



Highlights May 2025. LAFC and EVERGREEN PRISMA with a Colourful Profile.

## **EVERGREEN PRISMA – Competence Center for Green Filming Europe. Sustainable Filmmaking as a forward-looking Contribution to greater Environmental, Economic and Social Responsibility**

EVERGREEN PRISMA, the Competence Center for Green Filming, which has already won several international awards, has been leading the way in the green transformation of the European film industry for years. In line with its vision and expertise for sustainable filmmaking, it places a special focus on multilayered and creative knowledge transfer.

*Evergreen Prisma*

*Mission Statement*

*contact@evergreenprisma.eu*

### **Resonating Body.**

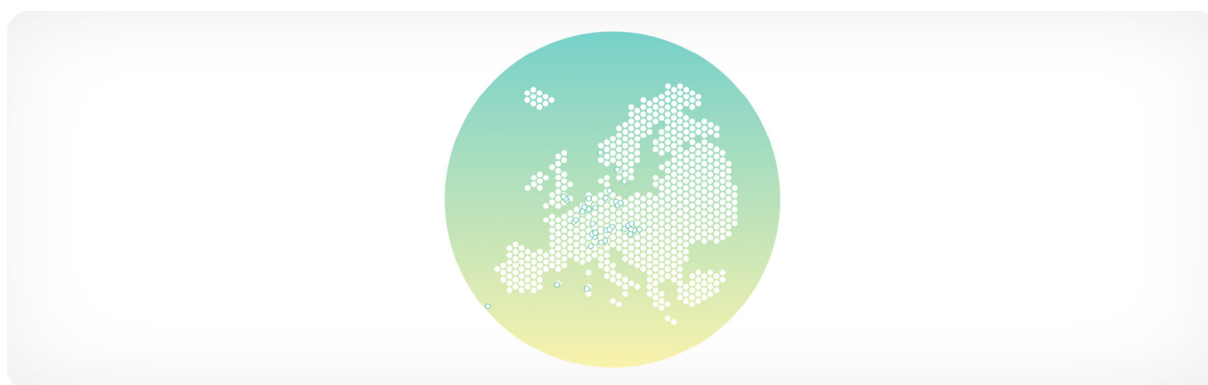
Since 2020, there have been more than 900,000 page views from 129 countries on the BILINGUAL, DIGITAL PLATFORM [www.lafc.at](http://www.lafc.at). The number of Green Film Consultants (GFCA) trained as part of the EVERGREEN PRISMA ACADEMY – including freelancers, in-house employees in production companies and employees in film institutions – increased to more than 90 in 2025. Women currently make up 63 % of the trained Consultants. To promote the green transformation of the film industry through effective measures, Evergreen Prisma focuses on the joint action of European film funding institutions in INTERNATIONAL WORKING GROUPS such as ›Green Co/Pro Europe‹ or ›Cine Regio Green‹ with the involvement of Green Consultancy for Film & TV at the same time as strengthening applied practice. The versatile Evergreen Prisma contributes to university studies, bachelor and master theses and European reports, offers individual MENTORING to institutional colleagues from other film countries and is an active member of several international think tanks for Green Filming in Europe. Evergreen Prisma focuses on sustainable filmmaking in a forward-looking, transnational way in order to embed it promptly in effective measures and the necessary processes.



## Double-Finalist Global Production Awards 2025

Another reason to be doubly happy: EVERGREEN PRISMA and its director Linn Rott were nominated by an international jury for the GLOBAL PRODUCTION AWARDS 2025 in both the ›Sustainability Initiative Award‹ and the ›Impact Leadership Award‹ categories. The GLOBAL PRODUCTION AWARD NIGHT gala will take place on 19 May 2025 as part of the Cannes International Film Festival.

Honoured with the international MAKERS & SHAKERS AWARD as ›Film Commission Initiative of the Year 2020‹ and the EUROPEAN CULTURAL BRAND AWARD 2021 for ›Sustainability in the Cultural Market‹, Evergreen Prisma stands for the highest quality. Film Commissioner and Green Filming expert Linn Rott received the Liese Prokop Women's Award in 2022. In 2023 and 2024, EVERGREEN PRISMA was nominated for the GLOBAL PRODUCTION AWARDS in several categories.



