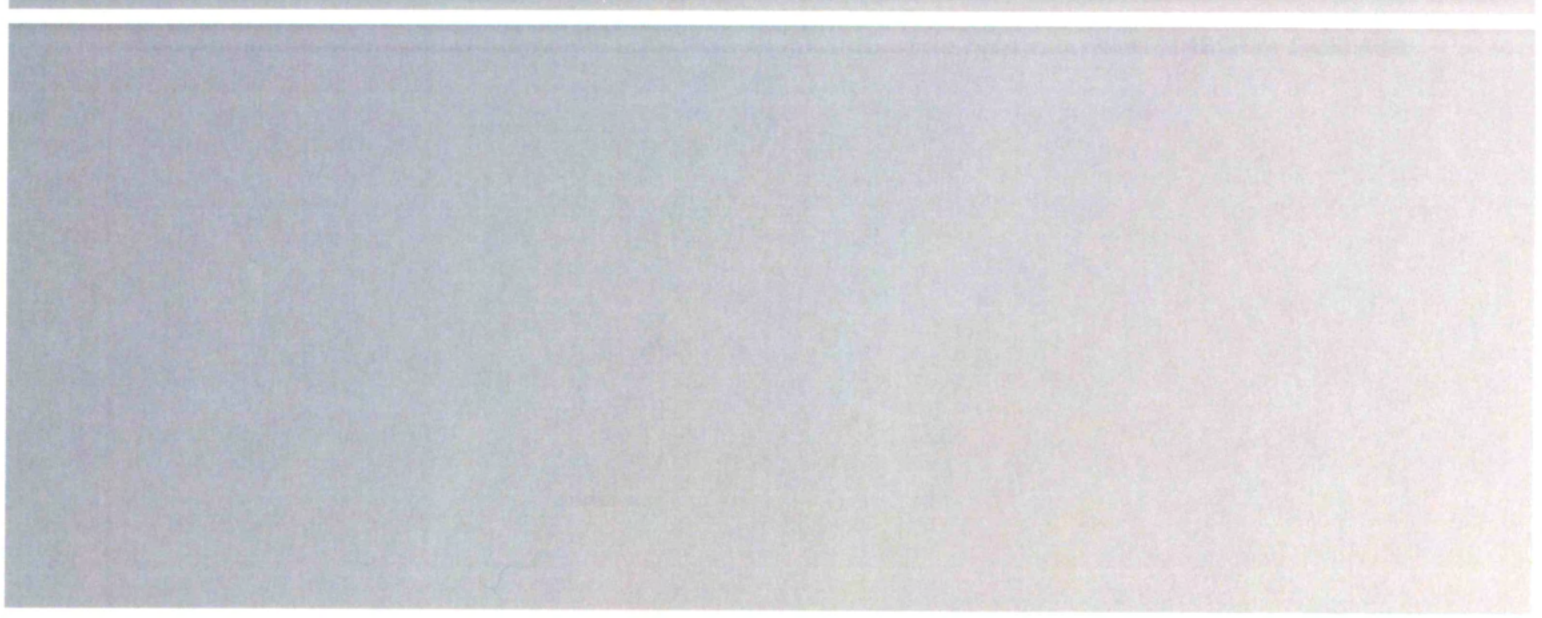




European Union
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ACTION PLAN FOR THE PODKARPACKIE REGION IN POLAND



DOCUMENT UPDATE



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Background and policy context

The Action Plan aims to impact the Investment for Growth and Jobs programme and it is addressed to the following policy instruments:

- 1) *Regional ERDF/ESF Operational Programme for Podkarpackie Voivodeship, 2014-2020* - Priority Axis IV: 'Protection of the environment and cultural heritage', ERDF Investment Priority (PI 6d): 'Protection and restoration of biodiversity, protection and remediation of soil and supporting ecosystem services, also through the 'Nature 2000' and the green infrastructure programme'.
- 2) *Regional ERDF/ESF Operational Programme for Podkarpackie Voivodeship, 2021-2027* (policy is in the development stage)
- 3) *Voivodship development strategy - Podkarpackie 2030* (as a related document).

Due to the fact, that the activities of the "Green Screen" project, in particular its second phase dedicated to the implementation of the Action Plan, cover the period in which regional policy "*Regional ERDF/ESF Operational Programme for Podkarpackie Voivodeship, 2014-2020*" was already at an advanced stage of implementation and slowly closes the offered support at the end of 2020, Action Plan is addressed both to the current ("*Regional ERDF/ESF Operational Programme for Podkarpackie Voivodeship, 2014-2020*") and future planned policy ("*Regional ERDF/ESF Operational Programme for Podkarpackie Voivodeship, 2021-2027*") as well as to the strategic document supporting this policy "*Voivodship development strategy - Podkarpackie 2030*". The new policy will replace the current one, it will be its continuation, so to ensure continuity of activities planned in the Action Plan, it is important that this document is addressed to current and future regional policy and also to the strategic documents that are related to them and set directions for the region's development.

