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**Eurimages and Ecoprod launch StepUP,
a new E-learning platform and international toolkit for Green Production**

StepUP

Eurimages and **Ecoprod** announce the launch of **StepUP**, a new e-learning platform and innovative toolkit dedicated to advancing green production practices in the film industry. This project stems from a **Eurimages** initiative and is developed by the non-profit association Ecoprod, in collaboration with leading European experts.

StepUP addresses the growing need for accessible, standardized training on sustainable production by offering multiple e-learning courses. It bridges significant disparities in the availability of such education across countries and provides a comprehensive, practical solution tailored to the unique challenges of the international film industry.

The platform offers a curated learning experience, covering the principles of green production. It focuses on practical applications, from understanding international regulations to implementing sustainable workflows. Interactive features such as quizzes, exercises, and case studies enhance the learning process.

StepUP adapts to the needs of professionals in diverse regions and roles such as producers, film commissioners and staff working on set. Providing them with precious knowledge and tools, StepUP allows film professionals to integrate necessary sustainable practices into their productions. The platform is accessible to all film professionals, regardless of their level of expertise or prior knowledge.

StepUP is not only a tool for skill-building, but also a means of fostering greater awareness regarding the environmental impact of film production. By providing centralized access to reliable resources (including a mapping of sustainability initiatives), clear guidance on regulations, and strategies for anticipating future industry evolutions, the platform aims to elevate sustainability standards across the sector.

StepUP will officially launch at the Berlinale on **14 February 2025 at 3.30 p.m. at the Producers Hub** (Gropius Bau, 2nd floor). The event is open to all market-badge holders.

This launch event will provide film professionals and industry stakeholders with an opportunity to discover the platform and its pivotal role in advancing sustainable practices across the sector. Environmental experts and producers will share their experiences implementing sustainability measures for international co-productions and share hands-on insights to kickstart the journey towards green filmmaking.

You can register for the event here : <https://forms.gle/KhGqudnkey2RfryB6>

For more information, please contact : stepup@ecoprod.com

About Eurimages

Eurimages, the Council of Europe's cultural film fund, has supported more than 2,500 international co-productions since 1989. Operating across 38 European member states and Canada, the Fund provides financial backing for feature-length fiction, animation and documentary films made as co-productions. Eurimages also supports exhibition and promotes early-stage marketing and project co-development whilst championing gender equality and environmental sustainability in filmmaking. Recently supported works include 'Vermiglio' by Maura Delpero, 'Flow' by Gints Zilbalodis and 'The Girl with the Needle' by Magnus von Horn. The Fund is financed by its member states and governed by a Board of Management, with day-to-day operations based in Strasbourg, France.

About Ecoprod

Ecoprod is the leading association for the ecological transition of the film and audiovisual sectors, with over 400 member organisations. For 15 years, it has been taking concrete action by offering a wide range of free resources and tools such as Carbon'Clap, a carbon calculator approved by the CNC, practical information sheets, studies and guides. The association also provides training in eco-production, tailored to different industry professionals. It created the Ecoprod Label with ADEME and Afnor Certification, which has enabled 120 productions to be labelled.

39 member States / 39 Etats membres

Albania/Albanie - Armenia/Arménie - Austria/Autriche - Belgium/Belgique - Bosnia and Herzegovina/Bosnie-Herzégovine - Bulgaria/Bulgarie - Canada - Croatia/Croatie - Cyprus/Chypre - Czechia/Tchéquie - Denmark/Danemark - Estonia/Estonie - Finland/Finlande – France - Georgia/Géorgie - Germany/Allemagne - Greece/Grèce - Hungary/Hongrie - Iceland/Islande - Ireland/Irlande - Italy/Italie - Latvia/Lettonie - Lithuania/Lituanie – Luxembourg - Montenegro/Monténégro - Netherlands/Pays-Bas - North Macedonia/Macédoine du Nord - Norway/Norvège - Poland/Pologne – Portugal - Romania/Roumanie - Serbia/Serbie - Slovakia/Slovaquie - Slovenia/Slovénie - Spain/Espagne - Sweden/Suède - Switzerland/Suisse - Türkiye – Ukraine

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