

CERTIFICATE

Polish Producers Alliance certifies that:

**Jan
Kowalski**

has completed the training course of

**Laboratory of Green
Audiovisual Production**

and obtained the title of

**KIPA'S Ambassador
of Green Audiovisual Production**



Training partner

CEO of KIPA

Warsaw, October 31st, 2022

Laboratory of Green Audiovisual Production training encompassed the following substantial areas

Topic (s)	Tutor(s)	h
<p>1. An introduction to sustainable filmmaking</p> <ul style="list-style-type: none"> • 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. 	Marta Krymarys Jagoda Mazepa	2
<p>2. Resource management in sustainable film production</p> <ul style="list-style-type: none"> • 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. 	Agata Rudnicka-Reichel	4
<p>3. Eco-theory and eco-practice – implementation sustainable solutions in audiovisual production</p> <ul style="list-style-type: none"> • 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 	Dörte Schneider-Garcia	4

<p>4. Administration of sustainable film production</p> <ul style="list-style-type: none"> • 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 	<p>Birgit Heidsiek Anika Kruse</p>	<p>4</p>
<p>5. Measuring the carbon footprint of audiovisual production</p> <ul style="list-style-type: none"> • 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 	<p>Julia Tordai Zsafia Szemeredy Liliane Spielmann</p>	<p>3</p>
<p>6. Eco-motivation - persuading to ecological actions</p> <ul style="list-style-type: none"> • 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 	<p>Marzena Cyprianska- Nezlek Joanna Gutral</p>	<p>4</p>

<p>7. Actions of the European Commission in the area of sustainable audiovisual production</p> <ul style="list-style-type: none"> • 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. 	<p>Jacek Wasik Paulina Kufel-Ślęczek Davide Gianluca Vacarro</p>	<p>2</p>
<p>8. Legal aspects of sustainable film production</p> <ul style="list-style-type: none"> • 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. 	<p>Sylvia Uziębło-Kowalska Ernest Łuczak</p>	<p>2</p>
<p>Hours</p>		<p>25</p>