

MEASURING SUSTAINABLE PRODUCTION IN EUROPE

**A preparatory project by the
European Audiovisual Observatory**

OBSERVATORY MISSION



- ⋮ **Public service organisation.** Part of the Council of Europe in Strasbourg.
- ⋮ **Mission:** to collect and distribute reliable and neutral information about the audiovisual industries in Europe to support policy makers and other stakeholders in their decision making
- ⋮ Primarily **funded by** direct contributions from 40 member states and the European Union
- ⋮ **Make (almost all) our data available for free** through reports, databases, conferences, etc.

www.obs.coe.int

Purpose and scope of the OBS project

THE TASK

- ⋮ **Current lack of data** on carbon footprint and other sustainability issues in the film and audiovisual sector
- ⋮ **Observatory has been asked** – by its member states, the European Commission and industry stakeholders – **to provide data on sustainability** in the AV industry **at national and European level** to – inter alia – support policy decision making
- ⋮ **Current project (2022) to prepare** data collection for 2023

(Limited) Scope

Focus on
**sustainable
production**
as first step

Focus on
**macro data at
national and pan-
European level,**
because ...

OBS ROLE IN SUSTAINABILITY DATA COLLECTION

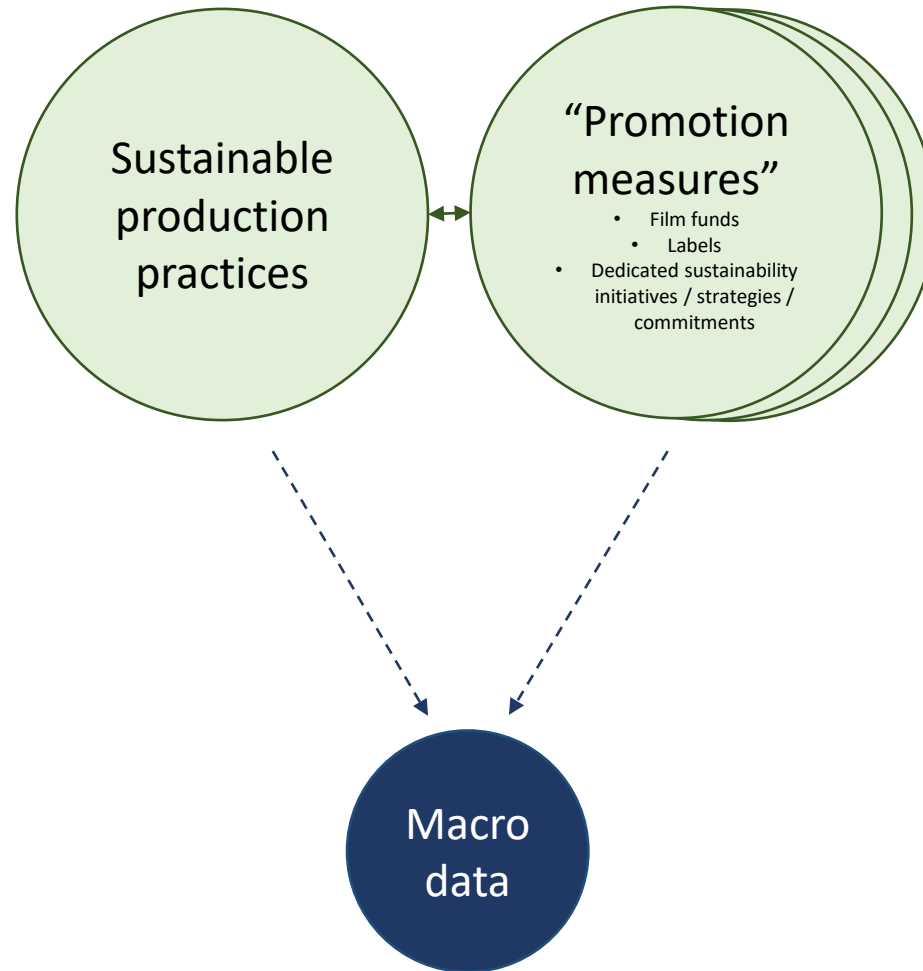
Primary need

“Operational” data

- ... to understand impact and further improve practices at production / initiative level
- ... no need for harmonisation
- ... basis of all data collection

“Macro” data

- ... to monitor development at aggregate national level
- ... limited number of key indicators
- ... derived from operational data
- ... based on common reference methodology



Collected and used by various sustainability initiatives, e.g.

- Calculators (e.g. ecoprod, albert)
- Labels (e.g. Green Film)
- Film funds
- Broadcasters / Streamers

OBS focus / added value

- ... Harmonisation across different stakeholders
- ... Collation of data

Which
macro
data?