Before the implementation of the "Green Screen" project, the majority of film, television and advertising productions carried out in the Podkarpackie region were not planned considering their impact on the natural environment. However, it is worth emphasizing that at that time in Podkarpackie region and in other Polish regions, environmentally friendly measures were taken by some producers or individual production team members. These activities were mainly the effect of the budgetary constraints of the productions, which resulted, for example, in the need to reduce the number of kilometers travelled to save financial resources spent on fuel (which automatically reduced the production's carbon footprint), using used elements of the scenery on the set or waste segregation to avoid paying additional fees in this respect. Other activities undertaken to implement audiovisual productions in an environmentally friendly manner were undertaken by production teams or individual specialists from the industry due to their personal involvement in environmental protection. However, these activities were not separately monitored or reported in Podkarpackie region and in Poland before the "Green Screen" project.

Despite the fact that Podkarpackie belongs to the most forested regions in Poland (forests cover over 37 percent of the voivodship's area, there are many national parks, landscape parks and other protected areas in the region) and that the key regional policy *Operational Programme for Podkarpackie Voivodeship, 2014-2020* covers the aspects of the environmental protection, audiovisual sector was not taken into consideration, as the one requiring direct support in this regard. This is mainly due to the fact that the number of film productions in the region began to increase gradually after the creation of the Podkarpackie Film Commission, which took place in mid-2016 and after the launch of the first edition of the Podkarpackie Regional Film Fund in 2017. Before that, Podkarpackie was a region with a large film and series location potential, but it did not have sufficient possibilities for supporting the development of the film industry itself (due to the lack of dedicated organizational and financial support and education in specializations important for the sector - film productions shot at that time in the region benefited from the organizational support of individual institutions or local governments, and the small financial support granted from the promotional budgets of local or regional government). The creation of the film commission and launch of the film fund were important steps to present Podkarpackie region as the location friendly for filmmakers, but the main centres in which the film industry specialists are educated, develop and accumulate their potential are still located in other areas of Poland - in Warsaw, Łódź and Krakow.

However, the Podkarpackie Voivodeship has a growing potential for the development of the film industry and participation of its representative in the "Green Screen" project played a significant role in increasing awareness of the importance of sustainable film production for the protection of the natural environment not only at the regional but also at the national level.

Due to the fact that film productions realized in Poland have a complex financing mechanism, that combines the acquisition of funds from various domestic public and private sources, with public funds being obtained partly from operational programmes managed by the Polish Film Institute and partly from Regional Film Funds (often from several regions), it is important that dissemination activities related to the promotion of good eco-practices for this sector, as well as future regulations and recommendations related to them, do not narrow down to only one region of Poland covered by the "Green Screen" project activities. Dissemination and implementation of the good practices of the "Green Screen" project partners in only one voivodship in Poland could cause that producers interested in locating their production in this region would treat guidelines recommending sustainable film production as an additional difficulty, compared to the guidelines from other regions where they could obtain financing for their productions. Hence, the activities in the last semester of the first phase of the "Green Screen" project in Poland and those included in the Local Action Plan include also engagement of the key national stakeholders in promoting and adapting good sustainable film and television production practices in Podkarpackie Region and in Poland.

Thus, the proposed Action Plan will be focused on the Podkarpackie region but will also take into account the involvement in activities stakeholders from other regions of Poland and the implementation of some actions on a national level to achieve scale effect.

The dissemination of the "Green Screen" good practices not only at the local but also at national level in Poland will increase the effectiveness of their implementation in the Podkarpackie region, which is largely based on specialists from other Polish areas and closely cooperates with all Polish regions in the field of film production. Therefore, including in the Action Plan key national stakeholders such as film commissions from other regions and KIPA - Polish Producers Alliance, and joining forces with them to implement chosen good practices not only in the Podkarpackie region (the target region of the "Green Screen" project) but also in Poland will contribute to greater effectiveness in implementing of the Action Plan. Pushing the implementation of new solutions on national scale will be encouraging for the body responsible for the regional policy instrument in Podkarpackie region – it will increase its involvement in the implementation of new solutions in the region and rise chances of influencing regional policy addressed by the Action Plan. The effect of pushing solutions from top to bottom is important due to the fact that the audiovisual sector is a growing industry in the Podkarpackie region, not a key industry, therefore taking into account the lessons learnt from the "Green Screen" project partners and experiences from the phase one requires more time, work and multidirectional activities taken by both local and national stakeholders. However, this approach ensures that good practices taken from experienced partners of the "Green Screen" project will have a greater chance of implementation in the Podkarpackie region and will be additionally disseminated at the national level, which will also include other Polish regions in the process of changes - the Local Action Plan will therefore have an interregional impact (learning process of the polish regions).

