



# GREEN SCREEN ACTION PLAN - PROMALAGA 2020-2021



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# BACKGROUND AND CONTEXT

Green Screen is a partnership project funded by Interreg Europe that works in eight regions of the EU with the objective of standardizing environmental practices and improving regional policies so that sustainable measures can be adopted for the production of films, television and audiovisual content in all Europe. **Through Green Screen, the participating regions will improve policies to motivate and equip productions to adopt sustainable practices** and, therefore, reduce CO2 emissions. The project is funded by the EU's Interreg Europe programme through the European Regional Development Fund (<http://www.interregeurope.eu/greenscreen>), with a total budget, during 5 years, of almost 2 million euros.

The project runs from 2017 to 2021 and partners include:

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

The audiovisual sector, like so many others, in its production and distribution processes generates an environmental impact that could be significantly reduced by establishing “greener” and, therefore, less aggressive standards and policies in relation to our environment. Green Screen focuses on this sector and is one of the European projects aimed at reducing this environmental footprint, through the collaboration of different regions and their stakeholders in the search for policies and measures that represent a significant change in the medium and long term.

This Action Plan establishes the vision and the proposed actions for Promálaga to implement during Phase 2 of the Green Screen in order to complete the general and specific objectives of the project.

Promálaga is committed to improving the ERDF Operational Programme for Andalusia, 2014-20. Unfortunately, in spite of the numerous attempts made, and the different contacts via telephone and email, in addition to physical visits, due to the change of government in the region of Andalusia, the head of European funds in Andalusia has changed even in 3 times since the project began, and it has been impossible to draw up any strategy to effectively influence the plans that are intended to be implemented in the region that have European funding. We will continue to work actively in trying to influence the destiny of European funds in the region to improve and promote audiovisual productions.

However, even when our initial policy target seems complex to achieve, thanks to the actions carried out by Promálaga during phase 1 of the project, we have been able to decisively influence the Spanish Ministry of Culture. In this way, the person in charge (Jaime Alejandro) of subsidies for Spanish audiovisual production has attended several of the events held by Promálaga (<https://www.youtube.com/watch?v=9i28tJNywTM>), as speaker

and guest, having improved his knowledge and experience, shared experiences with other European partners of the project (example of the collaboration with the Belgian partner) and have taken as their own and will publish a sustainable shooting guide to improve measures in the sector. Additionally, the sustainability criterion will be included in those that are evaluated for the obtaining of subsidies granted by the Ministry of Culture (through the Institute of Cinematography and Audiovisual Arts - ICAA): national strategy for granting incentives to Spanish productions- 'Order bases calls for regulatory bases of the aid provided for in Chapter III of Law 55/2007, of December 28 of the Cinema.

**To achieve our quantitative target which is for 15 companies to reduce their carbon emissions by 6%, a validation and methodology for standardisation has been designed, implemented and tested.** This can serve as a future Protocol for the creation of a sustainable film seal within the Green Screen project.

Having done this has allowed us to:

- Ensure that audiovisual productions that adhere to the protocol will actually achieve a minimum objective of reducing 6% of GHG emissions.
- Recognize and reward the effort and the investment in time and resources of the producers that manage to reach a carbon reduction through the awarding of a sustainable production mark.

The purpose of this action plan is to disseminate accessible and simple tools so that production companies can adopt them for their productions, promoting their implementation among key stakeholders and influencing political bodies to ensure their support in the matter. In doing so, they reduce the difficulties they encounter in changing processes, since we will offer an already developed and easy to use tools.

### **What has changed in our region? “Malaga - Sustainable Shooting City”**

From the beginning of the project until now, something that we have achieved is creating a strong network of contacts. Promálaga has created a link with production companies, Film Festivals, associations and many professionals that have shown their interest in the matter. In this way, some partnership agreements have been developed, awareness has been raised and networking Events have taken place.

Creating this strong network as well as the increase of awareness and dissemination of the green values, has been the achievements reached in our region so far. Other achievement has been the fact that some productions have introduced green measures.

This contact network is especially valuable for including not only the audiovisual professionals that work day by day in productions, but also for including members of public administrations who are key in the achievement of the actions in this phase; and also, including Film Festivals and Film Commissions which already have strong links with more agents from the sector.

Something to highlight is the national interest in the matter. Due to this, we have decided

not to limit ourselves to the regional territory so our goal is to extend some actions to a national level. We have been working, based on the knowledge that we've achieved from other Green Screen Partners:

- The creation of a sustainable filming mark for those productions that certify that they have been respectful of the environment. It would be the small institutional impulse that is needed for the sector to take its environmental commitment to the next level, to full implementation.

To this end, we propose to make the tools developed to date, the sustainable production guide and the version of VAF's carbon calculator spreadsheet which we adapted for use in Malaga available as a resource for the producers. (If we are able to build and test the EURECA ecological calculator via an Interreg Pilot Action grant for which we have applied, this will replace our existing carbon calculator).

