



LABORATORY OF GREEN AUDIOVISUAL PRODUCTION

PROJECT REPORT

**WARSAW, POLAND
OCTOBER 31st, 2022**





Introduction

On September 20, 2021 in the realm of the 46. Polish Feature Film Festival in Gdynia, representatives of the Polish audiovisual industry have signed the manifesto „**Agreement for Sustainable Audiovisual Production – Film for the Climate/ Film dla Klimatu**”. The event was part of the *green day* at the Gdynia Industry business event. Regional Representation of the European Commission in Wrocław was invited there to present the main assumptions of European Green Deal as well as EU policies related to greening the audiovisual industry. KIPA is one of the signatories of the manifesto.

From that very moment the group of signatories of the manifesto named **Film dla Klimatu** have started to intensively develop initiatives that are to lead to the reduction of the impact of Polish audiovisual industry on natural environment. They decided that in the first three years the most important goal is to build awareness of the Polish AV industry in terms of the impact of film, TV and advertisement production on environment and to present as wide as possible the palette of ecological practices in the AV sector.

The **Laboratory of Green Audiovisual Production** together with the **Planet Placement** conference, that took place during Polish Feature Film Festival in Gdynia, are two projects implemented in the Polish film sector in 2022 thanks to the support of the European Commission via its Regional Representation in Wrocław. So far the European Commission is the only public body in Poland that decided to support financially and substantially the actions of Film dla Klimatu. We appreciate the trust placed in our ideals and actions.





The work on the LABORATORY

Programming of the course was commissioned to the **Łódź Film Commission (LFC)**, member of KIPA, the most experienced body in Poland that implements sustainable practices within their programmes of financing film production via Łódź Film Fund. LFC was working on programming of the Laboratory together with KIPA and Regional Representation of European Commission in Wrocław.

The project of **Laboratory of Green Audiovisual Production** was driven with intention to mainstream sustainable practices across Polish film and audiovisual industry. As KIPA has organized few general trainings on sustainable practices in 2021, the program of the course assumed a **deep insight** in already vast area of green transformation of the sector, **psychological preparation of all participants** to make them strong in implementing sustainable practices and confronting the doubting colleagues from film crews and **future-based approach** ensuring environmental resiliency of the whole sector in the next few years.

That was the reason to include specific elements into the program of the course like: **practical skills** related to already available tools and the **calculation of carbon footprint** as well as psychological workshop on **eco-motivation**. For the first time in Poland the **legal aspects of greenfilming** were presented with the support of Warsaw Office of Osborne Clarke legal office.

Promotion of the course was conducted via KIPA's newsletter, on KIPA's webpage and in KIPA's and Film dla Klimatu's social media. The communication was targeted at crews, AV industry guilds and other organizations. Assumptions of the Laboratory were presented at the Polish Feature Film Festival in Gdynia in middle of September.





The work on the LABORATORY

The Program of the Laboratory was determined by Monika Głowacka, Head of Łódź Film Commission and divided into 9 sections:

1. Introduction to sustainable filmmaking
2. Resource management in sustainable film production
3. Eco-theory and eco-practice; implementation of sustainable solutions in audiovisual production
4. Administration of sustainable film production
5. Measuring the carbon footprint of audiovisual production
6. Eco-motivation – persuading to ecological actions
7. Actions of the European Commission in the area of sustainable audiovisual production
8. Legal aspects of sustainable film production
9. Preparation of sustainable film production plan – practical workshops

On that basis Monika Głowacka negotiated the tutor's engagement.

Involvement of the representatives of the Regional Representation of the European Commission in Wrocław

Project was strongly supported in substantive way at every stage by the representatives of the Regional Representation of the European Commission in Wrocław: Head of Regional Representation **Jacek Wasik** and **Paulina Kufel-Ślęczek**. They were available throughout the Laboratory to its attendants answering questions regarding EU green policies as well as complementing the work of the tutors on the spot, informing about last developments in policy and available tools for film and audiovisual producers, including information on the financing by the Creative Europe MEDIA strand. Paulina Kufel-Ślęczek participated in the whole program and obtained the certificate of KIPA's Ambassador of Green Audiovisual Production.