Shared experiences and good practices presented by the "Green Screen" partners during workshops, staff exchange meetings, conferences and everyday project implementation became an inspiration to work on introducing in Podkarpackie region and in Poland solutions that will support sustainable audiovisual production and thereby contribute to the reduction of the carbon footprint of this sector. During preparation of the Action Plan for the Podkarpackie Region in Poland were taken into account all lessons learnt during the phase no 1 of "Green Screen" project implementation.

ACTION 1: Creating “Green handbook/guideline for the film production” and work on elaboration of “Strategy for sustainable film production” proposal

“Green handbook/guideline for the film production” will be created in cooperation with Podkarpackie Film Commission and key national stakeholders such as KIPA - Polish Producers Alliance, film commissions with other Polish regions i.e. Mazovia Warsaw Film Commission, Łódź Film Commission, Krakow Film Commission that are interested to popularize “Green Screen” good practices in other regions of Poland. Therefore the “Green handbook/guideline for the film production” has a chance to become in future a national guideline or be adapted on national level to support sustainable film and TV production.

Furthermore proposition of the “Strategy for sustainable film production” – a regional strategic document - will be created by PP7 and consulted with Podkarpackie Film Commission. The main goal is to link prepared strategy proposal for sustainable film production to the regional policy instrument “Voivodship development strategy - Podkarpackie 2030”, regarding cooperation of entities representing the region with the audiovisual sector in a way that ensures respect for the natural environment and support green film production. Proposition of the strategy will be presented to Podkarpackie Film Commission and after their approval to Autonomous government of the Podkarpackie Region - Marshall’s Office of Podkarpackie Voivodeship (body responsible for the regional policy instrument).

If the document will be approved by Podkarpackie Film Commission and Marshall’s Office of Podkarpackie Voivodeship, “Strategy for sustainable film production” it will be treated as a separate policy, created due to the inspiration of the “Green Screen” project. Then all developed earlier tools, including the guideline, will be attached to the strategy as its annexes, supporting its implementation.

This activity was planned taking into account the good practices of the “Green Screen” project, using information and knowledge obtained during the implementation of the first phase of the project by exchanging experience between project partners. This activity was inspired in particular by:

- **PP1 (Film London):**
 - Green Screen Platform;
 - Staff exchange in London in June 2018 (case study presenting the Sustainability in the creative industries and environmental strategy for London on the example of the Julie’s Bicycle);
 - Workshop in Rzeszow in Poland in October 2018 (Case study “Filming and the National Trust: conservation v money” presented by expert provided by PP1 (Film London) and case study “London - A National Park City” presented by Film London);
- **PP2 (Municipality of Ystad):**
 - Sustainable Events Guide – good practice description.
- **PP3 (Municipal Company of Initiatives and Activities of Málaga S.A. – Promálaga):**
 - Green Screen Conference (case studies: “How much does it cost to go Green?: focus on sustainability in physical production: Film/TV/Advertising”);
 - Carbon calculator;
- **PP5 (Flanders Audiovisual Fund):**
 - Workshop joint to the Steering Group Meeting in Brussel in November 2017 (presentation of the VAF sustainability approach);
 - Workshop in Rzeszow in Poland in October 2018 (Case study “Filming in Natural Parks and Green Spaces” presented by expert provided by PP5 (Flanders Audiovisual Fund));
 - Staff exchange in Brussel in June 2019 (good practice: Sustainable catering; sustainable TV series – cooperation with Flemish Radio and Television broadcaster VRT);
 - E-MISSION project, in particular E-MISSION Handbook and E-MISSION Brochure;
 - Carbon calculator;
- **PP6 (Ile-de-France Film Commission / Film Paris Region):**
 - Ecoprod action group and tools created by them, i.e. The guide of the eco-production, Green Production Charter;

- Staff exchange in Paris in November 2018 (Ecoprod's presentation, case study: how to motivate audiovisual companies and suppliers to implement an environmental policy);
- Catering table – good practice description;
- Carbon calculator;
- **PP8 (Slovak Film Commission):**
 - Workshop of transfer of best practice Bratislava in October 2019 (presentation "Strategy of the Environmental Policy and the Transition to Green Economy").