**The benefits that we expect from these actions:**

Recognition at regional and national level, Malaga as a pioneer and innovator in supporting sustainability, implementing real measures applied to the audiovisual sector, a growing cultural sector that generates a significant impact on the environment, but which can be compensated / amended thanks to tools and affordable measures to use, already existing; and thanks to institutional support in the form of granting a seal.

Given the growth of the industry in Malaga and the increase of producers and filming that finally end up rolling in our region, supporting the sustainable transition of the sector not only translates into an improvement in environmental policies, but also the development of a cultural industry that is gaining more and more weight.

Thank to Interreg Europe and Green Screen's Project, Malaga has become a pioneer and following the European trail in support of environmental care and in support of a growing cultural industry, and following its SDG implementation strategy, for the 2030 agenda.

# TARGET GROUPS

The target groups for this action plan include a large part of the audiovisual sector, at a local, regional and national scope. On one hand, the group it tries to influence, is:

- **Spanish film and TV production companies:** producers at the forefront and consequently, their team.
- **Spanish Film Commissions.**
- **AV professional's associations.**
- **Spanish Film Festivals.**

On the other hand, **this action plan has a large number of key stakeholders** that will help implement the actions and achieve our goals and spread the tools and raise awareness among the industry:

- **Creative Europe Media Desk**, in a regional level, as they are the policy makers we want to influence, so they implement measures and subsidies. The responsible of the institution is Victoria Fernández (<http://www.juntadeandalucia.es/cultura/europacreativaandalucia/introduccion-2/>). This body has control over certain aids for the audiovisual industry, but they have already expressed the difficulty of including environmental criteria for granting them. However, they have shown their intention to support the publication and promotion of the sustainable taxi guide (action 1), and to support the development of carbon measurement tools (action 2).
- **The ICAA (the agency of the national Ministry of Culture).**
- **APPA (Audiovisual Production Professionals' Association).**
- **Spain Film Commission.**

Regarding with Ministry of Culture, Promálaga has been in talks with them and the institution is currently considering the endorsement of this Regional Action Plan. Even when it's very ambitious target, all the feedback from the Ministry so far are that they are willing to support and promote sustainable filming in Spain.

In the next descriptions of the three actions contained in our action plan, we specify a more concrete background as well as the relation between the actions and the interregional learning exchange. These three actions are strongly connected and they complement each other.

On the other hand, Promálaga is a founding partner of the Alliance for Sustainable Audiovisual Production (ASAP). This a recently founded national non-for-profit and multi-sector partnership with representation from both the AVP sector which will champion and promote sustainability in the audiovisual sector. Its aim is to consolidate the work in this area which is going on in parts of Spain under an official platform and to ensure that it is the industry itself which will determine the minimum standards for a production to be considered sustainable.

Initial members include Promálaga, the ICAA (the agency of the national Ministry of Culture which is responsible for granting subsidies to productions in Spain), the Malaga Film Office, the Tenerife Film Commission, and five other organisations from the AVP sector.

Though it is currently at an early stage of development, this association has the potential to become an influential agent of change. The ASAP has agreed to support Promálaga's action plan. The plurality of its (growing) membership which includes Promálaga's target policy body means that the Association can play an important role in terms of ensuring links to certification and incentive schemes for green filming and supporting the embedding and durability of this project.

# ACTION 1 - SUSTAINABLE PRODUCTION GUIDE

## THE BACKGROUND

Something we have learnt all along interregional learning, is that production companies have short timelines, plenty of intermediaries and in conclusion, tight schedules. That's why our action plan is based in providing solutions and developed tools for the sector's professionals. When we offer them the tools, we find them actually more receptive when it comes to taking action with regards to green measures, and for them, doing so is considerably easier, as they don't have to use excessive time or resources in planning a green strategy or creating the tools.

We have noted a general predisposition, from the AV sector as well as from public institutions; the problem is that the latter, haven't implemented real incentives as yet for those productions that choose to turn green: funding support, points, facilities when it comes to managing waste or leftover food, etc. As we go back to the start, we find companies committed but as there are not the facilities nor any incentives (aside from the environmental one) production companies are reluctant to change.

We have developed a manual of good practices where we have compiled all the actions that can be carried out in filming, from pre-production to post-production, so that it can be disseminated and used by all the productions that so desire.

The fundamental principle of the Action Plan is to ensure that the benefits for the production companies of engaging in sustainable filming are clear and that the actions help to make the process of transition are practical and realistic for the target groups.

Basically, Phase 2 will be for us a way to consolidate and disseminate the guide, but we also want to be open-minded to develop some improvement derived from the pilot test of the guide.

## ACTION

Dissemination, testing and improvement of the sustainable production guide, which includes all the phases of an audiovisual work (pre-pro-post) and spreading it with the collaboration of our target. The main objective of this action is to facilitate the production of its transition towards a more sustainable shooting model, providing them with a methodology specifically designed for the audiovisual sector.

