



GREEN FILMING 2023

Professionalization - Expertise - Credibility
Film Funding Act - NEW - Film Incentive Model Green Bonus 5%
Green Co/Pro Europe - Cross-border cooperation

→ NEW FILM PROMOTION ACT:

Film funding incentive model - Green Bonus 5%

As part of the revision of the Film Funding Act, which came into force at the beginning of 2023, the development of the ÖFI+ funding incentive model is an important step towards eco-sustainable film production. The legal anchoring of the consideration of sustainability criteria in the allocation of subsidies is unique in this form to date. If the audit is positive, the Green Bonus makes it possible to receive an additional 5% of funding on Austrian expenditure on film production and utilisation. This incentive supports the sustainable realisation of film productions in order to meet the climate protection targets legally established in law.

→ GREEN FILMING & FUNDING:

Further development through expertise - criteria catalogue of minimum ecological standards for Austrian cinema productions ÖFI/ÖFI+

The further development of the rules established in 2019 and the implementation of the green bonus system in the Austrian Filminstitute's funding system became a priority in 2023. Based on the guidelines for green filming developed in previous years, the "Criteria Catalogue of Minimum Ecological Standards for Austrian Cinema Film Productions ÖFI/ÖFI+" and the "Criteria Catalogue of Minimum Ecological Standards for Austrian Exploitation Funding for Cinema Releases ÖFI+" were drawn up.

This was done in close collaboration with the long-standing cooperation partners Evergreen Prisma - Competence Centre for Green Filming and the Association of Green Film Consultants Austria (VGFA).



When developing the criteria, a special and forward-looking focus was placed on both national and international coordination.

→ GREEN FILMING DEPARTMENT

In order to meet the growing, complex tasks in the area of green filming and to expand internal expertise in this area, the Green Filming Department of the ÖFI was founded at the beginning of 2023.

In addition to Nina Hauser, Christian Ruthner, BSc, has also been in charge of this department since the beginning of the year.

Following Nina Hauser in 2021, Christian Ruthner was also certified as a Green Firm Consultant Austria by the Evergreen Prisma Academy this year. This means that the institution now has two certified Green Film Consultants.



Nina Hauser © ÖFI / Christian Ruthner © Benedikt Novak / Evergreen Prisma © LAFC

→ GREEN REPORT - Further development of the mandatory final report

As an important addition to the "ÖFI/ÖFI+ criteria catalogue of minimum eco- logical standards for Austrian cinema productions", the template for the mandatory FINAL GREEN REPORT in the first half of 2023 was further developed and published in June. The associated GREEN FILMING CHECK became a contractual requirement. In addition, a template was developed for the final report on cinema launches to provide film distributors with a clear guideline for verification.

→ Cross-border cooperation & mutual recognition

The institutional coordination was carried out between ÖFI/ÖFI+ and the German film funding agency FFA in close dialogue with the international green filming Prof. Philip Gassmann.

The embedded, accurate testing system and precise verification management create planning certainty for both the production companies and the Green Firm Consultants and enable the creation of detailed final audits and the appropriate collection of data for the Green Filming Department. The focus is on accurate and credible reporting on the implementation of green measures.



→ GREEN CO/PRO EUROPE Europe-wide working group for green, international co-production



Evergreen Prisma © LAFC

The Green Co/Pro Europe working group was founded by Evergreen Prisma in April 2022.

- Competence Centre for Green Filming. Since then, Evergreen Prisma has used this think tank to facilitate the next, practical steps for effective

Green Filming & Funding in Europe. The aim is to address the (forward-looking) interlinking models for sustainable film creation across national borders. In this group experts from Funding institutions come together from countries that have already been implementing effective measures for sustainable filmmaking for several years. This wealth of experience forms the common basis for the joint further development of the green agendas.

The Austrian Filminstitute has been a member of this working group since the beginning. As part of the network, it is working systematically on solutions of sustainable, international co-productions and their necessary auditing processes.

Based on previous experience with green film productions, the processes of green funding incentives, professional green filming services, established catalogues of measures and their practical realisation, solution-oriented work is also being carried out using the example of joint, cross-national projects. To this end, the possibilities of mutual recognition of country-specific regulations will be examined and joint instruments (further) developed.

This with the declared aim of creating a high-quality common standard for cross-country practice. The group use best practices to demonstrate a mutually recognised standard worthy of approval for other countries and to minimise the reporting effort in the countries without compromising on quality. In addition, this also strengthens the planning security for the production and for the work of the Green Film Consultant.

→ GREEN FILMING AUSTRIA working group



The "AG Green Filming Austria" working group was initiated by Evergreen Prisma in 2019 and was led until 2022 by the Film division of the Federal Ministry of Arts, Culture, the Civil Service and Sport (BMKOES) under the former leadership of Dr Barbara

Fränzen and since 2023, at the request of the Federal Ministry, transferred to the main responsibility of the Austrian Film Institute under the direction of Nina Hauser. The kick-off event took place in January 2023. The aim of the working group is to promote in-depth dialogue between institutions, ministries and industry representatives. Current topics relating to green filming & funding are discussed by the institutions at regular meetings in order to facilitate a regular exchange of information.



