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EURIMAGES SUSTAINABILITY STRATEGY 2025-2027

Introduction

[Eurimages](#), the international film fund of the Council of Europe, is committed to promoting environmentally sustainable practices across film co-productions in its member States. Building upon achievements from our 2022-2024 strategy, this document outlines our strategic objectives for the upcoming period.

As a public gap financier supporting international co-productions across [39 member countries](#), Eurimages acknowledges both the challenges and opportunities in implementing sustainability measures. This strategy aims to balance meaningful environmental action with practical realities facing producers across diverse contexts.

The environmental impact of the audiovisual sector is significant and growing. Although the Fund's main goal remains to support quality projects of international reach, Eurimages recognises its responsibility to support the transition towards more sustainable filming practices. While continuing to promote cultural diversity and international co-production, this strategy reflects our commitment to the Council of Europe's values and aligns with the broader European climate objectives.

Eurimages' achievements to date

Since the establishment of the Eurimages Sustainability Study Group in June 2021, the Fund has made significant progress in environmental sustainability through four key initiatives:

- The Fund conducted a comprehensive [carbon assessment of its operations](#) in 2022, identifying international travel and procurement as main emission sources, and implemented measures including online meetings, prioritizing train travel, and sustainability criteria in procurement processes. In the future, Eurimages' operations will align, as far as possible, with the Council of Europe's broader environmental policies.
- In January 2023, Eurimages introduced an additional **sustainability selection criterion for co-production support** that has shown significant uptake. An increasing proportion of funded projects declare using carbon calculators, pursuing

green certification, or employing sustainability consultants. The experts reviewing projects can assess this criterion, to the best of their knowledge, based on the information provided on a voluntary basis in the producer's note of intent and in a questionnaire on the sustainability measures chosen by the producer in the online application platform. Projects that demonstrate a commitment to sustainability by incorporating measures to minimise their environmental footprint will be assessed positively. However, this is a plus for projects that rank equally on the other criteria, but not a requirement. For the time being, this selection criterion is only assessed based on the producers' declarations. Moreover, although this criterion is increasingly discussed by the experts, it is not systematically addressed and not equally between the different expert panels. The assessment of measures taken in an international co-production is often considered difficult by the experts and the Secretariat, hence the need for training.

- ***StepUP, an e-learning platform*** initiated by Eurimages and developed by French non-profit Ecoprod with an international network of partners, is a central element of the Fund's sustainability policy. It launched in early 2025 at the Berlin European Film Market with two modules: 'Introduction to green production' and 'Mastering green production strategies'. The project aims to enhance the skills of audiovisual professionals from Eurimages member countries and other regions in green production through high-quality, accessible online training courses. Besides the courses, videos, quizzes and practical guides, the platform's ambition is to become a hub and resource centre on green filming in an international context.
- Finally, the Sustainability Study Group, established in 2021, brings together both members of the Eurimages Board of Management and specialists of sustainability in the film and audiovisual industry. It served as an important **platform for knowledge exchange and experience sharing between public funds** across Europe and Canada, helping to define objectives for Eurimages and facilitating discussions about the future sustainability policies in the film industry.

STRATEGIC OBJECTIVES

Objective #1: Sustainability Information Collection for Expert Panels

The first objective aims to standardise and enhance the quality of sustainability information provided in funding applications, ensuring expert panels have sufficient data to evaluate projects' environmental commitments. Three elements are considered:

- Make the 'sustainability' section mandatory in the application platform for co-production support, with an option for "none of these measures apply" to maintain mandatory completion. This ensures all producers explicitly consider sustainability aspects while acknowledging varying capacities across member countries.

- Create a standardised format for sustainability plans as an option for producers who don't have their own format. This document should be concise and easily readable by experts, focusing on key environmental considerations relevant to international co-productions. It will serve as a practical tool for producers without imposing unnecessary administrative burden.
- Request letters of intent or contracts with green managers to further ensure that measures will be implemented. This additional documentation helps verify producers' commitment to sustainability practices and provides experts with concrete evidence of planned implementation.

These measures aim to address the current inconsistencies in sustainability reporting between applications and help improve the decision-making process, while respecting Eurimages' position as a gap financier entering projects at a later stage of development. Producers still have the option not to provide information on this aspect of their projects. By standardising information collection, we can better track sustainability trends, identify best practices, and support producers in implementing environmentally responsible measures.

Objective #2: Verification Mechanisms: Certification Strategy

This objective addresses the growing trend toward sustainability certification in the film and audiovisual sector and establishes Eurimages' approach to verification and recognition of environmental standards.

- Establish a list of sustainability certifications that Eurimages will be able to use within the co-production support programme. This will be a soft list without creating artificial barriers, respecting the diversity of certification systems across member countries while ensuring minimum quality standards. The list could include both established international certifications and recognised national systems.
- Reflect on and possibly implement an incentive for certified projects. This financial incentive could be implemented during an intermediate period during which certification would be optional (e.g., 2027-2030).
- Work toward a target of 100% certified Eurimages-supported films, possibly by 2030, taking into account varying national situations in member States. This ambitious yet achievable goal provides a clear trajectory for the Fund's sustainability expectations while acknowledging differing infrastructures, resources, and capabilities across regions.