1

MEASURING
SUSTAINABLE
PRODUCTION
VOLUME

2

MEASURING
INDUSTRY
CARBON
FOOTPRINT

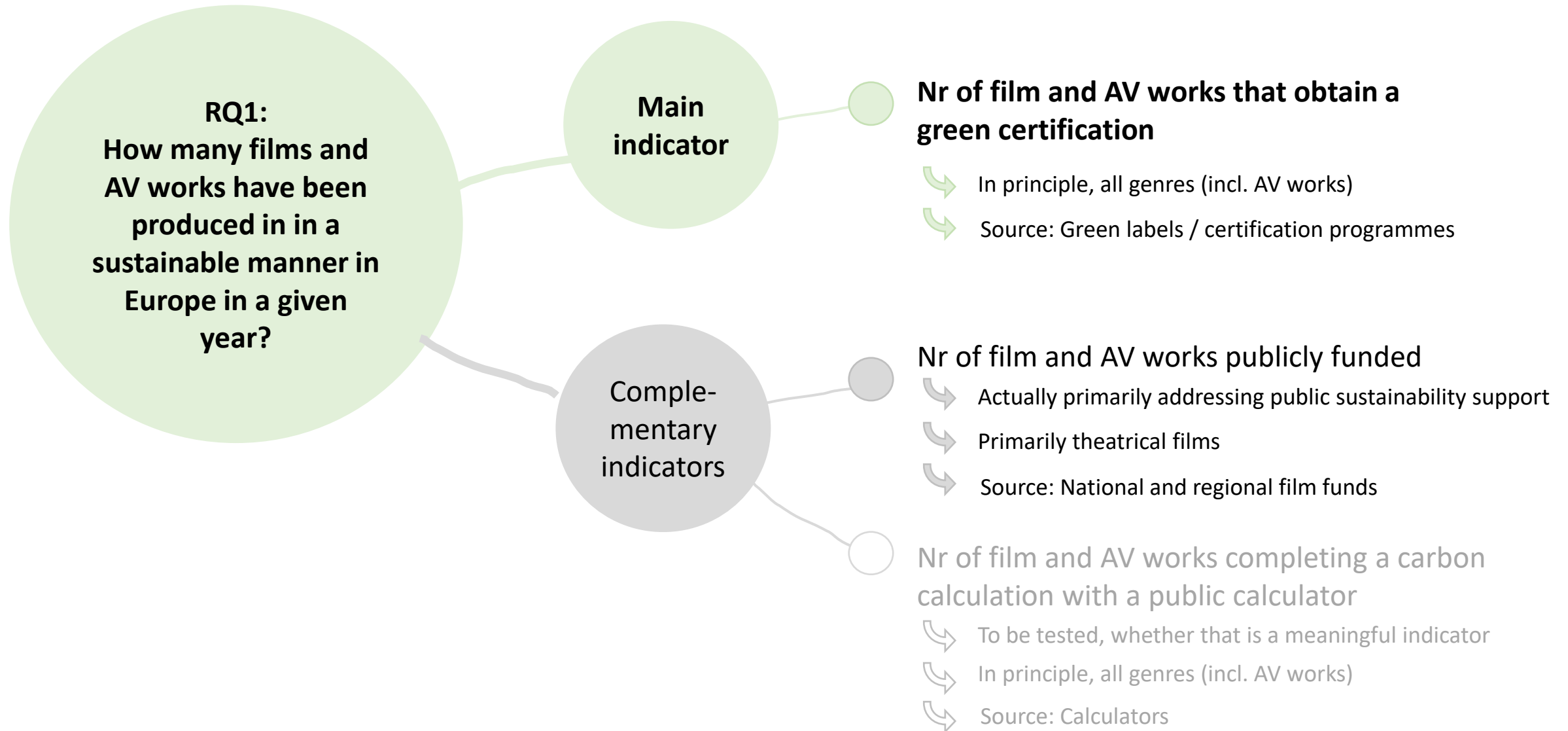
1. Collect annual title-by-title **lists of films receiving green certification from labels**
2. Collect annual title-by title **lists of films receiving green support from film funds**