AG Green Filming Austria© ÖFI / Evergreen Prisma© LAFC

→ FACTS & FIGURES Green Filming ÖFI+ - for the year 2023

The Green Filming regulations of the Austrian Film Institute and the newly introduced Green Bonus a PUSH EFFECT in terms of sustainable film production both at home and abroad.

87% of the committed or contracted projects in 2023 have this financing bonus. In the area of exploitation funding, the proportion of projects with a Green Bonus is 74%. The consideration of sustainability criteria in the cinema release process and the possibility of a financial incentive are unique in Europe.

FACTS & FIGURES

ÖFI+ - GREEN BONUS 5%

Total committed and contracted projects/production:

52 of which 45 with Green Bonus

Total committed and contractually bound total amount Green Bonus 2023 / production:

EUR 3.135.013

24 international co-productions, of which

21 with Green Bonus

28 national productions, of which

24 with Green Bonus

EXPLOITATION CINEMA RELEASE

ÖFI+ GREEN BONUS 5%

Total committed and contracted projects / cinema release:

42 of which 31 with Green Bonus

Total committed and contractually bound total amount Green Bonus 2023 / cinema release:

EUR 133.568

PROJECTS WITH CERTIFICATION

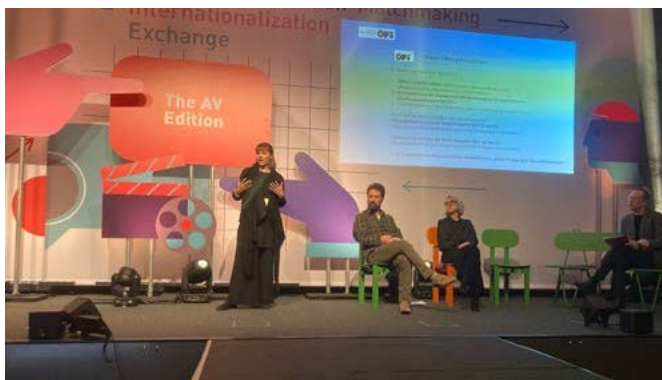
Austrian Ecolabel UZ76 ÖFI/ÖFI+ since 2021-

2023:

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→ Networking and mediation work NATIONAL AND INTERNATIONAL

The introduction of the funding incentive model and the Green Bonus has significantly increased the amount of networking and mediation-work. The Green Filming Department is involved in national and international events in order to present current developments in the area of green funding, answer open questions and also motivate international cooperation and implementation.



© ÖFI

The event CIMIX 2023 - The AV Edition was held on 12 Feb. 2023. Werner Zappe, who is responsible for the ÖFI+ programme, presented the new features of the introduced financial incentive model to a large specialist audience. Nina Hauser presented the innovations to the Green Bonus. The contents were intensified in more detail in direct dialogue.



ForumKultur2023© Photo BMKÖS Johannes Zinner

On the occasion of the BMKÖS event Evergreen Prisma presented its (inter)nationally successful system and network for representatives from the cultural sector at the "Forum Kultur" on 28 February in Vienna's Volkstheater with the presentation "The intelligent Swarm - The synergy model for sustainable filmmaking and its practice for Austria and Europe" as an example of best practice. In addition to Dietlind Rott, head of EVERGREEN PRISMA/LAFC, who highlighted the effective procedure for establishing green funding, Christian Ruthner showed the procedure for the exemplary green funding processes at ÖFI/ÖFI+.



© FAMA/WKO

Further presentations for the industry place specifically in the form of a roadshow organised by **FAMA/WKO**. At this series of events, the federal states were travelled to in order to present the new financial incentive model to the local industry. Open questions could be addressed directly.



© ÖFI

In 2023, the Austrian Funding Conference was all about the funding incentive model. Nina Hauser presented Green Filming & Funding: Sustainable Filming as a Responsibility - GREEN BONUS in Austria as part of the **Diagonale 2023** in Graz.



© Votive cinema

The Evergreen Prism pilot project for Green Filming "Heimsuchung (engl. "Smother")"

by the production company Glitter and Doom and Prisma Film, which was realised in 2021 under the direction of Achmed Abdel-Salam, released in cinemas in spring. This feature film production was supported throughout the entire work process by the graduate of the EVERGREEN PRISMA training programme to become a Green Film Consultant Austria, Barbara Weingartner, and in the form of practice-oriented green film coaching by EVERGREEN PRISMA and green film tools expert Philip Gassmann. Together with cooperation partners such as ÖFI and the Austrian Ecolabel, the aim was to facilitate the practice of sustainable filming in Austria.