## Evergreen Prisma's Knowledge Base & Tools.

### Tools. Transfer. Spotlight. Pool. Panorama. Connective.

Knowledge as a shared basis. Communicating serious Green Filming based on (inter)nationally recognised expertise is one of the pillars of Evergreen Prisma. Certain content in its practice-oriented areas is open to the public, while other content is reserved for specific target audiences. In this way, Evergreen Prisma takes responsibility. The extensive wealth of knowledge in the POOL section, for example, is part of the special toolbox for professional Green Film Consultants of the Evergreen

Prisma Academy, which is presented in a separate section, CONNECTIVE. The one-of-a-kind TOOLS with its comprehensive action guidelines linked to alternative offers and the valuable knowledge base POOL are thus used specifically in the Green Filming landscape for the particularly effective implementation by professionals.

## **Horizon.**

At the same time, basic information on Green Filming is generally accessible – as a digital service through the POOL, PANORAMA and SPOTLIGHT sections, for example. The knowledge base for general access is also constantly being expanded. The PANORAMA section also includes the international MAP OF GREEN INCENTIVES with film institutions, initiatives, broadcasters and streamers to raise awareness of sustainable filmmaking across countries and support a joint approach by European film funding institutions. The map of Green Filming & Funding has been continuously expanded and updated since 2020. In addition, sustainable projects are presented in the Panorama section under ›GREEN FILMING PRACTICE‹ to provide deeper insight into the applied practice of Green Consultancy.

*Evergreen Panorama » Map of Green Incentives*

*Evergreen Panorama » Green Filming Practice*



## **Green Filming Europe. Light on Austria.**

### **European Audiovisual Observatory with 1st Green Report April 2025**

›How are cinema, television and streaming coping the green transition? And what role does legislation play in this process in Europe?‹ These are the questions posed in the first Green Report by the European Audiovisual Observatory – EUAVO. The report ›GREEN TRANSITION IN THE AUDIOVISUAL SECTOR‹ provides a detailed portrait of Evergreen Prisma’s successful Synergy System for Green Filming & Funding and is available *here for anyone interested to download* free of charge, currently in English and soon in three languages.

*Spotlight » Light on Austria*

## The Intelligent Swarm of Evergreen Prisma. Cross-border Synergy.

Evergreen Prisma and the Austrian Film Institute have been joining forces in the green cause since 2020 and are considered an example of European best practice. The two institutions work closely together on green agendas and have stood for effective, successfully interlinked synergy for years. EVERGREEN PRISMA and the GREEN FILMING DEPARTMENT of the Austrian Film Institute are also linked to the national film funding organisation FFA in Germany: In the Green Co/Pro Europe working group, the experts work hand in hand on transnational green standards.

### Panorama Cooperation

### Evergreen Prisma & ÖFI Green Filming Department

### Evergreen Prisma ° ÖFI Green ° FFA Germany

## Bridging Tools.

With its colourful portfolio, Evergreen Prisma has been deliberately shaping the green (further) steps in the film landscape in a many-faceted way for many years. Through its cross-border networking, it brings together solution-orientated cooperation partners and trains filmmakers in the Evergreen Prisma Academy together with its (inter)national network in a hands-on way. Here, it also works with its one-of-a-kind digital knowledge platform, which provides important tools for professional Green Film Consultancy. As a well-known address for sound green knowledge transfer, it now itself represents an important bridging tool for Green Filming & Funding – for example, it has already established the CO<sub>2</sub> data collection and evaluation, which is becoming increasingly important in Europe, in 2020 through the CO<sub>2</sub> calculator for film & TV, which was developed in Germany by KlimAktiv on a scientifically sound basis and backed up with factors relevant to Austria.



