

österreichisches
film institut



GREEN FILMING



**Criteria Catalogue of Minimum
Ecological Standards for
Austrian Exploitation Funding for
Cinema Releases ÖFI+**

The Minimum Standards for Austrian Exploitation Funding (cinema release) are initial basic measures to implement sustainable thinking when planning the cinema release. In the future, these will be evaluated and further developed in cooperation with the distribution companies.

1. Certification of distribution companies

○ Target specification

It is recommended that distribution companies get a business certification (e.g., Eco-business or comparable)

2. Printed material

● Must specification

When producing printed forms of any kind it needs to be ensured that only recycled paper is used and that only printing companies are employed which have a sustainable orientation and/or certification. The principle of minimal use of resources shall be applied during production. (For example: low number of forms, no or only minimal excess)

○ Target specification

Invitations for movie premieres should mainly be sent out in digital format (newsletter, social media, digital mail etc.).

3. Give-Aways / Merchandising

● Must specification

As a matter of principle, the policy of give-aways and merchandising articles should be reconsidered. If they cannot be avoided or are absolutely necessary for advertising purposes, they should be in accordance with sustainable thinking or support regional companies.

4. Meetings/Events

○ Target specification

Distribution companies are recommended to organize events in accordance with **Guideline UZ 62** for the Austrian Ecolabel for **Green Meetings and Green Events**.
<https://www.umweltzeichen.at/file/Richtlinie/UZ%2062/Long/Uz62%20Green%20Meetings%20und%20Green%20Events%202022.pdf>

5. Mobility

● **Must specification**

Invitations to meetings and events should contain the recommendation to use public transport for travels.

● **Must specification**

No flights within Austria and for travels under a flight distance of 500 km and/or under 5 hours.

If this is not possible, a CO₂-compensation should be executed (already possible when booking the flight).

○ **Target specification**

Whenever possible, guests (film teams) who travel to attend movie premieres should use the train and/or public transport. Air travels should be avoided and replaced by train travels.