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COUNCIL OF EUROPE

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Environmental impact study

An assessment of the day-to-day operations of the Eurimages Fund

Introduction

Eurimages, the Council of Europe's fund for cooperation in the field of cinema, has commissioned a study to evaluate the environmental impact of its functioning and make proposals to reduce the impact of changes in its working methods and practices.

Reduction of environmental impact is now clearly stated as an objective in the Fund's statutory text. High-level commitment to this goal is reflected in the Board of Management's decision in 2018 to form a Study Group and in 2021 to engage an external consultant.

This study puts Eurimage's commitment into action by taking a key initial next step of measuring the Fund's current environmental impact using globally comparable, data-backed and science-based methodologies.

Measurement is critical - both to understand the overall scope of impact and to gain insight on the relative impact of different activities. Without measurement, people often underestimate the scale of environmental impacts and where the main impacts lie.

This environmental assessment aims to equip the Eurimages Fund to make informed decisions on designing an effective roadmap forward to improve its own environmental impact and take on a leadership role to drive sustainability across the film and cinema sector.

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Methodology

This study undertakes a quantitative assessment of the Eurimages Fund's environmental impact, aligned with the GHG Protocol and best practices of the United Nations.

Measurements focus on 2019, selected as representative of "normal operations" prior to COVID restrictions. This assessment provides a "baseline" from which actions taken to improve impact can be measured and compared.

The study also offers detailed analyses that showcase the impact of environmentally-friendly choices made to date and assess scenarios to inform future improvements.

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Activities Assessed

This assessment focuses on Eurimages' internal working methods and practices in three main areas:

PROMOTIONS, MISSIONS & FESTIVALS

- Organized stands, goodies and receptions at the Berlin, Cannes, and Venice Film Festivals;
- Attended several other film festivals and industry events;
- Offered sponsorships and awards to notable film talents.

GOVERNANCE MEETINGS

https://impacti.my.canva.site/eurimages-governance

- Organized 4 Board of Management meetings, 8 Evaluation Study Group meetings and several thematic working groups with participation from 40 Member States (including Argentina & the Russian Federation).

PROGRAMS & OFFICE ADMINISTRATION

- Awarded 18.8 million € co-production support to 73 projects and managed repayments from past projects;
- Coordinated support programs for distribution, cinemas, promotions and communication, and gender equality.

Assessment Results

Total GHG Emissions in 2019

144 tCO2e

This is equivalent to:

650 return car trips from Strasbourg to Paris

20,000 steak dinners

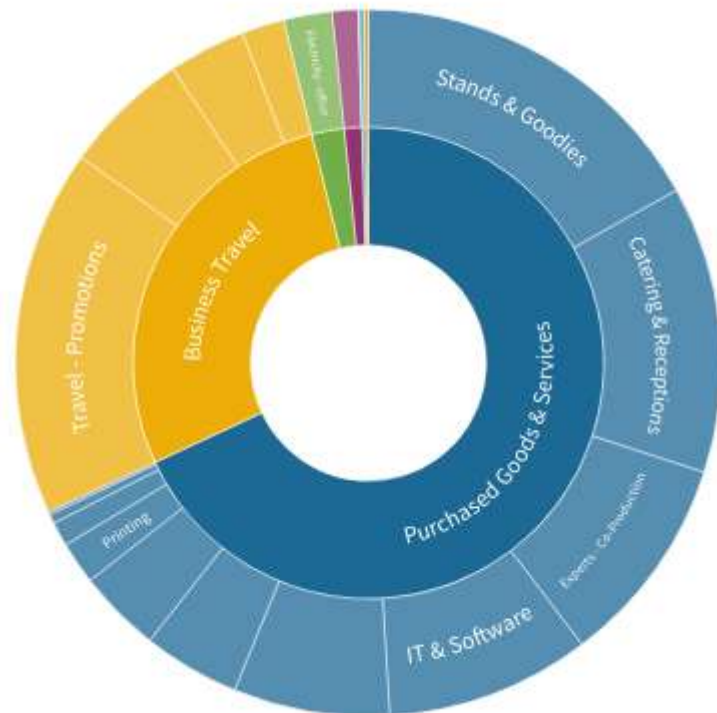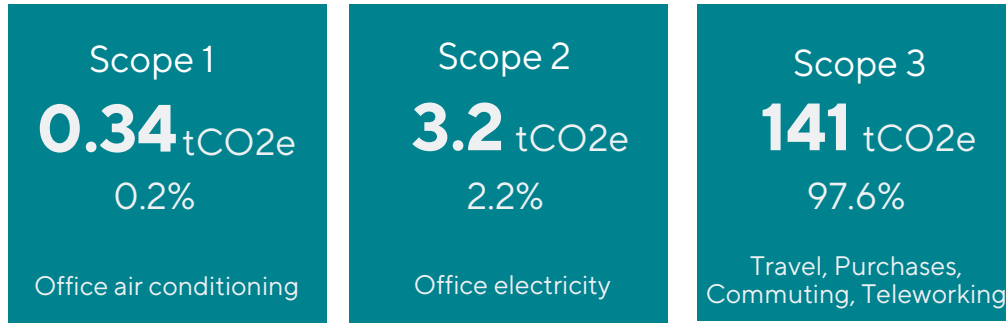**5,500** smartphones

7.5 tCO2e* per Eurimages staff

**2** tCO2e per production supported

7 tCO2e per million € expenditure

* Average emissions for a French office worker is 3tCO2e per year

Emissions by Category

Scope 1	Scope 2	Scope 3
0.34 tCO2e	**3.2** tCO2e	**141** tCO2e
0.2%	2.2%	97.6%
Office air conditioning	Office electricity	Travel, Purchases, Commuting, Teleworking

Key Findings:

- 96% of total emissions comes from purchased goods & services (68%), business travel (23%) & hotels (5.5%).

- Within purchased goods & services, most emissions come from festival stands & goodies, catering & receptions, and IT services & software subscriptions.

- < 4% of emissions (5 tCO2e) comes from activities related to office operations in the Agora Building in Strasbourg (electricity, cooling, commute, waste). While small, changes can make a significant impact if done in collaboration across the Council of Europe.

- Travel by representatives of member states to Governance Meetings are outside the scope of Eurimages' footprint - but have been estimated separately as generating 97 tCO2e.
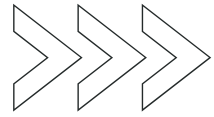
Focus on Business Travel

Business Travel **33** tCO2e

9.6 kgCO2e/100 km travelled

159 trips
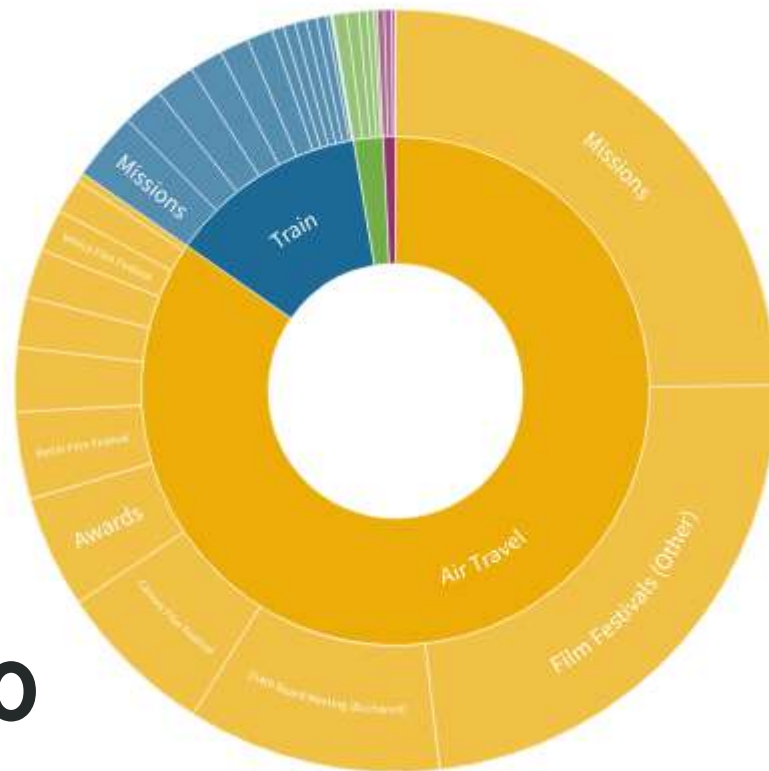**58** cities

350,000 total km travelled
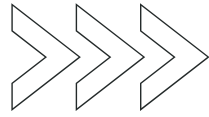

Key Findings:

- Over 50% of emissions from Air Travel come from Missions and attendance at Film Festivals (other than Berlin, Cannes and Venice) - many of these flights are offered to Eurimages (paid for by partners).

