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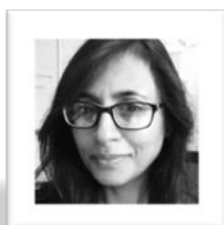
21 APRIL 2022 (10:00 – 17:10 CEST)

#### 10:00 – 10:05 Welcome to Sustainability Summit



**Antonio Arcidiacono** is Director of Technology & Innovation at the European Broadcasting Union. He has extensive experience in conceiving, developing and taking new products and services to market. Since joining the EBU in September 2018, Antonio has launched several initiatives designed to leverage the collective expertise and momentum of the EBU Membership for technology innovation, deliver key building blocks for the digital transformation of public service media, and strengthen collaboration between PSM, European policy initiatives, start-ups and academic institutions. Two of Antonio's most recent initiatives are the 5G Media Action Group (5G-MAG) and EuroVOX. 5G-MAG currently counts 40 members from the industry and aims to ensure future 5G standards are fit for purpose in media production and distribution. EuroVOX is a collaborative project of the EBU and several of its Members that aims to break down language boundaries for users and content. It consists of an open framework upon which services can be built, and a set of tools for media creators, such as speech-to-speech translation. Antonio previously worked as Director of Innovation and a Member of the Management Committee at Eutelsat; the European Space Agency; Telespazio, and Selenia Spazio.

#### 10:05 – 10:10 Introduction



**Hemini Mehta** (EBU) Experienced Technical Professional in all things digital (video on demand, live streams, websites, mobiles, TV, STB & games consoles) with an angle on Sustainability. Capable to bridge business with technology. Intrapreneurial/entrepreneurial spirit. Presence in academia, from lecturing, examining to mentoring PhD candidates.

#### 10:10 – 10:15 Support of Sustainability Summit



**Tim Davie** became Director-General of the BBC on 1 September 2020. He is the 17th Director-General of the Corporation.

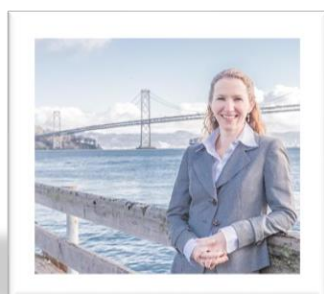
Prior to this, Tim was Chief Executive of BBC Studios, the BBC's principal commercial subsidiary. Responsible for creating and distributing leading British content globally, Tim led BBC Studios from April 2013. Whilst in the role, he oversaw the merger between the BBC's production arm and BBC Worldwide, the Corporation's distribution company, and was responsible for an annual turnover of over £1.4bn.

Tim was acting BBC Director-General between November 2012 and April 2013. During his time at the BBC, he has previously held the role of Director of Audio and Music, with overall responsibility for the BBC's national radio output, its digital services and performing groups, and Director of the Marketing, Communications and Audiences division.

Before joining the BBC, he was Vice President of Marketing and Franchise at PepsiCo Europe. Before this, Tim worked for Procter and Gamble after leaving Cambridge University where he read English.

Tim is co-chairman of the Creative Industries Council and a Trustee of the Tate; he is a former chair of Comic Relief. Tim was appointed CBE in 2018 for services to International Trade.

### SESSION 1: INTRODUCTION



**Emma Stewart, Ph.D.** is Netflix's first Sustainability Officer, where together with teams from across the company, she seeks to bring Netflix's carbon footprint to net zero, raise awareness through film and television content, and engage the company's hundreds of millions of members on climate & environmental change.

She previously led **World Resources Institute's** global work on urban efficiency, climate, and finance. She served on the Board of the **U.S. Green Building Council** and software company **Ecomedes**. She has been a member of the professional faculty at **UC Berkeley's Haas School of Business** and **Stanford Graduate School of Business** where she taught "Intrapreneurship for Sustainability". Her work has been featured in *The Economist*, *Wall Street Journal*, *The New York Times*, *Financial Times*, *Reuters*, *The Guardian*, *Tribune*, *The Huffington Post*, *Environmental Law Journal*, among others. She is a contributing author to *Corporate Responses to Climate Change* and *The Encyclopedia of Sustainable Business*, and her work is featured in books *Frugal Innovation* and *The Big Pivot*.

