

Introducing an Ecological Standard for Sustainable Film and TV Production in the Nordics

The Nordic Film and TV industry is introducing a common Nordic Ecological Standard (NES) for sustainable production, to be implemented in all the Nordic countries from 2026.

The Nordic Ecological Standard for sustainable film- and TV-production (NES) aims to significantly reduce the environmental footprint of the audiovisual industry in the five Nordic countries.

The national film institutes of Norway, Denmark, Sweden, Finland and Iceland have decided to implement the standard from 2026. Many Nordic funding institutions, including broadcasters and regional funds, have also committed to joining the standard, but will determine their own timelines for implementation.

The Nordic Ecological Standard was initiated and developed by The Five Nordics and Nordisk Film & TV Fond. The Five Nordics is the collaboration between the Nordic film institutes. The institutes work together on film promotion, film production, knowledge sharing and sustainable industry development.

The NES got its inspiration from the German ecological standard. By supporting the industry's green transition, the NES will contribute to a more resilient, competitive, and environmentally responsible Nordic film and TV sector.

Timely and welcome

"The Nordic film and TV industry is forward-thinking, innovative, and quick to adopt new technologies. We see that there is a strong and growing commitment to sustainability across the Nordic industry, which has a great collaborative spirit. A common ecological standard is both timely and welcome. It will support us in our efforts to make film and TV production as sustainable as possible", says Kjersti Mo, CEO of The Norwegian Film Institute and current chair of The Five Nordics.

"Our Nordic industry is a role model for cross-border co-production and we must act together for sustainability too. Nordisk Film & TV Fond launched its green theme year 2023 to achieve pan-Nordic ecological collaboration. During the theme year's launch summit, co-organized with Nordic Film Commissions, the plan was laid to seek pan-Nordic green standards. It is fantastic that this is now happening with The Five Nordics as a strong collaboration force", says Liselott Forsman, CEO of Nordisk Film & TV Fond.

The launch of NES also fits squarely with the ambition of the Nordic Council of Ministers to make the Nordic Region the most sustainable and integrated region in the world by 2030.

What the Nordic Ecological Standard covers

The Nordic Ecological Standard is based on the German and Austrian Standards and adapted for Nordic conditions.

The NES is divided into six overarching categories:

- general requirements
- personnel and material transport
- energy use
- accommodation and catering
- use of materials
- biodiversity
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The ecological standard applies to all stages and types of audiovisual production, from pre- to post-production.

[Read the proposed NES standard here \(Nordic Ecological Standard — The Five Nordics\)](#)

Who will use the standard

Each member organisation defines its own level of commitment. Reporting and auditing follow a shared system designed to ensure consistency and support the smooth implementation of sustainability measures across Nordic productions.

At this point, the following organisations have chosen to support the standard: Audiovisual Producers Finland - APFI, Danish Film Institute, Danish Producers' Association, DR, Elisa Viihde, Film i Skåne, Film i Väst, Film Stockholm, Filmpool Nord, Filmreg (Arktisk Film Norge, Arktisk Film Norge Invest, Filminvest, Filmkraft, Internasjonalt Samisk Film Institutt, Midtnorsk filmsenter, Oslo Filmfond, Sørnorsk filmsenter, Vestnorsk filmsenter, Viken filmsenter (Norway)), Finnish Film Foundation, Icelandic Film Centre, Icelandic producers' association SÍK, Nordisk Film & TV Fond, Norrköpings Film Fund, Norwegian Film Institute, Norwegian Producers' Association Virke, RÚV (Iceland), Scen & Film, Swedish Film Institute, Swedish Producers' Association, TV2 (Denmark), TV 2 (Norway), TV4 (Sweden).

Since fall 2024, the standard has been developed in dialogue with Nordic experts and industry representatives. It will be continuously updated to reflect current conditions and new insights, relying on collaboration and open exchange across the Nordic film and television community. We welcome input and feedback, which can be sent to Patrik Axén, Project Manager for the Nordic Ecological Standard, [patrik.axen\[a\]filminstitutet.se](mailto:patrik.axen@filminstitutet.se)

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