



Evergreen Highlights December 2021

EVERGREEN PRISMA – Sustainable Filmmaking, a Pioneering Contribution to Greater Ecological, Economic and Social Responsibility

The LOWER AUSTRIAN FILM COMMISSION's (LAFC) EVERGREEN PRISMA, recently awarded the European Cultural Brands Award 2021, has blossomed into a significant centre of competence for sustainable filmmaking which also provides cutting edge training for the new profession of GREEN FILM CONSULTANT AUSTRIA (GFCA).

[LAFC News & Press](#)

[LAFC Evergreen Prisma](#)

[LAFC Mission Statement](#)

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EVERGREEN PRISMA – The LAFC's Multifaceted Service for Sustainable Film Production, Supporting and Facilitating the Film Industry's Transformation to Carbon Neutral Production

The LAFC together with its cooperation partners has established itself as an Austrian-wide and international competence centre. Moreover, as the public service address for Green Filming its Evergreen Prisma Service set up a practice-oriented further training programme for filmmakers in 2019. Film funding agencies and broadcasters officially acknowledged *Evergreen Prisma*. Today, it is the measure of (high-quality) standards in Austria when it comes to Green Filming as it is not only running a sophisticated education programme and a digital platform providing tools for use in practice, but also networking on a domestic and international level.

LAFC wins European Award for Sustainability in the Cultural Market 2021

After receiving the internationally renowned *Makers & Shakers Award* as ›Film Commission Initiative of the Year 2020‹ only last year, 2021 brings another prominent reward for Lower Austria's innovative address for film making services: An international, 40-person expert panel honoured the LAFC for its



unique Green Filming Service *Evergreen Prisma* with the **European Cultural Brands Award in the category ›European Award for Sustainability in the Cultural Market 2021‹**.

The LAFC as a key competence centre for Green Filming in Europe's filming landscape under the direction of Dietlind Rott was honoured for its outstanding dedication, its innovative approach as well as its (inter)national educational efforts, already generating added value for other players in the cultural industry.

The European Cultural Brand's prize statuette ›Aurica‹ symbolises the European cultural market's excellency, huge appeal and its diversity. Twenty-six competitors and competitresses out of 110 applicants from Germany, Austria, Switzerland, Belgium, Belarus, France, Israel, Lithuania, Serbia and the Netherlands made it on the *16th European Cultural Brands Awards' 2021* shortlist.

›We are overjoyed with the international estimation shown to our work, thank you! Credit is also due to our committed network pulling the ›green string‹ together with us, most notably to Philip Gassmann. The award that the LAFC's Evergreen Prisma achieved, clearly demonstrates the (potential) creative power and with it the responsibility cultural institutions hold with regard to sustainability. The LAFC's engagement as an interdisciplinary point of intersection working towards ›greening‹ art and culture in multifaceted fields does indeed make an impact, giving vital stimuli to its sustainable advancement.‹ (Dietlind Rott / LAFC) *Please find further information here*

Knowledge Transfer – Education Programme

Europe-wide appreciated Evergreen Prisma's tools for film production like the film-specific carbon calculator are easy to access and free of charge. To enable domestic filmmakers to acquire professional skills in Green Filming, the LAFC bears the costs of the further training programme it delivers. Besides the training as GFCA, Evergreen Prisma's education scheme offers courses in the fields of production & direction, set & costume, Green Storytelling, transport & catering, energy & technology, light & cinematography. The LAFC also offers workshops for the next generation in the filmmaking business or addresses the topic of Green Filming in general. If this should have aroused your interest

in our education programme please do write to us at greenworkshops@lafc.at stating your contact details, your professional activities including educational background and potential prior knowledge in the subject.

Information regarding the LAFC programme of further education: [Evergreen Transfer » Workshops](#)



Training as Green Film Consultant Austria | The First Graduates

Since June 2021 Green Film Consultants Austria for film and TV who received their training at the LAFC programme are available for advising on how to enhance sustainability in film projects and to support Green production with impactful measures informed by their practice-oriented training with international expert Philip Gassmann and using Evergreen Prisma tools.

