

Green Screen - Action Plan (revised January 2020)

Introduction

Please provide a brief introduction to your regional context and how your organisation and region fits into Green Screen, for example:

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.

Green Screen aims to align the practices of these successful industries, standardise environmental practices and improve regional policies so that sustainable measures for producing films, TV and audiovisual content can be adopted across Europe. Through Green Screen, participating regions will improve policies to motivate and equip productions to adopt sustainable practices and thus reduce CO2 emissions.

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)
- Choose Paris Region (France)
- Rzeszow Regional Development Agency (Poland)
- Slovak Audiovisual Fund / Slovak Film Commission (Slovakia)

The project 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 Choose Paris Region to implement during 2020-2021 in order to reduce the carbon footprint of our industry and to achieve policy change.

About Ile de France – the Regional Context

The Ile-de-France regions was actively part of the Ecoprod project since its creation on 2009, which has been promoting sustainable practices and had observed that the sector is not willing to change how they act unless it saves them money. However, these past years more AVP companies have joined the Ecoprod Charter, a sustainable approach for the AVP sector. Also, a Carbon 'calculator' was launched to measure the CO2 emissions from the AV sector.

The region's work so far in reducing its carbon footprint and improving the environment had been weak. There was a poor environmental awareness of the part of the general public, the AVP industry, public entities and corporate entities more specifically, as well as a poor environmental innovation in R & D in the Audio-visual Production industry. Clichés and false preconceptions about the expense of green AVP and its incompatibility with core operations persist. This presents a barrier to the adoption of good practice and to a dynamic, systematic approach to reducing the industry's carbon footprint.

The policy instrument that is inspiring this project is "Financial aid to technical industries from the National Cinema Center". At the outset of the project, the numerical target for our policy improvement at that time was to increase in signatories of Charter Ecoprod of 120. This goal was reached very quickly because the French AV industry was keen after 2017 to adopt the green shift. To date, the policy instrument has targeted only service/materials providers by subsidising their investment in green materials. However, this is not enough to greener the AVP industry because as this is an all production chain, all the stakeholders involved on the different production phases needs to be engaged, like producers, film crew members and the authorities responsible for managing the locations... This is why our goals for policy improvement also included the engagement of a wider range of AVP companies and of the entire industry with the Charter.

Moreover, it was decided to work on the quality and the involvement of the signatories, to be sure that it was no risk of green washing (announcing that a company is officially sustainable which in fact is not). Finding adaptable & proven green innovations during the phase 1 of Green Screen project was a way to avoid this risk. But mostly it is a way to engage AVP sector by demonstrating that turning green is feasible, tangible, concrete. There are about low and high techs, which will benefit a wide range of stakeholders, like the set manager who use mostly soft techs. Moreover, finding those innovations instead of the AVP companies, which don't have time to do it make them save time and money. As those innovations are economically viable, it allows to go beyond the cliché that turning green costs money and that's is not profitable.

There is only one Action within our Plan because this is quite extensive in its scope. The 30 innovations are made for the four phases of production (development, shooting, post-production & broadcasting) so they will impact a wide range of companies and the entire supply chain, which will require a lot of engagement and time from us. Also the complexity of this topic means that it needs to be developed and promoted properly with experts, working groups and dedicated meetings with a precise strategy. The stakeholders need to be guided and the innovations need to be introduced properly because this is something totally new.

The key thing our organisation has gained from Green Screen is the knowledge of the other sustainable European initiatives from the Green Screen partners, specially about green filming in natural parks and open spaces (UK) and waste management & circular economy strategy (Belgium). We also gained in terms of methodology and pedagogy: how to be able to convince the stakeholders with key messages and figures. With regards to our stakeholders, they also learned about the other European initiatives and best practices. In particular, the set managers learned a lot about set eco-conception during the Brussels staff exchange, which gave them motivation to go further about improving their daily working practices.