But also, achieving its recognition as a sustainable production guide supported by a public body, namely by ICAA (the agency of the national Ministry of Culture), Creative Europe Media Desk and Málaga's Cityhall (<https://www.malagafilmoffice.com/en/eco-friendly-productions/>). Also, achieving its dissemination from APPA (Audiovisual Production Professionals' Association - (<https://www.asociacionappa.es/la-asociacion/sostenibilidad/>)) and the Spain Film Commission. It's a roadmap which guides productions at the green transition, showing them specific and attainable measures so they can implement them.

It's based on a practical point of view, not only when it comes to the advice given but also because it allows you to interact with it and it redirects you to useful links.

## **INSPIRATION FROM GREEN SCREEN INTERREGIONAL LEARNING**

It's based on the good practice, the Ecoprod (Paris Film Region) charter which includes a sustainable production guide, guide that has been the base of the Promálaga one (it has been adapted to the Spanish context). For us the staff exchange that Paris Film Region organized in November 2018 was an inflexion point where we realized that it was basic to have a specific guide for our AV Sector.

## **PLAYERS INVOLVED**

Promálaga: the "creator" of the guide, the one in charge of spreading it to the other agents from the sector (target) but also convince ICAA and Creative Europe Media Desk to disseminate it, as well as to include it into their web.

The ICAA (the agency of the national Ministry of Culture) and Creative Europe Media Desk: policy bodies from whom we want teamwork to disseminate the guide as an active player, as it was their own tool.

Other organizations with the dissemination task: Spain Film Commissions and sector associations. The way to achieve this is creating an event with these groups in collaboration with the Spain Film Commission (with whom we have signed a collaboration agreement) to spread the tools and raise awareness.

## **TIMEFRAME**

This action has begun to be implemented in the beginning of 2019, although it has been during the end of that year (2019) where greater emphasis has been placed on its dissemination.

For this, and within the framework of the agreement signed with the Spain Film Commission, a meeting was held in Malaga with the main film commissions to show them the sustainable shooting guide and train them in its use.

The idea is that these entities distribute the guide in their regions and give us feedback, both qualitative and quantitative, in order to develop and improve the concrete action. Throughout phase 2 (2020-2021), we want to continue working on sharing the guide among our stakeholders and making it a process of constant improvement of the document, which aims to be something alive and in constant innovation.

## **COSTS**

The costs derived from the translation and production of the guide, were around 1500 euros. There is no expense forecast for the implementation of this action in phase 2.

## **FUNDING SOURCES**

We are not going to need any extra funds for this second phase.

## **ANTICIPATED ISSUES FOR THE PROGRAM MANAGEMENT**

Our biggest concern about this action is that the sector won't be interested in using the tool if there is not a real incentive for it, like a tax allowance. The strategy we have in mind is to continue to press the Ministry of Culture to include sustainability as an evaluation criterion for subsidies for audiovisual production, as well as the regional governments of Andalusia along the same lines.

At the local level, where Promálaga can display its greatest influence, we want all the filming carried out in the city to be measured with this tool.

## **IMPACT AND LINK TO POLICY IMPROVEMENT TARGETS**

As we have explained previously, the creation, dissemination and improvement of this sustainable shooting guide, has allowed the ICAA to adapt it and take it as its own and will publish it as a way to increase awareness in the sector and improve processes of an audiovisual production. Those responsible for the ICAA, under the Ministry of Culture, have already reported their intention to include sustainability as an evaluable criterion when granting grants. (Ministry of Culture (through the Instituto de la Cinematografía y de las Artes Audiovisuales - ICAA): national strategy for granting incentives to Spanish productions- 'Orden bases convocatorias bases reguladoras de las ayudas previstas en el Capítulo III de la Ley 55/2007, de 28 de diciembre del Cine').

Consequently, it will be achieved thanks to the Green Screen of the Interreg Europe program to improve public policies in Spain, at the national level, which obviously affect the region of Andalusia very positively, because we are a tractor and promoter region, as well as a pioneer in the Development of these actions.

## **HOW THE IMPLEMENTATION OF THE ACTION WILL BE MONITORED**

- Counting how many production companies finally use the guide:

Via mail/telephone with the production companies themselves; asking the film commissions and associations in charge of disseminating it, the number of productions using the guide, and the number of productions that asked for it (counted as differently, as the last ones may ask for it but may not finally use it); asking Creative Europe Media Desk to count the production companies that use and ask for the guide.

We are going to plan the distribution of a questionnaire for the users of the guide so that we can measure some quantitative aspects about improvements and useful recommendations to make this tool relevant so that it can be adapted to the needs of the audiovisual sector practically in real time.

To be able to monitor how many productions use the guide and evaluate the feedbacks they give about it, we will have MFO (Málaga Film Office) as the office that centralizes all the filming in Malaga, and with APPA (Audiovisual Production Professionals' Association) based to the agreement signed with them.

