



Evergreen Highlights June 2022

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

The EVERGREEN PRISMA of the LOWER AUSTRIAN FILM COMMISSION (LAFC) is the central competence center for sustainable filmmaking, including further education for the new profession of GREEN FILM CONSULTANT AUSTRIA (GFCA). Awarded the international MAKERS & SHAKERS AWARD as Film Commission Initiative of the Year 2020 and the EUROPEAN CULTURAL MARKETS AWARD 2021 for sustainability in the cultural market, LAFC is a mark of the highest quality.

[LAFC News & Press](#)

[LAFC Evergreen Prisma](#)

[LAFC Mission Statement](#)

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EVERGREEN PRISMA, LAFC's Multifaceted Service for Sustainable Filmmaking, Supports and Facilitates the Film Industry's Shift Towards Carbon Neutral Productions

In collaboration with its cooperation partners, the LAFC (Kultur Niederösterreich), now an internationally established competence center and public service point for Green Filming, has established a practical training program for filmmakers as part of its [Evergreen Prisma Service](#) since 2019. Officially recognized by regional, national and international film funding bodies as part of their funding activities, as well as by broadcasters and in cross-border co-productions, Evergreen Prisma – comprising a sophisticated education program, international networking, and a digital platform with relevant tools for the practice – sets the high-quality standard for Green Filming in Austria and is considered a lighthouse project throughout Europe.



10 Years of LAFC – Mission with Vision | Bundle instead of Jungle | Connect with Respect

In 2022, the Lower Austrian Film Commission celebrates its 10th anniversary: “We are pleased with the (further) development of our film service, through which we actively support the film landscape. It reflects our work, whether in the field of Green Filming through our Evergreen Prisma, or in the innovative service we have provided to filmmakers for years with our Location Guide, Production Guide and Project Guide. We are constantly developing and expanding the LAFC Film Service with new content,” says Dietlind Rott, LAFC Film Commissioner and Green Film Consultant.

In its anniversary year, the Lower Austrian Film Commission is looking to the future once again: in addition to the training courses to become a Green Film Consultant Austria, it is increasingly expanding the subject area of creative responsibility through additional workshop offerings, for example on the subject of Green Storytelling. [More information is available here](#)

A Job with Credo – the Association of Green Film Consultants Austria (VGFA) Gets to Work

As a center for Green Filming, LAFC has supported the Association since its founding phase and, as a close cooperation partner of the association, the LAFC provides information about further developments. In March 2022, the Association invited members to the constituent general meeting where the board of directors was elected. Green Film Consultants Austria Barbara Weingartner, Tamara Seeliger, Alexander Linhardt, Florian Weigensamer, Heinz Laab and Julia Mitterlehner, who were trained at the Evergreen Prisma Academy, were appointed to the board.

Green Film Consultancy. The aim of the work of professional Green Film Consultants in film production is to identify alternative courses of action at an early stage in the planning phase based on well-founded analyses and to calculate any additional costs arising from the implementation of ecologically sustainable production. Directly before and during filming, the Green Film Consultants’ main task is to communicate the environmental standards agreed upon with the production and creative departments to all parties involved, and finally to implement the planned measures in day-to-day filming. After the production is completed, the evaluation takes place, the CO₂ balance

sheet is drawn up, and the data is documented. The association's mission is clear: In each of these work phases, professional Green Film Consultants place fact-based work, transparency and credibility at the top of the list. Mind. Check. Act.

Association of Green Film Consultants Austria | office@vgfca.at

Evergreen Prisma Cooperations

Portraits of the Green Film Consultants Austria

Best Practitioners – The Green Film Consultants Austria



Knowledge Transfer – the Education Program: Lectures, Workshops, Trainings

The Evergreen Prisma with its practical tools, such as the film-specific CO₂ calculator, is accessible free of charge and supports work on the sustainable orientation and implementation of film and TV productions in many ways. To enable domestic filmmakers to acquire professional skills in Green Filming, the LAFC bears the costs of the further training programme it delivers.

The Evergreen Prisma education program includes training to become a Green Film Consultant as well as the subsections Production & Directing, Set, Costume & Makeup, Transport & Catering, Energy & Technologies or Lighting & Camera. There are also separate events with specific content for young filmmakers, or on the umbrella topic ›Green Filming‹ or Green Storytelling.

Filmmakers, associations and the next generation of filmmakers can contact greenworkshops@lafca.at for more information about the education program. Please provide full contact details and information about professional activities including previous knowledge or training.

Current information on the LAFC's continuing education program: [Evergreen Transfer](#)



Training as Green Film Consultant Austria | The Graduates

The first Green Film Consultants Austria for Film & TV graduated from the LAFC's training program in June 2021; they now number more than 50. They can design plans for sustainability and provide effective measures for implementing them in film projects, based on their practical training by international expert Philip Gassmann in conjunction with the Evergreen Prisma toolkit.

