

**PROGRAM SCHEDULE | Green Production and Regulatory Update**

June 18, 14:00 – 18:00 (CEST), online via Zoom

**14:00 A Welcome and Introduction***Mathias Barkhausen / Project Manager – Erich Pommer Institut / Germany***14:05 From Strategy to Action: Eurimages' Approach to Sustainable Filmmaking**

Eurimages, the film fund of the Council of Europe, has launched in 2021 a sustainability strategy to encourage a more environmentally friendly film industry. Key initiatives include analyzing the carbon impact of the Fund's operations, introducing new selection criteria favoring sustainable co-productions, and developing an e-learning platform on green filmmaking practices for international productions. The strategy also identifies challenges in implementing concrete sustainability measures for a fund that supports international co-productions. This presentation will provide an overview of Eurimages' plan to promote a more environmentally-conscious audiovisual sector.

*Thierry Hugot / Program Manager – Eurimages / France***14:45 Break****14:50 Green Budgets & Green Productions: Sustainable Practices in Film Production in CEE & UK**

Zsófia talks about green budgets, green premiums in general and how this translates into productions. She'll give some anonymous examples and walk the producers through the main steps they can ideally do on their productions. How early do they need to start, what do they do in the green light stage, development, soft prep, hard prep, shoot and wrap? She will focus on some regional differences, mainly on her company's experience in Central Eastern Europe and the UK. She will also explore how policies and minimum standards can influence budgets and the success of green productions.

In addition, Zsófia integrates the idea of the importance of sustainability at the early stages of financing, now that the distribution model is shifting again toward the front end of financing.

*Zsófia Szemerédy/ Co-CEO – Green Eyes Production / Hungary / England***15:30 Break****15:40 Common Environmental Standards in Germany within Europe's Broader Trends**

This presentation will explore the legal and regulatory framework for environmentally sustainable practices in film and media production. The German film and television sector has recently emerged as one of the global pioneers in establishing the first industry-wide, standardized regulations requiring green production practices for projects commissioned by broadcasters or projects seeking public funding. These German standards and their impact on the industry will be outlined for a better understanding when potentially (co-) producing with Germany, and as a possible blueprint for other countries.

In addition, the presentation will cover similar regulatory developments in Austria, highlighting how these standards are influencing production practices across the border.

To provide a comprehensive overview, the presentation will conclude with an examination of broader European trends. This will include various guidelines and recommendations, as well as forthcoming EU regulations that may impact the industry. The aim, together with the other presentations and case studies, is to provide a holistic understanding of the current and future regulatory landscape to ensure that stakeholders are well-informed and prepared to meet these evolving environmental standards.

*Jonas Sticherling / Production Manager – ARD DEGETO / Germany***16:20 Break**

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**16:40 The Organizational, Financial and Environmental Impact of Green Production in France**

Ecoprod is the leading initiative on sustainable film production in France, offering tools, training and promoting films working towards reducing the environmental footprint of the film and TV industry. Using practical examples from case studies, Alissa Aubenque will offer an overview of the latest updates from France: how national and regional institutions include sustainability in their funding scheme, the involvement of broadcasters and local initiatives. Alissa will present the results of the latest Ecoprod study, which analyzed 44 productions to understand how responsible production was changing the organization of a shoot, the new professions emerging, the implications for budgets and the impact on the environment.

*Alessia Aubenque / Head of Operations – ECOPROD / France*

**17:10 Break****17:15 Putting Green Regulations to Action: Case Study of a Streaming Series**

Fabián presents a case study of an undisclosed streaming series. He will discuss the challenges in green-producing the series on location in Spain and Poland and how these countries' policies affect production. What measures can be taken to produce the series' in a green way, how do you get a green certification?

*Fabián Joest / Green Producer – Mallorca Speciales / Spain*

**18:00 End**