3. Collect annual **project-by-project carbon emissions data from calculators**

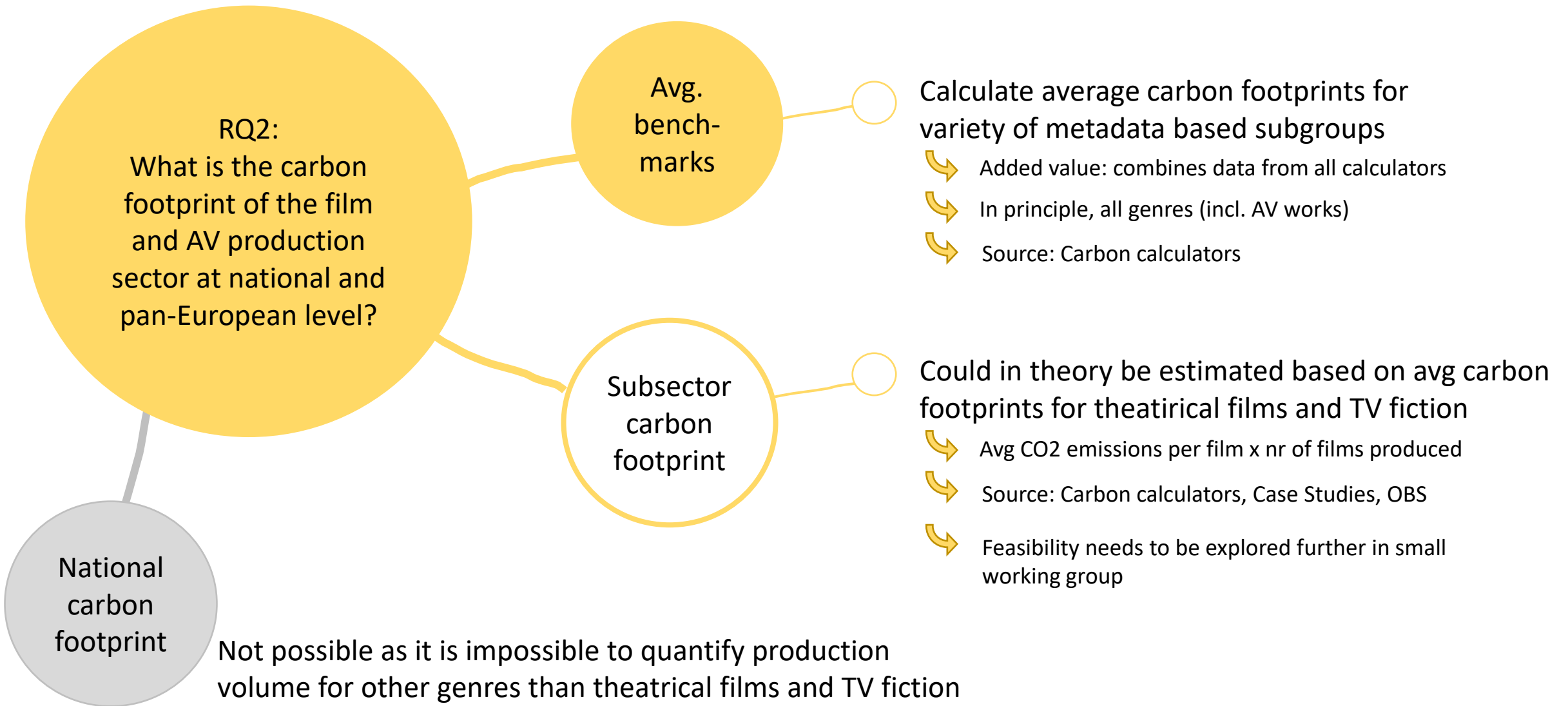
+ some metadata (e.g. genre, country, budget)

That means, we could ...

... measure sustainable prod. volume as follows:



... and address carbon footprint as follows:



... and output results could look like this

Pan-European avg carbon footprint **by department**

Genre types (tbd)	2023	2024	2025
Theatrical fiction films	84.5	74.3	69.5
Theatrical feature documentaries	82.8	72.8	68.1
Theatrical animation films	81.2	71.4	66.7
TV fiction films	79.5	69.9	65.4
TV series episodes	77.9	68.5	64.1
...	76.4	67.2	62.8
Total carbon footprint	80.4	70.7	66.1

Avg carbon footprint **by budget**

Budget bandwidth	2023	2024	2025
< 100 000	67.8	60.6	54.8
100 kto 500 k	81.4	72.7	65.7
500 k to 1 mio	97.7	87.3	78.9
1 mio to 3 mio	117.2	104.7	94.7
3 mio to 10 mio	140.7	125.7	113.6
...			
Total carbon footprint	101.0	90.2	81.5

Avg carbon footprint **by genre & budget bandwidth**

	2023	2024	2025
Theatrical fiction films	84.5	74.3	69.5
< 100 000	67.8	60.6	54.8
100 kto 500 k	81.4	72.7	65.7
...			
Theatrical animation films	81.2	71.4	66.7
< 100 000	67.8	60.6	54.8
100 kto 500 k	81.4	72.7	65.7
...	79.8	71.3	64.4
Total carbon footprint	77.7	69.1	63.1

... etc.

