



GREEN SCREEN ACTION PLAN

SLOVAK FILM COMMISSION/AUDIOVISUAL FUND

2020-2021

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INTRODUCTION

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.

Our project is a partnership between eight key European film-making regions:

- **Film London** (UK)
- **Municipality of Ystad** (Sweden)
- **Flanders Audiovisual Fund** (Belgium)
- **Paris Region Entreprises** (France)
- **Bucharest Ilfov Regional Development Agency** (Romania)
- **Promálaga** (Spain)
- **Rzeszow Regional Development Agency** (Poland)
- **Slovak Film Commission** (Slovakia)

Green Screen is a five-year project, 2017-2021.

The Slovak Film Commission (SFC) replaced the Regional Development Agency Senec-Pezinok as Green Screen project partner in October 2018

BACKGROUND

The Slovak Film Commission was created in June 2018 as the organisational unit of Audiovisual Fund. Both institutions were convinced about the positive effect the project might bring to the Slovak audio-visual industry, thus decided to take part in the Green Screen partnership. This was the first positive step of implementing the principles of green filmmaking in the audio-visual industry in Slovakia. The topic of sustainability in filmmaking was very new to the Slovak Film Commission as well as to its stakeholders. Therefore the first step was to gain basic knowledge both in the main topic of the project, but most importantly to meet with the partners, get to know where they stand and what they have achieved so far being involved in the project for a year and a half. Slovak Film Commission is in a good position due to the close relationship Slovak AVP industry and being part of Audiovisual Fund, the main public funding institution for the Slovak audiovisual culture and industry. SFC used the Green Screen partnership to strategically position itself at the intersection of stakeholder organisations that need to collaborate in order to support sustainable filming in Slovakia.

The Slovak audiovisual production industry was created under the centralised state system and historically, Slovak audiovisual production was not able to compete effectively with other countries in Europe. However, the audiovisual production industry's role in the economy is being re-defined: two important milestones were the creation of the Slovak Audiovisual Fund (independent public body) in 2010 and the Slovak Film Commission (SFC) as a new organizational unit of the Fund in 2018.

Though there was a strong focus on energy-saving within the region, there was no green dimension to the Cultural Strategy.

Slovak film industry professionals didn't have relevant resources for green filmmaking until SFC got involved in Green Screen project. SFC became a part of the Interreg Europe funded project Green Screen in 2018 and started to inform local filmmakers about European environmental movement in the audiovisual industry, organising events like local stakeholder meetings as well as promotional activities. Slovak filmmakers began actively searching for more information on green filmmaking and started to implement these into their production planning. As there is a need to have environmental experts in the field of audiovisual industry in Slovakia, SFC began working closely with INCIEN (Institute of Circular Economy) and the Ministry of the Environment of Slovakia to engage and develop relevant actions to be implemented in Slovakia

POLICY CONTEXT

Through the Slovak Film Commission (SFC) which is part of the Slovak Audiovisual Fund, is addressing the low carbon economy strand of the Integrated Regional Operational Programme for Slovakia 2014-20. The SFC aims to achieve greater synergy between the regional strategies for the environment and the creative industries and it has consulted with the Slovak Innovation and Energy Agency (SIEA), specifically the National Project Support of the Development of the Creative Industries in Slovak Republic. Part of SIEA's responsibility as an implementation body for the Operational Programme is supporting Bratislava businesses with innovation via specialised advice and support for Creative Industries. The SFC is focusing on the environmental dimension of this.

One of the keyways in which the SFC will help to increase the number of audiovisual production companies which work sustainably is establishing a filming incentives scheme in Slovakia.