This action will be divided into 3 stages:

- **Preparation of the brochure "Green filming - environmentally friendly film and television production"** – brochure was prepared on the basis of the exchange of experience during the stakeholders meetings organized by PP7 in particular, as a result of the national stakeholders event organized in August 2019 in Warsaw (to enable participation of the key Polish stakeholders). Brochure was created as a joint work of the key national stakeholders: KIPA - Polish Producers Alliance, Mazovia Warsaw Film Commission, Łódź Film Commission, regional stakeholder Podkarpackie Film Commission and PP7 as a "Green Screen" partner from Podkarpackie region. This document introduces to what green filming is and what production team should pay attention to during their work to be environmentally friendly. This short brochure available in Polish language aims to encourage representatives of the audiovisual sector (stakeholders) to learn more about sustainable film production. The brochure was created courtesy of KIPA, thanks to funding from the Ministry of Culture and National Heritage from the Culture Promotion Fund.
- **Elaboration of the "Green handbook/guideline for the audiovisual production"** - guideline will include detailed recommendations for the representatives of the audiovisual sector supporting them to plan and carry on the film/TV production process in a sustainable way. This publication aims to help producers and specialists representing the audiovisual sector in the implementation of good solutions and practices on all stages of audiovisual production, presenting them step by step possible actions, ways of their implementation, domestic and foreign inspirations and innovations, whose application will help to reduce and counteract negative effects of the impact of this sector on the natural environment. It is planned to prepare this guide in cooperation with regional stakeholders from the Podkarpackie Voivodeship, and key national stakeholders. In addition, due to the great interest in the subject on the part of Advertising Producers Club of the SAR Marketing Communication Association, which has already undertaken research in this area, we are considering the possibility of developing a joint handbook for the entire audiovisual sector in Poland, including advertising productions. This approach will be very helpful for specialists working in the audiovisual sector as some of them work both in film and advertisement, therefore joint recommendations would help put theory into practice regardless of the type of audiovisual production being carried out and its location in Poland. Possibility of extensive use of the guide will depend on the course of the activities in Phase 2 and will be agreed with project stakeholders.
- **Creating of "Strategy for sustainable film production" proposal**
The strategy will take into account the analysis of the Podkarpackie region's potential as a film-friendly region, taking into account the sustainable approach of film and TV productions that will be shot in our region. This document will refer to those good "Green Screen" partners practices, that have a potential to be implemented in the region, and will affect and increase the awareness, knowledge and involvement of representatives of the audiovisual sector to reduce the negative impact of their industry on the environment.
The "Regional strategy for sustainable film production" will in particular take into account the following good practices:
 - Sustainable Events Guide: sustainable approach to the organization of the industry and industry-related events will be adapted to the specifics of the region and gradually implemented in the organization of future important events;
 - Filming in National Parks: knowledge and respect of the principles of caring for the natural environment in the protected areas will be collected in the form of guidelines / guide and dissemination during information meetings, workshops or training sessions for production teams and industry specialists;

- Catering table: sustainable catering principles will be presented in the form of short guide and disseminated during information meetings, workshops or training sessions for production teams and industry specialists;

Furthermore, the first steps to adapt EURECA Carbon Calculator tool to Polish conditions will be taken, as soon as this tool will be ready to use. It is planned to implement this tool in Poland in a future, as a support for measuring and reporting the impact of productions on the natural environment, as well as the type and scope of actions taken to reduce the impact on the natural environment. Timeframe of adapting and implementing Carbon Calculator in region may exceed the duration of phase 2 of the Green Screen project, it is planned in the future to be part of the regional strategy.

Stakeholders involved

Key Regional stakeholders:

- Regional Authority - Autonomous government of Podkarpackie Region (Marshall's Office of Podkarpackie Voivodeship) - key Policy maker in the region;
- Podkarpackie Film Commission – Regional Cultural Institution;
- AVP companies & those of the value chain;
- Podkarpackie Innovation Council (body supervising monitoring and implementation of the SS Strategy) and its partners;
- "EKOSKOP" Association.

Key national stakeholders:

- KIPA - Polish Producers Alliance;
- Łódz Film Commission;
- Krakow Film Commission;
- Mazowia Warsaw Film Commission.

Timeframe

Preparation of the brochure “Green filming - environmentally friendly film and television production”: from August 2019 to December 2019 (optionally January 2020).

Elaboration of the “Green handbook/guideline for the audiovisual production”: draft version by December 2021 (final version by end of March 2022 due to the planned consultation of the guideline with the Audiovisual industry).

Creating proposal of the “Regional strategy for sustainable film production”: to December 2021 (official verification and work on approval of the strategy will go beyond the period of the Local Action Plan implementation, due to the complexity and necessity of linking with other documents agreed and accepted by regional authorities and the time required for the verification and approval of this strategic document).

