



20.02.2023, BERLIN

WELCOME & INTRODUCTIONS!

- Welcome by Ágúst Már Ágústsson, Deputy Head of Mission Embassy of Iceland
- Introduction of themes and aims of the day
 - by Liselott Forsman, CEO of Nordisk Film & TV Fond (NFTVF) and Solveig Simond Ræstad, President of Nordic Film Commissions
- Introcution of organizers and delegates without prepared presentations:
 - Claus Ladegaard, CEO of the Danish Film Institute
 - Helene Hansen, Administrative Officier, DFI
 - Lise Løwholm, Senior Advisor (Legal & Strategy), NFTVF
 - Torleif Hauge, Senior Advisor (Fiction), NFTVF

Short Introductions of National Strategies

09:35

- The Danish strategy by Caroline Gjeruff (Project Manager, Vision Denmark and Nordic Film Commissions)
- + Words by Anne Diemer (Lead of sustainability, TV2, Denmark)
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09:50

SUSTAINABLE FILM& TV PRODUCTION

ALLIANCE IN DENMARK

THE DANISH FILM INSTITUTE



REGIONAL FUNDS





BROADCASTERS





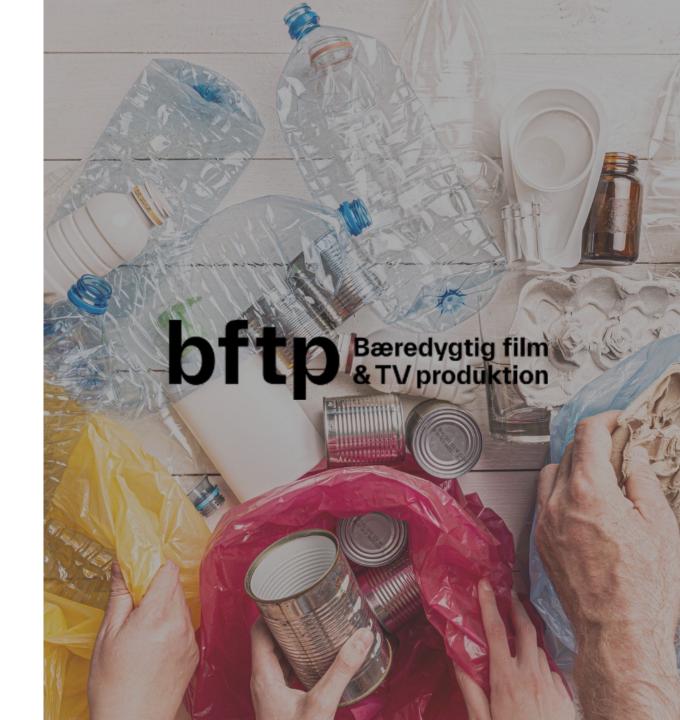




ASSOCIATIONS







PRODUCTS

SerectionBæredygtig film & TV produktion



CLIMATE REPORT – SUSTAINABLE FLM AND TV PRODUCTION VIEGAND OG MAAGØE 2020



HANDBOOK
SUSTAINABLE FILM
& TV PRODUCTION



TV 2 – Vild med dans / Dancing with the Stars

FIRST GREEN FILM CERTIFICATION
DENMARK 2021

ACTIVITIES

bto Bæredygtig film & TV produktion

SEMINARS



EDUCATION



3 big seminars for everyone in the industry

5 workshops for lineproducers and production managers

GREEN FILM CERTIFICATION



4 certified TV productions



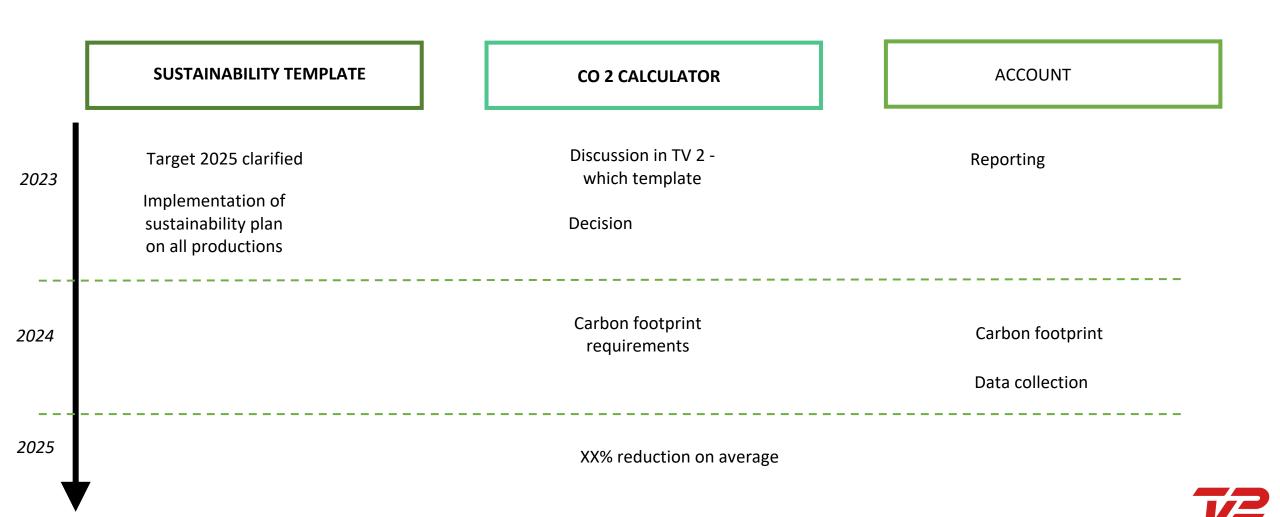




TV 2 productions gets internationally Sustainability stamp

Vild med dans was the first live production in Europe to receive the certification from Green film in September 2022. They had a result of 41% reduction compared to the previous year.

TV 2s STRATEGY PLAN



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Icelandic film policy from 2020 to 2030 presented by Martin Schlüter (Producer, IFC):

- Action 9b
- Promote brand and competitive position through sustainable filmmaking
- 2020-2022

The Icelandic Film Centre adopted GREEN FILM as a system to encourage the producers with whom it cooperates to adopt environmentally sustainable work practices. In 2022 a specific selection criterion on sustainability was implemented for production and development grants.