Emma was rated a "Badass Woman in Sustainability" by GreenBiz, a "top 3 speaker" by **The Economist** Summits, and has been named a "one of the most powerful women under 45" and an "urban pioneer" by **FORTUNE Magazine**, a "sustainability insurgent" by **MIT Sloan Management Review**, and one of the "Top 10 Women in Sustainability" by **American Builders**. Her work has been featured in *The Economist*, *Wall Street Journal*, *The New York Times*, *Financial Times*, *Reuters*, *The Guardian*, *Tribune*, *The Huffington Post*,

Environmental Law Journal, among others. She is a contributing author to [Corporate Responses to Climate Change](#) and [The Encyclopedia of Sustainable Business](#), and her work is featured in books [Frugal Innovation](#) and [The Big Pivot](#).

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### 10:25 – 10:45 **Greening the Media Supply Chain**

Consumer and enterprise trends are making sustainability a priority across media supply chain. Here's what you need to know to take the lead and be part of greening the media industry from script to screen.

CES 2022 marked a pivotal moment when it was clear that sustainability had arrived in the consumer space. And in the DPP 2022 Predictions, expert contributors cited sustainability as a macro theme shaping the media sector, and something emerging as a pivotal factor in procurement decisions. Even the DPP's Committed to Sustainability programme has hit a major milestone, with over 50 companies now signed up to the industry-leading initiative. This indicates that there is a significant shift taking place in our industry, which will hopefully lead to the greening of the media supply chain.

An emphasis on measuring, reporting and reducing carbon emissions and energy consumption will help you take the lead.

Consumer and enterprise trends are making sustainability a priority across media supply chain - what you need to know to take the lead, greening media from script to screen.



**Abdul Hakim** is the DPP's sustainability lead, and manager of the DPP Committed to Sustainability programme. In his role as a Programme Delivery Manager he was instrumental in getting industry stakeholders together to help develop the Committed to Sustainability initiative. As the programme manager, Abdul conducts sustainability assessments, offering guidance and advice on environmental sustainability to those companies interested in taking part. As such he has supported many companies on their journey to becoming more sustainable. He currently leads DPP's business development activities, and manages the DPP's work in cyber security.

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### 10:45 – 11:05 **An Introduction to ISO50001 – International Energy Management Standard**

What were the main challenges for RTÉ, as a public service broadcaster, in adopting this energy management standard and what are the main benefits for the business.



**James McConnologue**, MSc, CEM, MIEI is Manager of Facilities Engineering at Ireland's public service broadcaster Raidió Teilifís Éireann (RTÉ). As a certified energy manager (CEM), James has lead the field of energy management in RTÉ over many years, positioning RTÉ as one of the leading public bodies in Ireland's National Energy Efficiency Action Plan as outlined by EU Energy Efficiency Directive. He holds a bachelor's degree in Electrical Engineering and a master's degree in Energy Management and his early work in the development and management of RTÉ's electrical infrastructure included designing and implementing monitoring and control systems for effective energy management. James' work in energy management culminated in the recent accreditation of RTÉ to the international standard for energy management ISO50001, the only broadcaster in Ireland or the UK to do so. He also holds a diploma in project management and delivers a large portfolio of engineering projects annually to the highest levels of energy management and overall sustainability standards.