Implementation of actions envisaged under the proposed strategy and their monitoring will depend whether the strategy will be accepted in its proposed form, corrected or rejected. In case of approval of the document in the proposed version or after changes its implementation and monitoring will start after the period foreseen for the Local Action Plan.

Indicative costs

The cost of developing the guideline along with the graphics, translation into English and Slovak will be approx. 6 400,00 EUR.

The costs of carrying out the remaining tasks envisaged in activity 1 are difficult to estimate as they are mainly related to the team's working time and they will depend on the degree of stakeholders support in the implementation of the action.

Indicative funding sources:

Co-financing obtained:

- Project “GreenFilmTourism” under the Interreg V-A Poland-Slovak Republic 2014-2020 programme (cross-border partnership project). Co-financing contract was signed at the end of 2020. Project was prepared by PP7 in cooperation with the regional stakeholder Podkarpackie Film Commission based on

the Green Screen experiences, includes among its actions "preparation of the Guide to sustainable film and TV production for this industry". There is a chance to finance at least part of the work on the guideline under the new project, which is reasonable, as the proposed tool is to be useful both on regional and national level.

It is anticipated, that it will be also possible to obtain co-financing for partial activities under this Action, in the frame of the projects, e.g.

- National Fund for Environmental Protection and Water Management - Priority "Environmental education";
- Regional Fund for Environmental Protection and Water Management in Rzeszów, financial resources for "Environmental education"
- Programs of the Ministry of Culture and National Heritage, incl. Film program.

Most of the activities will be implemented within the own budget of PP7 and stakeholders.

Anticipated challenges in implementation of the action

- lack of time to evaluate and implement the tools by the end of 2021;
- lack of time or funds which make it harder for stakeholders to engage in this action;
- stakeholders' recognition that the proposed official tools or strategy on regional level are not so necessary for the implementation of green filming activities in their regions;
- the need to develop a strategy at the national not regional level, that will be associated with research, longer strategic planning as well as obtaining a larger budget for the development of the strategy.

In order to prevent future problems in this area, an important activity will be close cooperation with stakeholders and their full involvement in the implementation of the measure, including obtaining the greatest possible support from the authorities of the Podkarpackie region. In addition, it will be important to involve as many key stakeholders as possible in the process, especially those who will be interested in spreading the idea of green filming and who will help in disseminating this idea among professionals working in the sector in Poland.

Impact and link to policy improvement targets

Green aspects are important elements of actions planned under the regional policies. Implementation of this action under Green screen Local Action Plan will help to improve public policies in Poland, at the regional level, which obviously affect the region of Podkarpackie very positively. In the event of disagreement (lack of approval) on the implementation of the proposed strategy in the region, efforts will be made to obtain funds for the development of a national strategy.

Monitoring of action

The monitoring will start after implementation of the planned tools and proposed strategy in the region – as officially used tools/ documents (after formal acceptance of the documents by the key stakeholder Podkarpackie Film Commission and regional authority).

Monitoring activities will be carried out on an annual basis (short reports) by PP7 (Rzeszow Regional Development Agency) with the support of the Podkarpackie Film Commission. In the following years after Local Action Plan implementation, local stakeholders will strive to include as a monitoring tool also questionnaire/s filled in by production teams that will receive funding under the regional fund).

ACTION 2: Launching regional training and workshop activities on sustainable film, television and advertising production

This activity was planned taking into account the value of raising awareness, exchange of experience, increasing knowledge in the subject of green film production and was inspired by "Green Screen" learning process i.e. project workshops and staff exchange programs, which showed how important is to "equip" representatives of the audiovisual sector with knowledge about the impact of this sector on the environment and the possibilities of reducing the negative influence of their activities on the nature. An additional encouragement to create this action was the Green Screen Ambassadors Certification Program launched under the "Green Screen" project and tested on 11.12.2019 in Warsaw in Poland, during the stakeholders meeting organized on national scale.

Activity was inspired in particular by:

- **PP1 (Film London):**
 - Staff exchange in London in June 2018 (exchange of knowledge and experience);
 - Workshop in Rzeszow in Poland in October 2018 (exchange of knowledge and experience);
- **PP2 (Municipality of Ystad):**
 - Presentation of the Ambassadors Certification Program;
- **PP5 (Flanders Audiovisual Fund):**
 - Workshop joint to the Steering Group Meeting in Brussel in November 2017 (exchange of knowledge and experience);
 - Workshop in Rzeszow in Poland in October 2018 (exchange of knowledge and experience);
 - Staff exchange in Brussel in June 2019 (exchange of knowledge and experience);
 - Ambassadors Certification Program launched under the "Green Screen" project in coordination of PP5 and tested on 11.12.2019 in Warsaw in Poland, during the stakeholders meeting organized on national scale;
 - E-Mission thematic workshops;
- **P6 (Ile-de-France Film Commission / Film Paris Region):**
 - Staff exchange in Paris in November 2018 (exchange of knowledge and experience);
- **PP8 (Slovak Film Commission):**
 - Workshop of transfer of best practice Bratislava in October 2019 (exchange of knowledge and experience).