2023-2025

- The Icelandic Film Centre, The Association of Icelandic Film Producers, The Icelandic Filmmakers Association, Icelandic Film Directors, The Icelandic Dramatists Union, RÚV, Sýn, Síminn, Film in Iceland and Creative Iceland are joining forces to set a number of aims and actions that will increase sustainability within film and television production in Iceland. This large group reflects the manifold responsibilities of the field of film and television as producers and employers, while also taking into account the impact of the art of film on public debate.
- The aim is to make film production in Iceland carbon neutral, in accordance with the government's goals for a carbon neutral Iceland in 2040.
- In order to accelerate the development towards environmentally-friendly production, a set of relevant resources will be created and professional expertise strengthened, thus ensuring that Icelandic filmmaking remains competitive going into the future.
- This project adheres to the aims of Icelandic Film Policy 2020-2030 and is hosted by the Icelandic Film Centre which will also implement the goals in collaboration with all partners.

Action Plan 2023-25

- Measurable plans on sustainability will be put forward, in accordance with internationally-recognized
 methods and measures, including objectives on carbon emissions during individual productions. The
 emphasis will be on honest and open discourse as well as the presentation of data showing how the field of
 filmmaking succeeds in environmental matters, in order to meet the challenges presented by climate
 change. The opportunities that increased sustainability can bring to filmmaking will also be highlighted.
- Application data pertaining to grants from the Icelandic Film Centre, as well as for reimbursements of
 production costs, will be updated to reflect these goals. Those who produce films in Iceland will be required
 to present measurable plans for sustainability during production. The allocation of public funding towards
 film production will take into account criteria on sustainability.
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Continues:

