

PROGRAM SCHEDULE | Greening the Industry

September 19, 14:00 – 18:30 (CEST), online via Zoom

14:00 A short Welcome and Introduction

14:05 Planning your Sustainability Strategy: Practical Tips & Holistic Budgeting

As awareness grows about the impact of media production on climate change, it is imperative that waste and greenhouse gas reduction on set become top priorities. In this hour-long webinar, Sustainability Consultant Louise Marie Smith will share best practices for reducing energy consumption and minimising both physical and financial waste on a film set.

Louise Marie Smith / Founder and Managing Director – Neptune Sustainability / UK

15:05 Break

15:15 Green Screens, Green Pixels, and Green Shooting

Sustainability and green producing are in high demand in all sectors of creative industries. We take a closer look at two comparable productions, one using traditional offline-rendering and post-production, the other using an LED wall and ICVFX. Energy requirements, creative opportunities, and scalability are subjects of investigation and further discussion.

Volker Helzle / Head of Research & Development, Sr. Lecturer Technical Director, FMX Program Consultant / Filmakademie Baden-Württemberg

16:00 Break

16:10 Story Matters: Green Storytelling as Transformative Action

Media content plays an important role in the sustainable transformation of our society. Through their dramaturgical structure, narrative media assign relevance to themes and topics. Through their characters, they present and evaluate different positions on societal issues, letting their audiences experience existential conflicts and explore options for action.

In addition to directly reducing the environmentally harmful influences of media by green production measures, films can therefore also contribute to greater sustainability awareness through their content. This is often referred to as sustainability or green storytelling. The lecture outlines different dimensions of green storytelling on the basis of recent examples and connects them to academic findings about media aesthetics and effects.

Maike Reinerth / Postdoctoral Researcher for Dramaturgy and Aesthetics of Audiovisual Media / Consultant for Sustainability in Teaching | Film University Babelsberg KONRAD WOLF

17:00 Break

17:10 Case Study – How Did I Start to Think about Sustainability on Set?

From plastic water bottles to idling transport vehicles, film production can be very reckless in its use of resources. Giovanni Pompili speaks about his long-standing experience as a producer - among his works Carla Simòn's *Alcarràs*, winner of the Golden Bear at the Berlinale 2022, and *Sole* by Carlo Sironi, awarded as Best First Feature at the European Film Awards 2020 - with a background in Fair Trade and NGO's and thanks to that too he always promotes green set policy and CSR.

*Giovanni Pompili / Head of Studies of Green Film Lab and Italian producer at Kino produzioni, Golden bear for *Alcarràs**

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17:50 Case Study – “Romulus” – Shooting a Period Drama Carbon Neutral

How can you decrease your carbon footprint while producing your next film or TV series? Taking season 2 of the successful Sky Original Series “Romulus” as an example, Green Consultant Lorenzo Vecchi from Zen2030 will show you some hands-on tricks and tools for how to recycle and reuse materials in film production, how to get green energy on set, and what else should be considered to achieve a carbon neutral production.

Lorenzo Vecchi / COO Zen2030

18:30 End