Launching regional / national training and workshop on sustainable film, television and advertising production will be based on 3 optional activities:

- Launching the training on sustainable film, television and advertising production as a pro development service for SME companies – PP7 in cooperation with local stakeholders prepare the program and training offer. In the next step this training offer will be submitted as a proposition of pro-development service for the "Podkarpackie Business Support Platform". The platform is run as a project by the Podkarpackie Voivodeship (Regional Authority - Autonomous government of Podkarpackie Region) in partnership with the University of Information Technology and Management in Rzeszów. Podkarpackie Voivodeship is implementing this initiative as part of the Regional ERDF/ESF Operational Programme for Podkarpackie Voivodeship, 2014-2020 (Priority Axis 1 "Competitive and Innovative Economy"), therefore qualifying and including "Green Screen" training on the platform ("Podkarpackie Business Support Platform") will mean adding a new pro development service under regional policy addressed by this Local Action Plan. Due to the requirements of this policy and the project itself - the training (post-development service) will be targeted only at SMEs operating in the audiovisual sector. After the qualification of the training (service) and the entity offering it (PP7 or one of the local stakeholders), the training will be added to the platform (website "Podkarpackie Business Support Platform") and SMEs will have a possibility to purchase this pro-development service (training) on special conditions. The cost of purchasing the "Green Screen training service" on the platform will be partly refunded to the entrepreneur. The amount of refund will depend on the type of service purchased, i.e. standard or

specialist service, and applicable regulations regarding the provision of assistance (e.g. de minimis support). The "Green Screen training service" will be priced before implementation - usually co-financing for SMEs using the service via the platform is on average 75% of the cost of providing the service. This platform allows offering the specialized training and consulting support designed by business environment institutions to support SMEs entrepreneurs from the Podkarpackie Voivodeship, based on their needs.

- Workshops/educational meetings/information meetings on sustainable film, television and advertising production - it is planned to create a workshops / educational meeting / information meeting program for a wider audience, i.e. representatives of the audiovisual sector, also from outside the Podkarpackie region and regardless of the form of their employment. These activities will be directed to those who are and will be involved in the implementation of film, television and advertising productions in Podkarpackie region and are inspired by the Ambassadors Certification Program launched under the "Green Screen" project. It is planned to offer this support for a small fee or free of charge (as educational activities financed from own PP7 and local stakeholders' resources or under the project funded from external programme (i.e. Regional Fund for Environmental Protection and Water Management in Rzeszów or other).
- Organization of workshops / educational meetings / information meetings / discussion panels / conferences on sustainable film, television and advertising production with the participation of domestic and foreign experts and practitioners in collaboration with stakeholders involved in activities for the Audiovisual industry.

Stakeholders involved

Key regional stakeholders:

- Regional Authority - Autonomous government of Podkarpackie Region (Marshall's Office of Podkarpackie Voivodeship) - key Policy maker in the region;
- Podkarpackie Film Commission – Regional Cultural Institution;
- AVP companies & those of the value chain;
- Regional Fund for Environmental Protection and Water Management in Rzeszów;
- Regional Board of Environmental Protection in Rzeszów;
- "EKOSKOP" Association.

Key national stakeholders:

- KIPA - Polish Producers Alliance;
- Łódź Film Commission;
- Krakow Film Commission;
- Mazovia Warsaw Film Commission;
- Film Spring Open Foundation.

It is assumed that the training program, workshops or information meetings programme will be consulted also with national stakeholders in order to ensure the friendliness of this solution for specialists from the industry. Planned trainings, workshops, information meetings, conferences and discussion panels can be organized both on regional and national level.

Timeframe

Implementation of this action will start before the end of December 2021, however organization of first workshops, meetings or other thematic events may go beyond the period of the Local Action Plan implementation, due to the necessity of linking this action with activities and documents planned by Podkarpackie Film Commission and approved by their financing institution at least one year in advance or with timeframe of other industry related events that can be linked with sustainable (green) workshops, conference, discussion panel or training.

Indicative costs

The costs will be specified at the stage of detailed planning and design.