# ACTION 2 - CARBON FOOTPRINT CALCULATOR

## THE BACKGROUND

The green philosophy sometimes can be a bit intangible, in a way where a company claiming that they are green, may not actually be. Here we find the need of having a tangible fact, the carbon footprint of a production that not only is 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.

By this way, having a tool that easily can analyse the impact of a production, it compensates that lack of time we talked before as we are the ones bringing the AV companies the tool and they only have to work with it.

A tangible and real number can actually motivate the producers as well as the team, as they can see a real change and it can turn into a positive insight. The existence of this number also facilitates the rewarding by subventions, awards or a mark.

At Green Screen's Partnership, there are two other partners (VAF and Choose Paris Region) who have developed a carbon footprint calculator, adapted to their regions. Here we can see interregional learning, since feedback has been established among all of us, related to these tools.

We believe that 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 recognized. Although initially it is only a recognition, the ideal would be that from the different administrations it is promoted that the incentives existing in the audiovisual sector include sustainability as a criterion, so that there is also a certain economic stimulus, in addition to the reputational one.

During phase 1, 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 budget that has production, transforming euros into CO2. Despite being a very useful tool, it is only capable of measuring the impact on CO2.

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 an instrument to measure the impact, but also as a way to raise the awareness of the sector about the real impact of its activity on the environment.

Our experience of adapting VAF's calculator and starting to use this with the AVP sector led us to identify the need for a calculator which a) can measure the wider ecological impact of the film production process and b) is much more user-friendly. We thus worked with VAF (PP5) and the Slovakia Film Commission (PP9) 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.

## **ACTION**

Piloting and dissemination our methodology and (as a first step) our existing carbon footprint calculator for audiovisual projects. Through a simple and intuitive tool and starting from the production budget you can estimate the carbon footprint of a production. It shows the project's CO2 emissions and the three most polluting sections (e. g. catering, transport, etc.)

The aim is to spread this tool via many agents but specially and as well as the guide, one of the goals is to ensure that Creative Europe Media Desk publishes the tool as an institutional instrument for productions; as well as achieving its dissemination from APPA (Audiovisual Production Professionals' Association) and the Spain Film Commission. This calculator would subsequently be replaced by Eureka if we are able to build and test this.

The milestones that are intended to be developed with this action are:

- Milestone 1: Test and disseminate the use of the tool we have to continue locating improvements. Improve awareness of the sector by giving data on the impact that their productions have on the environment.
- Milestone 2: If the pilot action is approved, technically improve the tool and make it interregional, carrying out tests in the 3 regions that apply (Spain, Slovakia and Belgium).
- Milestone 3: Publish and disseminate the Eureka tool, as an instrument that will:
  1. Measure the carbon footprint of an audiovisual production
  2. Help productions to plan for sustainable filming
  3. Be user friendly
  4. Be based on reliable and up-to-date conversion factors
  5. Help to consolidate ecological data at regional and national level

## **INSPIRATION FROM GREEN SCREEN INTERREGIONAL LEARNING**

This action has been inspired by carbon footprint calculator that the VAF (PP5 - Belgian partner) has created.

For us it was inspiring at various times during the first phase. First when developing the baseline studies, where we had to analyse the starting state of each partner, and we became more aware of the state in which we were. It was clear that we needed to work hard to reach the level of partners who were more experienced in green filming. We considered it key, and we understood this in the workshop organized in Brussels in 2017, which was essential to have a specific CO2 measurement tool for the sector and we asked for help from the Belgian partner, who shared what they had. The first approach was to translate it into Spanish, but in working with our regional stakeholders, they found it a very difficult tool to use and not very close to our ways of working, which made it necessary to change the approach.

In this way, we started working with a consultancy that helped us adapt the Belgian model to a new methodology and a tool that was more intuitive and easier to use.

After the experience lived in phase 1 of the Green Screen, Promálaga, VAF and the Slovak Film Commission have identified the need for the existing calculator to include some additional features.

These will:

- Improve its usability for the AVP companies/productions
- Provide resources to help the producers with sustainability planning as well as monitoring and reporting
- Facilitate the conversion and consolidation of carbon data across different countries and regions

## **PLAYERS INVOLVED**

Promálaga: the “creator” of the calculator, the one in charge of spreading it to the other agents from the sector (target) but also convince ICAA and Creative Europe Media Desk to disseminate it, as well as to include it into their web.

Other organizations with the dissemination task: Spanish Film Commissions and sector’s associations. The way to achieve this is creating an event with these groups in collaboration with the Spain Film Commission (with whom we have signed a collaboration agreement) to spread the tools and raise awareness.

The ICAA (the agency of the national Ministry of Culture) and Creative Europe Media Desk: policy bodies from whom we want teamwork to disseminate the guide as an active player, as it was their own tool.

## **TIMEFRAME**

It took us around one year (2018) to have a first draft of our methodology and the calculator linked to it. It has been tested and used by professionals (2019) and we have now a second version with some improvements and better interface, that need to be tested and piloting.