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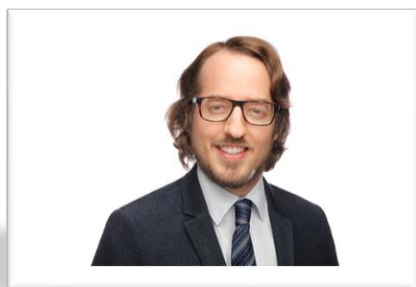
### 11:05 – 11:25 **The Nuances of Net-Zero Strategies and the New EU Taxonomy**

Net-zero strategies require different considerations depending on industry and sector, but ultimately share a common goal. The Economist Group sheds light on their own net-zero journey, speaks to how the TCFD and other frameworks can serve as valuable tools, and explores what the new EU taxonomy means for media and broadcasting.



**Emily Jackson** leads environmental sustainability at The Economist Group, and is responsible for driving strategy and embedding sustainability across the organisation. The group's strategy includes a science-based emissions reduction target, automated carbon management (SaaS), climate action through voluntary carbon markets, life cycle analysis, and driving long-term change through the sustainability team. This follows a career in sales and business development with The Economist Group, leading brand partnerships and key accounts in Germany and Austria. Prior to that Emily was responsible for The Economist Events in Europe, Middle East and Africa, and thought leadership for The Economist Intelligence Unit in Continental Europe. Emily has lived and worked in Europe and Asia, and currently lives in Frankfurt. She holds an MA in German and Management from the University of St Andrews, Scotland; attended a University of

Cambridge business sustainability management online course, and is pursuing a Postgraduate Certificate in Sustainable Business at the Cambridge Institute for Sustainability Leadership (CISL).



**Martin Koehring** is senior manager for sustainability, climate change and natural resources at Economist Impact (part of The Economist Group), where he leads sustainability-related policy and thought leadership projects in the EMEA region. He has directed Economist Impact projects in areas such as food sustainability, decarbonising technologies for cities, getting to net zero, ESG and real-world impact, electric vehicles, and advanced plastic recycling. He is also the editorial lead of The Sustainability Project and head of the World Ocean Initiative, inspiring bold thinking, new partnerships and the most effective action to build a sustainable ocean economy. His previous roles at The Economist Group, where he has been since 2011, include managing editor, global health lead and Europe editor at The Economist Intelligence Unit.

Martin is a member of the Advisory Committee for the UN Environment Programme's Global Environment Outlook for Business and is a faculty member in the Food & Sustainability Certificate Program provided by the European Institute for Innovation and Sustainability. He earned a bachelor of economic and social studies in international relations from Aberystwyth University and a master's degree in diplomacy and international relations from the College of Europe.

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### 11:25 – 11:45 COP-26: Taking Our Audience with Us

What impact did all the media coverage and engagement around November's UN climate summit have? Did audiences tune in and learn, or turn off? Are they saturated or want to know more? Hear about the audience experience in the UK and lessons learnt.



**Gaby Hornsby** (BBC) As TV Lead for Sustainability, Gaby project managed the BBC's editorial and corporate engagement at the UN Climate Change Conference COP26, and is driving the BBC's implementation of the pan-broadcaster Climate Content Pledge. She also leads on pan-BBC seasons and campaigns, such as around mental health, disability and the BBC's environmental brand, Our Planet Now, commissioning digital content to accompany them. Prior to working in Commissioning she was an award winning filmmaker with credits including Seven Ages of Starlight (Banff Rockie nominated), Secret Life of the National Grid (RTS winner) and Earth – The Climate Wars (Europaws winner), all for the BBC.

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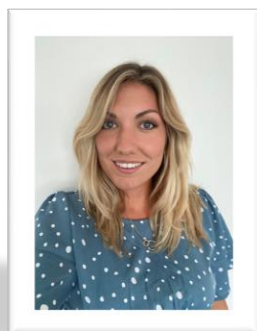
## SESSION 2: OUR AUDIENCE



Chair: **Eileen Duggan** (RTÉ) is the Sustainability and Environment Services Manager for RTÉ the national broadcaster in Ireland. Eileen has experience in the areas of environmental management and contract management. She holds a Master's in Business Practice and has qualifications in Governance Risk and Compliance and Environmental Management. Eileen Chairs the Green Broadcaster Advisory Group within RTÉ from which targets and achievements are recorded and progressed. In 2017 RTÉ was awarded the Overall Pakman Award. The Pakman Awards event is a national competition which recognises excellence in Waste Management and Recycling. Eileen is a published author and an EMCC (European Mentoring and Coaching Council) accredited coach.