## The Evergreen Prisma CO<sub>2</sub> Calculator for Film & TV.

The industry-specific Evergreen Prisma CO<sub>2</sub> Calculator for Film & TV is therefore THE national data tool for all Green Film Consultants who create calculation and reports in Austria, and also for green co-productions with neighbouring countries. The film-specific calculator is updated annually according to the latest findings and developments in Green Filming & Funding. Later in 2025, a new, much more advanced version of the calculator will be introduced, which will contain far-reaching

innovations for both communication work and statistical data collection. The Austria-wide use of the calculator enables standardised and thus comparable data collection for film and TV productions and is therefore essential for reporting based on reliable foundations. Last but not least, the film-specific calculator is an integral part of the toolbox of professional Green Film Consultants for film funding processes. As the standard calculator in Germany, Austria, Italy and Switzerland, the KlimAktiv calculator already connects the aforementioned film industries for international, green co-production. These currently four national, multi-lingual KlimAktiv calculators thus serve together as a European bridging tool. The calculation of the carbon footprint of products (PCF/product carbon footprint) such as film or TV productions is carried out here in accordance with the Greenhouse Gas Protocol's ›Product Life Cycle Accounting and Reporting Standard‹ (2011) and considering the technical specification ISO/TS 14067.

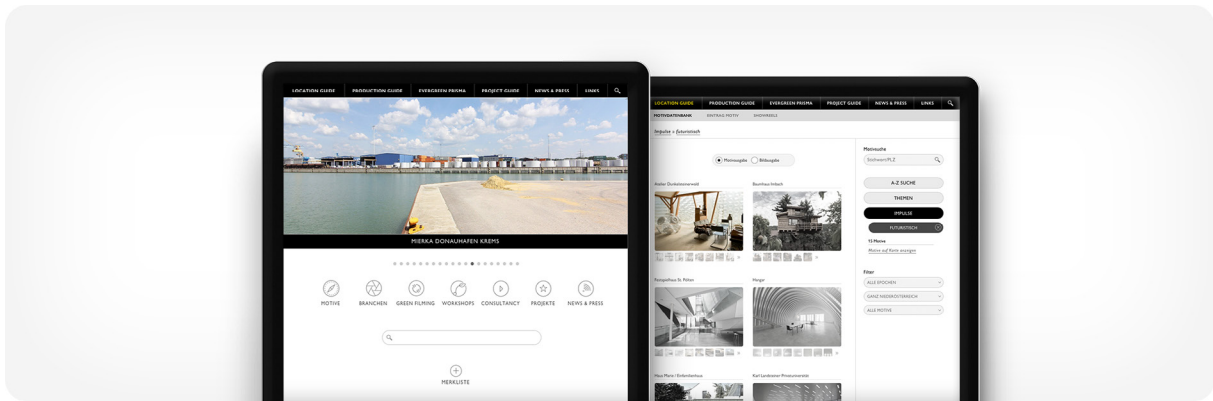
›We shape tools,  
and they in turn shape us.‹

Marshall McLuhan

### **Evergreen Prisma Pilot Projects since 2021. Focus in 2025: Next Generation**

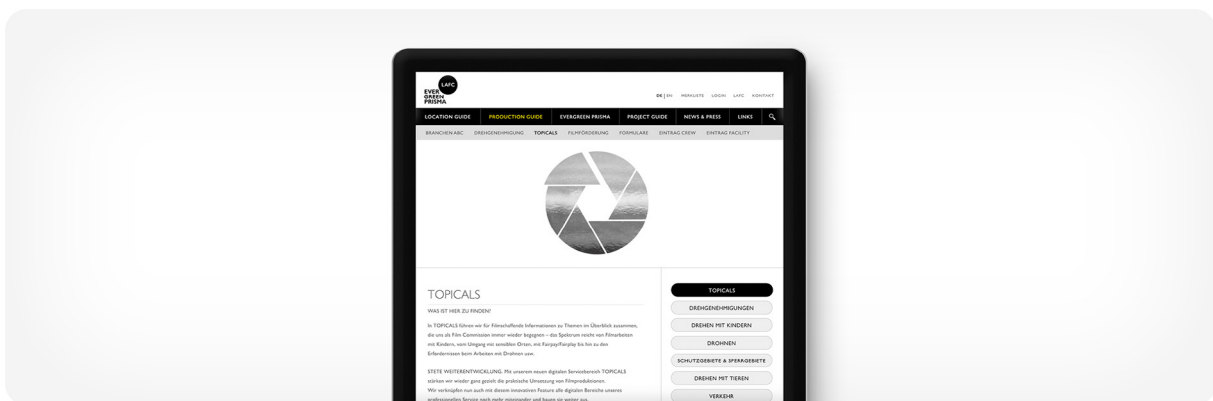
The EVERGREEN PRISMA PILOT PROJECTS and CREATIVE LABS have been in place since 2021 to research future aspects of Green Filming & Funding and develop them further through innovation. Moreover, Evergreen Prisma has been promoting young film talent just as continuously since the beginning of its work. 2024 marks the start of a cooperation with the ›Talent LAB‹ – the support programme for up-and-coming filmmakers of the new TALENTS & TRAINING DEPARTMENT of the Austrian Film Institute. Green Filming & Funding has become a mandatory requirement for this new funding programme and is firmly anchored in the curriculum. Evergreen Prisma provides the transfer of knowledge to the next generation from the colourful spectrum of (inter)national Green Filming & Funding in proven synergy with the Austrian Film Institute's GREEN FILMING DEPARTMENT. In addition, EVERGREEN PRISMA provides professional GREEN FILM CONSULTANTS AUSTRIA, who have been trained at the Evergreen Prisma Academy, to support the five up-and-coming film projects funded by the Austrian Film Institute's Talent LAB#1.

