

PRESS RELEASE



THE FILMMAKING AND AUDIOVISUAL INDUSTRIES UNITE IN A JOINT DECLARATION IN CONJUNCTION WITH THE COP21

In conjunction with the COP21, Film4Climate, a global campaign spearheaded by the World Bank's Connect4Climate initiative, the Ile-de-France Regional Economic, Social and Environmental Council (CESER), and the Ecoprod action group hosted an international conference in Paris this past November 25. The filmmaking and audiovisual industries have proactively joined forces to reduce the carbon impact of their businesses and to raise awareness among professionals about the issues involved in climate change. Three continents were represented: the United States, represented by **Lydia Dean Pilcher** of the Producers Guild of America; Africa, represented by **Christopher Foot**, head of the Kenya Film Commission; and, of course, Europe, represented by many film commissions, including those of Ile de-France, Hamburg, Sardinia, London, and Oresund.

On this occasion, broadcasters, including TF1 and the BBC, represented respectively by **Catherine Puisieux**, CSR Coordinator and member of the Ecoprod collective, and **Jeremy Mathieu**, Sustainable Production Advisor at the BBC, presented their tools: carbon calculators available to professionals on both sides of the Channel. **Christiane Dopp**, head of the Filmförderung Hamburg Schleswig-Holstein Film Commission in Germany, presented her "green label" for film shoots – the Green Film Shooting Card –, while **Evert Eriksson** from the Flanders Audiovisual Fund out of Belgium explained how environmental criteria were integrated into their production support system.

"We have the tools, we have the solutions, and we have the companies that are able to deliver the services," emphasized **Olivier-René Veillon**, Director of the Ile-de-France Film Commission and member of Ecoprod.

In addition to the tools presented, there were discussions about raising awareness within the profession and among film crews: "Once you're in production, you have to keep dialogue channels open with the crew, so they feel they're part of an initiative that is bigger than they've imagined, the impact of which begins with every small action we take in favor of the environment," noted **Lydia Dean Pilcher** of the Producers Guild of America.

Multi-Oscar-winning English producer **David Parfitt**, best known for *Shakespeare in Love* and *The Madness of King George*, contributes a producer's perspective: "We could make an enormous difference. I have the feeling that, in some ways, we're knocking on the door but are having a very hard time making ourselves heard. Obviously, we producers have a lot of excuses, such as budget pressures, the rapid production turnaround times expected, etc."

In order to rally the industries' professionals and institutions more effectively, a joint declaration was established at the end of the gathering. Brazilian director Fernando Meirelles (*The Constant Gardener*, *The City of God*) will officially read the declaration on December 3, 2015, at 6:00 p.m. in the German pavilion at the COP21.

FILM4CLIMATE // ECOPROD DECLARATION

The purpose of this charter is to commit its signatories to reducing the negative social and environmental impact of any film and audiovisual production and to work toward adopting proactive, catalytic practices applicable to the entire sector, promoting best practices focused primarily on preserving biodiversity and reducing carbon emissions and waste.

To this end, the signatories wholly commit to implementing a number of initiatives with respect to the environmental viability of their productions:

- Implement proven methods and use analysis software for calculating the carbon footprint of audiovisual productions.
- Take scientific knowledge into account in both production methods and content.
- Work with film commissions, principals, institutions, and suppliers to progressively establish environmentally friendly productions.
- Limit consumption of wood and other natural products by using materials from certified supply chains.
- Minimize habitat destruction.
- Avoid modifying and/or contaminating soils.
- Avoid creating new roads and new buildings.
- Guard against introduction of non-native or invasive species.
- Take care of all animals and ensure their wellbeing.
- Compensate potentially affected communities and repair or restore environments if damage is done.

NOTE: The signatories agree to promote this charter to encourage dialogue for improved understanding of the objectives and their implementation. The sector's professionals and businesses are invited to share their intention to comply with this charter, to use the available carbon calculator software, and to use certified service providers to achieve the above objectives.

Ecoprod is a collective initiative founded in 2009 by entities in the audiovisual sector to involve their industry in monitoring its environmental impact. The group currently consists of eight partners: ADEME, the Audiens Group, the Ile-de-France Film Commission, France Télévisions, and TF1, with the support of DIRECCTE Ile-de-France (Ministry of Economy and Industry). These have since been joined by the Provence-Alpes-Côte d'Azur Region, the Pôle Media Grand Paris, and the Centre National du Cinéma et de l'Image Animée.

www.ecoprod.com

The **Ile-de-France Regional Economic, Social and Environmental Council (CESER)** is France's second-largest regional assembly. Composed of 128 councilors, it represents the civil society of the Paris region. The CESER issues reports and opinions on broader questions of regional policy.

www.ceser-iledefrance.fr

Film4Climate is a global campaign spearheaded by the World Bank's Connect4Climate initiative.

www.connect4climate.org

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