Impact of the LABORATORY

Thanks to LABORATORY KIPA managed to:

- increase the number of KIPA's and Film dla Klimatu members and partners actively engaged in implementation of green practices in the AV industry that ensures the collective action of the sustainability efforts in the Polish audiovisual industry;
- engage and collaborate internationally with representatives of institutions recognized within the green agendas in Europe (European Commission, Albert, Green Eyes, BIRGITS media);
- disseminate the knowledge on European Green Deal and actions taken by European Commission for greening the film industry;
- reach with the green message to different groups of people from the Polish cultural and creative industries: the group of participants of the course encompassed: representatives of audiovisual sector – members of production divisions or production companies, postproduction houses, advertisement companies, broadcasters (Canal +), film schools but also representatives of the institutions of culture (Adam Mickiewicz Institute, Goyki 3) and Jagiellonian University scholars;
- for the first time in Poland certify knowledge of the representatives of the Polish audiovisual market in the greenfilming area; altogether 28 individuals received certificates of KIPA's Eco-consultants (7 certificates) and KIPA's Ambassadors of Green Audiovisual Production (21 certificates);





Impact of the LABORATORY

- enrich substantially the KIPA's internet subpage devoted to greenfilming with the content disseminating the knowledge on green practices in AV sector;
- reach to market players with the message. So far:
 - the Laboratory was presented as a good practice training program by Łódź Film Commission in Green Regio group of CineRegio, where it was well appreciated;
 - CEE Office of Netflix located in Warsaw has shown strong interest in the program and effects of the Laboratory during meeting with KIPA while discussing plans for greening the Polish industry in 2023;
 - the Laboratory was presented during NEST Baltic Regional Film Fund meeting,
 - the Green Film Festival in Krakow basing on the Laboratory has proposed cooperation to KIPA in preparations to the next edition of the festival in August 2023. The agenda will encompass workshops on topics related to the Laboratory i.e. green suppliers and pitching of green innovations for audiovisual industry;
- enrich the knowledge of the Polish professionals on existing and upcoming systems of green management in the AV industry, as well as minimum standards and legal requirements across Europe and US.



Laboratory of Green Audiovisual Production in NUMBERS

DURATION OF THE PROGRAM

The whole course lasted for **5 weeks** and consisted of **30 hours** of trainings, including:

- **25 hours** of lectures and workshops (detailed description is in the program section),
- **5 hours** of advanced workshop on preparation of the individual project finalized by the pitching.

TUTORS

13 tutors were engaged in lectures and workshops working in **6 countries**, including Poland, Germany, United Kingdom, Portugal, Hungary and Belgium.

ATTENDANCE

57 persons altogether have participated in at least one of the trainings.

28 persons participated in at least 5 out of 6 trainings.

7 persons have finished the advanced workshop and have successfully pitched their individual projects in front of internationally recognized Eco-Consultants.

CERTIFICATES

21 certificates of KIPA's Ambassador of Green Audiovisual Production were issued.

7 certificates of KIPA's Eco-Consultant were issued.



Tutors

Birgit Heidsiek

the founder of the European Center for Sustainability in the Media World, which organizes international events about producing more environmentally-friendly films and publishes the Green Film Shooting magazine as well as its digital online platform. As the Green Cinema Consultant of the German Federal Film Board, Birgit is the author/producer of The Green Cinema Handbook and a two-time recipient of the German Sustainability Award. Birgit is a well-known lecturer at universities, TEDx speaker, and panel host at international film festivals throughout Europe.

Anika Kruse

studied communication and media management and has more than twenty years of experience in various areas of film production, communication and management in the creative and media industry. She is a Sustainability Manager with a focus on integrating sustainable production practices into the entertainment industry. She is also a Transformation Manager for Sustainable Culture and a certified Leader in Sustainability.

Marzena Cypryńska-Nezlek Phd

social psychologist, works at the Faculty of Psychology of the SWPS University, where she runs courses in social psychology, psychological research methodology and climate education. She heads the Center for Climate Action and Social Transformation (4CAST). Her research focuses on the psychological and social consequences of climate change, climate denialism, climate adaptation and action, and quality of life.

Joanna Gutral

psychologist, cognitive-behavioral psychotherapist, PhD student at the Institute of Psychology at the SWPS University in Warsaw, member of the 4CAST Center for Climate Action and Social Transformation. Member of the Polish Society of Cognitive and Behavioral Therapy, psychoeducator and promoter of knowledge about mental health.



