Round Table conference in Malaga, we brought the CEO of Film i Skåne, who is the most important stakeholder. He was inspired by the speakers and it was also very valuable for him to meet the partnership and discuss these

	<p>issues. The discussions were fruitful and there were very clear examples made from other regions.</p> <ul style="list-style-type: none"> • At the staff exchange in Paris we brought the film commissioner of Southern Sweden and a regional environmental strategist from Region Skåne. They found it impressive that the Public Television of France has a sustainable approach. We also had a discussion afterwards about how we can motivate audio-visual companies and suppliers to implement an environmental policy. • It was also interesting to learn about Secoya's eco-consulting for shootings, and that it also can be money-saving.
Stakeholders/other players involved	<ul style="list-style-type: none"> • The stakeholder Film i Skåne will be responsible for the bonus system which has to be communicated, implemented and monitored by them. Tillväxtverket has been involved in the Action Plan. • Another player involved is the University of Lund. The added value by collaborating with University of Lund are many; firstly we are in contact with experts in the field, secondly one of the master students is able to continue his work as a consultant after his Master degree, thirdly the feasibility study was delivered without any costs. • Local film production companies who have been involved during the whole process will be sharing their experiences and give us comments. • Region Skåne/Environmental department is sharing their expertise and knowledge about environmental work in the region.
Timeframe	<p>Jan-June 2020 Evaluation of suggested template with producers and green consultant.</p> <p>July-Dec 2020 Implementing the template and best practices.</p> <p>Aug-Dec 2020 Informing industry about updates.</p>
Costs	<p>150 000 SEK (2020-2021). The money is for consultant costs, and minor changes in greening the studio. The one and only financial body is Film in Skåne.</p>
Funding sources	<p>Film i Skåne, with regional funds.</p>
Anticipated issues for programme management	<p>Time management might be an encountered issue but can be overcome by good communication and regular follow-up meetings.</p>
Impact and link to policy improvement targets	<p>During 2020 the work with an updated regional film strategy "<i>Strategi för film och rörlig bild</i>" 2021-2026 will start. Film i Skåne is one of the main actors in the development of the strategy. It is therefore crucial that changes in the strategy document have to be made to create full support for the introduction of the permanent goal of creating a sustainable film industry. The strategy itself does not refer to environmental sustainability but its Action Plan includes the development of a tool kit for green film shooting. In order for audio visual</p>

	<p>production (AVP) and its value chain to contribute to the achievements of these goals and also to local and regional development goals, the Film Strategy needs to be changed.</p> <p>It is a control document for regional operations. It aims to create a unified view of film from both a growth and cultural perspective intended for the audio-visual industry and citizens. The responsible body of the strategy is the Cultural Committee and the Regional Development Committee of Region Skåne.</p>
<p>How the implementation of the Action will be monitored</p>	<p>Key Green Screen stakeholder Film i Skåne is responsible for the implementation of Action 1. Ystad municipality's role will be to monitor this work. There will be regular follow-up meetings with the stakeholder and their green consultant.</p> <p>A twofold approach is required:</p> <ul style="list-style-type: none"> • environmental criteria when selecting film productions to co-finance • to provide a financial bonus system at the end of the productions. <p>An environmental consultant will monitor the process together with Film i Skåne. The finished production will be evaluated by the consultant and Film i Skåne also according to the environmental plan to be able to receive a bonus. After deciding to invest in a project, Film i Skåne offers a sustainability consultant who follows the production from pre-production to completed project.</p> <p>The production appoints an environmental representative and the consultant is engaged for a preparatory meeting with environmental representatives and other stakeholders before the implementation of a sustainable plan. Film i Skåne will also provide a template¹ as a help for the company to draw up a sustainability plan. This should be done as early as possible before the start of production. Moreover, the consultant has developed a best practice² to further facilitate the sustainability planning for the production team.</p> <p>After half the production time a visit and reconciliation take place together with the consultant. In this context, the production's sustainable goals can be adapted to the prevailing conditions and together with the consultant, an updated sustainability plan can be created. Of course, the consultant will be available throughout the production time and will be able to advise the representatives when difficulties or problems arise that can make it difficult to achieve the goals.</p> <p>A measurable follow-up with the consultant is then carried out with a review of receipts and invoices for standard calculations.</p>