- Every 100 km of business travel by Eurimages emits 9.6 kgCO2e on average. Trips to Venice and Cannes result in the highest emissions at 13-14 kgCO2e/100 km. Travel to Geneva and Berlin emit lower average emissions at 5.5-8 kgCO2e/100 km.

- Travel by regional trains in Europe can reduce emissions by 70% on average. Taking the TGV can reduce emissions by 98%.
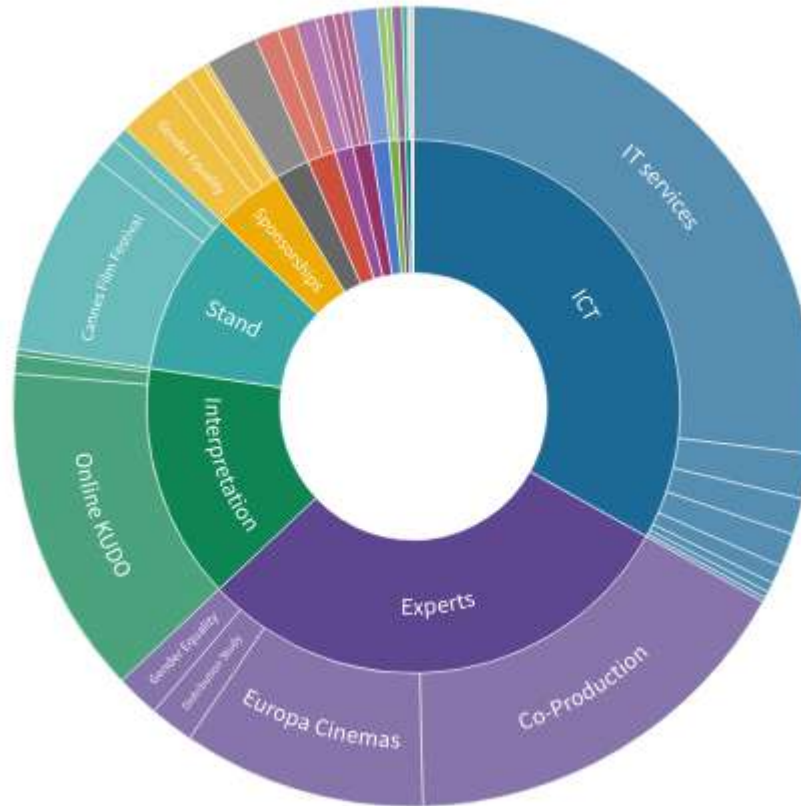
Focus on Purchased Goods & Services

2019
Purchases **98** tCO2e
€ 527,000

2021
Purchases **104**
€ 737,000

Key Findings:

- In 2019, emissions were mainly generated from experts, stands, ICT, catering/receptions and goodies.

- In 2021, the main emission source was ICT equipment and services, as well as KUDO virtual interpretation services. As digitalization processes continue, increasing attention will be needed to adopt Green IT practices.

Emissions by Activity Area

Promotions, Missions & Festivals	Governance Meetings	Programs & Administration
67 tCO2e	**30** tCO2e*	**47** tCO2e
46%	21%	33%

Note: Emissions from travel by representatives of member states are outside of Eurimage's footprint, estimated at 97 tCO2e in 2019.

Key Findings:

- The Top 5 Emission Sources are:
  - Air Travel (28 tCO2e)
  - Festival Stands & Goodies (24 tCO2e)
  - Catering & Receptions (19 tCO2e)
  - IT & Software (14 tCO2e)
  - Hotel Stays (8 tCO2e)

- Activities related to "Promotions, Missions & Festivals" generate the most emissions at 67 tCO2e. However, if travel by member states is accounted for, activities related to "Governance Meetings" results in 127 tCO2e.

- Other key GHG sources: train travel (4.2 tCO2e), electricity use (3.2 tCO2e), printing (2.3 tCO2e) and office supplies (1.6 tCO2e).

- The engagement of experts and interpreters results in an estimated 26 tCO2e, but few greening options exists for these services.

Key Achievements to date

Eco-friendly stands & goodies

The Festivals team has preferentially purchased goodies that a) do not contain plastic, b) are sourced locally and c) are in reduced quantities.

A 5-year framework agreement has been signed with a company committed to eco-friendly stand installations for the Cannes Film Festival.

Shift to hybrid & online meetings

Since the COVID restrictions in March 2020, all Governance meetings have been held in full online or hybrid mode. Board meetings have been reduced from four times to twice annually.

This shift saves an estimated 108 tCO2e of emissions annually from travel and hotel stays - 20 tCO2e per Board meeting and 5 tCO2e per Working Group meeting.

E-signature & digital records systems

The onset of COVID restrictions in 2020 also catalyzed the adoption of an e-signature system and digital records filing system.

Office printing reduced by 50% between 2019 and 2020 with 115,000 fewer pages printed. In addition, 0.6 tCO2e was saved due to shipping being eliminated for co-production agreements across Europe for signature.

Green facilities at the Agora Building

The Agora Building in Strasbourg has many eco-friendly aspects including:

- high-efficiency heat pumps for heating and cooling
- waste separation systems with reuse by industrial sectors
- 87% staff commuting by biking or walking
- biodiversity-friendly practices in landscaping and building design
- Green IT strategy under development

Recommendations

Based on the environmental impact study, eight key recommendations are made to improve the Eurimages Fund's environmental impact:

Operational recommendations

1. Minimize travel and prefer eco-friendly options

2. Develop a sustainable procurement commitment

3. Host sustainable events (catering, waste, water)

4. Continue to reduce paper consumption

5. Promote green IT practices

Strategic recommendations

6. Foster an eco-friendly workplace culture

7. Measure and manage environmental impact

8. Commit to reducing environmental impact

LEARN MORE

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Background

Motivations and focus for the
Fund's environmental impact study

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Study Mandate

Eurimages' commitment to taking environmental issues into account in its activities was formalised in the context of the Fund's reform in September 2020 by the adoption of Resolution CM/Res(2020)8 by the Committee of Ministers of the Council of Europe.

This document states that the "environmental impact should, as far as possible, be taken into account and reduced both in the implementation of activities and in the operation of the Fund."

➡️ **Study Focus**

In spring 2021, the Fund established a Sustainability Study Group with the participation of members of the Board of Management and specialists in environmental protection or green film production.

The Group developed the Fund's Green Strategy around 3 axes: supporting a sustainable film industry, improving the environmental footprint of the Fund's operations and encouraging cooperation between member States on measures to promote a sustainable film industry. **The current study intends to operationalize Objective 2 of the Green Strategy (Box 1).**

In implementing its Green Strategy, Eurimages has prioritised "assessing concrete measures to reach a more sustainable functioning of the Fund with a view to limiting its environmental impact" in 2022.

Box 1. Eurimages Green Strategy

Objective #2: Ensure a sustainable functioning of the Fund
Target: Eurimages Secretariat, Eurimages Board of Management & Executive Committee

19. Eurimages will ensure that the functioning of the Fund is in line with widely accepted modern administrative standards and good practices.

20. In doing so, it will ensure coherence in the functioning of the Fund with its own policy by swift implementation of sustainability measures.

21. However, Objective #2 will require coordination with the Council of Europe's central administration and conformity to its rules.

22. The Sustainability Study Group and the Eurimages Secretariat will assess the green impact of the Fund's functioning and will study ways of improvement (for instance for travel, printing and digital).

23. Build on some of the consequences of Covid-19 crisis: homeworking / virtual meetings / online film events.

24. However, the Fund acknowledges the importance of maintaining a direct "non-virtual" contact with film professionals to carry out its missions in physical events.

⊙ Study Vision

An intention exists to place Eurimages' strategy and action plan (to be developed) within the framework of the Structured Dialogue "Towards a climate-neutral audiovisual sector" led by the European Commission - DG CONNECT.

Eurimages believes that international cooperation is a key element to answer the challenges of climate change and is engaging its responsibility as a platform to encourage the greening of the film industry in its member States.

With this study, Eurimages is prioritising greening its own operations first. By doing so, it commits to "walk the talk" while encouraging others to join efforts to drive an industry-wide transformation.