- The partners will work to present this policy and the updated rules and regulations to overseas and domestic
 partners and stakeholders, with a particular focus on introducing these changes to companies around
 lceland that service the industry, such as hotels and catering, businesses in the field of processing and
 recycling refuse, as well as transport.
- Diverse courses and workshops will be held, with an emphasis on collaboration with specialists in the field of sustainability and on presenting job opportunities in this field.
- Along with other stakeholders, the group will meet twice a year to review results and objectives, reflecting rapid developments within this field, to assess the most effective actions and determine the ways in which we can best achieve a sustainable industry.

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The Swedish strategy presented by Patrik Axén (Production Controller SFI)

- The Swedish Film Institute has a long history of working with social and economic sustainability. Starting in 2022 there is also a new focus on ecological/environmental sustainability.
- Internally the institute has created an ecological sustainability working group and plans to implement an environmental monitoring system in 2023 leading to a national diploma similar to the ISO 140016 certificate.
- Externally the institute has started a research and analysis-process, including meetings and interviews, with the aim to formulate a strategy on how to promote sustainability in the film industry.
- The Swedish Film Institute takes part in multiple working groups concerning ecological sustainability. For example: The working group assembled by film producers association (FTVP), EFAD, EFP and the newly formed working group under the umbrella of Scandinavian films, representing the Nordic Film Institutes.
- There are a number of Swedish initiatives concerning sustainability. A few examples: The Swedish sustainability calculating tool; Hållbar film (Greentime) which was originally funded by the regional film fund Film i Väst. The four large film funds (Film i Väst, Film i Skåne, Film Stockholm and Filmpool Nord) have licenses and offer it free of charge to productions that receive support. This tool includes ecological, social and economic aspects of sustainability. The film funds will continue with the Hållbar Fillm-tool in 2023.
- In January 2023 Kulturakademin (The Academy of Culture, www.kulturakademin.com) launched an online course about sustainable film- and tv-production. The course contains approx. 6 hours of online material, three zoom-meetings and is free of charge. The course is created in collaboration with the largest regional film funds.

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APFI and ecological sustainability in Finnish AV industry

Laura Kuulasmaa, Executive Director

Joint initiative by the whole industry



- APFI has licensed albert carbon footprint calculator in spring 2021 to be used by the whole industry
 - APFI has one person (80%) to manage the project and help the productions
 - Pilot phase autumn 2021-spring 2022 with 8 productions
 - Platform open to all production companies in June 2022
- Hundreds of AV professionals have been trained already on sustainability
- First statistics on the productions out in spring 2023

The initiative is partly funded by a consortium of key partners of the industry



- Ministry of Education and Culture
- Finnish Broadcasting Company YLE
- Promotion Centre for Audiovisual Culture AVEK
- Finnish Film Foundation
- The Finnish Television Academy (incl. all broadcasters and local streamers)
- Business Finland
- City of Helsinki
- City of Forssa

North Finland Film Commission

East Finland Film Commis

Southeast Finland Film Commission

Film Tamper

Åland Film Commission

Trade Union for Theatre and Media Finlar



Audiovisual Producers Finland – APFI ry www.apfi.fi

Twitter: <u>OAPFIry</u> Facebook: <u>OAPFIry</u>

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The Norwegian Film Institute strategy Jakob Berg (Communication Advisor, NFI)

- Since 2021 demand to all applicants for production support, that they provide an ecological sustainability plan for their company upon application and also a sustainability report about the production, upon completion
- Working on a sustainability strategy to be ready for implementation in 2023 with a focus on 2 dimensions: productions and festivals and 4 pillars
- Increase awareness
- Potential of regulatory measuresIncrease sustainability competence
- Incentives for films to make green choices
- Since 1/1/2023, measuring carbon footprint from travel and events done be the institute, using the Green Producers Tool