Tutors

Agata Rudnicka- Reichel PhD

For 15 years has been involved in education and promotion of sustainable development and CSR. Associated with the faculty of management of the University in Łódź. Expert of the Responsible Business Forum and the Polish Institute of Human Rights and Business. Project consultant for Chapter Zero Poland. Member of the Scientific Council of the Centre for Social Innovation of the University of Lodz and the Program Council of the Centre for Sustainable Development Studies of the University of Lodz. In the years 2010 – 2021, the President of the CSR Impact Foundation. In 2018 – 2021, Plenipotenciary of the Rector of the University of Lodz for social responsibility at the university. Certified trainer, project manager, tutor, mediator, manager of ISO 9001 and ISO 14001. Awarded as one of the women of Polish CSR by FOB (2013) and one of the 25 Leaders of Sustainable Development by Forbes Women (2021)

Dörte Schneider

With 20 years of experience as an assistant director in films and tv commercials. At the end of 2020 she obtained the Green Consultant certificate at the German “Hochschule der Medien” (HdM Stuttgart), and since then has been committed to making productions in Portugal greener. Since 2021 Dörte has collaborated with the Portugal Film Commission, FEST film lab Espinho, the German and the Portuguese advertising producers’ associations, CineEco and Curtas Vila do Conde festivals, the Hamburg Media School. She coordinates the green consultant course of Lisbon’s Lusófona University. She is member of Filmmakers for Future, German Green Consultant Association (BVGCD) and ambassador for the Creative Industries’ Pact for Sustainable Action and Green The Bid.

Zsafia Szemeredy

has spent the past 10 years working in the UK Film Industry for both mainstream and independent film companies. She has gained experience in various fields from PR, Festivals and Markets to Sales, Distribution, Exhibition, Script Development and Production. In 2019 she graduated with honours from the National Film and Television School. Currently she works as Albert’s International Sustainability Manager.





Julia Tordai

Co-Founder of Green Eyes Production which is a sustainability consultancy specialized for the film, tv and media industry. Biologist, Science Communicator and Filmmaker. She truly believes that combining disciplines science, art, communication, technology can help to understand our world and create a better one. She had plenty of projects in the past where she had the opportunity to combine her biologist background with her creative skills.

Davide Gianluca Vacarro

Coordinator of a pan-European project on sustainability for the audiovisual sector in the framework of the European Sectoral Social Dialogue with the objective to strengthen the capacity of the audiovisual industry to embrace the green transition. He has been working in the audiovisual and cultural sector since 2010, coordinating European projects in several Member States. Currently, he coordinates international projects in the film sector for the Brussels-based consultancy Europe Analytica and for the European Audiovisual Production Association (CEPI). He is also the founder of GreenBubble a start-up to support the green transition of the film sector.

Marta Krymarys

Specialist in Łódź Film Commission, responsible for film fund. PhD student at University of Łódź with thesis focusing on environmental challenges in audiovisual sector and its implementation in institutional conditions. Active member of the Film dla Klimatu group. She participates in number of activities related to building consciousness in the area of ecological transformation of AV industry in Poland organizing dedicated workshops in the area of green-filming. Co-author of the first green guide on sustainable audiovisual production for Poland and Slovakia.

Jagoda Mazepa

Specialist in Podkarpackie Film Commission, responsible for film fund. Active member of the Film dla Klimatu group. She participates in number of activities related to building consciousness in the area of ecological transformation of AV industry in Poland organizing dedicated workshops in the area of green-filming. Co-author of the first green guide on sustainable audiovisual production for Poland and Slovakia. Culture animator. Worked as film promotion specialist and short films production manager.





Ernest Łuczak

Senior Associate at Osborne Clarke Legal Office in Warsaw. Energy lawyer. He advises clients from the energy sector, in particular investors operating in the renewable energy market. As a member of the Decarbonization and Urban Dynamics teams, he assists investors with issues related to the development of renewable energy installations, in particular administrative and legal permitting. He takes part in due diligence reviews of RES installations, including solar farms, wind farms and biogas installations. Ernest supports clients in negotiating key agreements for the development of renewable energy projects (ex. PPA and EPC agreements). He also represents clients in licensing proceedings before the President of Energy Regulatory Office.