Methodology

Study boundaries and approaches

Introduction

Eurimages has committed to quantitatively evaluate the environmental impact of its internal operations. This measurement is critical to:

- Identify "hotspot" activities to focus on for improvement to achieve the greatest impact;
- Calculate achievements made by eco-friendly policies and practices adopted to date;
- Compare scenarios of future operational choices (e.g. virtual meetings, air vs. train travel);
- Benchmark results with peer organizations;
- Contribute to consistent measurement of impacts of the audiovisual sector as a whole.

This assessment was conducted with the Impacti GHG management software, using a methodology aligned with the GHG Protocol and informed by best practices of the United Nation's Greening the Blue Initiative.

Methodology
**GHG Protocol &
UN Greening the Blue**

Emission Factors
**Sourced from the IPCC, GHG
Protocol and ADEME Bilan Carbone©**

Calculation tool

Organizational boundaries

This study focuses on assessing the environmental impact of Eurimages' internal working methods and practices, grouped in three main activities:

Programs & Office Administration

The day-to-day management of Eurimages programs and processing of fund applications takes place in the Agora building, part of the Council of Europe complex in Strasbourg, France.

Governance Meetings

Eurimages organizes four Board of Management meetings annually, as well as Executive Committee meetings, thematic working groups and ad hoc study groups.

Promotions, Missions & Festivals

Eurimages organizes stands and receptions at the Berlin, Venice and Cannes Film Festivals, and attends other film festivals and industry events to promote Eurimages and connect with film producers.

The environmental impact of the film production projects funded by Eurimages are not currently included, as Eurimages is awaiting results and currently participating in an effort to develop a unified measurement methodology of CO_2 emissions measurements in the audiovisual sector.

Impacts Covered

Electricity

Heating & Cooling

Air Travel

Ground Transport

Purchased Goods & Services

Staff Commute

Waste

Paper

Water & Air Quality

Biodiversity

13 CLIMATE ACTION

7 AFFORDABLE AND CLEAN ENERGY

12 RESPONSIBLE CONSUMPTION AND PRODUCTION

15 LIFE ON LAND

6 CLEAN WATER AND SANITATION

Operational boundaries

This assessment takes an **operational control approach** aligned with the GHG Protocol. This means that Eurimages will account for the scope of activities for which it can introduce or significantly influence operating policies and procedures. This is the most common approach taken by companies.

In the Agora Building at Strasbourg, Eurimages shares premises with other Council of Europe programs. Eurimages has calculated its share of electricity and heating consumption by office area.

Within Promotions and Governance, this assessment covers the travel and purchases made by Eurimages staff (even when paid for by others). Travel by Member State representatives is outside of the scope of Eurimages' carbon footprint - but has been assessed separately due to their significance.

⊙→ Reporting year

The year **2019 has been chosen as representative of normal operating conditions** of the Eurimages Fund. A full GHG inventory has been conducted with 2019 to establish a "baseline" assessment from which improvements and targets can be measured.

In addition, certain comparisons with 2021 data and other scenarios have been conducted. These comparisons are designed to show the scale of impact of operational changes already in place or planned for the future to reduce emissions.

These scenario analyses include:

- Adoption of an e-signature system, reducing paper use and postage transport emissions
- Comparisons of different travel modes to frequently travelled destinations
- Virtual vs. in-person Governance Meetings
- Shift to eco-friendly goodies and stand vendors for attendance at film festivals

Promotions, Missions & Festivals

Assessment of environmental impacts

Activities

Eurimages Fund attends film festivals and builds partnerships to promote international co-production as well as the image and role of Eurimages within the film industry.

In 2019, Eurimages staff conducted 100 trips to 25 cities. Key activities included:

- Organization of stands with goodies at the Berlin, Cannes and Venice film festivals;
- Receptions and award ceremonies at the Berlin, Cannes, Istanbul, Venice, Strasbourg, Seville, and Locarno Film Festivals, in co-operation with partners;
- Award Presentations (Audentia, Co-Production, Lab Project) and sponsorships;
- Participation in industry events and other film festivals;
- Consultations with film producers.

*Note that the 30th anniversary of the Eurimages Fund was celebrated in 2019. However, these activities were not included as they were considered outside of "normal operating activities" relevant for this baseline assessment of the Fund's environmental impact.

Activities generating an environmental impact

Air Travel

Ground Travel

Hotel Stays
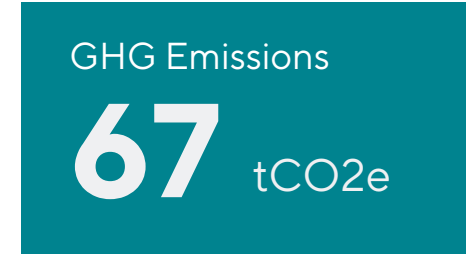
Goodies

Stands

Festival Receptions

Printing

Results

The success of the Eurimages Fund's promotional activities depend largely on in-person networking and connections with industry peers and film producers. As expected, these activities contribute nearly one-half of the Fund's total carbon footprint.



Promotions, Missions and Festivals in 2019

GHG Emissions
67 tCO2e

46%
of total GHG emissions

Top 5 Carbon Hotspots

22 tCO2e   Air Travel*

16 tCO2e   Festival Stands

7.7 tCO2e   Festival Goodies

6.4 tCO2e   Festival Receptions

4.7 tCO2e   Hotel Stays

* Includes 12.6 tCO2e of GHG emissions from travel and hotel for Eurimages staff paid for by other organizations. While these emission are technically outside of Eurimage's "operational control", they have been included to provide deeper insight into Eurimages true operations.
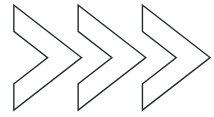
Analysis by Festival and Mission

Key Findings:

- Attendance at the Cannes Film Festival generated the most emissions, due to the stand, air travel (29 one-way flights between Strasbourg and Nice) and goodies.

- Eco-friendly travel options exist for the Berlin Film Festival, resulting in lower travel emissions.

- Receptions were a significant emission source for both the Berlin and Venice film festivals.

- Attendance at other film festivals and missions to industry events generated 21 tCO2e, mainly from air travel and hotel.

Achievements

Eurimages Fund has proactively worked to improve the environmental impact of its promotional activities and film festival attendance since 2019.

1. Eco-friendly Vendor for Festival Stands

Eurimages Fund has selected a Parisian company, Newdee, that specializes in the design and installation of eco-friendly festival stands for the Cannes Film Festival. The company prioritizes:

- use of eco-friendly, recycled and non-toxic materials (e.g. wood furniture, carpets, paints)
- rentals of furniture and decorations from local vendors to reduce shipping emissions
- printing of banners and posters on recycled polyester using water-based inks
- recycling of banners and posters with a certified company
- installation of energy-efficient LED lighting

For the Berlin Film Festival, the European Film Market, with the exclusive right to design stands, has invested in materials that will be stored and reused year after year.

Illuminated charging cable
BERLIN FILM FESTIVAL 2018

PVC Wine Bottle Chiller
BERLIN FILM FESTIVAL 2019

Metal plated alarm clock
BERLIN FILM FESTIVAL 2019

Shift to eco-friendly goodies

Gel face mask & bubble bath
CANNES FILM FESTIVAL 2019

Recycled leather notebook
30TH ANNIVERSARY 2019

Seeds and flower bulbs
made in France
BERLIN FILM FESTIVAL 2020

Wooden fans
made in Spain
CANNES FILM FESTIVAL 2021

Organic cotton reusable
shopping nets
CANNES FILM FESTIVAL 2022

2. Commitment to eco-friendly goodies

Since 2019, Eurimages Fund has prioritized the purchase of eco-friendly goodies as visibility items at the Berlin, Cannes and Venice film festivals, based on the philosophy of "doing better with less":

- elimination of plastic content
- local sourcing of items made in Europe/France
- reduction of quantities ordered

The festival team has implemented a practice of personally handing out goodies to stand visitors, rather than leaving them on the table for pickup – achieving the mission of increasing engagement.

Eurimages started handing out engraved wooden pencils in 2019, a move away from a ballpoint pens. Identifying eco-friendly purchases was a difficult endeavour at first. Over the years the market has responded positively resulting in a large selection of suitable products and vendors to choose from.

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Governance Meetings

Assessment of environmental impacts

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Activities

The Eurimages Fund is managed by a Board of Management where all member states (40 in 2019) are represented. The Board plays a critical role in adopting the Fund's budget and determining the conditions for awarding financial support to co-film production and other projects.

Key activities in 2019 included:

- Organization of four (4) Board of Management meetings in Bucharest, Geneva, Strasbourg, and Berlin and related working and study groups;
- Organization of eight (8) Evaluation Group meetings in Amsterdam, Bucharest, Paris, Geneva, Vince, Luxembourg and Berlin.