For the pilot action (Eureca), we propose a time horizon of a semester and a half to have a first version that can be tested (October 2020) and the final version of the tool implemented for June 2021.

## **COSTS**

So far, we invested 4,700 euros (without VAT) adapting VAF’s carbon calculator for use in our region, but this use has been extended to the all country (Spain).

We would now like to take forward the learning from this process to build Eureca calculator: this would be in a web format so that more professionals can use it and facilitate the testing and dissemination of the tool. To this end, we have presented a pilot action proposal in which we propose a total action budget of 77,875 euros distributed between Promálaga, VAF and the Slovak Film Commission.

## **FUNDING SOURCES**

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

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

- Staff costs: 14,000 EUR
- Office and administration: 2,100 EUR
- Travel and accommodation: 2,500 EUR
- External expertise and services: 24,700 EUR (this includes 17,800 euros costs relating to the assessment tool technical development contractor. The tool will be compatible with Android and IOS systems)

TOTAL: 43,300 EUR

We are applying for pilot action funds so we can test an interregional common carbon footprint calculator that could be use all around 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 use all around Europe. This action will be financed with funds from Interreg Europe.

The summary of our pilot action's proposal is: "The pilot action will testing the European Environmental Calculator (Eureca) for AVP, online calculator for international and multilingual application which is 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 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."

### **ANTICIPATED ISSUES FOR THE PROGRAM MANAGEMENT**

Our biggest concern about this action is that the sector won't be interested in using the tool if there is not a real incentive for it, like a tax allowance.

The strategy we have in mind is to continue to press the Ministry of Culture to include sustainability as a valuation criterion for subsidies for audiovisual production, as well as the regional governments of Andalusia along the same lines.

At the local level, where Promálaga can display its greatest influence, we want all the filming carried out in the city to be measured with this tool.

### **IMPACT AND LINK TO POLICY IMPROVEMENT TARGETS**

As we have explained previously, the creation, dissemination and improvement of this sustainable shooting guide, has allowed the ICAA to adapt it and take it as its own and will publish it as a way to increase awareness in the sector and improve processes of an audiovisual production. Those responsible for the ICAA, under the Ministry of Culture, have already reported their intention to include sustainability as an evaluable criterion when granting grants. (Ministry of Culture (through the Instituto de la Cinematografía y de las Artes Audiovisuales - ICAA): national strategy for granting incentives to Spanish productions- 'Orden bases convocatorias bases reguladoras de las ayudas previstas en el Capítulo III de la Ley 55/2007, de 28 de diciembre del Cine').

Consequently, it will be achieved thanks to the Green Screen of the Interreg Europe program

to improve public policies in Spain, at the national level, which obviously affect the region of Andalusia very positively, because we are a tractor and promoter region, as well as a pioneer in the Development of these actions.

### **HOW THE IMPLEMENTATION OF THE ACTION WILL BE MONITORED**

It is assumed that those using the guide are also going to use the carbon calculator, even though is not mandatory. Related to this tool, two aspects are going to be monitored:

- The productions calculating their carbon footprint, those using the tool.
- The reduction of their carbon footprint, in total, comparing the old one with the new one.

For the first one, as well as for the guide, it's going to be monitored via mail/telephone altogether with the other dissemination agents, by counting and writing down the projects and productions using it.

For the second one, the reduction of the carbon footprint measured in percentage, it can be calculated comparing the "old" one, the one existing before implementing green measures minus the final one, the carbon footprint calculated after incorporating those green adjustments. In this way, you can obtain a real fact about the reduction of the impact (CO<sub>2</sub>) of the Andalusian/Spanish productions.

We are going to plan the distribution of a questionnaire for the users of the guide so that we can measure some quantitative aspects about improvements and useful recommendations to make this tool something alive that can be adapted to the needs of the audio-visual sector practically in real time.

# ACTION 3 - SUSTAINABLE PRODUCTION MARK

## THE BACKGROUND

From the experience gained in these initial 3 years of the Green Screen project, we have concluded the importance of being able to publicly show the effort of a production that has chosen to implement sustainable measures during filming.

In this way, it is vitally important to create a validated mark that supports the good work done by the producer, and that certification is not only an award for that green production, but, it is an incentive for the others that are going to want to add in order to have that stamp.

The scenario in our country regarding this action is that different institutions (Tenerife Film Commission for example) want to create a stamp for their specific region, without there being an agreement to establish minimum criteria for obtained said certification.

To solve this potential problem, in the context of the green screen project, and promoted from Promálaga, work is being done on the formal constitution of a non-profit association, called an Alliance for Sustainable Audiovisual Production (ASAP).

In this organization, in which the key stakeholders of the sector are represented, (audiovisual industry, sustainability experts, public institutions and audiovisual training sector) aspires to become the entity on which a system of self-regulation of scope is based national in Spain for the control and promotion of sustainability in the audiovisual.

Inspired by the model of the Spanish entity “Confianza online“ (<https://www.confianzaonline.es/en/about-us/>), ASAP aims to become an association that self-regulates the sustainability standards of the audiovisual sector, as it is a more agile and direct way of achieving results, rather than waiting for specific regulations to be created in this regard.