SFC has been very active in raising the awareness among the stakeholders and receiving their positive feedback during the stakeholder meetings or during the learning activities organised by partners of the project. By getting on board of GS project, newly founded SFC actively positioned itself at the very beginning at the intersection of stakeholder organisations that need to collaborate in order to support sustainable filming. SFC has gained the support of Slovak and Czech film industry professionals, educational institutions, environmental NGOs, the Ministry of Environment and Ministry of Culture, Institute for Environmental Policy, Audio-visual Fund, Creative Europe Desk Slovakia, etc. Stakeholders, experts and policy makers from above mentioned institutions are actively supporting fulfilment of SFC's aim and helping to create the actions described in the Action Plan. SFC has introduced green filming as a national goal through setting the priority for 2020 in the strategy of Audiovisual Fund and prepared "Green Filming Memorandum", which is supported by the Audiovisual Fund, Ministry of Environment and Ministry of Culture. The goals set in "Green Filming Memorandum" will be described in more detail in the "Green Filming Manual" which will be published by SFC in the first quartal of 2020.

The SFC has been working closely on GS activities and on the preparation of the Action Plan with the Institute of Circular Economy (INCIEN) and with the Ministry of the Environment of Slovakia. The creation of the 'Green Filming Memorandum' followed by the Green Filming Manual will lay the foundation for the training of the eco-consultants, pilot action EURECA and the Financial Incentive Scheme.

All three planned Actions and the related support measures for audiovisual production companies which will be provided by the SFC will help to reduce the carbon footprint of the AVP sector both regionally and nationally and to increase the competitiveness of the audiovisual production companies. These will build on the significant awareness-raising activities which the Slovak Film Commission has already undertaken with both national agencies and audiovisual production companies during 2018 and 2019.

Most of the audiovisual production sector consists of SMEs/microenterprises: only the national broadcaster are larger companies. The workforce is often multi-function and the value chain includes for example, SMEs providing technical & post-production services or supplying/rental film equipment.

Action 1

Training of eco-consultants

Background

The Slovak Film Commission (as part of the Slovak Audiovisual Fund) has a national brief for its work and the fact that is engaging major government agencies in its Green Screen work will also increase its impact at regional level. The SFC is already working closely with the Slovak Ministry of the Environment, the Slovak Institute of Circular Economy (INCIEN) and the Institute for Environmental Policy. SFC had several meetings with the Slovak Innovation and Energy Agency (SIEA) regarding the possibility of incorporating the topic of greening the audiovisual industry into the content of professional events dedicated to innovating business models of business entities operating in the creative industry through the National Project Support of the Development of the Creative Industries in Slovak Republic. The action of training the eco-consultants within its regional action plan will be implemented within the frame of these collaborations.

Description of Action

SFC has had discussions with SIEA on the activities to meet the objectives set under the National Project Support of the Development of the Creative Industries and has been working intensively with INCIEN. SFC has started looking for a way to train eco-consultants for audiovisual industry in Slovakia. SFC plans to organize training for eco-consultants in May 2020 with a follow-up session and examination in September 2020. This initial training will be delivered by Phillip Gassmann, an experienced eco-consultant who is certifying eco-consultants since 2014. After this, SIEA through the National Project Support of the Development of the Creative Industries will hire certified eco-consultants to provide individual consultancy.

Some of the certified consultants will then become the "green film auditors" controlling and administering calls for Audiovisual Fund for the financial incentives for sustainable film production. We expect to have around 4-6 certified eco-consultants after the training and examination by Philip Gassmann.

Inspiration from Green Screen Interregional learning

The biggest inspiration has been the Flanders Audiovisual Fund (VAF)'s system of having an employee dedicated to sustainability in film production for films funded by VAF. SFC has learned about the strategy and the work of sustainability manager during the steering group meeting in Rzeszow and through the introductory zoom calls. During the Workshop in Paris, the presentation of consultancy company Secoya who is specialising in consulting for AVP companies trying to reduce the environmental impact of filmmaking was very inspirational. SFC has invited representatives of VAF and Secoya for regional stakeholder workshops and dissemination events with great feedback from the stakeholders.

Stakeholders/other players involved

Stakeholders involved in this action include the Creative Europe Desk (financial support for the initial training), Audiovisual Fund (financial support for initial training and hiring the "green film auditor"), SIEA (which will hire the eco consultants to provide individual advice sessions to audiovisual production companies through the National Project Support of the Development of the Creative Industries) the AVP companies themselves, freelancers working in film industry and crew members (possible future eco-consultants).