The [next opportunities to train as a Green Film Consultant Austria \(GFC\)](#) begin at January 10th and February 21st, 2022. They are primarily aimed at filmmaking pros with long-term experience in their field of activity. The training consists of three multi-day modules, delivered online by Philip Gassmann and other experts in cooperation with the LAFC. A final exam is held by an examining board with rotating expert members. The LAFC is working on enhancing the [internationalisation of the degree programme](#). The founding process for the [professional association of Green Film Consultants Austria](#) is underway.

The GFC profile of our alumnae:

[Evergreen Connective » Green Film Consultants Austria Synergy](#)

The LAFC in cooperation with Philip Gassmann has customised his excellent training programme, already a compulsory part of the education standard in other European countries, to meet the needs of the Austrian industry while also including an international perspective. The international award-winning Evergreen Prisma Service with its kit to support film production is at the heart of the programme. Its [carbon calculator](#) tailored for filmmaking with factors relevant for Austrian

is the country's tool for standardised data collection in Green Filming. Moreover, the curriculum includes teaching content on Austrian Eco Label 76 (Umweltzeichen) for Green Producing, the Austrian Film Institute's (ÖFI) new guidelines and the Austrian Federal Ministry for Arts, Culture, Civil Service and Sport's (BMKOE) and Film Industry Support Austria's (FISA) current Green Incentives. The lectures reflect the international development in Green Filming relating to broadcasters and the European Union, which are absolutely gaining in importance.



Carbon Calculator for Film and TV Productions in Austria

The LAFC's free, film-specific carbon calculator allows straightforward carbon footprint calculation for each department involved in a film or TV production. Originally developed by German film funding agency MFG, the calculator has been adapted with **Austrian-specific calculation factors** by KlimAktiv to obtain data representative for the domestic film industry. The LAFC's carbon calculator thus provides DACH area co-productions with a tool for collecting relevant data as standardised as possible.

The calculation of pollutant emissions with the carbon calculator quickly brings to light the most climate-relevant areas of a film project, the so-called ›hotspots‹. This allows locating savings potential and working out **action strategies for sustainably-oriented film production**. Upon the project's completion, production will take stock, with the results soon to become an integral part of the mandatory final report for film funding institutions. Philip Gassmann, international Green Filming expert and a close cooperation partner of the LAFC explains: ›Mobility and accommodation as well as the production office represent the most emission-intensive areas in film production while at the same time holding the biggest savings potential when changing to Green Producing.‹

The Evergreen Prisma calculator, which is constantly refined, has been embedded by numerous cooperation partners in order to allow proceeding as harmonised and concerted as possible. Please find the [carbon calculator here](#)



Feature film Heimsuchung (The Visiting) | LAFC Green Filming Pilot Project

›The Visiting‹ is Achmed Abdel-Salam's debut as a director and the first feature-length movie for producer Lena Weiss and her production company glitter & doom and moreover an LAFC Green Filming pilot project that together with cooperation partners wants to boost sustainable filmmaking.

The green pilot at the helm of the project, Barbara Weingartner (nee Pridnig), finished her training as Green Film Consultant Austria in June 2021 and in this capacity gave advice during ›The Visiting's‹ entire production process. Weiss herself was Green-coached by the LAFC and Philip Gassmann while working on the film. This enabled her to find specifically Green ways and alternatives to make the production of ›The Visiting‹ climate-friendly.

The pilot production experience is currently evaluated by the parties involved.

[Please find further information here](#)

Invitation for Evergreen Prisma as a Pan-European Information Hub for Green Filming

In June 2021 the European Audiovisual Observatory, that is part of the Council of Europe, hosted an international conference dedicated to the question how the implementation of sustainability measurements in the film, TV and VOD sector might be accelerated.

