



GREEN FILM
INITIATIVE

Michael Geidel, 09. July 2015

Sustainable production in Germany and in the film industry

photographed from ISS. Source: NASA



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GREEN FILM INITIATIVE IN GERMANY

- ▶ Panels and workshops at festivals – Raise Awareness & Support
- ▶ October 2012 with experts from CNC, PGA Green, regional film fund, GrundyUfa Production house, a sustainable producer, film politician
- ▶ first seminar lecture on Green Production at a film university HFF
- ▶ expert at Berlinale Talent Campus / Berlinale Talents





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- ▶ Coop with first EU Student Green Film Making Competition
- ▶ in contact with politicians, regional film funds, FFA national film fund, film producer alliance, film festivals, technical companies
- ▶ Intl. cooperation with Ecoprod, BAFTA/BBC, BFI, PGA Green, EBU, Worldbank
- ▶ press: le film française, Digital Production, Berlinale Green Film Shooting Special, Medienboard Green News, FTA Bavaria Film etc.





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GREEN FILM PRODUCTION IN GERMANY

- ▶ Green Shooting Card in Hamburg: shorts and films, TV shows
- ▶ FFHSH Best Practice Guide
- ▶ Berlinale 2014: FFA-meeting, 2015: Expert Session
- ▶ EUFCN, CineRegio – film commissions
- ▶ TV: EBU, ZDF, UFA
- ▶ Commercial Production green / Music / Events

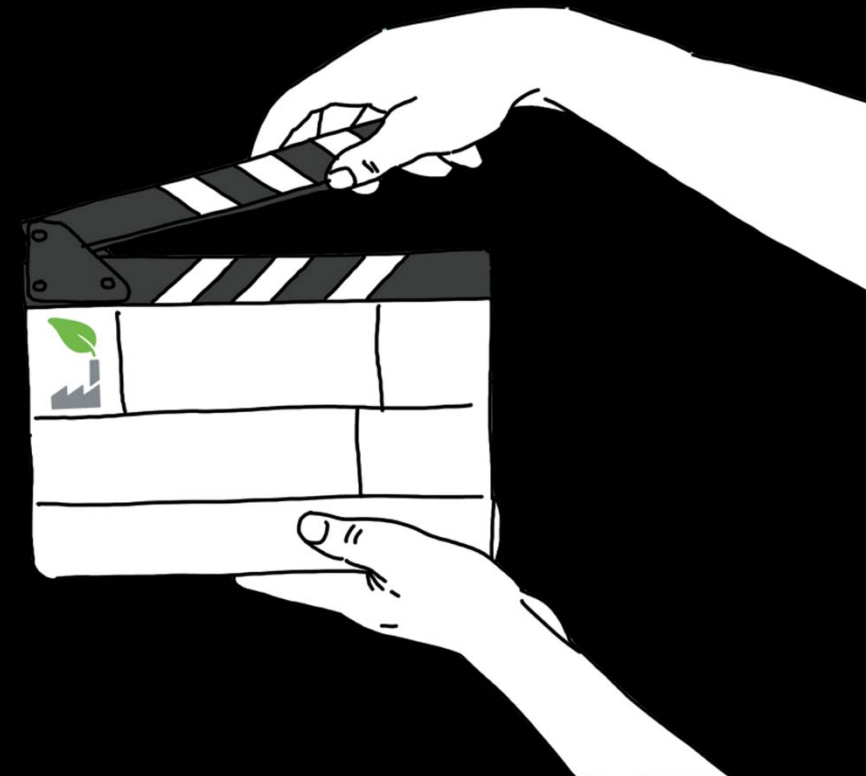




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GREEN FILM PRODUCTION IN GERMANY

- ▶ Bavaria Studios went carbon neutral
- ▶ first big cinema feature film “Bully” was officially done green and received Green Shooting Card
- ▶ several TV series and more films went green
- ▶ Arri offers HighEnd LED lights for broadcast
- ▶ no financial support or incentive for Green Film Production, but recognized
- ▶ No official carbon calculator, but already some to choose from