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Key areas of environmental impact

Air Travel

Ground Travel

Hotel Stays

Venue
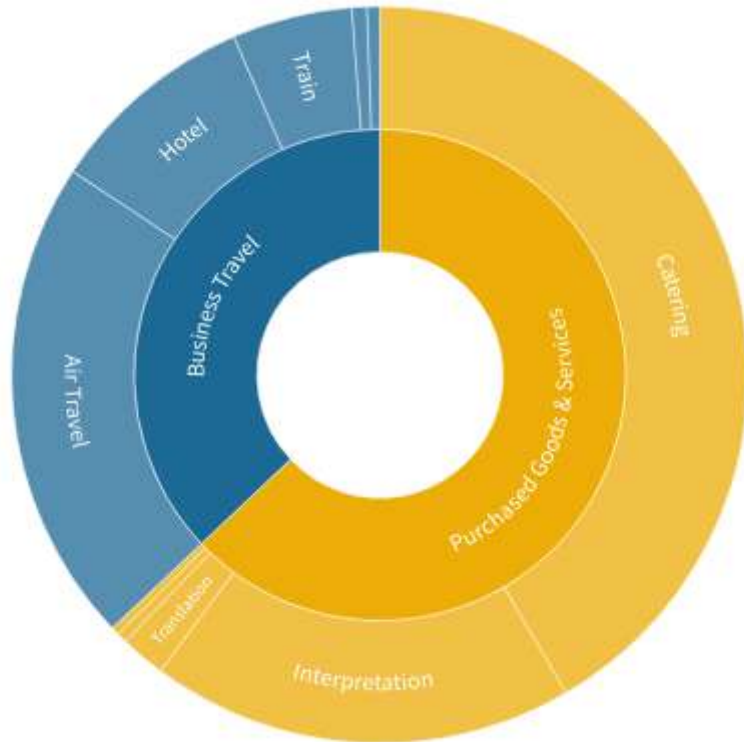(Waste, Water, Energy)

Catering

Printing

Audiovisual &
Tech support

Results

The Eurimages team leads the coordination of event logistics for in-person, online and hybrid attendance by country representatives from member states. These activities account for just over one-fifth of Eurimages carbon footprint.

Governance Meetings in 2019

GHG Emissions
30 tCO2e

21% of total GHG emissions

Top 5 Carbon Hotspots

12.6 tCO2e   Catering

6.5 tCO2e   Air Travel*

5.6 tCO2e   Interpretation

2.9 tCO2e   Hotel Stays

1.5 tCO2e   Train Travel

* Does not include travel by representatives of member states because this activity is outside of the "operational control" scope of Eurimages' carbon footprint. However, these emissions have been estimated separately as they are expected to be significant (see Box 2 on next page).
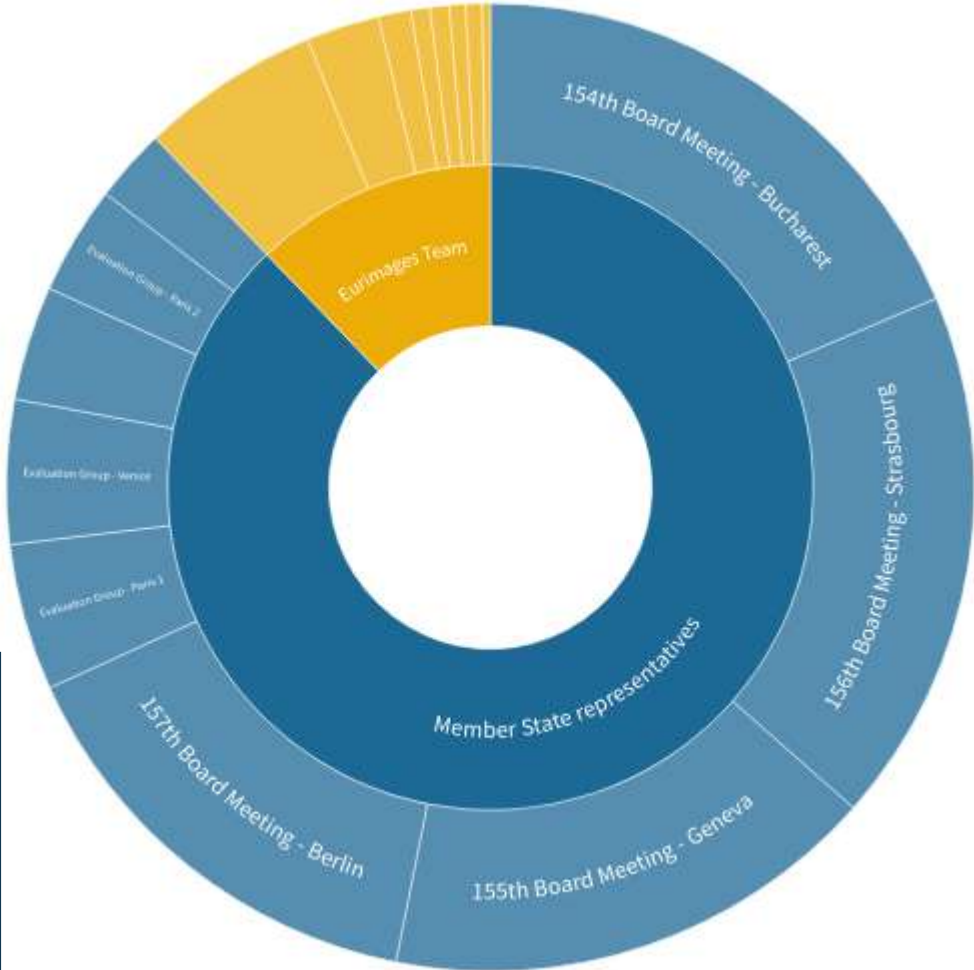
Box 2. Governance Meetings – travel by Member State representatives

Travel & hotel stays by Member State representatives to attend Governance Meetings in 2019 resulted in 15 times more emissions than generated by the Eurimages' organizing team.

GHG Emissions

97 tCO2e

18.8 tCO2e
per Board of Management meeting

4.3 tCO2e
per Evaluation Group meeting

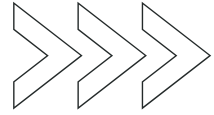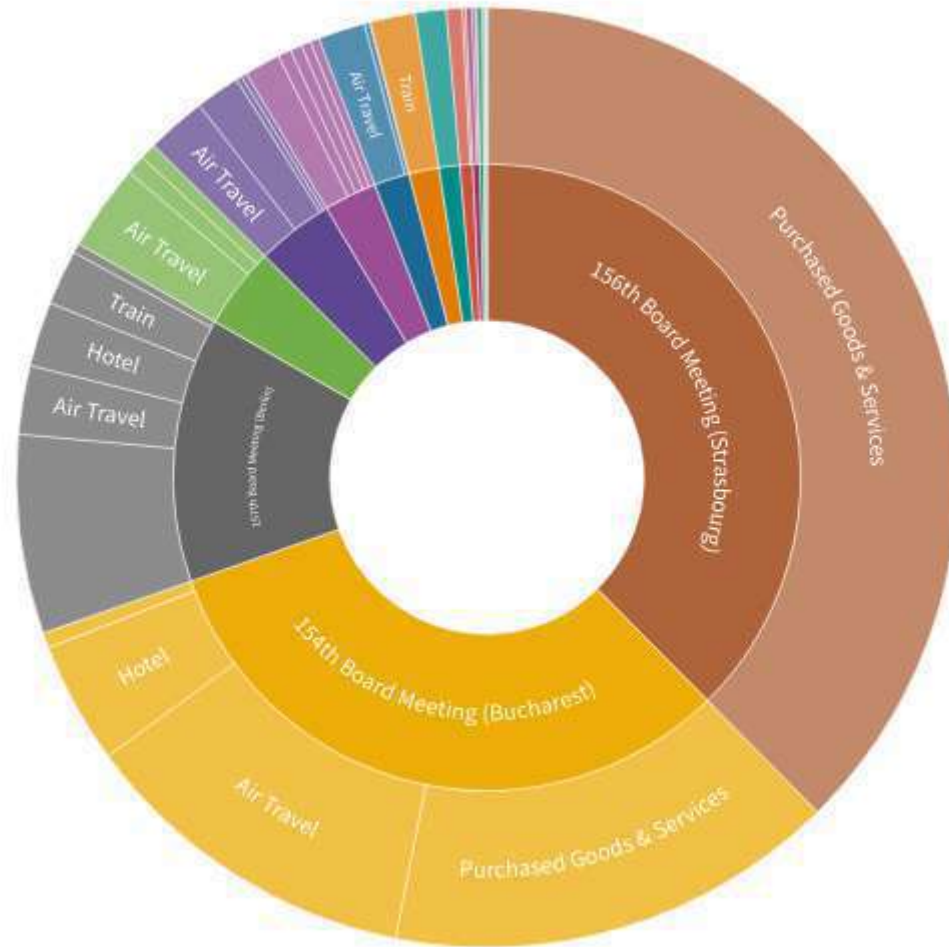>>> **What is the average emissions per representative?**

311 kgCO2e
Equivalent to:

1.4 return car trips from Strasbourg to Paris

43 steak dinners

12 smartphones

Analysis by Governance Meeting

Key Findings:

- Catering is the no. 1 activity under Eurimages' direct control that results in negative environmental impacts, such as waste, GHG emissions, and water consumption.