Timeframe

May 2020 – first training phase

September 2020 – second training phase and certification

August 2020 – TBC – individual consultancy through SIEA's National Project Support of the Development of the Creative Industries

After the end of the National Project Support of the Development of the Creative Industries, either the AVP companies will cover the costs of the individual consultations or the Audiovisual Fund will provide one if it will have resources to do so.

Costs

Training – fee: 6 000 EUR

Room hire: 3 000 EUR

Certification: 2 000 EUR

Individual consultancy: 1 000 EUR for an estimated 10-20 AVP companies.

TOTAL (estimated): 21,000 – 31,000 EUR

Funding sources

Creative Europe Media Desk Slovakia (3000 EUR for the initial workshop)

AVP companies (participation fees)

Slovak Audiovisual Fund

Other sources of funding will be sought to meet any shortfall.

Anticipated issues for programme management The strong co-operation with local stakeholders which the SFC developed during Phase 1 of Green Screen will be an asset here but a proactive approach to engaging the AVP companies will need to be maintained: this includes communicating clear messages about the benefits of sustainable working.

Impact and link to policy improvement targets

The SFC aims to achieve greater synergy between the regional strategies for the environment and the creative industries. Its activities through Green Screen are addressing the carbon economy strand of the Integrated Regional Operational Programme for Slovakia 2014-20. Providing specialised advice and support on environmental impact and sustainable working is a tangible, practical step.

The training of the eco-consultants will help to improve the overall ecological footprint of the AVP sector in the region and to increase the competitiveness of the AVP companies.

How the implementation of the Action will be monitored

Monitoring will be made through interviews with the engaged AVP companies in order to find out their satisfaction of the consultancy from the eco-consultants and the success of fulfilling the aims. SFC will carry out these interviews on an informal basis through follow-up communication with the participants of the workshop and certification (approx. 5 beneficiaries).

The evaluation will also take into consideration the interests of sustainability experts and scientists who want to specialise in the audiovisual sector.

Action 2

Build and testing of Eureka

Background

At the time of the project application, awareness of sustainable good practice was low and sector level data on audiovisual production industry 's carbon emissions were lacking.

There are also no existing facts and figures regarding the carbon footprint of the audiovisual industry. During the learning process throughout Phase 1 of the Interreg Europe Green Screen project SFC understood the crucial importance of an effective carbon assessment tool to the progression of sustainable filming in Slovakia. The first steps which were taken by the SFC first steps during 2018 and 2019 including raising the awareness among audiovisual production companies and individuals working in the film sector and also the creation of a Green Filming Memorandum, which will be followed by a Green Filming Manual.

Together with Green Screen partners Promalaga in Spain and VAF in Belgium, SFC is applying for a pilot action EURECA to build and test a prototype of an online calculator for cross-regional and multilingual application which will include resources to help audiovisual productions to plan and implement sustainable good practice.

Description of Action

'Eureka', (an online 'European Environmental Calculator') will: (1) measure the carbon footprint of audiovisual productions (2) include resources to raise producers' awareness of the impact of their activities on the environment and assist them with planning (3) include conversion factors for CO₂ which will facilitate sustainable filming across regions of Europe and (4) provide a monitoring tool which will enable the film funds in the partner regions to implement carbon savings incentives schemes for the AVP productions to which they provide support.

The action will build on the work and the learning of the Green Screen partners which took place during phase 1 of the project. Its aim is to build and test a carbon calculator and planning tool for audiovisual productions which is linked to international standards. The specification for this has resulted from the Green Screen interregional learning process.

The calculator will 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 (later) a transnational level linked to European standards.