... as well as benchmark figures

Pan-European avg carbon footprint per Euro

Carbon footprint per 1000 Euros	2023	2024	2025
Theatrical fiction films	0.06785	0.06060	0.05479
Theatrical feature documentaries	0.08142	0.07272	0.06575
Theatrical animation films	0.09770	0.08726	0.07890
TV fiction films	0.11724	0.10472	0.09467
TV series episodes	0.14069	0.12566	0.11361
...			
Total carbon footprint	0.10098	0.09019	0.08154

OR

- Avg carbon footprint per minute/hour
- Avg carbon footprint per shooting day
- Avg carbon footprint per department
- Etc.

Show breakdowns down by countries

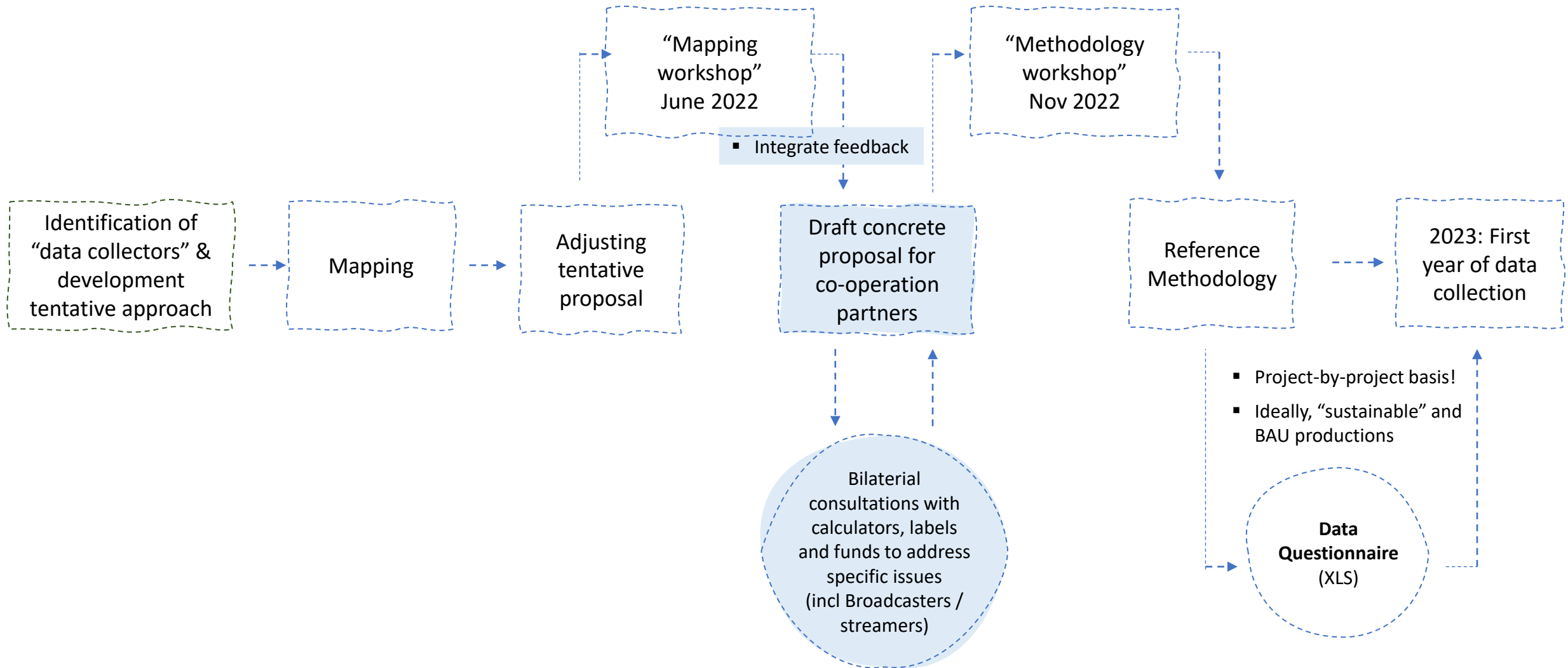
	2023	2024	2025
Theatrical fiction films	0.06785	0.06060	0.05479
- AT	0.05428	0.04848	0.04383
- BA	0.04342	0.03878	0.03506
...			
Theatrical animation films	0.14069	0.12566	0.11361
- AT	0.11255	0.10053	0.09089
- BA	0.09004	0.08042	0.07271
...			
Total carbon footprint	0.10098	0.09019	0.08154

OR

- Budget bandwidth
- Run time
- Certification

Project Process

JOINT DEVELOPMENT PROCESS



Questions?

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