Sylwia Uziębło-Kowalska

Senior Associate at Osborne Clarke Legal Office in Warsaw. She is an expert in environmental protection regulations with more than 10 years of experience in advising to Polish and foreign clients. She advises on the implementation of industrial investments (including greenfield) and linear infrastructure facilities. She supports clients in obtaining required permits (building and environmental). She helps clients ensure compliance of their operations with environmental protection regulations. She has an extensive experience in waste management regulations, including managing of packages waste and extended producers responsibility regimes. Sylwia focuses on sustainability helping clients to develop and implement their ESG strategies. Sylwia runs projects related to electromobility with a strong focus on using hydrogen for transportation purposes.





KIPA Programming and Coordination Team

Monika Głowacka

Head of the Łódź Film Commission and Łódź Film Fund. She leads KIPA's Regional Film Fund Section and is main coordinator of Film dla Klimatu group. Active member of AFCI (International Association of Film Commissioners) and Cine Regio, an organization of European film funds, where she is involved in the work of the Green Regio section. She has many years of experience in working with film crews. She implements solutions to develop and support the film industry in Poland. Promotor of green solutions on film sets. Co-author and coordinator of the first green guide for the audiovisual industry in Poland and Slovakia.

Maciej Dydo

KIPA's Managing Director. Expert in the fields of cultural and creative industries policy and copyright law, experienced in implementing legislative, financial and institutional support mechanism for book, music, audiovisual and video games markets. Member of the Working Group for National Smart Specialization „Smart Creative Technologies” by The Ministry of Development and Technology. Active member of Film dla Klimatu group. Consultant of the Ministry of Culture and National Heritage in preparation of the document ”Framework of Support for Cultural and Creative Sectors in Poland” being part of Polish National Recovery Plan including the chapter of green transformation of the sector.

Syllabus

1. An introduction to sustainable filmmaking, Sept 27th Marta Krymarys; Jagoda Mazepa

- definitions and characteristics of the climate crisis;
- definitions and characteristics of sustainable development;
- the role of the audiovisual market in the green transformation process;
- management of an ecological film project;
- key areas on the road to zero emissions in the audiovisual sector;
- the concept of supply chain and green suppliers;
- tools supporting the production sustainability process.

2. Resource management in sustainable film production, Oct 4th Agata Rudnicka – Reichel PhD

- definition of green-washing – identification and prevention;
- characteristics of audiovisual production resources;
- environmental footprint - definition and emission sources;
- carbon dioxide emission factors;
- microplastic contamination;
- characteristics of the fast-fashion phenomenon;
- recycling - types and effectiveness;
- the role of supply chain identification in resource management;
- ecological factors for evaluating suppliers;
- local supply chain;
- ecological labels;
- circular economy;
- waste management;
- circular business models;
- less waste in film production.

Syllabus

3. Eco-theory and eco-practice – implementation of sustainable solutions in audiovisual production, Oct 11th

Dorte Schneider – Garcia

- justification for taking actions limiting the impact of audiovisual production on the environment;
- diversification of the impact of production factors on the environment (transport, travel, accommodation, energy, production office work, materials, food, waste, post-production);
- impact of the energy mix on the environmental footprint of production;
- environmental footprint of citizens of different European countries;
- time and motivation as factors of attitude change;
- sustainable audiovisual production management systems;
- German Green Motion system;
- Green Film system;
- sustainable production management tools (Willco, Albert, Green Production Guide, The Greenshot, AdGreen, Green the Bid);
- ecological transport management tools (Eco-Drive);
- food and food waste management (Badger);
- production content management tools (Albert);
- low-emission data storage tools (Filmlocker);
- planning an audiovisual production involving tools and their communication;
- manifestos and ecological declarations of the film industry



Syllabus

4. Administration of sustainable film production, Oct 13 th Birgit Heidsiek, Anika Kruse

- factors affecting the effectiveness of managing a sustainable film project;
- good ecological practices in film projects;
- sustainable policies of regional film funds;
- elements and criteria for evaluating the sustainability of film projects used by film funds and broadcasters;
- ecological certificates on the film market;
- minimum standards for sustainable film production;
- applying the requirements of regional funds in co-production;
- production management and certification systems;
- EMAS sustainable production management and auditing system;
- ISO standards;
- energy audit in accordance with the EED directive;
- audit of renewable energy sources in accordance with the REDIII directive;
- energy mix in Poland;
- ecological transformation of the film sector;
- cooperation of the producer with the eco-consultant;
- tasks of an eco-consultant in film production,
- the role of eco-consultants in the application of standards and certificates;
- sustainable production awards