Norwegian film institute is part of the Scandinavian Green Group which unites

- The Swedish Film Institute
- The Norwegian Film Institute
- The Danish Film Institute
- The Finnish Film Foundation
- The Icelandic Film Centre

Sharing experience of using the calculator with other members of the Scandinavian working group

Pan-Nordic players and strategies EU

09:50

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- The pan-Nordic group NEMA (Nordic Eco Media Alliance) by Ronny Fritsche, (Producer and Sustainability Expert in film & TV, NEMA member)
- A Helicopter View of Relevant EU Developments, Expert presentation by Charlotte Lund Thomsen (IP Legal & Policy Counsel, LL.M)

10.10 Short Break

Nordic Producers point of view by Ase Kringstad (Head of Virke, Norwegian producers' association)

Key findings from producers:

- Awareness
- Conscious and knowledge-based choices
- Produce green without negative effects on the bottom line of the project
- Who's going to pay for sustainability managers/eco managers etc.?

• Collaborations on sustainability strategies in all the Nordic countries (but no formalized collaboration between the Nordic Producers Associations)

What do we need next?

- Put words into action the sector is ready
- Push for governance and policymaking to enhance the green change of the sector
- UN sustainability goals should be integrated into all cultural policy measures
- We need data, both for individual benchmarking, and for knowing where we're at. We must cut 50 % of all carbon emissions by 2030, following the Paris Agreement
- Standards for reporting
- Regulation and incentives

Copy with pride!

Examples of what we have done so far (Norway):

- Green roadmap for the cultural sector launched in 2021 (Grønt veikart -)
- Also mapping the main sources of carbon emissions: transport, energy, waste, purchases,
- Climate partnership agreement with the government coming up
- Green Producers Club and Green Producers Tool (https://www.greenproducers.club/)
- Skills development training and courses in sustainability leadership etc.
- Nordic Green roadmap is being developed Nordic Council of Ministers
- Green Production Awards introduced in 2022

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10.10 Short Break



Moving from Albert to Green Producers Tool

Alec Thom, NRK alec.thom@nrk.no









- Green Producers Tool Norwegian-developed climate calculator launched in September 2022
- Measures and facilitates cuts of emissions from all forms of productions (festivals, events, TV and film)
- User friendly, and a vital aid in reach the goals of the Paris Agreement of a 55 percent cut by 2030
- All in-house productions at NRK will implement Green Producers Tool during 2023





Cut greenhouse gas emissions in all internal and external productions in line with the Paris Agreement

Nordic green summit

Berlin 20 februari 2023

Carolina Källestål, SVT carolina.kallestal@svt.se

SVT – Swedish national television

- New corporate strategies climate goals with focus on reducing foot print
- Environmental council (Miljörådet) crossfunctional group
- Pilot productions: Albert, GHG-protocol, Greentime
- **Key insights**: but the tool is not the question or the answer principles are
- Focus 2023:
 - Establishing green guidelines 15 programmes with "green flag"
 - Working with skills-enhancing efforts, setting directions, hands- on structures for projects

Nordic collaboration

Topics:

Exploring tools
Sharing insights
Best practise
Impact of CSRD- directive
Etc.



NRK, SVT, SR, UR, DR meeting @SVT in Stockholm nov-22

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Nordic Film Commissions' sustainability strategy by Mikael Svensson (Head of Southern Sweden Film Commission)