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### 11:55 – 12:15 What is the Content Pledge?



**Carys Taylor** is the Director of albert, the home of sustainability for the TV and film industry. Prior to taking up the role, Carys was at National Grid where she worked on solutions to decarbonise transport, the biggest contributor to UK carbon emissions. She is no stranger to the TV industry however, having also worked at BBC Studios as an advisor to Tim Davie, advocating for the UK creative sector.

Carys also spent some time working in UK Parliament and studied international politics where she examined the role of media in shaping international attitudes to debates for her dissertation. Away from her desk, Carys is happiest returning to her hometown in North Wales for hikes or kayaking along the river Thames.

### 12:15 – 13:15 Green Storytelling Panel Discussion



**Alissa Aubenque** (Ecoprod and Calista Films) is a French-German Producer with a special focus on sustainability, both in storytelling and in production. With her production company Calista Films she produces impact films and organizes scriptwriting workshops on green storytelling. She is also the director of operations at Ecoprod, a French association whose mission is to green the film and TV industry by providing trainings and tools to reduce the environmental footprint of production.

**Tara Peterman** is an award winning journalist and Executive Producer of RTÉ's Climate Change coverage. Tara seeks new and original ways to amplify and engage audiences in the story of a generation across RTÉ platforms. Her goal is to make the science accessible and produce stories that will help people feel engaged and empowered. In 2019 Tara led an organization-wide drive on climate change awareness for "RTÉ on Climate." The week included documentaries, special reports, podcasts, and the creation of a national "Youth Assembly on Climate." Tara has been Executive Producer of RTÉ's Prime Time, Producer of "Orla Tinsley: Warrior," and has produced coverage of numerous Irish and US elections. Earlier in her career, Tara was the Washington Producer for SKY News, Washington Correspondent for the Irish Voice, and has worked with global media outlets including CBS, BBC and National Geographic.



**Helen Falkus** has worked in Sports broadcasting for over 20 years. Beginning her career at production company Sunset and Vine, Helen became a regular covering the Channel4 Cricket and Channel 5 football output. A couple of years at Sky New Zealand followed, before she joined Sky Sports in 2006. Helen has been instrumental in Sky Sports' award-winning cricket coverage and a pioneer for gender parity in sport leading Sky's role in The Hundred last summer before accepting her new position as Sky Sports Director of Multi Sports. Helen was shortlisted for a WST 'Ambassador for Women's Sport' award in 2018 and is a member of the Sky Sports Content Sustainability group, championing environmental issues within Sky Sports coverage.

**Susie Braun** (ITV)

**Gaby Hornsby** (BBC)

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### 13:15 – 13:35 ODS Radar

This is a project developed by the Carlos III University and RTVE, aims at automatically monitoring and measuring, through AI techniques, the time we spend on our broadcasts covering information on the UN SDGs.



**Dr. Pere Vila Fumas.** Doctorate Degree in Telecommunications by Polytechnic University of Catalunya, Master in Business Administration (MBA) by ESADE Barcelona. Director of Technological Strategy at the Spanish Radio and Television Corporation (RTVE). Member of the Standing Committee of the Telecommunications Advisory Council (Ministry of Science and Technology). Currently chairing the UHD Spain association and member of the Advisory Council for Digital Transformation. He has collaborated in the assessment of the proposals from the Ten Telecom'2000 Programme of the European Commission (Directorate-General Information Society) and as e-Content Reviewer. He has been member of the EBU Technical Committee and the DVB Steering Board.