- Minimizing travel by representatives of member states (e.g. through virtual or hybrid events) and encouraging eco-friendly travel to in-person events will also be critical to improve the environmental impact of Governance meetings.

- Other activities to focus on are paper use, waste generation and water consumption at in-person Governance meetings (although not quantified in this study).

- As virtual and hybrid meetings become the norm, attention will be needed to ensure participants adopt Green IT practices.

Achievements

Emissions from Governance Meetings have drastically reduced due to COVID restrictions put in place in March 2020. The global pandemic turned into an opportunity for the Eurimages team and representatives of member states to gain experience with online and hybrid meeting modes.

1. Full online/hybrid meeting hosting system

Since March 2020, all Governance meetings have been held with participants attending in full online or hybrid mode. To facilitate this, Eurimages adopted Kudo, a videoconferencing platform that allows for high quality remote interpretations simultaneously in multiple languages.

The shift to virtual Governance meetings avoided an estimated 108 tCO2e emissions annually from travel and hotel stays (based on data from 2019). Going virtual is estimated to emit 99.3% fewer emissions compared to an in-person event (see Box 3).

Box 3. Comparison of emissions from virtual vs. in-person Board of Management meeting

The carbon footprint of streaming video, whether for a conference or entertainment, is estimated at 55 gCO2e on average in Europe. In France, with its low-emission national electricity grid, this value is expected to be even lower.

Virtual meeting*

0.14 tCO2e

>>> 99.3% fewer emissions

In-person meeting**

18.8

* Based on an assumption of a 5 day conference, 8 hours streaming a day with an average of 63 attendees (from 2019 data)

* This is a conservative estimate that includes only emissions from travel and hotel (not venue waste, catering, water use).

Programs & Administration

Assessment of environmental impacts

<< BACK TO HOME

⊙ **Activities**

The Eurimages Fund team operates out of the Agora Building in Strasbourg, France. From this HQ, the Eurimages staff coordinate activities across all programming areas.

Key activities in 2019 included:

- Day to day office activities in support of Eurimages programmes on co-production and exhibition support;
- Processing and signature of documents related to the applications, review, award and repayment of financing support from the Fund;
- Coordination of Eurimages gender equality and diversity & inclusion programmes.

65% of the Eurimage's expenditure in this activity area goes to the engagement of experts to review applications for co-production financing and organizational partners to implement programmes. Few opportunities exist to green these core Eurimages activities.
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This assessment focuses on six focal areas where Eurimages can play an active role in improving the environmental impact (Box 4).

Emissions from these activities resulted in 5.6 tCO2e, 4% of the Fund's total carbon footprint. While the emissions are relatively low in this area, action can be important to engage and motivate staff. Success in these areas can also be multiplied across the Council of Europe to greatly scale up the positive impacts.
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Box. 4 Focal Areas for Assessment

GHG Emissions

5.6 tCO2e   **4%**
of total Eurimages emissions

Electricity Use

Refrigerants

Waste Management

Staff Commute

Printing & Digitilization

Water & air

Biodiversity

Spotlight: The Agora Building

The Eurimages team occupies space within the Council of Europe complex, in the Agora building. It is the Council of Europe's newest building, built in April 2008, with an architectural design focused on environmental responsibility.

- Awarded the best office building of the year in 2008 (MIPIM award)
- Two canvas solar chimneys allow natural ventilation of the atriums
- Surrounded by ample green spaces located along the Marne-Rhine canal
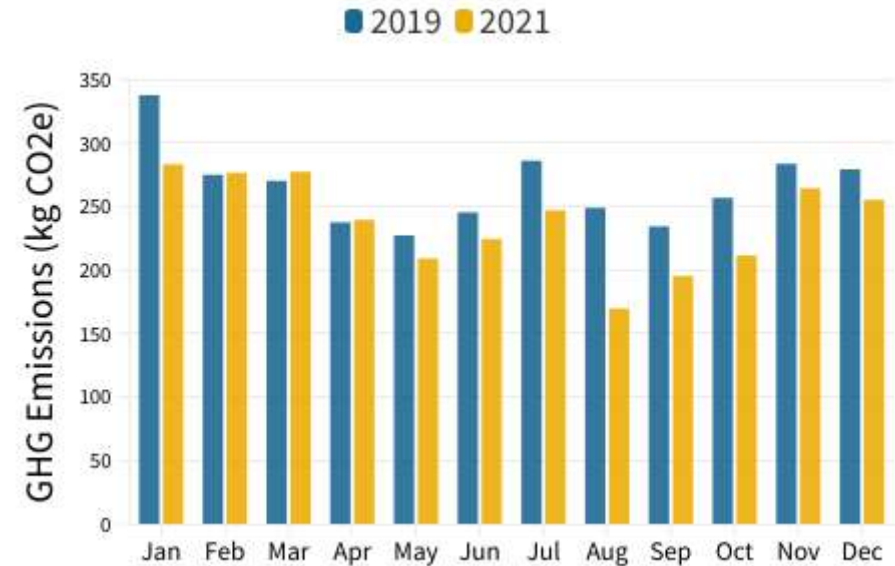- High-efficiency heat pump system used for heating and cooling

Electricity

**Electricity use** by the Eurimages team at the Agora Building accounts for just **3.2 tCO2e, 2.3%** of its total carbon footprint, in part thanks to France's low-emission national electricity grid.

During COVID restrictions, emissions from electricity consumption did not drop significantly, reducing by only 10%, despite Eurimages staff on 50% teleworking arrangements.

Refrigerants
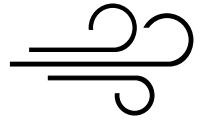
Air conditioning in the Agora building emits only **0.34 tCOe2,** 0.25% of the Fund's total carbon footprint. Modern high-efficiency heat pumps are used for heating and cooling. The heat pumps use R-407C, a non-ozone depleting gas with a global warming potential 1774 times greater than CO2.

Refrigerant refills have tripled from 2019 to 2021. This may be simply be due to different timings on when maintenance is performed or can indicate higher cooling needs due to warmer temperatures. Further monitoring is recommended.

■ Cooling (Refrigerant)

2019

2020

2021

0   0.2   0.4   0.6   0.8

GHG Emissions (tCO2e)
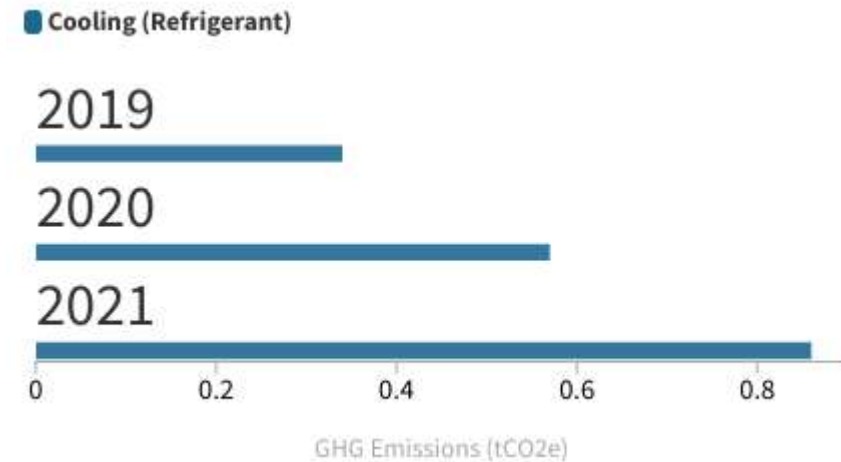
Waste Management

A waste separation system has been in place in the Agora Building since 2010. Waste is separate into two bins:

- classic garbage can for non-recyclable waste that is deposited in the Eurometropole's bins to be incinerated,
- a cardboard collector for recyclable waste (i.e., paper/cardboard, plastic bottles, soda cans, and other authorized waste.