¹ Appendix 1: Template Application

² Appendix 2: Best practice Application

Action 2	Action 2 Piloting, designing, and introducing a financial incentive scheme for green film & TV production
Background	Refers to Action 1
Description of Action	<p>The ambition is to implement a financial incentive scheme (which will be based on above mentioned ‘bonus’ model) Testing the system on two pilot productions (2019-2020) by a three step method: start-up meeting with sustainability consultant, half-way reconciliations and closing follow-up with the consultant and Film i Skåne.</p> <p>Next step is evaluations of the on-going pilot productions. Depending on the results from these pilots and the financing of the film fund at Film i Skåne, the model and size of the financial bonus system will be decided.</p> <p>The result of the actions as detailed will be the embedding of a model for sustainable film and TV production into this strategy, which is consistent with overall regional goals for the environment.</p> <p>To be able to simplify the measurement process Film i Skåne and its consultant will consider the use of the rating system developed by Trentino Film Commission. In addition, a carbon calculator can be used to collect statistics for comparison with other productions and over time. Either Film i Skåne produces its own calculator or we develop one together with other regional film funds in Sweden / Scandinavia.</p> <p>Film in Skåne intends to introduce a bonus system for the companies included in these studies and the plan is that it will be mandatory for all projects to undergo this. The decision on a financial bonus will be decided by Film in Skåne's commissioning editor in cooperation with the consultant</p> <p>Film i Skåne also intends to introduce a green labelling of the productions that have been part of the program and is seriously considering joining the label Green Film³ initiated by Trentino Film Commission. This would mean that Film in Skåne will use the Green Film label with a regional version for Southern Sweden.</p>

³ <https://green.film>

Inspiration from Green Screen Interregional learning	<p>Green Screen has created a platform with a clear mandate to increase the knowledge regarding introduction of sustainable film production. Also it has created a common “language” that has simplified discussions around these issues between our organisations and stakeholders.</p> <p>An informal Nordic network has been created to share best practises and developments. The network involves Film Funds, consultants, Film Commissions and productions companies and in Sweden there are several on-going pilot projects. We have also learnt a lot from our project partners especially Flanders and Paris. Their work with financial incentives on greening productions, have been discussed among Film i Skåne, Southern Sweden Film Commission and Film i Väst at a regional level. We have not committed to a system yet but believe that a bonus system will fit production companies in our region. The project has arisen the question and raised more awareness.</p>
Stakeholders/other players involved	<ul style="list-style-type: none"> • The stakeholder Film i Skåne will be responsible for the bonus system which has to be communicated, implemented and monitored by them. • Another player involved is the University of Lund. The added value by collaborating with University of Lund are many; firstly we are in contact with experts in the field, secondly one of the master students is able to continue his work as a consultant after his Master degree, thirdly the feasibility study was delivered without any costs. • Local film production companies who has been involved during the whole process will be sharing their experiences and give us comments. • Region Skåne/Environmental department is sharing their expertise and knowledge about environmental work in the region. <p>Also the Swedish agency for economic and regional growth (Tillväxtverket), the managing authority for the European regional development fund confirms the acknowledgement of the action plan of the project.</p>
Timeframe	<p>2020-2021</p> <ul style="list-style-type: none"> • Jan-June 2020: Testing bonus system on 2 film productions (Pilot projects) • Jan-June 2020: Evaluating of 2 Pilot Projects • Commencing 2021: Designing a financial scheme based on the findings from the evaluation. • Commencing 2021: Introducing the financial scheme for the Industry
Costs	<p>250 000 SEK (2020-2021). The money is for financing the bonus system and for the making of a digital tool (template) on to estimate, and also for consultant costs.</p>
Funding sources	<p>Film i Skåne, with regional funds. Nothing else.</p>
Anticipated issues for programme management	<p>Time management might be an encountered issue but can be overcome by good communication and regular follow-up meetings.</p>

Impact and link to policy improvement targets	<p>During 2020 the work with an updated regional film strategy "Strategi för film och rörlig bild" 2021-2026 will start. Film i Skåne is one of the main actors in the development of the strategy. To be able for a production company to apply from funds from Film i Skåne in the future a sustainability plan has to added. They will also provide for a financial bonus system.</p>
How the implementation of the Action will be monitored	<p>Film i Skåne is responsible for Action 2, they are not a part of the project so Ystad municipality has to monitor their work. There will be regular follow-up meetings with the stakeholder and their green consultant.</p> <p>A twofold approach is required:</p> <ul style="list-style-type: none"> • environmental criteria when selecting film productions to co-finance • to provide a financial bonus system at the end of the productions. <p>An environmental consultant will monitor the process together with Film i Skåne. The finished production will be evaluated by that consultant and Film i Skåne also according to the environmental plan to be able to receive a bonus.</p>

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Signature Ralf Ivarsson, CEO Film i Skåne

Date
2020-01-29

Letter of acknowledgement

To whom it may concern,

The Swedish agency for economic and regional growth (Tillväxtverket), the managing authority for the European regional development fund (ERDF) Skåne-Blekinge confirm the acknowledgement of the action plan of project *Green Screen* funded by ERDF Interreg Europe.



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