**Prof. Dr. Jose María Álvarez-Rodríguez** is Associate Professor within the Department of Computer Science and Engineering of Carlos III University of Madrid (UC3M). He is Master of Computer Science (2007) and Bachelor of Computer Science (2005) by the University of Oviedo (Spain). From 2005 to 2010 he worked at the R&D Department in the Semantic Technologies area within CTIC Foundation. He has also participated in more than 30 research projects in different competitive programmes and he is the author of more than 80 publications and other research works. He holds a PhD on e-Procurement and Linked Data (2012). In 2012, he was rewarded with a HPC2-Europe Transnational Access Programme grant at SARA (Amsterdam, Netherlands). In 2013, he held a position as Marie Curie Postdoc at SEERC (Thessaloniki, Greece) within the RELATE-ITN FP7 project researching on "Quality Management in Service-based Systems and Cloud Applications". He is member of some standardization bodies such as ISO (Artificial Intelligence working group), OMG, ProSTEP, LOTAR, INCOSE (ontologies working



group) and INCOSE. Since 2015, he is leading the technical research activities in the scope of the research agreement between RTVE and UC3M for applying Big and Linked Data technologies to the media industry. WWW: <http://www.josemalvarez.es/web/> LinkedIn: <https://www.linkedin.com/in/josemalvarez/>

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### SESSION 3: GREEN SETS



Chair **Erlend Raabe Brenna** (NRK)

I work in NRK, the Norwegian Broadcasting Corporation, as an advisor for green media production. I work both internal and external with different media productions, trying to facilitate and drive forward the implementation of sustainability in productions.

I started in September 2021, and this is the first time NRK has hired someone in this specific role.

My background is from Industrial Ecology, a master's programme at NTNU, the Norwegian University of Science and Technology, where I studied climate change mitigation and learned to a tool called Life Cycle Assessment (LCA) for calculating the environmental impact from different products or systems.

After graduation, I worked 4 years as an environmental consultant in a consultancy firm called Asplan Viak. There I worked mainly on building and infrastructure projects.

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#### 14:10 – 14:30 **Reducing Emissions by Replacing Diesel with Hydrogen for Generators**

Robert Steinberger-Wilckens (Birmingham University)

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#### 14:30 – 14:50 **Vancouver's Clean Energy Example**

Vancouver has an ambitious target to support the film industry in eliminating the use of diesel generators by 2030; learn how they plan to make that happen.



**Katharine Pavoni** is the Manager of Industry and Community Affairs at the Provincial Film Commission at Creative BC and Chair of the Clean Energy Committee housed at Reel Green. In her role, she is responsible for support and engagement with a variety of stakeholders including all levels of government, industry, and community partners. Katharine's background includes 10+ years of experience in film and television production and she is passionate about problem solving and keeping the motion picture industry sustainable.

**Geoff Teoli** is Acting Vancouver Film Commissioner and Senior Branch Manager of the Film and Special Events at the City of Vancouver with a mandate to develop long term policy and strategic plans for to support the sustainable growth of Vancouver's Motion Picture and Television Production Industry. Geoff brings to his role a deep understanding of the opportunities and challenges related to production through his prior work as a Location Manager and as the Executive Director of Actsafe Safety Association, the industry's health and safety advisory and training association. Developing and executing on sustainability strategies for the industry, including the City of Vancouver's initiative to help the industry discontinue use of diesel generators by 2030, are his highest priorities. This includes the City's innovative permit fee incentive structure that rewards Producers with lower permit fees when using clean energy and the City's project to install of a network of purpose built power kiosks across the City.



#### 14:50 – 15:50 **Clean Power & Generators Panel Discussion**

Presenting and discussing a few case studies from working with green tech on set, alongside its current limitations and opportunities for industry practitioners and various degrees of project/set complexities.

