

November 2021

Eurimages Environmental Sustainability Strategy (2022-2024)

Background

1. Several international legal standards developed by the Council of Europe – notably the European Convention on Human Rights, the European Social Charter, and the Bern Convention on the conservation of European wildlife and natural habitats among others – have been successfully invoked to help make progress on environmental issues. With these, the Council of Europe has underlined the undeniable link between [human rights and a sustainable environment](#).
2. Eurimages' missions are built into the broader objectives of the Council of Europe, making it even more necessary to take the challenges of sustainable development into account.
3. Many public and private organisations have already been active in the field and concrete measures are already in place. Eurimages would like to draw from these experiences.
4. The European Audiovisual Observatory's conference "Boosting sustainable film through international collaboration" which took place in June 2021 laid the foundations for the Fund's reflection and coincided with the launch of the Eurimages Sustainability Study Group.
5. Also, Eurimages intends to place its work on a strategy and an action plan within the framework of the Structured Dialogue "Towards a climate-neutral audiovisual sector" led by the European Commission - DG CONNECT.

Introduction

6. Eurimages' commitment to consider environmental issues in its activities was formalised in September 2020 with the adoption of [Resolution CM/Res\(2020\)8](#) by the Council of Europe's Committee of Ministers. This document states in its articles 1.1, 2.3 and 8.1 that: *Environmental impact should, whenever possible, be considered and reduced both when taking measures and implementing programme activities and in the Fund's functioning.*
7. In the framework of this strategy, "sustainability" is understood to be a focus on the environmental impact of the Fund's activities, its functioning and on action towards climate neutrality. Gender equality and diversity issues are dealt with by another Eurimages Study Group and do not need to be considered in this strategy while other areas of activities listed in the [United Nations Sustainable Development Goals](#) go beyond the mandate of the Fund.
8. Eurimages acknowledges its accountability towards future generations regarding sustainable development bearing in mind the undeniable environmental impact of international co-productions.

9. Eurimages also trusts that international cooperation is a key element to answer the challenges of climate change, hence engaging its responsibility as a platform to encourage the greening of the film industry in its member States.
10. Eurimages Board of Management established a Sustainability Study Group in March 2021 to develop a strategy and action plan bringing the Fund up to these challenges while continuing to support quality projects of international reach.

Strategic objectives

Three strategic objectives addressing three different target groups were identified by the Sustainability Study Group.

Objective #1: Support a sustainable film industry

Target: film professionals / film producers

11. Eurimages will support the transition to a sustainable film industry with a particular focus on international co-production.
12. In order to implement this objective, Eurimages will specify when a film project is considered sustainable i.e., what the Fund wants to measure, and which target is set. The Sustainability Study group will oversee for the Fund the development of appropriate criteria for sustainable co-productions.
13. Eurimages will at first focus on measures to be implemented within the framework of its co-production support programme. In doing so, the Fund will consider the absence of existing and widely accepted standards at this stage and the limited resources to manage green issues at both the producers' and Eurimages' level.
14. In a second stage, such sustainability measures will be extended and adapted to the other programmes of the Fund.
15. The Sustainability Study Group and the Eurimages Secretariat will ensure coordination with other partners in the film industry to avoid duplication of existing initiatives. Eurimages will also ensure it bases its decisions on the evaluation of existing measures.
16. Eurimages' action will be included in the framework of the structured dialogue launched by the European Union aiming more specifically at establishing a common label and common measurement (calculator) systems in its member States.
17. Eurimages will take into consideration geographical specificities of its member States when adopting sustainability measures.
18. In implementing these measures, Eurimages shall do its utmost:
 - to maintain a high standard of quality in the projects supported
 - to keep administrative processes at an acceptable level for all.

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 practices¹.
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.

Objective #3: Encourage cooperation between its member States and implementation or improvement of sustainability measures

Target: National film authorities of Eurimages' member States

25. Eurimages will encourage the national authorities of the Fund's member States to act towards a sustainable film industry and to share their experience, best practices, and knowledge with each other. Awareness raising is one of the traditional missions of the Council of Europe and was (and still is), for instance, a key activity within the Eurimages Gender Equality Policy.
26. Eurimages will participate in forums to share experience, best practices, and knowledge, or in activities intended to set common standards. A first activity could be the development of a dedicated information section on the Eurimages web site.
27. Eurimages will respond on a case-by-case basis to member States' requests whenever the Fund's involvement is relevant (awareness raising, support to training events...) in cooperation with the appropriate partners or stakeholders. The Fund will act in a reactive, not proactive fashion.
28. Depending on the desire of the member States, soft law (for instance a Council of Europe Recommendation) could set a common framework for a sustainable film industry.

¹ e.g., JRC Report "Best Environment Management Practice for the Public Administration Sector"

Implementation

The implementation of this strategy will be detailed in an action plan prepared by the Sustainability Study Group and submitted to the Board of Management.

Approach

29. Eurimages Environmental Sustainability Strategy will be incrementally implemented: from data collection through soft measures to affirmative measures.
30. The Fund will have a pragmatic approach by experimenting, evaluating, and adapting its action. Eurimages' activities should remain flexible considering that the Fund's Secretariat and governing bodies need to gain in competence on the matter.
31. With regards to the film industry green calculators, the Eurimages Sustainability Study Group will reflect on what should be measured to have an optimal impact and then how this should be measured.
32. Eurimages will base its actions on the ex-ante and ex-post evaluations of the impact and effectiveness of the measures on a scientific basis
33. While aiming at optimal impact and effectiveness, the Fund will ensure that the pace for implementation of its action plan is suitable to the majority of producers of all member States.
34. The planned activities to implement this Strategy will be based on 3 axes of action: "**Measure, Control and Incentivise**". These 3 axes will be adapted to the three strategic objectives.

Indicative timeline

35. The Strategy spans three years with three priorities:
 - 2022: priority 1 – assess concrete measures to reach a more sustainable functioning of the Fund with a view to limiting its environmental impact
 - 2023: priority 2 – introduce measures for co-production support
 - 2024: priority 3 – enable the exchange of good practices and assist public authorities in adopting sustainable measures.

The Fund will work in parallel on the three priorities, but each year will be marked by a particular focus.

An example of the timeline is presented for information purpose only on page 5. This timeline will be developed with the action plan to be approved by the Board of Management.

Resources

36. The Eurimages Board of Management will endeavour to provide the Eurimages Secretariat with the necessary resources to implement this Strategy by:
 - ensuring the functioning of the Sustainability Study Group (meetings will essentially take place online)
 - making available human resources within the Secretariat and amongst Study Group members
 - allocating budgetary resources in accordance with the action plan to be defined. With the view to start some activities in 2022, funds will already need to be identified in the next budget
 - foreseeing and budgeting the necessary IT developments of Eurimages' databases to start collecting data.

Partners

37. While developing and implementing this Strategy, Eurimages will collaborate with international partners and in particular:

- European Audiovisual Observatory
- EFADs and national film authorities of the member States
- Cine-Regio
- Professional organisations such as EPC, EAVE, ACE
- EU DG CONNECT – Creative Europe MEDIA Programme.