*Evergreen Prisma goes Austrian Film Institute Talent LAB#1*



## THE FILM COMMISSION LAFC

The LOWER AUSTRIAN FILM COMMISSION – LAFC is a free service for all filmmakers situated in the DEPARTMENT FOR ART AND CULTURE at the office of the Lower Austrian federal government. Since it was founded and established as an additional structural support measure alongside monetary film funding in 2012, the Film Commission provides comprehensive innovative services. Its tasks include supporting (inter)national film productions. To this end, the LAFC also offers a ONE-OF-A-KIND DIGITAL SERVICE with its multifunctional database of film locations, crews, facilities and projects. As a professional communications hub, the LAFC primarily supports the sectors of production and art direction and provides the information required for filming free of charge.



## TOPICALS. The Latest Innovation in the Digital Production Service.

This section provides an overview of information on topics for filmmakers that are repeatedly brought to the attention of the Film Commission, some of which are also linked to the kaleidoscope of social sustainability issues – the spectrum ranges from film work with children, fairpay/fairplay, dealing with sensitive locations, sustainable location searches to the requirements of working with drones and much more. The new TOPICALS module in the digital service section further strengthens the practical realisation of film productions. This innovative feature brings all the digital sections of LAFC and EVERGREEN PRISMA even closer together. [Production Guide » Topicals](#)

## Milestones

- 2025/04 Double-finalist! Nominated twice for the Global Production Awards 2025  
Light on Austria: European Audiovisual Observatory with First Green Report  
ÖFI Talent Lab & Evergreen Prisma: Workshop ›Green Filming & Funding‹
- 2025/03 Generation 8 – Green Film Consultants Austria – Evergreen Prisma Academy
- 2025/02 ›Evergreen Filming‹ in latest News & Press
- 2025/01 ÖFI Talent Lab & Evergreen Prisma: Workshop ›Green Storytelling goes Future Storytelling‹
- 2024/04 ›The Intelligent Swarm of Evergreen Prisma‹ lecture conducted by Evergreen Prisma and ÖFI at the festival Visions du Réel in Switzerland
- 2023/11 ›Climate Change – Unlocking the Potential of Culture‹ lecture conducted by Evergreen Prisma and ÖFI at the British Embassy in Prague
- 2022/05 Mission mit Vision – 10 Years LAFC | Tribute im ray Filmmagazin
- 2022/04 Founding of the Europe-wide working group ›Green Co/Pro Europe‹
- 2022/03 The Association of Green Film Consultants Austria (VGFA) starts work
- 2021/11 Evergreen Prisma LAFC wins the European Cultural Brand Award 2021
- 2020/12 Evergreen Prisma LAFC wins the International Makers&Shakers Award 2020

## Memberships

- 2015 AFCI – Association of Film Commissioners International
- 2012 EUFCN – European Film Commissioners Network
- 2012 AFC&F – Austrian Film Commissions & Funds
- 2012 FC Gloria – Women, Network, Film
- 2022 GREEN CO/PRO EUROPE – Founder
- 2018 Cine Regio – Cine Regio Green
- 2021 Eurimages – Sustainability Study Group
- 2019 Green Filming Austria & Green Incentive Austria – Founder
- 2021 VGFA – Co-Founder Association of Green Film Consultants Austria
- 2024 Member of the European Film Academy
- since 2021 Makers & Shakers Awards – Jury Member