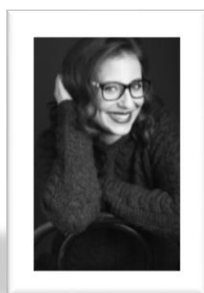
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**Ludovica Chiarini** (EcoMuvi) has been working as a sustainability manager on film sets and researching sustainable production practices for several years, supporting producers along the way. Consolidating her career path as project manager for EcoMuvi, she is responsible for the protocol's most recent upgrade and application on a multitude of features and audiovisual projects. Aside from fostering sustainable policy enhancements and research among film institutions and academia, Chiarini daily work revolves around strategising and implementing tailor-made solutions to fit the needs of each EcoMuvi production.



**Julia Tordai** (CO-FOUNDER GREENEYESGreen) Biologist, Science Communicator and Filmmaker. I'm all about pushing boundaries and challenging myself in different fields of science. I truly believe that combining disciplines science, art, communication, technology can help to understand our world and create a better one. I had plenty of projects in the past where I had the opportunity to combine my biologist background with my creative skills.



**Zsófia Szemerédy** (CO-FOUNDER GREENEYES) My love of film has sent me down on a sinuous road. In the past 10 years, I worked for both mainstream and independent film companies in the UK (eOne, Premier PR, Picturehouse Entertainment). I gained experience in various fields from PR, Festivals and Markets to Sales, Distribution, Exhibition and Script Development. After attending the National Film and Television School I've finally found my passion: combining development and sustainability and balancing these two in both my work and every day life.



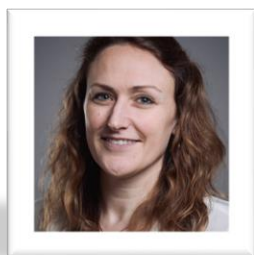
**Peter Paul van Voorst tot Voorst**, founder of Skoon Energy, is active in the world of energy storage. Motivated to contribute to the energy transition, Peter Paul started the company together with Daan Geldermans with the goal to make clean energy accessible. By offering all services needed for the deployment of clean mobile energy through an intelligent online platform, Skoon enables a wide range of users to transition to the use of sustainable energy sources. Skoon Energy focuses on facilitating access to mobile clean energy solutions for ships, film sets, construction sites, grid balancing and other applications with a temporary demand for energy.



**Lorenzo Vecchi**, COO of ZEN2030. Coordinator of emergency and development projects with ten years of international experience, in the field (South America, Africa and Middle East). Enthusiastic and extremely versatile, he has developed a strong passion for the environment and since 2019 has been working on the development of innovative initiatives that address the climate and environmental crisis.

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### SESSION 4: GREEN TECHNOLOGY



Chair **Kamilla Liljedahl** (SVT) is working with content discovery and personalization at SVT Play, the streaming service of SVT, national broadcaster in Sweden. Having worked as a UX professional with online products for many years her interest in environmental sustainability has led her to head up the strive to reduce the climate footprint of SVT's digital services, including driving the work to create an internal emissions model and cooperation within the DIMPACT project.

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16:00 – 16:20 **NOWU, the New Eco-Responsible Media of France Télévisions**

How we have built a digital platform for young people following the main principles of digital sobriety.

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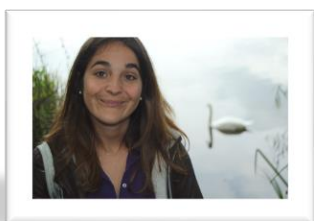


**Léa Nogier** is the project manager for the NOWU project at France Télévisions. Since the launch of the media in September 2021, Léa has been in charge of defining the overall strategy of the media with the management, as well as coordinating cross-functional issues and supporting the team in the success of the project. As part of her mission, Léa is also in charge of the relations with the European partners and the development of this international dimension with the aim of recruiting new partners to join the project. She is also responsible for the eco-responsibility of the media.

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### 16:20-16:40 Sustainability in Live Sports Production

A team of world-leading sports broadcasters, rights owners and technology vendors, collaborating as part of IBC's Accelerator Media Innovation Programme, have revealed the initial results from an English Premier League production workflow trial to support the goal of a carbon 'net zero' future for live productions. Together, they demonstrate how innovative cloud production workflows can meet ambitious sustainability objectives and reduce the environmental impact of live production.