Waste separation stations are placed throughout the building in public areas, such as the Atrium, social areas, meeting rooms, cafeteria and in each staff office.

In 2015, the system was expanded to allow separation of batteries, electric and electronic equipment, glass, wood and non-hazardous construction waste.

Box. 5 Impacts from Waste Management

GHG Emissions

0.3 tCO2e

0.02% of total Eurimages emissions

Achievements

100% of recyclable waste is sorted and redirected to the industrial sectors of paper, steel, plastics, glass, industrial boiler and wood chip manufacturers.

100% offsetting of emissions from transporting of waste in support of a Peruvian reforestation program.

Water fountains are available in the Agora Building to promote reduction of **single-use plastic water bottles.**

Reusable bowls are used to serve salads in cafeteria to **reduce plastic use** (replaced with cardboard bowls during COVID).
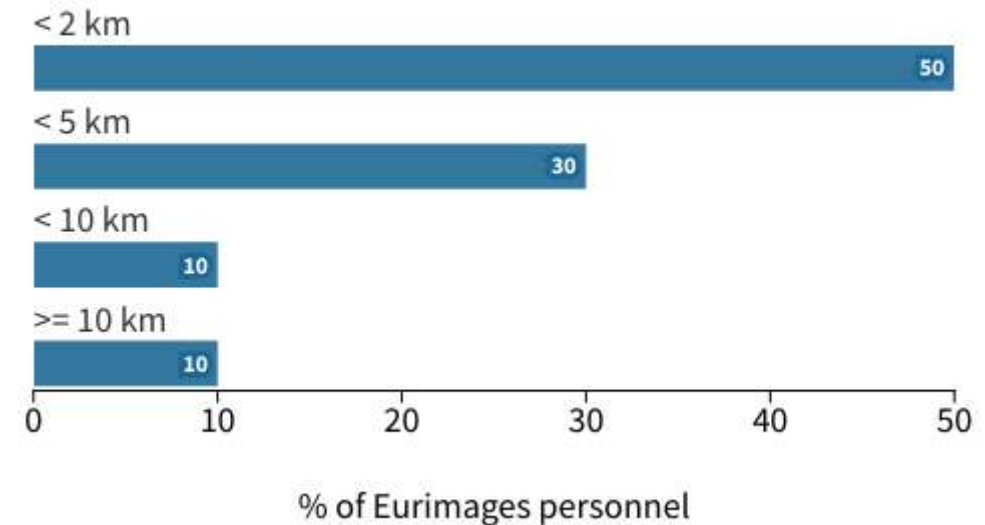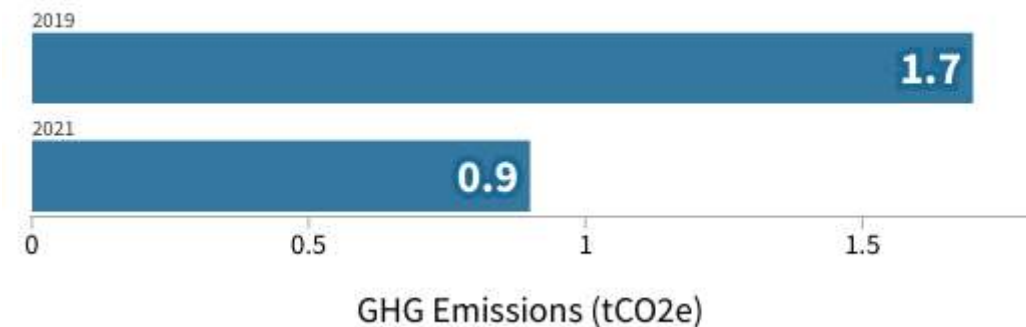
Staff Commuting

Staff commuting is a green achievement for the Eurimages team, generating only **1.7 tCO2e, 1.3%** of its carbon footprint in 2019. **87% of Eurimages staff bike or walk to work.** The high uptake of green commuting is possible due to the fact that most staff live close to the Eurimages office (between 1 to 13 km).

In 2021 during COVID restrictions, staff shifted to a 46% teleworking rate (117 days average per year per staff). Staff commute emissions are estimated to have reduced to 0.9 tCO2e.

Distance from home to office

Distance	% of Eurimages personnel
< 2 km	50
< 5 km	30
< 10 km	10
>= 10 km	10

% of Eurimages personnel

■ Staff Commute

| Year	GHG Emissions (tCO2e)
2019	1.7
2021	0.9

GHG Emissions (tCO2e)

Printing and Digitization

Eurimages has been transitioning to paperless office procedures. In 2019, paper use by Eurimages staff was 10,917 sheets annually – equivalent to typical French office statistics. By 2021, paper consumption had reduced by 50%, down to 5,148 sheets per staff annually.

Legend: Total Printouts | T1 Black&White | T2 Colour | T3 Professional | T4 Special
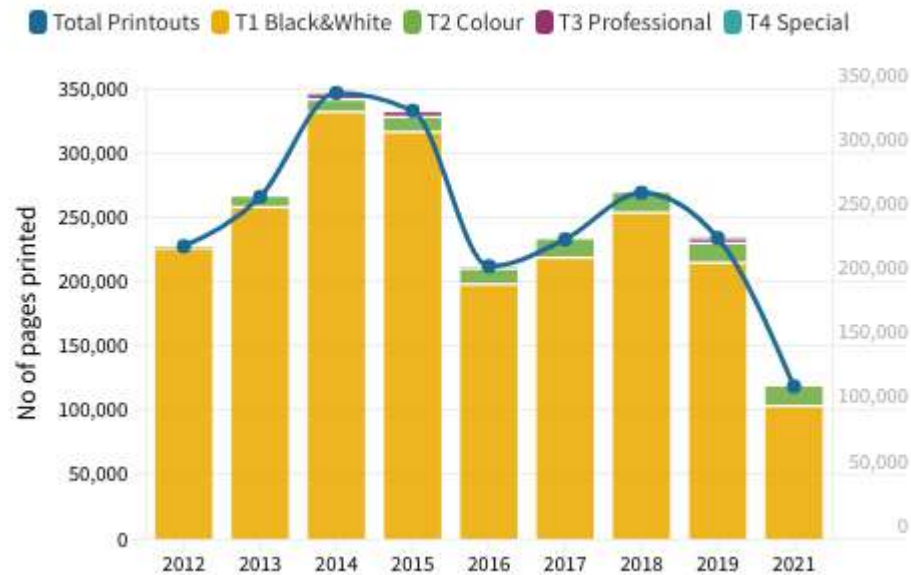
Box. 6 Reduction in Paper Consumption

Paper Consumption

-50% reduction 2019 - 2021

2019
233,571
sheets total

2021
118,410
sheets total

10,917
sheets per staff

5,148
sheets per staff

Box 7. Impact of e-signature system

584 kgCO2e
saved annually in
shipping emissions

25,550
sheets of paper
saved annually

Prior to the e-signature system, all co-production agreements were printed out in multiple copies and couriered for signature to all co-production parties.

Estimated emissions for the shipping is 8 kgCo2e per agreement. With 73 co-production agreements granted in 2019, this results in 584 tCO2e.

This reduction may be the result of the digitalization process in place in 2020.

- A digital signature system introduced in 2020 allows co-production agreements to be signed digitally rather than printed and couriered to all signatories.
- A new digital records system was put in place in June 2020, which transitioned Eurimages operations from paper to electronic filing.

These systems make a positive impact by reducing both printing needs and emissions from shipping documents for signature. (see Box 7)

As Eurimages continues its digitalization process, it will be important to raise awareness and adoption by staff on Green IT practices.

The Council of Europe IT division is now working on a Green IT strategy. It focuses on three areas:

- prolong the lifespan of IT hardware from 3 to 5 or 6 years;
- optimize IT infrastructure and usage patterns;
- raise awareness of users to adopt Green IT practices.

Achievements have already been made:

- removal of one on-site data center;
- launch of Green IT user awareness programs
- sustainability criteria inserted into IT supplier contracts;
- environmental impact of all IT applications is being assessed to optimize the Organization's cloud migration strategy.

Box. 7 Green IT Practices and Tips

As use of digital tools progresses, more attention will be needed to promote good file storage and emailing practices across Eurimages staff.

Tips for Green IT office practices:

- Avoid attachments when you can replace them with a link
- Limit the number of emails sent each day
- Reduce the number of recipients per email
- Use instant messaging over email
- Prefer a simple text signature rather than an "image"
- Use shared folder capabilities (e.g. TEAMS) in the company's network to collaborate on and share documents
- Unsubscribe from threads, newsletters, and other notification systems (when necessary)

See the 3rd edition of the Green IT Guide for more tips.