In the course of a screening at the Votivkino in Vienna The audience was given the opportunity to find out more about Green Filming and the realisation of the project. In addition to Green Film Consultant Barbara Weingartner and in the presence of producer Lena Weiss, Nina Hauser talked about the realisation of Green Filming from the point of view of film funding.



© ÖFI

During the **73rd Berlinale**, the Green Filming Department held many fruitful discussions and was able to further expand cross-border cooperation. A visit to the FFA Berlin coordinators was a must. We presented our successful co-operation and coordination at the 12th Meeting of the Eurimages Sustainability Study Group under the title "Green Filming and transnational Cooperation" and at the special english edition "Keen-to-be-Green"-Online series "Spotlight on Co-Productions - How to produce green across borders" organised jointly by the German Film Commissions and the Europe Desk Germany.



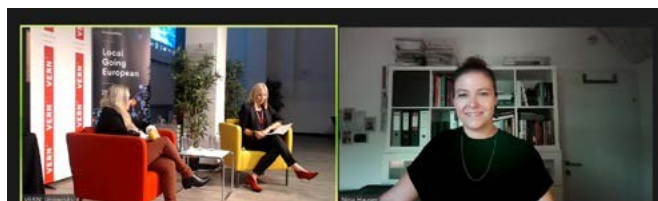
Photo© German FILm Commissions_NH

The German Film Commissions' sustainability initiative "**Keen to be** Green", which has been established in Germany for several years, dealt with the topics of co-production and how eco-sustainable productions are possible across borders on 7 November. For the second time, Nina Hauser was invited to speak at this series of events. This time, alongside speakers from Germany, France and Austria, she spoke about the status quo of green filming in relation to co-productions and the further development of cross-border recognition.



Photo© ÖFI / Logo© VTFF

Another highlight was the visit of the Green Tech Day **2023** of the Association of Technical Companies for film & television, where innovative, sustainable technology was presented. Interesting panels were part of the supporting programme.



Photo© ÖFI

In the spirit of cross-border networking, Nina Hauser was invited by Martina Petrović, Head of CED - MEDIA Office Croatia, to be a speaker at one of the panel discussions at the **"Creative Future Insights 2023" conference** in Zagreb on the topic of "The importance of sustainability in the field of creative and cultural industries at the European Level".



Photo© Stefan Bösl

Participation in the 2nd Green Culture Conference "Audiovisual Media on the Move" in Munich rounded off the networking activities with the audio-visual sector in Germany. At the conference, which took place under the patronage of Claudia Roth, the Federal Government Commissioner for Culture and Media, industry representatives discussed eco-logical standards in audiovisual production. In addition, ideas for the future of green filming were developed in small working groups and presented to the group afterwards.



Photo© Zuzana Havlíková

At the invitation of the Association for Internal Affairs (AMO) and the British Embassy Prague, Nina Hauser and Linn Rott EVERGREEN PRISMA/LAFC were invited to present the Austrian model at the October 2023 international conference on "Unlocking the Potential of Culture: What role does the audiovisual industry play in addressing the climate crisis?" at the British Embassy in Prague. The aim of the event was to emphasise the importance of audiovisual production in tackling the climate crisis.



→ As a best-practice example and motivation for the Czech film industry, Nina Hauser and Linn Rott spoke about the practice and established institutional work with regard to green filming in Austria: Following the lecture "Evergreen Prisma Joint Network - The Intelligent Swarm, the Synergy Model for Green Filming in Austria & Europe" was organised in working groups together with Representatives of the Czech film industry discussed the next possible steps on the basis of the existing expertise. The knowledge gained from these results should serve as a basis for further elaboration and the approach of political decision-makers in the Czech Republic with regard to the future direction of the audio-visual fund.



Photo© ÖFI

This year, the Green Filming Department was once again invited to take part in the annual 21st EFARN Meeting in Valetta/Malta. Christian Ruthner gave a presentation on co-productions and transnational co-operation with the title "Green Filming: Co-production and transnational co-operation - Austria's Green Bonus System and the effects on co-productions and international co-ordination and co-operation". In addition to the presentation, the topic was further explored in direct dialogue with the participants.



Photo© ÖFI

ÖFI Christmas party as an eco-event

Following the ÖFI's alignment with sustainability criteria in previous years through the EcoBusiness award, the next steps were taken this year. For example, this year's industry Christmas party, which took place for the last time at the ÖFI, was organised as an eco-event. Care was taken to ensure that the event was not only a healthy celebration but also that certain sustainability criteria were met. Thus

Catering Healthy and Happy (which was recently awarded with Gault Millau) offers seasonal, regional and organic food and drinks. In addition, the necessary equipment was hired for the event instead of buying products. Care was also taken to reduce and dispose of waste correctly and environmentally friendly travel was requested on the invitations.