Action

Action 1	GREEN INNOVATION MATCH-MAKING
Background	<p>Benoit Ruiz was commissioned by Film Paris Region/ChooseParis Region on behalf of the Green Screen partnership, to identify innovations that could be transferred to the audiovisual production sector achieving carbon savings and efficiencies. Assessing 2014-2019 EU funded innovations from Horizon 2020, European Institute of Innovation & Technology (and EIT) and working in partnership with the French audiovisual production industry, this piece of research has identified 338 innovations and provided an in depth analysis of 30 of them with regards to the efficiencies – carbon (plus other environmental impacts), technical and economic.</p> <p>The results of the consultancy were launched during SATIS (November 2019) in Paris and subsequently in London during Focus (December 2019). Presentation of the results during professional events is useful, but this alone is not enough to achieve any real impact. These innovations need to be presented in the frame of dedicated meetings with targeting stakeholders, to engage them more concretely by adopting those technical solutions.</p>
Description of Action	<p>The action consists of the promotion of green innovations to interested audiovisual companies that we will identify. During one or two-day sessions, the innovations will be introduced to the AVP companies by the innovation expert or by the CEO/COT of the company from which the innovation is being transferred. There will then be one-to-one meetings between the representatives of the audiovisual companies and the innovation companies. This will happen through a dedicated session at relevant professional events. All aspects of the film production should be tackled and therefore audiovisual companies working on production, post-production, and other production services will be invited to participate. Priority will be given to the Ecoprod Charter members.</p> <p>An on-line catalogue presenting the innovations will be produced.</p>
Inspiration from Green Screen Interregional learning	<p>This action has emerged directly from the work that has been done in the frame of the Green Screen project about innovation which was managed by us. The selected expert in sustainability and technical innovations identified 30 innovations adaptable to the four production phases (development, shooting, post-production and broadcasting) that could be used by the audiovisual sector by reducing the environmental impact. The interregional exchange of experience of Green Screen's project also allowed us to enlarge the network of inspired entrepreneurs that manage to adopt a green innovation, especially for the set and props managers during the</p>

	<p>Brussels staff exchange in June 2019. They met circular economy entrepreneurs showing that developing and using sustainable products is feasible.</p> <ul style="list-style-type: none"> - the Rzeszow & Brussel meetings provided inspiration and more materials as well as a clear vision what innovation is really to us as film commission but also to the Ecoprod partners. It becomes a concrete best practice that could be shared and duplicated. This will have a multiplier effect as it will help this action plan to be properly designed for the AVP companies which are the targeted stakeholders to adapt those innovations. <p>Also, the best practice in terms of using green suppliers from the Swedish partner provided learning; many audiovisual companies wish to reduce their impact but have few ideas and little support to enable them implement a green strategy. The Ecoprod Charter was developed to encourage them to tackle this challenge even if their resources (financial & human) are modest beside of the risk of green washing. This benefits directly to the executive producers and the line producers, who must design a clear green strategy when there are planning a shooting.</p>
Stakeholders/other players involved	<ul style="list-style-type: none"> - Audiovisual companies based in Ile-de-France region and members of Ecoprod Charter: studios, material providers, animation studios, production companies - The National Cinema Center is one of the institutional partner and in Ecoprod project. It could advise Film Paris Region to implement the innovation thank to its expertise through the Technical industries funds which included Environmental support (body responsible for the policy we want improve).
Timeframe	<p>January - June 2020: identification of the targeted stakeholders and call for participation / Innovation selection by the expert & the project manager. Publication of the innovation catalogue 1st working session (half a day).</p> <p>Debriefing with the participants to improve the 2nd session and adapt the proposal.</p> <p>July-december 2020: 2nd working session + debriefing</p> <p>January- June 2021: report + action plan for future projects</p>
Costs	<p>Expert: 1 000 euros; Catalogue on-line: 1000 euros; Rooms and technical materials: 1000 euros; Catering fees: 1600 euros; 4 months of project manager * 600 euros: 2400 euros = 7000 euros per session</p>