Adopting these Green IT practices can make a measurable difference. Each email sent requires electricity from the device it is written on, the network it is sent, the data center it is stored on and the device it is received.

4 gCO2e
one standard email

35-50 gCO2e
email with attachment

0.2-9 gCO2e
instant messaging apps

Air & Water Quality

The Council of Europe recognizes that cleaning services can consume a lot of water and electricity. In order to reduce water consumption, cleaning wipes pre-impregnated with water and dosed with the right amount of cleaning product are stocked on all carts of custodial staff. The goal is to consume the minimum amount of water necessary.

Cleaning companies are encouraged to use eco-labelled cleaning products (EcoReflex nature / safety, Ecocert.) to minimize pollution from the discharge of dirty water after cleaning services.

Air quality testing is performed regularly at various points in the Agora building. Indoor plants are positioned around the office space.
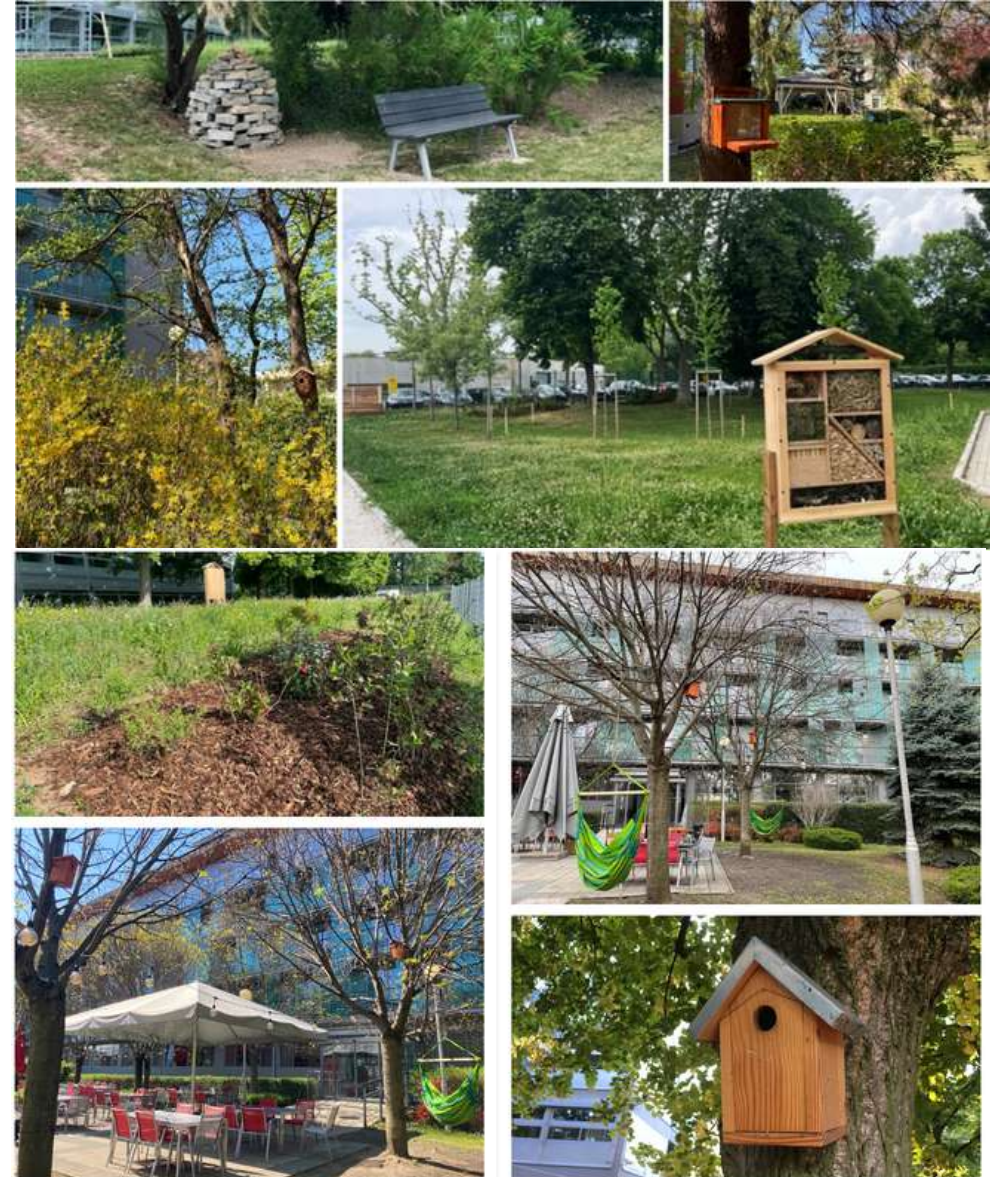
➡ Biodiversity

The Council of Europe has signed the charter **"All united for more biodiversity"** issued by the city of Strasburg. To date, 11 out of the 20 criteria have already been implemented at their headquarters.

- Stopped the use of phytosanitary products for the maintenance of green spaces
- Reduced mowing, by leaving certain grassed areas in their natural state
- Reduced watering and mulching of flower beds
- Reduced light pollution
- Increased conservation of existing trees and planting of trees
- Promoted planting of local species and add labels
- Planted of melliferous meadows, field hedges, and fruit trees
- Promoted the protection of fauna by the installation of refuges, nesting boxes, and insect hotels
- Installed green facades and roofs

The Strasbourg City Council has also published a guide highlighting 10 nature walks. The green facade of the Agora and the Human Rights Building are showcased in one of these walks.

Recommendations

Key strategies to improve the environmental impact of the Eurimages Fund

<< BACK TO HOME

Based on the environmental impact study, eight key recommendations are made to improve the Eurimages Fund's environmental impact:

Operational recommendations

1. Minimize travel and prefer eco-friendly options

2. Develop a sustainable procurement commitment

3. Host sustainable events (catering, waste, water)

4. Continue to reduce paper consumption

5. Promote green IT practices

Strategic recommendations

6. Foster an eco-friendly workplace culture

7. Measure and manage environmental impact

8. Commit to reducing environmental impact

1 Minimize business travel and prefer eco-friendly travel options

The Eurimages Green Strategy recognizes the importance of maintaining a direct "non-virtual" contact with film professionals to carry out its missions in physical events. However, travel can be further optimized by:

For Eurimages Fund:

- Continue to prefer hosting of Governance Meetings as **online or hybrid meetings**. Consider making policy commitment to host in-person meetings only periodically.

- **Encourage train rather than flights** for for short distance travel. Train travel reduces emissions by 60-90% in Europe. Taking the TGV emits 98% less than a flight.

- **Set an annual carbon travel budget** for each staff member that considers their role. Track data and celebrate/reward staff that reduce their travel emissions.

- **Choose hotels with a green certifications** or sustainability commitments/programs in place. Such hotels can offer energy and water-saving systems, local sourcing, biodiversity-friendly landscaping and non-toxic cleaning.

- Participate in and organize **online events and networking opportunities in the audiovisual sector** and improve social media outreach.

For collaboration with Council of Europe :

- Update CoE travel policy to **encourage eco-friendly travel options.** To incentivize this choice, specify that train travel is automatically booked in 1st class.
- Update CoE travel policy to **explicitly allow staff spend up to a certain threshold above lowest price ticket** without an approval process to purchase train travel (typically €500 per trip). (direct flights over multiple legs)
- Encourage travel agency to **include an emissions estimate when sending proposed itineraries** (e.g. "This itinerary will result in 1 tCO2e, equivalent to the emissions sequestered by 16.5 trees growing for 10 years.")
- Update CoE travel policy to **discourage missions of less than 3 days** by requiring a justification for why videoconferencing solutions are not suitable and optionally, manager approval.

2 Develop a sustainable procurement commitment

The Festivals team has led a shift to more sustainable purchasing. An opportunity now exists to institutionalize this practice across Eurimages programmes, learning from the experience gained to date.

- Draft and approve **a sustainable procurement statement** that explicitly outlines preferred green criteria for purchasing of goods and services to apply across all major areas of Eurimages' spend. This can be important to institutionalize green purchasing for the long-term, even if staff changes.

  - locally sourced
  - recycled content
  - leasing or buying services rather than new products
  - certifications, ecolabels or other impact data
  - durability and longer-life span
  - supplier take-back programs

- Collaborate with Council of Europe colleagues to ensure coherency and scale up sustainable procurement across the Organization. (Note that the Council of Europe has inserted sustainability clauses into IT services and cleaning contracts)

③ Organize sustainable events (catering, water, waste)

Catering for festival receptions and at governance meetings, especially in Strasbourg, offer an opportunity for the Eurimages Fund to commit to sustainable food choices and catering companies.