For that purpose industry experts, producers and representatives of film funding agencies, broadcasting stations and streaming platforms from all over the world were invited. As one of these experts Lower Austrian film commissioner Dietlind Rott presented Evergreen Prisma as best practice model of a pan-European information hub for Green Filming. [Please find further information here](#)



LAFC Awarded ›Film Commission Initiative of the Year‹ | Makers & Shakers Awards 2020

Lower Austria and its film commission LAFC attach utmost importance to sustainable film production. Innovative measurements of the federal state's cultural department in the area of eco-friendly film-making have been honoured by a top-class jury with bestowing the international Makers & Shakers Award. This prize pays tribute to excellence in the global film landscape, honouring trend-setters for the regional, national and international industry. The LAFC was chosen for its innovative power, charisma as well as synergic and exemplary effects within the movie business.

Governor Johanna Mikl-Leitner explains: ›Great dedication paired with extensive knowledge sets the scene for sustainable change. The Green Filming Initiative has made our state a pioneer in this field in Austria and has now attracted international attention. The LAFC contributes to achieving social change beyond the film business and inspires others to join in.‹

Please find further information here

How will Cinemas turn Green?

Topics like resource management, protecting the environment and the climate are gaining in relevance for the cinema business. In March 2021 the LAFC hosted its first ever Green Cinema webinar in cooperation with Birgit Heidsiek, Green Cinema Consultant of the German Federal Film Board (FFA). The audience was introduced to measures for use in practice and a range of solution approaches to be implemented concerning energy efficiency, clean power, concessions, and waste management. Whether it is about saving energy, producing one's own power or using alternative products, without ecology there is no economy!

Birgit Heidsiek: ›Green Economy is becoming more important for the cinema sector. Due to the use of digital projectors and the air-conditioning systems their operation requires energy consumption is going through the roof. However, energy efficiency is no longer merely an operational expense factor, but renewable energies have become part of public dialogue and the media-conscious cinema industry cannot blink this fact.‹ *Please find further information here*

Recent LAFC Milestones

- 2021/11 [LAFC wins European Cultural Brands Award 2021](#)
in the category ›European Award for Sustainability in the Cultural Market‹
- [Webinar Green Storytelling](#)
- [Webinar Green Filming for Set & Costume](#)
- 2021/10 [Founding process for the professional association of Green Film Consultants Austria ongoing](#)
- 2021/09 [LAFC shortlisted for 16th European Cultural Brands Award](#)
- [Further training as Green Film Consultant from September 2021](#)
Registration for training starting in January 2022 now open
- 2021/07 [LAFC Green Filming pilot scheme – feature film ›Heimsuchung‹ \(The Visiting\)](#)
Coproduction glitter & doom and Prisma Film
- 2021/06 [First generation of Green Film Consultants Austria](#)
- [Evergreen Prisma as best practice example for pan-European information hub](#)
International conference – Promoting and supporting sustainable filmmaking through international networking
- 2021/05 [Green Filming goes Vienna Film Academy/University of Music and Performing Arts Vienna](#)
Kick-off event with keynote speech in cooperation with Philip Gassmann
- 2021/03 [Range of Green Filming webinars for professional filmmakers and newcomers to the industry](#)
Webinar Green Cinema taught by Birgit Heidsiek (Green Cinema Consultant of the German Federal Film Board – FFA), get-together LAFC network meeting, Webinar Green Filming for Austrian film funds and film commissions
- 2020/12 [LAFC wins International Makers&Shakers Award 2020](#)
Film Commission Initiative of the Year
- 2020/11 [Launch of the first film-specific carbon calculator for film and TV productions in Austria](#)
- [ÖFI, FISA and many others back the LAFC Green Filming initiative and link to the LAFC Green Guide](#)
Cine Tirol, Österreichisches Umweltzeichen (Austrian Eco Label), Location Austria, Die Akademie des österreichischen Films
- [LAFC nominated in two prize-categories for Makers&Shakers Awards 2020](#)
- 2020/10 [Lower Austria sets new standards with regard to sustainability in the cultural sector – press conference](#)
- 2020/09 [LAFC shortlisted for 15th European Cultural Brands Award](#)
Brand-new award category ›Sustainability in the Cultural Market‹