The Confianza Online model is easy: The Confianza Online Trust Mark is the logo shown by those businesses that have decided to make a commitment to promoting good practices on the Internet. To obtain the mark, they must be adhered to Confianza Online association and comply with the Ethical Code. When their website meets these standards, they will be able to display Confianza Online Trust Mark.

To obtain the seal, you must be adhered to our association and comply with the Ethical Code. When your website meets these standards, you will be able to display our logo.

To achieve this goal, it is intended to create a sustainable filming stamp that guarantees that a unified series of sustainability standards have been followed during production, in the same way that the “Confianza Online” entity grants the following mark: <https://www.confianzaonline.es/en/businesses/the-trust-mark/>.

## ACTION

Piloting a certification and adoption of the sustainable filming stamp. Get the stamp certified and so it can be given to all productions fulfilling some requirements: e. g. a carbon footprint under X CO2 ASAP will be the association in charge of adopting and certifying

the stamp as well as disseminating it.

They'll lead the initiative all around Spain, exposing the role of Green Screen as a key project for greening the industry and influencing other policy bodies to join the initiative. The stamp will be an added value sign, something that can increase notoriety for the production's promotion and strategic.

The milestones that are intended to develop with this action are:

- Milestone 1: Define standards and methodology on minimum sustainable measures to obtain the stamp.
- Milestone 2: Validate agencies / institutions that can perform the verification of sustainable measures carried out.
- Milestone 3: Promote and look for new partners who want to develop the sustainable filming stamp model.

### **INSPIRATION FROM GREEN SCREEN INTERREGIONAL LEARNING**

This action has been inspired by Green Screen's Lead partner, Film London, through its stamp granting methodology referenced here: [https://www.interregeurope.eu/fileadmin/user\\_upload/tx\\_tevprojects/library/file\\_1548676333.pdf](https://www.interregeurope.eu/fileadmin/user_upload/tx_tevprojects/library/file_1548676333.pdf)

For us it has been key to the development of this action, the good practices shared by FL, and we have found the three levels established with its green, silver and gold stamps especially inspiring. We believe that it is very encouraging for a production that the recognition received is different depending on the effort it makes, also adding greater inclusion for those audiovisual initiatives that have less recourse but also want to implement sustainable measures.

### **PLAYERS INVOLVED**

Promálaga: As a green screen project partner and liaison with other regions of Europe to import experiences and knowledge.

ASAP (Alliance for Sustainable Audiovisual Production): as an organism where the audiovisual industry is represented and that can self-regulate and promote certain actions within its sector.

The ICAA (the agency of the national Ministry of Culture) and Creative Europe Media Desk: policy bodies from whom we want teamwork to disseminate the guide as an active player, as it was their own tool.

### **TIMEFRAME**

During the year 2020, the agreement on the minimums for obtaining the seal will be worked on and during 2021, it will begin to be granted.

### **COSTS**

There is no initial cost in the development of the stamp, and the potential costs will be borne by the partners that make up the alliance (ASAP). Since the methodology on which the obtaining of the stamp is based has already been worked on, this action will aim at the testing it and create an agreement between the partners of which are the basic standards for obtaining the stamp.

## **FUNDING SOURCES**

The contributions of ASAP members and possible Spanish regional or national resources to which the association can apply.

## **ANTICIPATED ISSUES FOR THE PROGRAM MANAGEMENT**

The different private interests of the alliance partners may be a problem encountered but can be overcome through good communication and periodic follow-up meetings where common strategies and objectives that benefit everyone are drawn up.

## **IMPACT AND LINK TO POLICY IMPROVEMENT TARGETS**

Once again, we will link this action to ICAA, under the Ministry of Culture, because they can include sustainability as an evaluable criterion when granting subsidies, deciding whether production meets it or not depending on whether or not they have the sustainable filming stamp (Ministry of Culture (through the Institute of Cinematography and Audiovisual Arts - ICAA): national strategy to grant incentives to Spanish productions- 'Order bases calls for regulatory bases of the aid provided for in Chapter III of Law 55 / 2007 of December 28 of the Cinema ').

The idea for this action to impact national policy is that, those productions that obtain the sustainable production mark, serve as evidence so that they can be valued as sustainable filming for subsidies managed by the Ministry of Culture (ICAA).

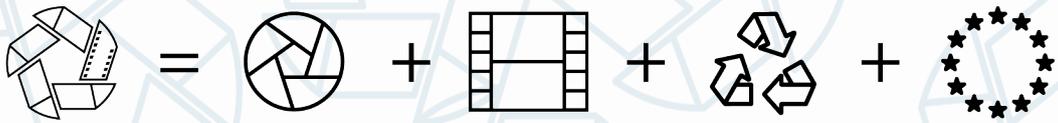
## **HOW TO IMPLEMENT OF THE ACTION WILL BE MONITORED**

Promálaga has to monitor the work of the Alliance and keep its objectives in line with the objectives of the Green Screen project.