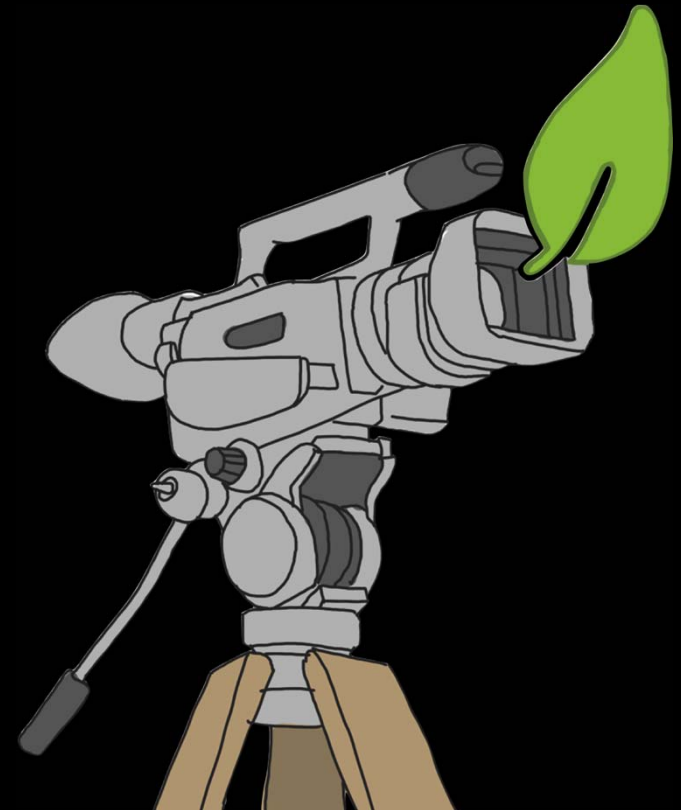




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EUROPE

- Different Carbon Calculators and guidelines so far
- Broadcasting Initiative on EBU level
- Producers support to stay in competition
- Legislation already partly done or planned
- US films ask for it – will they demand it?





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CANNES 2015

▶ FILM4CLIMATE by Worldbank

“We will never end poverty if we don’t tackle climate change”

Jim Yong Kim, President of the World Bank

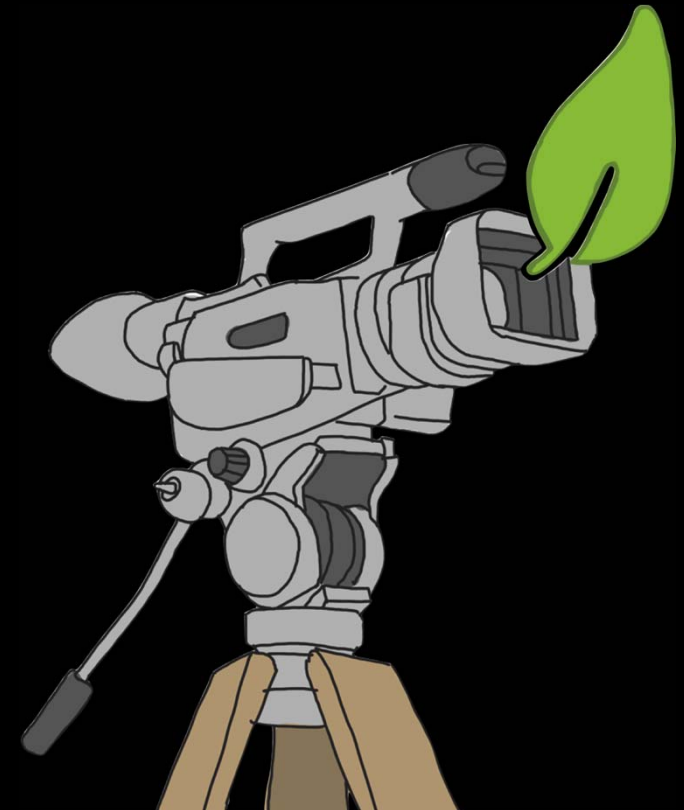
▶ Over 150 supporters worldwide during Cannes

▶ Bernardo Bertolucci, Wim Wenders, Fernando Meirelles, Pablo Trapero

▶ Next Pavillion: Panel with Cannes Jury Member Rokia Traore Director
Guadalajara Intl. Film Festival Ivan Trujillo, CEO IDF Film Commission
Olivier-René Veillon, Head of Training of Flanders AV Fund, CEO of
Sardegna Film Commission Nevina Satta, Michael Geidel

▶ Hollywood Studio Work Collaboration

▶ COP 21 Paris





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SUMMARY

- 3 R's Reduce, Reuse, Recycle – it's easy and working
- Growing European and international support already
- Create a plan, focus on Hot Spots
- Get everyone on board from the top
- Appointing a trained Green Steward
- Track your success and failures
- Communicate about it