Indicative funding sources

Co-financing obtained:

- Project "GreenFilmTourism" under the Interreg V-A Poland-Slovak Republic 2014-2020 programme (cross-border partnership project). Co-financing contract was signed at the end of 2020. Project was prepared by PP7 in cooperation with the regional stakeholder Podkarpackie Film Commission based on the Green Screen experiences, includes among its actions "preparation of the program and materials of ecological workshops for representatives of the film and television production sector and organization of 5 workshops, including 3 in Poland and 2 in Slovakia". There is a chance to finance at least part of the work on the activity 2 under the new project.

It is anticipated, that it will be possible to obtain co-financing for partial activities under this Action, in the frame of the projects, e.g.

- Regional ERDF/ESF Operational Programme for Podkarpackie Voivodeship, 2014-2020 (Priority Axis 1 "Competitive and Innovative Economy") - if the training is qualified as a pro-development service and made available to SMEs through the "Podkarpackie Business Support Platform";
- National Fund for Environmental Protection and Water Management - Priority "Environmental education";
- Regional Fund for Environmental Protection and Water Management in Rzeszów, financial resources for "Environmental education".

Anticipated challenges in implementation of the action

- lack of funds to elaborate the workshops materials and to carry out workshops/meetings;
- lack of interest of productions teams to participate in such workshops/meetings or in the training;
- time shift in the implementation of activities due to overlapping the activities.

If it is not possible to obtain enough external financing for this action, it will be implemented in a narrower scope, e.g. as an information meeting or a short workshop within the PP7 and/or local stakeholders' own budget or as a discussion panel or conference organized in cooperation with other national stakeholders.

Furthermore, close cooperation with Podkarpackie Film Commission makes it possible in the future to combine workshops with the use of funds from the regional film fund, as an element (if possible compulsory) of preparing filmmakers to shot in the region. The scope and manner of implementation of this solution will be agreed in details, after elaboration of workshops agenda and materials, taking into account the organizational, legal and financial possibilities of implementing this solution by the Podkarpackie Film Commission.

Impact and link to policy improvement targets

Green aspects are important elements of actions planned under the regional policies. Implementation of this action under Green screen Local Action Plan will help to improve public policies in Poland, at the regional level, which obviously affect the region of Podkarpackie very positively.

Monitoring of action

Action will be monitored mainly by PP7 (Rzeszow Regional Development Agency) with the support of the Podkarpackie Film Commission on an annual basis (internal reports confirming the number of production team members participated in the regional workshops/meetings on sustainable film and TV production). In case of organization of the green workshops, discussion panels or conferences on the national level for all monitoring activities will be responsible PP7.

ACTION 3: Consideration of experience and conclusions from the implementation of the "Green Screen" project in strategic documents for the Podkarpackie region

The exchange of experience with the partners of the "Green Screen" project, learning about good practices from their regions, as well as mechanisms of support, development and financing of sustainable audiovisual production in their European countries contributed to the conclusions drawn by PP7, indicating the need to make changes in the strategic documents of the Podkarpackie Region.

The analysis of policies and strategies of the Podkarpackie Voivodeship in force before and during the implementation of phase 1 of the "Green Screen" project showed, that both environmental protection and innovation of activities that the region emphasizes are narrowed down to several directions of activities and selected target groups. The region's strategic documents did not refer to such an important aspect as circular economy, eco-innovation and ecological education for various social and professional groups (ecological education was mainly focused on children and youth).

With this in mind, PP7 became involved in the stage of social negotiations and proposing changes to the strategic regional document "Voivodeship development strategy - Podkarpackie 2030", which will be continuation of the current document "Voivodeship development strategy - Podkarpackie 2020". The region's strategy defines the mission of the region for the coming years, the thematic areas, priorities and directions of activities that will be undertaken in the region until 2030. In relation to this document it formed the Regional Innovation Strategy of Podkarpackie Region for smart specialization. That is why it is so important to transfer experience from the implementation of the "Green Screen" project and attempt to include lessons learned in this regional strategic document.

PP7 will be involved also in the consultation and preparation of the new Regional Innovation Strategy of Podkarpackie Region for smart specialization and will try to influence future regional policy "Regional ERDF/ESF Operational Programme for Podkarpackie Voivodeship, 2021-2027".

Activity was inspired in particular by:

- PP5 (Flanders Audiovisual Fund):
 - Workshop joint to the Steering Group Meeting in Brussel in November 2017 (presentation of the VAF sustainability approach; presentation of the waste and material management (circular economy principles in Flanders in Belgium); presentation of the Flanders innovative projects: Kiloshop and Rental services; visit in the reuse centre and shop (how to give film props a second life, how to reuse instead to buy new props);
 - Staff exchange in Brussel in June 2019 (good practice: sustainable light and set construction providers);
- PP6 (Ile-de-France Film Commission / Film Paris Region):
 - Ecoprod action group and tools created by them, i.e. The guide of the eco-production, Green Production Charter;
 - Staff exchange in Paris in November 2018 (Ministry of Culture's sustainable strategy, Ecoprod's presentation, case study: how to motivate audiovisual companies and suppliers to implement an environmental policy; visit in La Réserve des Arts – the Recycling materials for the arts sector, case study: Green Subsidies: CNC's Industry Support);
 - Innovation work done by PP6 expert;
- PP8 (Slovak Film Commission):
 - Workshop of transfer of best practice Bratislava in October 2019 (presentation "Strategy of the Environmental Policy and the Transition to Green Economy").