Based on the collected data it will be easier to assess the carbon footprint of the projects and set targets for carbon reduction. This will serve as the measurement tool to a new financial incentives scheme for sustainable filming in Slovakia (see Action 3)

Inspiration from Green Screen Interregional learning

The Slovak Audiovisual Fund (via the Slovak Film Commission - SFC) first learned about both the e-Mission calculator and Promalaga's Carbon Clap calculator at the Green Screen learning workshop in Rzeszow in the autumn of 2018. As a new organization and a new GS partner SFC was just beginning its work with AVP companies at that time. The SFC realized that a carbon calculator would be an essential instrument for engaging the sector. As is the case in Malaga, most AVP companies in the Bratislava

region are small. The SFC was able to learn from Promálaga's experience of adapting the e-Mission calculator and has committed within its national action plan to taking a similar approach in order to develop an appropriate calculator for Slovakia which will be used at national level (the SFC has a national brief). If the pilot action grant is awarded, EURECA will be the one which is piloted in Slovakia from the outset. The SFC has also identified a high level of interest in ecological assessment tools in the Czech Republic.

Stakeholders/other players involved

SFC plans to pilot the new carbon calculator together with the partners Promalaga and VAF and (within Slovakia) at regional and national level with the Ministry of the Environment of Slovakia: SFC has already released a memorandum for audiovisual productions on activities related to greening of the film industry in Slovakia. One of the departments of Ministry of the Environment (the Institute for Environmental Policy) is already doing some research on this topic and we are hoping to work closely with them on the piloting of the calculator. SFC will meet the costs of embedding Eureka at local and regional level from the Slovak Audiovisual Fund - this is the only public funding body for cinematography in the Slovakia. The standard version of Eureka will be available free of charge to Slovak film industry professionals. Hopefully, the calculator will eventually be supported in Slovakia by consultancy service from the green consultants (ref. Action 1). A group for planning and monitoring will be set up through which representatives of Audiovisual Fund will oversee the embedding of Eureka within Slovakia. The SFC will participate fully in the pilot action and will lead on dissemination.

Timeframe

Pilot action for Eureka

Semester 1, January – June 2020:

- analysis of the reports
- work with the academic partner to establish a framework for evaluation,
- refining the technical specifications of the calculator
- project management
- Building of the prototype

Semester 2, July – December 2020:

- development and testing of the prototype of the calculator,
- Initial test results from partners and stakeholders

Semester 3, January - June 2021:

- Refinement of the the calculator ,
- 2nd phase testing,
- Launch of the final version
- dissemination,
- final report on the pilot action

Costs The overall cost of the pilot action will be 77,875 EUR

Costs

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

Staff costs: 8,500- EUR

Office and administration: 1,275 ,- EUR

Travel and accommodation: 2,500 ,- EUR

External expertise and services: 1,800 ,-EUR

TOTAL: 14,075 ,-EUR

Funding sources

Interreg pilot action grant: 12,800,-EUR (staff costs, travel and accommodation, external expertise and services)

Audiovisual Fund of Slovakia (for local development and embedding): 1,275,- EUR (office and administration)

Anticipated issues for programme management

If SFC does not receive the grant for the pilot action, we will try to create a more limited calculator, for use only in Slovakia.

The aim of the pilot action is creating one single calculator which can be adapted for use in multiple countries as the issue of European co-productions is key to the financing of European films. Therefore, it would be very helpful in creating one tool that could be used widely across regions of the EU.

Impact and link to policy improvement targets

The establishment of the ecological calculator will be an important step towards making filming in the region more sustainable at both regional and national level. It will also introduce a threshold as a basis for assessing if film projects will receive financial incentives from the Audiovisual Fund.

The calculator will be a tool for continuing to measure the impact of SFC's activities under Green Screen and beyond the end of the project.