	<p>The investment from the companies themselves can't be estimated at this stage. The first cost level is their participation to the meeting, which is only their transportation. The second level is their investments in some innovations. Although we don't know their cost of purchase, one of the selection's criterias was about their high potential in terms of return of investment. So we can consider that that will be some expenses by the AVP companies but it will benefit to them on a middle and long term perspective, apart from the Carbon impact.</p>
<p>Funding sources</p>	<p>CNC - National Cinema Center: 3000 euros ; Ecoprod: 1 000 euros ; Choose Paris Region: 3000 euros</p>
<p>Anticipated issues for programme management</p>	<ul style="list-style-type: none"> - AVP companies not attending the innovation presentation – dedicated phone calls will be given, promotion could be done thanks to institutional partners (CNC, Industry Federation, Guilds...) - AVP companies not interested: the selection of the attendees will be rigorous, based on their background, line-up and will.
<p>Impact and link to policy improvement targets</p>	<p>This action will impact on the green strategy of the AVP companies, which, by implementing those promoted innovations, will be able to move on a concrete and tangible step. They will be then a multiplier effect because we can imagine that those companies will be willing to go further on their green strategy (more implementing best practices, labels...). In parallel, we can figure out that they will be more Environmental laws, pushing those stakeholders to turn green. Part of them will be then eligible to the policy instrument addressed "Financial aid to technical industries from the National Cinema Center" by requesting financial support to develop/adapt them. It could then inspire a National Green Strategy to the AVP sector because by requesting more support to film funds, the companies will be able to deliver more feedbacks and share best practices, which also at the end will benefit to the local industry. The impact will be automatically national because 80% of the AVP industries is based in Paris Region.</p> <p>The action aims also to build the capacity of the regional companies to strengthen their competitiveness, not only at the green level but also at the economic level.</p> <p>It will also the competitiveness of the region internationally, giving an innovative and competitive scope linked to the Economic and sustainable regional strategy, which benefit to the image of the Region and our regional agency.</p>
<p>How the implementation of the Action will be monitored</p>	<ul style="list-style-type: none"> - Weekly reports with the innovation expert, the project manager and her boss. - Quarterly reports will be done with the lead partners Film London - Publication about the meetings the day after it has been held.

	- Feedbacks from the AVP companies and the innovation's owners will be requested by phone & by surveys six months and one year after.
--	---

Contact for this Action Plan:

Joanna GALLARDO
Institutional Relations Manager

+33 1 75 62 57 98 / +33 6 89 94 02 02
joanna.gallardo@filmparisregion.com



Parc du Pont de
Flandre
Bâtiment Paris
Region/028
11 rue de Cambrai
75019 Paris - France

 <http://www.idf-film.com/>

 <https://twitter.com/iledefrancefilm>

Direction du numérique

291 boulevard Raspail
75675 Paris cedex 14

tél. 01 44 34 34 63

Remi Bergues

Joanna Gallard

FilmParis Région

Parc du Poissin (lieu-Fort)

Bitumens Région 928

11 rue de Camille

75019 Paris - France

Paris, le 10 juillet 2020

Madame, Monsieur,

Le Centre national du cinéma et de l'image animée (CNC) mène une mission d'infanterie pour les enjeux de développement durable portés par le projet Green Innovation, soutenu par le programme Interreg de l'Union Européenne, et développé au sein de la plateforme Green Innovation.

Ce travail de veille et d'analyse des innovations à l'impact adaptées au secteur audiovisuel et sa promotion auprès des entreprises du secteur, ont tout fait dans le sens de la plus grande prise en compte que le Centre entend donner à ces enjeux au sein de la politique de soutien des filières cinématographique et audiovisuelle.

Pour la participation à la plateforme Ecoprod, mais aussi pour la mise en œuvre de sensibilisation des professionnels (tables rondes, conférences) ou encore de soutien à des initiatives d'investissement écoresponsables dans le champ des industries créatives. Le CNC se place à l'appui de la transformation des pratiques de tournage.

Je vous prie, Madame, Monsieur, de recevoir l'assurance de ma sincère considération.

10/07/2020

Vincent Florant

Directeur du numérique

Signé par : VINCENT FLORANT ID