Certification provides several advantages: it ensures third-party verification of sustainability claims, establishes common standards, creates industry accountability, and avoids burdensome direct oversight by Eurimages. This approach aligns with existing market trends while providing flexibility for diverse production contexts. Indeed, in doing so, the Fund remains committed to avoiding unfair barriers to support for producers in all its member States.

Objective #3: Education and Capacity Building

This objective focuses on developing knowledge and skills necessary for sustainable film production through the ***StepUP* e-learning platform**, a key element of Eurimages' sustainability strategy.

- **Expand the current content of the *StepUP* platform** by continuing the partnership with Ecoprod. The system of modules means the platform can be built as you go along with flexibility. *StepUP* can thus remain open to other sources of co-financing and institutional partnership.

Specialised modules for different production types can be developed, with animation being a priority for 2025. Animation studios face unique sustainability challenges related to digital infrastructure, energy consumption, and waste management that differ from live-action production. At the same time, resources for animation remain rare for the moment and the very wide variety of techniques used creates specific challenges for animation studios in managing their green footprint.

Potential other topics that could be touched upon on the e-learning platform include:

- ✓ Shooting in natural environments: Guidelines for minimising environmental impact in protected areas
- ✓ Financial benefits of sustainable choices: Demonstrating cost savings associated with green practices
- ✓ Cosmetics and makeup: Addressing chemical impacts and alternatives
- ✓ Green storytelling and planet placement: Integrating environmental themes naturally into content
- ✓ Human & social aspects of sustainability implementation: Creating team buy-in and managing change
- ✓ Environmentally efficient use of existing equipment: Maximising resource utilisation.

- **Require eco-production training for experts evaluating projects.** This ensures consistent understanding of sustainability issues among those assessing funding applications, leading to more informed decisions. The industry experts accepted in Eurimages experts pool would be required to complete at least the free introductory module of the *StepUP* platform.
- **Offer eco-production training via the *StepUP* platform for Eurimages staff member and board members.** Similarly to the previous point, it also ensures consistent understanding of sustainability issues among those assessing funding applications or those deciding on the Fund's strategy and support programmes, leading to more informed decisions. This would also ensure internal expertise aligns with external expectations.
- **Consider mandatory training (free module) for production professionals** applying for Eurimages co-production support. Although it seems easy to implement, this measure needs to be examined carefully. Practical issues arise, such as the person and function required to complete the course, the completion timeframe and the recognition of previous courses to avoid duplication.

The *StepUP* e-learning platform represents a significant and unprecedented investment by Eurimages in sector capacity building. By making core modules freely available and developing targeted content, we aim to democratise sustainability knowledge throughout the film industry in the Fund's member states.

Objective #4: Sector Monitoring / Statistical Analysis

This objective focuses on developing a robust framework for tracking sustainability trends and impacts within Eurimages-supported productions.

- Reflect on the data collection from the 'sustainability' section in the application platform for analysis by country, initiative type, and common challenges. In 2026, analyse the current dataset and assess the opportunity to re-design the data collection.
- Collect information from the market, via the Sustainability Study Group, to identify areas where Eurimages can provide strategic support or to identify tools used by the

industry in the Fund's member states. Analysis will inform future policy development, resource allocation, and targeted interventions to address specific sustainability challenges.

- Monitor developments with the European Commission, regarding in particular the European carbon calculator, and with member States, staying abreast of evolving methodologies and standards. This ensures Eurimages' approach remains aligned with broader European and international frameworks while accommodating the needs of all its member countries.

While Eurimages does not aim to provide comprehensive monitoring of sustainability practices across the entire European and Canadian film industry, our position as a multinational fund provides unique insights into cross-border production challenges. This data collection will complement national monitoring systems while focusing specifically on international co-production dynamics.

Objective #5: Industry Collaboration and Harmonisation

This objective aims to strengthen Eurimages' role in facilitating coordination among different sustainability initiatives across Europe's audiovisual sector.

- Increase collaboration with other public institutions including the European Film Agency Directors association (EFADs), Cine Regio, and the European Audiovisual Observatory. These partnerships will facilitate knowledge exchange, resource sharing, and coordinated approaches to sustainability challenges.
- Share knowledge and coordinate efforts internationally, recognising that environmental challenges transcend borders. Eurimages' multinational membership positions it ideally to facilitate dialogue between different national systems.
- Focus on working with and combining existing tools rather than creating new harmonised standards. This pragmatic approach acknowledges the significant work already done by various organisations while seeking opportunities for greater alignment and interoperability.

Through these collaborative efforts, Eurimages aims to contribute to a more coherent approach to film sustainability in international co-productions while respecting the diversity of national contexts and production cultures. However, it should be remembered that Eurimages does not have a statutory role in setting standards in its member countries.