How the implementation of the Action will be monitored

Plans for the pilot action include a framework for evaluation and monitoring. A total of 15 companies to be involved in the two stages of the testing will be from Slovakia. a small with stakeholders that will do the testing of the calculator. If the timing is appropriate, there is also potential for the carbon calculator to be piloted with a with Slovak- Czech co-production: this would help to test its transferability across European regions

Action 3

Financial Incentives

Background

When Slovak Film Commission became a partner of the Green Screen project, the so-called "green filming" has been a widespread approach in many European countries, but it was still a novelty in Slovakia. The aim of the Slovak Film Commission as the Green Screen partner, together with other institutions and in cooperation with filmmakers, is to support the process of greening the film production and audio-visual industry. Following the creation of the Green filming Manual and the carbon calculator, SFC aims to motivate filmmakers even more to facilitate the process of green filmmaking in Slovakia. One of the effective ways is incentivising by financially rewarding those producers and film projects that will be implementing recommendations from the Green Filming Manual and stay below a certain carbon footprint, deducted from the data collected from the carbon calculator. The biggest challenge is to find the best system how to decide who will receive the financial bonus and how to set up controlling processes.

Description of Action

Based on the activities of SFC and the positive feedback from Slovak film professionals, the Audiovisual Fund has set priority in green filming initiatives in the 2020 strategy of the Fund. One of the goals is to develop a system of financial incentives for the producers and the filmmakers that will follow the Green filming Manual. The incentive system could be based on the checklist that will be developed from the Green Filming Manual and on existing rules on staying below certain carbon footprint numbers. If the project will get enough points from the checklist and stay below certain carbon footprint number, the producers will get financial bonus based on the amount of points received. The point system should be clear and the project will be evaluated and checked based on the final financial audit and the carbon footprint calculator results. The decision regarding the incentives will be automatic if the project will reach certain number of points and it could be either percentage of the budget or addition of financial support on certain suppliers (e.g. hire of eco-consultant, light or camera equipment and aggregators that are innovative and environmentally friendly, etc.). This decision will be made by "the green auditor" employed under the Audiovisual Fund and embedded under the scheme to support the development or production of the project. The financial incentives scheme for sustainable filming will be a new policy instrument. The build and testing of Eureka will make an important contribution to this.

Inspiration from Green Screen Interregional learning

Paris Region Film inspired us with the financial incentives. First time, we have heard about it was on workshop In Paris in November 2018, where Joanna Gallardo gave presentation about it. After that we have initiated meetings and discussions with our stakeholders, mainly from the audiovisual production sector (producers, students, filmmakers) and understood that granting financial incentives through the Audiovisual Fund could be the motivation for many producers to start implementing green principles in their audiovisual productions.

We have learned also, that our partner organisation VAF is not granting any financial incentives for green filmmaking but obliges every production supported by the Fund to film in sustainable way. In order to facilitate this, they can use the consultation from their sustainability expert for free.

We believe that in the Slovak context, it would be better to begin by motivating the

filmmakers with a financial incentive scheme and to move to a mandatory system like that used by VAF at a later date.

Stakeholders/other players involved

Audiovisual Fund of Slovakia will be the funding body for granting these financial incentives for the filmmakers that would apply. This funding would be granted after the film project is completed.

In order to establish the system, we would like to involve stakeholders from the audiovisual industry – relevant producers.

Timeframe January – December 2020: collection of the data, negotiation with the board of Audiovisual Fund regarding the implementation of the system.

January - June 2021: developing the rules for the funding/ finding resources for the funding

July- December 2021: testing phase with the first call

Costs 20 000 – 50 000 EUR for the first call of the financial incentives based on the number of applicants and funding of Audiovisual Fund for the year 2021.

The applicants will either receive percentage of their budget according to the points they receive from the green manual checklist or will receive additional funding for applying the green solutions on their sets (e.g. the costs of eco-consultants, hire of eco-friendly catering solution, hire of innovative technologies helping to reduce carbon footprint, etc.)

Funding sources

Audiovisual Fund of Slovakia

Ministry of Culture of Slovak Republic

Anticipated issues for programme management

Eureca (which will be developed through the Interreg Europe pilot action) will be the measurement tool for the financial incentives scheme.

Administration and controlling of the declared achievements in reducing the carbon footprint during the production is a key task which needs to be taken into consideration.

