

österreichisches
film institut



GREEN FILMING



Criteria catalogue of minimum
ecological standards for the
Austrian
distribution funding for cinema
releases ÖFI+

The minimum standards for Austrian exploitation funding (cinema release) represent steps towards implementing sustainable practices in the realisation of cinema releases. The current version of the criteria catalogue (V. 2.0) was further developed based on feedback from Austrian film distributors.

General note: If it can be proven that a criterion does not apply to the respective project, it can be assessed as "fulfilled". For example, criterion 7.1 is considered fulfilled if merchandising articles are not used.

1. Green Commitment

● MUST specification

1.1. Confirmation of the "Green Commitment" is required upon submission. This declaration confirms the company's commitment to an ecologically sustainable cinema release.

2. Company certification

○ TARGET specification

2.1. Rental companies are recommended to participate in an environmental counselling service for their company location or to introduce an environmental management system (e.g. ÖkoBonus - OekoBusiness Wien, EMAS easy or comparable systems).

3. Green electricity

○ TARGET specification

3.1. If possible, the entire electricity requirement at the company's own location should be covered by renewable energy sources with an Austrian guarantee of origin or by a tariff certified in accordance with the criteria of the Austrian Ecolabel (Guideline UZ 46 "Green Electricity").

○ TARGET specification

3.2. When digital products such as trailers, advertising materials etc. are created by external service providers, they should be informed that the electricity requirements are to be covered by renewable energy sources with an Austrian guarantee of origin or by a tariff certified in accordance with the criteria of the Austrian Eco Label (Guideline UZ46 "Green Electricity").

4. Printed materials

● MUST specification

4.1 When producing printed materials, it is important to ensure that recycled paper is used where technically possible and suitable for the intended purpose. In areas where the use of recycled paper is currently not possible (e.g. for City Lights), the following certifications are accepted: Ecolabel UZ 02, Cradle to Cradle (from Silver level), FSC/PEFC (from 70% in each case). In addition, it is important to ensure that printed works are produced in accordance with the principle of minimising resource consumption (e.g. through small print runs, minimal or no surpluses).

Splitting the print run may be dispensed with if this would otherwise result in a disproportionately high consumption of resources (this must be specified in the final report).

In addition, priority should be given to print shops that pursue a sustainable approach or have the relevant certifications.

For those printing units for which no recycled paper was used, CO2 offsetting must be carried out with an offsetting provider of the highest quality.

- **MUST specification**

4.2 The invitation policy for the premiere celebration must take place in digital form (newsletter, mailing, social media, etc.).

- **MUST specification**

4.3 The invitation to events and functions shall state that travelling on foot, by bicycle or by public transport is preferred.

5. Advertising banner

- **TARGET specification**

5.1 No advertising banners, displays or similar are allowed to be used unless with ecologically sustainable materials (e.g. PVC-free) that can be reused or recycled.

6. Give-aways / Merchandising

- **MUST specification**

6.1 In principle, give-aways and merchandising articles should be reconsidered. If they cannot be avoided or are absolutely necessary for advertising purposes, ensure that they are sustainable and that the products come from regional companies with a social and sustainable approach.

7. Events

- **TARGET specification**

7.1 It is recommended that events and functions be organised as **ÖkoEvent** (or equivalent) or in accordance with:

Guideline UZ 62 of the Austrian Ecolabel for **Green Meetings and Green Events**.

<https://www.oekoevent.at/der-ablauf>

<https://www.umweltzeichen.at/file/Richtlinie/UZ%2062/Long/Uz62%20Green%20Meetings%20and%20Green%20Events%202022.pdf>

8. Accommodation

- **TARGET specification**

8.1 Overnight stays should primarily be booked in flats or holiday homes.

If these are not available or unsuitable, when booking hotels, attention should be paid to proven environmental measures or a publicly recognised environmentally relevant award or certification (e.g. UZ 200).

It is also important to ensure that the accommodation is conveniently located in order to reduce additional mobility (e.g. good public transport connections, proximity to the event venue or railway station).

"Hotels with recognised environmental measures" are hotels that offer at least the following measures: Use of green electricity, energy-saving measures for heating and air conditioning, water-saving measures and waste separation.

9. Mobility

● **MUST specification**

9.1 The production company or the rental company shall not commission any air travel in Germany or abroad if rail travel is an alternative option and can be scheduled.

Flights of less than 500 kilometres are not permitted. All CO2 Emissions caused by unavoidable flights must be offset (using an offsetting provider of the highest quality – Gold Standard or Verified Carbon Standard).

○ **TARGET specification**

9.2 For guests (film crew) travelling to premieres, cinema tours or screenings, public transport should be provided if this is possible, can be scheduled and is suitable. If taxis are used, "green taxis" should be used (deviations must be justified in the final report). Flights of less than 500 kilometres are not permitted.