

PROGRAM SCHEDULE | Greening the Industry

September 27, 14:00 – 18:00 (CEST), online via Zoom

14:00___ A short Welcome and Introduction

14:05___ ACTION! Easy and bigger steps to produce ecofriendly (90 min. incl. 10 min. break and Q&A)

In this lecture we will explore, how relevant green production is in the media industry. We will get to know the status quo in Germany and how to finance and transform the workflow to be more environmentally sustainable. What are the criteria and options by different green initiatives. How to track the carbon footprint and we will get to know the practice insights to implement green measures.

Korina Gutsche / BLUECHILDFILM, Germany

15:45___ Break

16:00___ Combining Sustainable Strategies and Economic Success (50 min. lecture + 10 min. Q&A)

During this session we will look at the economic incentives and opportunities of applying sustainability practices in our productions (both in front and behind the camera). We will look at different funding schemes/models which mandate the application of sustainable practices as well as what our main clients are asking for. We will also look at the new generations' trends, to discover what concerns them and what the media industry should be covering to keep them as an audience.

Roser Canela Mas / Sustainability consultant, Spain / UK

17:00___ Break

17:15___ Case Studies “The Moths” and “Lipstick on the Glass” (30 min. presentation + 15 min. Q&A)

In this session Paweł Kosuń will present the sustainability and “no waste” strategy implemented during the production of the documentary film “The Moths” by Piotr Stasik and how this experience influenced the sustainability strategy during the production of “Lipstick on the Glass”, by Kuba Czekaj.

Paweł Kosuń / Contrala Film, Poland

18:00___ End of Seminar