Data on the audiovisual production companies will be recorded by the Eureca, which will be an essential tool to monitor the achievements by productions that benefit from the incentive funding. However, it is important to have a trained administrator/ eco-consultant in order to evaluate the achievements of each production requesting the financial incentives.

Therefore, SFC will train eco-consultants that will be later administering and evaluating the process.

Impact and link to policy improvement targets

From January 2020, filming incentives in Slovakia in the form of a tax rebate will rise from 20% to 33%. This will make it one of the most fiscally attractive countries in Europe for film and TV production. The SFC aims to ensure that sustainable filming is practised not only by domestic companies but to all film crews which film in Slovakia in the future. Both EURECA and the financial incentives are essential steps in the journey towards sustainable filming in the region of Bratislava and at national level in Slovakia. The aim is for green consultants which will support these developments to be funded through the Operational Programme and Creative Media Desk Europe.

How the implementation of the Action will be monitored

After the first call and the incentives granted, SFC will evaluate how the scheme performed by interviewing the AVP companies that has received the funding. According to the results from the interviews SFC together with the Audiovisual Fund will refine the criteria in accordance with the evaluation.



Ministerstvo kultúry Slovenskej republiky
sekcia médií, audiovizíe a autorského práva

Audiovizuálny fond/Slovenská filmová agentúra
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811 09 Bratislava
Slovenská republika

Podporný list pre aktivity SFA v rámci projektu Green Screen

Ministerstvo kultúry Slovenskej republiky – sekcia médií, audiovizíe a autorského práva týmto vyjadruje plnú podporu Slovenskej filmovej agentúre, ktorá je organizačnou zložkou Audiovizuálneho fondu pri naplňaní úloh európskeho projektu Green Screen, ktorého cieľom je zmeniť zaužívanú prax pri tvorbe audiovizuálnych diel smerom k trvalej udržateľnosti.

Slovenská filmová agentúra vytvára od roku 2018 platformu pre filmových profesionálov, kde nájdú informácie a podporu, ako ekologicky a efektívne pripravovať a realizovať audiovizuálne diela. V rámci projektu GS, SFA zorganizovala viacero workshopov a stretnutí pre stakeholderov, na ktorých prednášali domáci a zahraniční experti na trvalú udržateľnosť v audiovizíi, eko-konzultanti alebo odborníci na cirkulárnu ekonomiku.

Slovenská filmová agentúra v rámci projektu Green Screen zhotovila „Memorandum/ Výzvu o naplňaní princípov udržateľnej produkcie“, ktoré bude podporené vytvorením príručky pre zelené nakrúcanie. Ďalšími krokmi k dosiahnutiu stanovených cieľov bude školenie eko-konzultantov, vývoj uhlíkovej kalkulačky a systému finančnej bonifikácie, ktoré si SFA stanovila ako hlavné aktivity v nasledujúcej fáze projektu.

So Slovenskou filmovou agentúrou budeme aj naďalej spolupracovať a podporovať ju aby naplnila stanovené ciele v rámci programu Green Screen.

JUDr. Anton Škreko, PhD.
generálny riaditeľ | sekcia médií, audiovizíe a autorského práva

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Slovenská republika

Podporný list pre aktivity SFA v rámci projektu Green Screen

Inštitút environmentálnej politiky (IEP) týmto vyjadruje plnú podporu Slovenskej filmovej agentúre, ktorá je organizačnou zložkou Audiovizuálneho fondu pri naplňaní úloh európskeho projektu Green Screen, ktorého cieľom je zmeniť zaužívanú prax pri tvorbe audiovizuálnych diel smerom k trvalej udržateľnosti.

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So Slovenskou filmovou agentúrou budeme aj naďalej spolupracovať a to najmä pri tvorbe príručky pre zelené nakrúcanie a vývoji uhlíkovej kalkulačky a to formou odborných konzultácií.

Martin Haluš
riaditeľ Inštitútu environmentálnej politiky