Choose caterers committed to:

- Choose caterers that offer **sustainable food and beverage options** (locally sourced, in season, organic, meat-free, or use alternative proteins. Provide informational materials explaining the improved environmental impact to event attendees.

- **Minimize waste** by eliminating single-use plastics and plastic water bottles. Switch to biodegradable plates and utensils. Encourage attendees to use their own cups or containers.

- Choose caterers committed to **reducing food waste** through portion control, composting and donations to community associations.

For additional guidance, see the European Commission's Green Public Procurement criteria on Food Catering services.

Organize sustainable events by:

- **Conduct a self-assessment** prior to each Governance Meeting using the United Nations Event Sustainability Checklist. Choose one or two actions to improve on with each event.

- **Pilot a "paper-smart" and "zero-waste" event** to raise interest and buy-in for more sustainable Governance Meetings. Set out clear event targets/KPIs, measure progress and share updates on the environmental impact widely following the meeting.

- **Create a "Tips for Attending a Sustainable Event" handout** to give to event attendees. Provide a list of green hotels and local restaurants, suggest good practices during the event (i.e. use a reusable cup for water, limit printouts),

- **Invite attendees to offset their travel emissions.** Make it easy by featuring a certified carbon offset project during the event.

4 Continue to reduce paper consumption

Significant achievements have already been made in reducing paper consumption. However, further steps can be taken to continue this positive trend.

- Raise staff awareness by **posting reminders** near printers and sending checklists to think twice before printing office documents.

- **Update printer settings** to require users to approve print jobs in person at printer before documents are printed. Set defaults to double-sided & eco-friendly printing.

- Keep a separate bin near printer to **recycle office paper**. Reuse or repurpose discarded paper into notepads in meeting rooms.

- Include a criteria to **purchase paper with recycled content or sourced from sustainably managed forests** in the sustainable procurement statement.

- **Reduce need for print out of promotional materials** through use of digital projections, QR codes and social media distribution.

- Encourage attendees at **Governance Meetings to view digital copies** of documents with printed copies available upon specific request.

For additional guidance, see the European Commission's Green Public Procurement criteria on Copying and Graphic Paper and the WWF's Guide on Paper Saving Tips.

5 Promote green IT practices

As the digitalization process continues at Eurimages, it will become increasingly important to adopt Green IT practices and systems.

- **Collaborate with the Council of Europe IT Department** to raise awareness of staff and online attendees of Governance Events of Green IT practices. (e.g. use instant messaging, provide links rather than attachments in emails, reduce emails and recipients)

- **Prolong the lifespan of IT equipment** (phones, laptops, monitors) to reduce electronic waste. Follow the guidance from the Council of Europe to extend lifespan from 3 to 5 or 6 years before replacement of IT equipment.

For additional guidance, see the Green IT Reference: 74 good practices for more responsible IT.

6 Foster an eco-friendly workplace culture

Eco-friendly systems become effective only if adopted and implemented by people. Effort can be made to raise awareness and reward green champions.

- **Host periodic learning and discussion events** to share environmental best practices across the Eurimages team and partners. Support staff volunteering on green initiatives within Eurimages or across the Council of Europe.

- **Feature eco-friendly initiatives of Eurimages staff** in staff communications to show impact of these practices and encourage further uptake (e.g. eco-friendly stands and goodies, e-signature system, virtual/hybrid meetings).

- **Raise awareness across the Eurimages team** on green practices and initiatives driven by the Council of Europe, including the waste separation program, commitment to the Strasbourg Biodiversity Charter, Green IT initiatives.

7 Measure and manage environmental impacts

This study offers a baseline assessment of Eurimages' environmental impact. A commitment to measurement is important to foster a cycle of continuous improvement and calculate impact of achievements.

- Calculate an **event carbon footprint** for a Governance Meeting to obtain a comprehensive understanding of the full scale of environmental impacts.

- **Measure, manage and disclose annually** the carbon footprint of the Eurimages Fund.

- Improve the scope and accuracy of Eurimage's carbon footprint by conducting a **waste audit** and **estimating impact of eco-friendly stands and goodies.**

- **Encourage industry partners to measure and report** environmental impacts to obtain a measurement of industry-wide impacts.

8 Make commitments to reduce environmental impacts

Greening programs work best when endorsed at the highest levels. Setting public commitments and targets help to drive behavior change and trigger collaborations.

- **Set targets** to reduce emissions and other environmental impacts in key areas (e.g. travel, purchases).

- Commit to **reducing emissions per production supported** as a meaningful indicator of how Eurimages can "do more with less".

- Commit to becoming a **climate-neutral organization**, by reducing emissions where feasible and offsetting all remaining unavoidable emissions.

- Obtain budget approval/financing to cover the **purchase of certified carbon credits.**

Annex 1: Methodology

This environmental impact assessment was conducted using Impacti software. Impacti offers a methodology aligned with globally recognized GHG accounting standards (GHG Protocol and ISO 14064-1) and best practices of United Nations agencies:

- Includes all six GHGs outlined in the Kyoto Protocol (CO_2, CH_4, N_2O, HFC, PFC, SF_6) and other refrigerants with Global Warming Potential (GWP)

- Total emission results are reported as an aggregate expressed in carbon dioxide equivalents (CO_2e), calculated by multiplying the mass of the six types of GHGs by their respective GWPs compared to CO_2.

- GWPs for the six types of GHGs are sourced from the IPCC 5th Assessment Report.

Annex 2: Data Table

Emission Category	Scope (GHG Protocol)	Source (Emission Factors)	Data collection and calculation approach	Data uncertainty
Purchased Goods & Services	3.1	ADEME Bilan Carbone	Emissions calculated based on spend data with ADEME Bilan Carbone emission factors (monetary ratios expressed as kgCO2e/k€) applied. Note that monetary emissions factors are generally less accurate than emission factors, but are useful to provide an initial estimation when physical data is not available. Calculations can be improved in the future by collecting physical data on purchases (weights, material types, suppliers) or supplier provided emission data.	80%
Business Travel	3.6	ADEME Bilan Carbone	Emissions calculated based on actual travel itineraries extracted from Eurimages mission orders. ADEME Bilan Carbone emission factors applied for average passenger aircraft on short, medium and long-haul flights without contrails. Note that air travel can produce additional impacts due to contrails and cirrus clouds that may increase emissions by a factor of 2. However, these emissions are under study and currently are not to be included in GHG reporting.	10%
Hotel Stays	3.1	UK BEIS 2021	Emissions calculated based on hotel nights extracted from Eurimages mission orders. UK BEIS emission factors applied per country. For countries without defined EFs, EFs from neighboring countries were applied as an initial estimate. EFs are skewed toward large, more upmarket hotels and branded chains, and are less representative of lower tier segment hotels.	Unknown,

Emission Category	Scope (GHG Protocol)	Source (Emission Factors)	Data collection and calculation approach	Data uncertainty
Electricity	2	ADEME Bilan Carbone	Emissions calculated based on monthly electricity invoices for the Agora building with the Eurimages portion assumed by % office area occupied (1.6%, 291 m2). ADEME Bilan Carbone emission factors applied for France's average national electricity grid, updated annually.	10%
Staff Commute	3.7	ADEME Bilan Carbone	Emissions calculated based on results of a staff survey conducted in June 2022 to identify travel mode and distance of staff commute. Breakdown of 2022 survey findings applied to 2019 and 2021 calculations: 87.5% staff walk/bike to work, 5% drive (14 km), 2.5% drive (13 km) and 5% carpool (four-person total). ADEME emission factors for average passenger car applied.	60%
Refrigerants	1	IPCC 5th Assessment Report	Emissions calculated based on annual service records from the Agora Building with the Eurimages portion assumed by % office area occupied (1.6%, 291 m2). Global Warming Potential (GWP) for refrigerant gas R207c applied from the IPCC 5th Assessment Report applied.	30%
Waste	3.5	ADEME Bilan Carbone	Emissions calculated based on proxy data for general waste (data gap) and actual measured data for recycled waste (paper, cartons and plastic bottles). Proxy of 120 kilograms per year applied as a typical waste amount per French office worker (Source: Zero Waste France). Emission factors from ADEME Bilan Carbone for average household/assimilated waste assuming incineration. Calculations can be improved in the future by collecting measured data on general waste and identifying specific emission factors from the waste collection agency.	20%

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