- Nordic Film Commissions is a network of 18 regional and national offices.
 We will guide you through available incentives and co-production funds and set international and Nordic productions up for a smooth shoot.
- Nordic Film Commissions invite the international film industry to connect with our local industry, with our production service
 providers and producers. The Nordics are well known for sustainability, being efficient, straightforward, and trustworthy
 production partners, with a can- do spirit.
- As our main purpose is to increase film-and TV productions in the Nordic countries we strongly feel that we are obliged to take
 responsibility and make sure that all activities are planned and performed in the best sustainable way.
- Therefor Nordic Film Commissions has decided on a Vision to make the Nordic region the most sustainable, attractive, and competitive film region in the world.
- In this work, we depend on local, regional, national, and pan-national initiatives and investments in sustainability, and we work hard to support and encourage all these initiatives
- We are 18 commissions spread around the whole Nordic region and we have started prioritizing sustainability in various ways.
 We are now focusing on education and knowledge sharing, collection and sharing of data, activities on different markets and festivals to show the rest of the world that this is an extremely important area of development for the Nordic film community.
- Together with NFTVF we aim to find ways to further develop and improve the way we share knowledge, methods, and data in the Nordic region.
- The Nordic region will be the most sustainable, attractive, and competitive film region in the world.

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Viaplay Group's Sustainability Strategy

Lena De Geer, Head of Sustainability

Viaplay Group - The sustainable entertainment provider

COMMITMENT TO SUSTAINABILITY

- Reducing our climate impact in our productions
- Emissions from productions: 60% of our total emissions
- Reducing risk of work-environment, health & safety, and human rights incidents

The Sustainable
Production Programme
consists of several
initiatives working in
concert...

PRODUCTION
GUIDE &
STORYTELLING
TEST

TRAININGS & COLLABORATION WITH PEERS

SCREENINGS & ONSITE VISITS

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Nordic Green Summit Berlin 20th February 2023

A Helicopter View of Relevant EU/European Developments

A Helicopter View of Relevant EU/European Developments

A 5 Minute Overview:

 Relevant EU/European horizontal and film/AV-specific policies and instruments

• Examples of relevant tools (methodologies, calculators, labels, etc.) and of the issues under consideration

Perspectives/elements for further reflection



Relevant EU/European Horizontal and Film/AV-Specific Policies

- Horizontal 'corporate' EU legislative initiatives: Corporate Sustainability Due Diligence Directive (<u>CSDD</u>) and Corporate Sustainability Reporting Directive (<u>CSRD</u>).
- <u>EU Media & AV Action Plan Action 6</u>: Development of a common EU carbon calculator and a common EU Green Production Label.
- <u>EU MEDIA Programme</u>: Greening of the EU MEDIA Programme and Good Environmental Practices Guide.
- Eurimages Sustainability Strategy: Council of Europe measures for sustainable co-productions.
- Abundant green production/labelling/skills initiatives at national, regional and industry level . . .
- Abundant data sources (e.g. 2021 Greening European AV Industry Report)



Examples of Relevant Tools and Elements

Methodologies

- How to define different elements for calculation? Which weight should be given to individual parts of the production chain (transportation, accommodation, generators, energy, lighting, catering, set construction, waste management, etc.)
- How to establish historical bench-marking data on green production (e.g. via <u>European Audiovisual Observatory</u>)?

Carbon calculators

• E.g. <u>albert</u>, <u>eureca</u>, <u>Green Producers Club</u>, a new common EU calculator?

Green production labels

Abundant examples at all levels (national, regional – and perhaps EU?)



Future Perspectives/Elements for Reflection

- Advantages of a 'common' approach for local industry and/or interregional co-productions.
- Common communication and learning process?
- Requirements for calculation and/or for certification.
- Designated public institutions/administrations in charge of monitoring, evaluating and ensuring objectives/obligations are complied with.
- Stick or carrot approach obligations or incentives/bonusses?
- Interoperability across various programmes and initiatives.
- How to ensure influence on/compatibility with relevant EU/international developments?



Thank you!



fotoblend @ Pixabay.com

Questions / Comments / Suggestions always welcome – please email me:

Charlotte Lund Thomsen

clt@cltipadvice.eu



Towards a Nordic Action Plan

- The discussion continued on:
 - The possible needs for shared standards/labels for Nordic co-finacing
 - The interest in sharing a pan-Nordic green expert/unit
 - Financed based travelling
 - The need for a Green Data Bank (which NFTVF puts up)
- The Nordic Action group was formed after the open interest call in Berlin.
 - Updates are to follow!