There will be periodic follow-up meetings with stakeholders and the alliance.

Since there are several partners within the alliance who are experts in sustainability, they will be responsible for plotting and working towards the achievement of objectives to agree on sustainable shooting standards.

To test and monitored this action, it is stated that film productions which apply to the Malaga Film Commission are being referred to the Centro Asesor Ambiental (the environmental advice centre which is part of the Malaga City Council) for a sustainability assessment. Productions which receive a positive assessment, will be receive sustainable filming mark, and they are being given access to incentives such as a waiver of the tax (by the Council) which is usually payable on the use of public spaces and public services for filming. In this way, the number of seals awarded may be monitored.





**Interreg Europe Secretariat  
Les Arcuriales  
Entrée D, 5e étage  
45 rue de Tournai, 59000 Lille, France**

**Málaga, 11 de junio de 2020**

Estimados Señores,

Como Director General del Área de Medio Ambiente y Sostenibilidad del Ayuntamiento de Málaga, les escribo para expresar nuestro apoyo a las actividades realizadas por Promálaga en el marco del proyecto de Interreg Europe denominado **“Green Screen”** y sus esfuerzos para promover un modelo más sostenible en la industria audiovisual en nuestro país. Hemos seguido de cerca estas actividades y apreciamos el trabajo que Promálaga está llevando a cabo para preparar una herramienta online de medición de huella de carbono, para que los profesionales de la industria cinematográfica puedan usarla en sus rodajes.

Nuestro apoyo se extiende específicamente al plan de acción remitido por Promálaga, así como a la acción piloto **“Eureca”** que ha sido recientemente aprobada. El objetivo de este proyecto, que es testear una calculadora ecológica que pueda ser utilizada por profesionales del cine en toda Europa, nos parece que contribuirá de manera significativa a la transición hacia un modelo de rodaje más sostenible en nuestra región y ayudará a facilitar la recopilación de datos a nivel nacional sobre el progreso del trabajo sostenible. Este será un proyecto pionero en nuestro país. El papel de la calculadora ecológica como herramienta de recopilación de datos ayudará a elevar el perfil del trabajo sostenible en la industria audiovisual en nuestra región y a establecer procesos y recomendaciones para los productores.

Reconocemos la importancia y el valor añadido de la cooperación internacional en esta área de desarrollo y queremos trabajar con Promálaga para avanzar en la agenda tanto a nivel regional y nacional, como europeo. Como prueba de ello, es la colaboración con Promálaga y con el Festival de Cine de Málaga, para la implementación de medidas de sostenibilidad en el sector audiovisual en la ciudad de Málaga.

Cordialmente,

**Luis Medina-Montoya Hellgren**  
**Director General del Área de Medio Ambiente y Sostenibilidad**  
**Excmo. Ayuntamiento de Málaga**

<b>Código Seguro De Verificación</b>	2gqSqc4+ZgfulCOPNEqDg==	<b>Estado</b>	<b>Fecha y hora</b>
<b>Firmado Por</b>	Luis Medina-Montoya Hellgren	Firmado	11/06/2020 11:38:52
<b>Observaciones</b>		<b>Página</b>	1/1
<b>Url De Verificación</b>	<a href="https://valida.malaga.eu/verifirma/">https://valida.malaga.eu/verifirma/</a>		



Interreg Europe Secretariat  
Les Arcuriales  
Entrée D, 5e étage  
45 rue de Tournai, 59000 Lille, France

Sevilla, 16 de junio de 2020

A quien corresponda:

Spain Film Commission es una asociación sin ánimo de lucro que desde 2001 lidera el posicionamiento del país como destino de rodajes audiovisuales, coordinando los esfuerzos de una amplia red de Film Commission y Film Offices distribuidas por toda España.

Como Presidente de la Spain Film Commission (SFC), le escribo para expresar nuestro apoyo a las actividades realizadas por Promálaga en el marco del proyecto de Interreg Europe denominada "Green Screen" y sus esfuerzos para promover un modelo más sostenible en la industria audiovisual en nuestro país. Hemos seguido de cerca estas actividades y apreciamos el trabajo que Promálaga está llevando a cabo para preparar una herramienta online de medición de huella de carbono para que los profesionales de la industria cinematográfica puedan usar en sus rodajes.

Nuestro apoyo se extiende específicamente al plan de acción remitido por Promálaga y así como a la acción piloto "Eureca" que ha sido recientemente aprobada. El objetivo de este proyecto, que es testear una calculadora ecológica que pueda ser utilizada por profesionales del cine en toda Europa, nos parece que contribuirá de manera significativa a la transición hacia un modelo de rodaje más sostenible en España y ayudará a facilitar la recopilación de datos a nivel nacional sobre el progreso del trabajo sostenible. Este será un proyecto pionero en nuestro país. El papel de la calculadora ecológica como herramienta de recopilación de datos ayudará a elevar el perfil del trabajo sostenible en la industria de la AVP en nuestro país y a establecer procesos y recomendaciones para los productores.