Syllabus

5. Measuring the carbon footprint of audiovisual production, Oct18th Zsofia Szemeredy, Julia Tordai

- calculators available on the European market and differences between them;
- scientific basis and methodology of carbon footprint calculation;
- carbon footprint factors in audiovisual production;
- data aggregation in carbon footprint calculation tools;
- carbon footprint values for different types and volumes of production;
- reducing the carbon footprint using calculators;
- reducing the carbon footprint in individual divisions of film production;
- planning and managing carbon footprint factors;
- energy management in audiovisual production;
- carbon footprint reporting;
- entering data into carbon footprint calculators by eco-consultants;
- carbon footprint calculation audit;
- calculation of offset costs;
- Green Production Guide (USA), Peach, Pear & Plum tools;
- Albert tools (UK, Canada, other countries);
- the Climate Content Pledge initiative on the UK market;
- commitments by global media corporations to reduce their footprint

Syllabus

6. Eco-motivation - persuading to ecological actions, Oct 21st Marzena Cypryńska – Nezelek Phd

- climate change as a social problem;
- factors of effectiveness in persuading to activities related to climate change;
- social perception of climate change in Poland and in the world;
- the dynamics of changes regarding the awareness of climate change in Poland;
- characteristics of beliefs about climate action;
- cognitive limitations on climate action;
- perception of scientific data and misinformation;
- the denialist machine and climate denialism and the means of unmasking them;
- acting and achieving goals in climate change communication;
- presenting climate change in terms of profit and achievement;
- mobilizing to act in the face of a threat;
- climate change anxiety, eustress and distress;
- climate change threats;
- the sense of individual action - overcoming the feeling of helplessness;
- social norm - external pressure and internalization;
- the role of standards in setting social norms;
- changing habits and lifestyle;
- analysis of the results of selected studies



Syllabus

7. Actions of the European Commission in the area of sustainable audiovisual production, Oct 18th

Jacek Wasik, Paulina Kufel-Ślęczek, Davide Gianluca Vacarro

- introduction to EU climate policy;
- European Green Deal and audiovisual production;
- mapping tools available on the European market;
- European Sustainable Audiovisual Production Platform;
- European Booklet for Green Productions;
- Database of European Resources;
- green production AV platforms available on the European market;
- training available on the European market;
- carbon footprint calculators available on the European market;
- Eureka calculator.

8. Legal aspects of sustainable film production, Sept 27th

Ernest Łuczak, Sylwia Uziębło – Kowalska

- CSR Directive;
- ESG regulation and reporting;
- Business Due Diligence Directive sustainable development;
- legal risks related to environmental protection;
- environmental protection in Polish law;
- regulation of waste management;
- energy law and film production;
- legal liability of audiovisual producers for violations of the provisions on environmental protection;
- risks and legal measures related to green-washing.

9. Preparation of a sustainable film production plan

Dorte Schneider – Garcia, Zsofia Szemeredy, Julia Tordai (Oct 20, 25, 27)

- practical workshop;
- pitching sessions.



Certified Laboratory Graduates

KIPA's Eco-Consultants

- 1) Bogumiła Gręda
- 2) Zofia Jezierska-Ostałowska
- 3) Karolina Kołtun
- 4) Edyta Kwiatek
- 5) Aleksandra Leszczyńska
- 6) Małgorzata Małyśa
- 7) Katarzyna Waśko

KIPA's Ambassadors of Green Audiovisual Production

- 1) Aneta Dobies
- 2) Maciej Dydo
- 3) Alicja Gancarz
- 4) Monika Głowacka
- 5) Małgorzata Jurczak
- 6) Katarzyna Kopeć
- 7) Paweł Kosuń
- 8) Marta Krymarys
- 9) Paulina Kufel-Ślęczek
- 10) Leokadia Kubicka
- 11) Aleksandra Kuk
- 12) Wiola Łabędź
- 13) Marta Materska-Samek
- 14) Jagoda Mazepa
- 15) Weronika Podgórska
- 16) Michał Sadowski
- 17) Julia Sosnowska
- 18) Marta Szadowiak
- 19) Ewa Szczepanowska
- 20) Katarzyna Tymusz-Stach
- 21) Anna Zdrojewska