The indicated inspirations show how important is the development of eco-innovations in various sectors of the economy. They can be used directly in the film, television and advertising industry or be a source of inspiration for this sector (eco solutions may be designed for another industry and be also useful for the audiovisual industry and allow to reduce its carbon footprint).

The following actions will be taken as part of the action:

- Participation in the development of the new "Voivodship development strategy - Podkarpackie 2030" - involvement in the stage of social negotiations preparation of the recommendations to the strategy and preparation of the official application to introduce changes to the project of the newly created strategy. The proposal concerned:
 - inclusion in the strategy of the circular economy aspects;
 - supporting implementation of the eco-innovations, stimulating entrepreneurship based on ecological solutions and eco-innovations, rewarding initiatives focused on eco-innovations, based on a thorough analysis of the region's potential and deficits, helping to solve the region's key environmental problems (project of the strategy included actions supporting creation and implementation of innovations, but did not refer to innovations in favour to environmental protection);
 - promoting the idea of "less waste" and "zero waste" also in the work environment, in manufacturing and service companies and in public institutions;
 - proposal to expand the target group, among which will be strengthened ecological awareness to entrepreneurs and public institutions (so far, dissemination activities have been directed mainly at local group, in particular children and youth).
- Monitoring the degree of implementation of the proposed changes in the "Voivodship development strategy - Podkarpackie 2030".
- Participation in the development of the new Regional Innovation Strategy of Podkarpackie Region for smart specialization.
- Monitoring the possibility of introducing changes in the new regional policy "Regional ERDF/ESF Operational Programme for Podkarpackie Voivodeship, 2021-2027".

Stakeholders involved

Key regional stakeholders:

- Regional Authority - Autonomous government of Podkarpackie Region (Marshal's Office of Podkarpackie Voivodeship) - key Policy maker in the region;
- Podkarpackie Film Commission – Regional Cultural Institution.

Timeframe

The core of this action will be implemented by end of December 2021 but further monitoring activities regarding recognition of the scope of changes in the prepared strategic documents and work on updating the regional policies and strategic documents will be continued also after the indicated period.

Indicative costs

Not applicable. This activity will not involve additional costs, it will be implemented as part of the activities of PP7 and the local stakeholders indicated.

Indicative funding sources

Not applicable.

Anticipated challenges in implementation of the action

- failure to include in the final version of the documents recommendations resulting from the good practices of the "Green Screen" project.

It is important that also regional stakeholders will engage in the implementation of the "Green Screen" project and contribute in creation and updating of regional policies based on "Green Screen" good practices and experiences. Furthermore the constant monitoring of the possibility of introducing changes in regional policies, also at the stage of their implementation (after the completion of the development phase of these documents) is necessary.

Impact and link to policy improvement targets

This action directly refers to the change of the policies on the regional level.

Monitoring of action

Action will be monitored by PP7 on a quarter basis by verifying the progress of work on regional policies, submitting proposed changes to the policies, verifying whether and to what extent they have been included in the final version of documents, reporting proposed changes at the stage of policy implementation.

The progress and results of this action will be described in "Green Screen" final report and monitored also after the Local Action Plan completion.

GENERAL INFORMATION

Project: **“Greening the creative industries: improving policy practices for the European Audiovisual industry” (Acronym: “Green Screen”)**

Project partner responsible for preparation of the business plan: **Rzeszow Regional Development Agency**

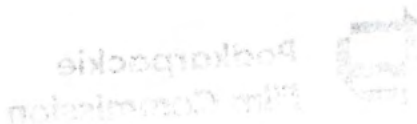
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NUTS2 region: **Podkarpackie**

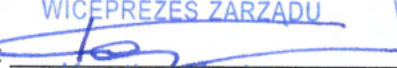

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Name of the organisation: **Rzeszow Regional Development Agency**

Signature(s) of representative of the relevant organisation:  **WICEPREZES ZARZADU**  **WICEPREZES ZARZADU**
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Name of the organisation: **Podkarpackie Film Commission**

Signature(s) of representative of the relevant organisation: 

 **Podkarpackie
Film Commission**