Reconocemos la importancia y el valor añadido de la cooperación internacional en esta área de desarrollo y queremos trabajar con Promálaga para avanzar en la agenda tanto a nivel regional y nacional, como europeo. Como prueba de ello, se suscribió un convenio de colaboración con Promálaga y con el Festival de Cine de Málaga, para la implementación de medidas de sostenibilidad en el sector audiovisual.

Un cordial saludo,



Carlos Rosado Cobián  
Presidente

Interreg Europe Secretariat  
Les Arcuriales  
Entrée D, 5e étage  
45 rue de Tournai, 59000 Lille, France

Sevilla, 17 de junio de 2020

A quien corresponda:

Andalucía Film Commission es una institución sin ánimo de lucro que tiene como objetivo promocionar Andalucía como lugar de rodaje y apoyar a las empresas y profesionales de la industria audiovisual en la logística de sus producciones.

Como Directora de la Andalucía Film Commission (AFC), le escribo para expresar nuestro apoyo a las actividades realizadas por Promálaga en el marco del proyecto de Interreg Europe denominada “**Green Screen**” y sus esfuerzos para promover un modelo más sostenible en la industria audiovisual en nuestro país. Hemos seguido de cerca estas actividades y apreciamos el trabajo que Promálaga está llevando a cabo para preparar una herramienta online de medición de huella de carbono para que los profesionales de la industria cinematográfica puedan usar en sus rodajes.

Nuestro apoyo se extiende específicamente al plan de acción remitido por Promálaga y así como a la acción piloto “**Eureca**” que ha sido recientemente aprobada. El objetivo de este proyecto, que es testear una calculadora ecológica que pueda ser utilizada por profesionales del cine en toda Europa, nos parece que contribuirá de manera significativa a la transición hacia un modelo de rodaje más sostenible en Andalucía y ayudará a facilitar la recopilación de datos a nivel regional/autonómico sobre el progreso del trabajo sostenible. Este será un proyecto pionero en nuestra región. El papel de la calculadora ecológica como herramienta de recopilación de datos ayudará a elevar el perfil del trabajo sostenible en la industria de la AVP en nuestra comunidad y a establecer procesos y recomendaciones para los productores.

Reconocemos la importancia y el valor añadido de la cooperación internacional en esta área de desarrollo y queremos trabajar con Promálaga para avanzar en la agenda tanto a nivel regional y nacional, como europeo.

Un cordial saludo,



Piluca Querol  
Directora



**Interreg Europe Secretariat  
Les Arcuriales  
Entrée D, 5e étage  
45 rue de Tournai, 59000 Lille, France**

**Sevilla, 19 de junio de 2020**

A quien corresponda:

La Agencia Andaluza de Instituciones Culturales tiene como objeto social realizar todas las tareas técnicas y económicas que resulten necesarias para el desarrollo de los programas culturales, incluyendo la promoción y el apoyo a la industria audiovisual en la región de Andalucía, y además, tiene integrada la oficina de Europa Creativa Media Desk Andalucía, programa de la UE destinado a impulsar los sectores cultural y creativo.

Como gerente de la Agencia, le escribo para expresar nuestro apoyo a las actividades realizadas por Promálaga en el marco del proyecto de Interreg Europe denominada "Green Screen" y sus esfuerzos para promover un modelo más sostenible en la industria audiovisual de Andalucía. Hemos seguido de cerca estas actividades y apreciamos el trabajo que Promálaga está llevando a cabo para preparar una herramienta online de medición de huella de carbono para que los profesionales de la industria cinematográfica puedan usar en sus rodajes.

Nuestro apoyo se extiende específicamente al plan de acción remitido por Promálaga y así como a la acción piloto "Eureca" que ha sido aprobada. El objetivo de este proyecto que es testear una calculadora ecológica que pueda ser utilizada por profesionales del cine en toda Europa, nos parece que contribuirá de manera significativa a la transición hacia un modelo de rodaje más sostenible en Andalucía y ayudará a facilitar la recopilación de datos a nivel nacional sobre el progreso del trabajo sostenible. Este será un proyecto pionero en nuestro país. El papel de la calculadora ecológica como herramienta de recopilación de datos ayudará a elevar el perfil del trabajo sostenible en la industria de la AVP de la región de Andalucía y a establecer procesos y recomendaciones para los productores.

Reconocemos la importancia y el valor añadido de la cooperación internacional en esta área de desarrollo y queremos trabajar con Promálaga para avanzar en la agenda tanto a nivel regional y nacional, como europeo.

Un cordial saludo,

Fdo.: Dña. Almudena Bocanegra  
**Gerente de la Agencia Andaluza de Instituciones Culturales**

FIRMADO POR	ALMUDENA DEL CARMEN BOCANEGRA JIMENEZ	FECHA	23/06/2020
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