**Jo Finon** is Manager of Responsible Production at Sky Sports. In 2020, Jo was appointed as Manager of Responsible Production, showing Sky Sports' commitment to change and the Sky Zero strategy to be net zero carbon by 2030. As part of her role, Jo is responsible for Sky Sports award-winning sustainability strategy and driving improvements for the whole outside broadcast industry. Jo is also an albert Ambassador. With over 10 years' experience working in live TV in areas such as Contracts Management and Operations Supervision, Jo has always been passionate about implementing changes to improve working practices both for the crew and the environment.

**Charlie Cope** is the Head of Operations & Sustainability for BBC Sport, and has been responsible for the technical and operational delivery of its output for over 12 years. He has overseen several significant changes in operating model for the BBC Sport teams, including the migration of the division from London to Salford in 2011, and the implementation of sustainable working practices across BBC Sport since 2018. He chairs the divisions Sustainability Steering Group, and represents BBC Sport on the UNFCCC S4CA, as well as BAFTA's Albert Sport Consortium. As father of two, and an outdoor enthusiast and naturalist, he is passionate about the responsibilities we all have as individuals to the environment and our fellow humans. He strongly believes that positive change can be achieved if we work together, and the wider sport industry has the enormous potential for delivering change through its audience and fans.



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### 16:40-17:00 Integrating carbon calculation inside production tools

We will show what is the Open Workflow Modelisation for Media, how it is implemented in a workflow tool and then inside a media big data pipeline to provide tools for piloting media production and acquisition strategies including the carbon emissions parameter.



**Cedric Lejeune** (Workflows) started in 2000 as a visual effects assistant on Discreet Smoke, working on TribalX, a complex full CG/MoCap production for children and setting the network infrastructure in the small post-production facility.

In 2000 he becomes application engineer for Post-Logic and supports a wide range of products: animation, infrastructure, effects, colour grading. He was in charge of the implementation of the first industrial digital intermediate pipeline at Éclair Laboratoires in 2002 and different setups in Paris and Europe.

In 2006 he starts his first company, Workflows, to develop consulting and training services, accompanying film labs in the transition to digital and helping post-production to step into the cinema world. He specializes in digital cinema and video workflows, infrastructures and colour science. His work on online collaborative environment and content management tools have made him an expert of cloud technologies for media. Workflows' image processing tools are used by major studios in the world.

In 2015 he joins Ymagis [www.ymagis.com](http://www.ymagis.com) to supervise the technology for post-production and mastering labs in the group (New York, London, Liège, Berlin, Barcelona, Paris). The integration of Eclair Laboratoires extends the delivery of content to broadcasters and OTT, and gives an opportunity to develop a century old brand as an innovative one. He then assembled the technology and innovation team to create more efficient and global workflows across the group. He led the development of EclairColor, the HDR solution for cinema ([www.eclaircolor.com](http://www.eclaircolor.com)).

In 2020, while continuing R&D efforts for EclairColor and developing HDR and HFR image technologies for the Chinese market, he reboots Workflows to help media industries in their transition to a more sustainable model. With his business partner Benoît Ruiz, he helps studios in building and implementing organization and technical strategies with sustainability in mind. Workflows released a major study for Ecoprod on the audiovisual market environmental impact and participates international green initiatives such as the EBU Sustainability group. Workflows also participates european R&D programs and La Cartouch'Verte, an association to promote good environmental practices in animation. Workflows partners with Perfect Memory for the development of their semantic technology toolset in the studio environment.



# SUSTAINABILITY SUMMIT

## PSM GOES GREEN

Cedric is the co-head of the postproduction department at CST and is a member of VES, SMPTE and HPA.

**Julien Masclef** (Perfect Memory)

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17:00-17:10 **Wrap Up**

**Hemini Mehta** (EBU)