Open for Registration for Further Training in Fall 2022

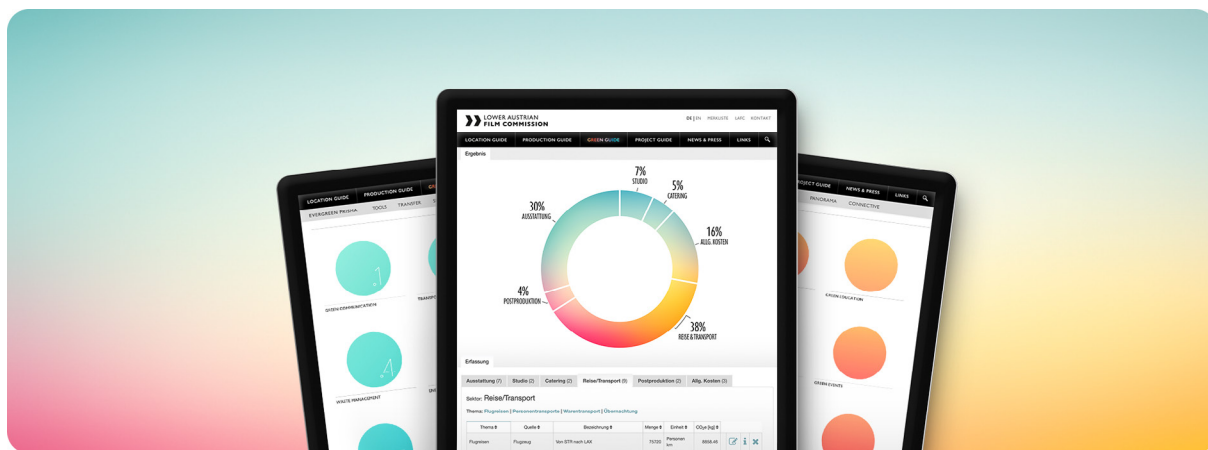
The next training to become a Green Film Consultant Austria (GFC) will start on September 26, 2022 – it is primarily aimed at professional filmmakers with many years of experience in their professions. The training includes three modules of several days, in which Philip Gassmann together with Dietlind Rott and other experts teach the multifaceted contents of professional Green Film Consultancy in cooperation with the (inter-)national instruments of EVERGREEN PRISMA digital. The course ends with an examination by a committee of experts. A further internationalization of the training is already underway.

The individual profiles of the GFC graduates:

Evergreen Connective » Green Film Consultants Austria Synergy

Philip Gassmann already teaches this sophisticated training programme as a mandatory standard in other European countries. He worked with LAFC to tailor it to the Austrian industry in 2021 with an international orientation in mind. 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 Austria is the country's tool for standardised data collection in Green Filming. The training curriculum also includes information on Eco-label 76 for film and TV, the new guidelines, green incentives and action guidelines from cooperation partners of the Evergreen

Prisma network from the film funding sector such as ÖFI, BMKÖES or FFW. It also reflects the international developments in Green Filming taking place at film institutions and broadcasters or in the EU, including numerous increasingly important working groups, of which the LAFC with Dietlind Rott is an active member.



The Carbon Calculator for Film and TV Productions in Austria since 2020

The film-specific carbon calculator provided free of charge by the LAFC is now well established and very popular. As the central tool for the effective work of Green Film Consultants, it is part of the GFCA training and workshops for young filmmakers. In addition, it is accessible to the general public through tutorials and lectures.

The LAFC's carbon calculator makes it easy to calculate the ecological footprint of each individual department in a film and TV production. Adapted by the company KlimAktiv to use Austria-specific calculation factors, the calculator, originally developed for the German film funding agency MFG, can thus also be used to obtain representative data for the domestic film industry. In the German-speaking world, this calculator can also be considered a bridging instrument for collecting data for co-productions in the most uniform way possible. With the stated goal of a harmonized, joint approach, the Evergreen Prisma Calculator has been used by many of our partners since 2020. An expanded and optimized version of the carbon calculator for film and TV productions in Austria went online at the beginning of the LAFC anniversary year 2022.

The data collection & evaluation of the ecological footprint and handprint of the film industry represents a great added value. Pan-European data collection on Green Filming will begin in 2023. Depending on the state of development of Green Filming in the respective member states, the relevant data from film funding agencies in Europe will be compiled by the European Film Agency Research Network (EFARN). [Please find the carbon calculator here](#)

The Synergy Model in Austria: Evergreen Prisma Joint Network

The LAFC creates added value by involving multiple perspectives. Thanks to the establishment of a synergy model and effective cooperations, we are consciously moving the green transformation forward in the film industry. The bundle of measures for sustainable filmmaking in Austria has become increasingly effective over the past two years: [Read more here](#)



Green Filming Across Borders – Green Co/Pro Europe

The network ›The Green International Co-Production‹, consisting of experts in Green Filming, is working to jointly design the necessary processes for Green Filming in international co-productions. The network brings together partners from film companies and experts from countries that have long been implementing measures for sustainable filmmaking. LAFC is an active part of this planetary [working group](#).

The LAFC has been mapping transnational Green Filming and international co-productions since the beginning of its educational work and is building bridges to other training centres and associations, for example with international expert Philip Gassmann, who designed our German-language training courses. As a competence centre for Green Filming recognized throughout Europe, the LAFC with Dietlind Rott is a member of associations such as the EUFCN (EUROPEAN FILM COMMISSIONS NETWORK) or the worldwide network AFCI (ASSOCIATION OF FILM COMMISSIONERS INTERNATIONAL), and is also an active member of international think tanks for Green Filming – such as the GREEN REGIO working group of the European association CINE REGIO or the Sustainability Study Group of EURIMAGES.

[Internationalization including](#)

[Evergreen Prisma Cooperating Partners](#)

[Green Co-Production Europe](#)

[EURIMAGES Sustainability Study Group](#)

Current LAFC Milestones

2022/05 Evergreen Filming Academy: Registration begins for the LAFC training program starting in autumn 2022

Mission with vision – 10 years of LAFC | ray Filmmagazin

LAFC & ÖFI lecture ›On the Move: Green knowledge transfer, incentives & synergies‹
as part of the Austrian Film Promotion Conference at the Diagonale

2022/04 Launch of the Europe-wide working group: ›The Green International Co-production‹

2022/03 Association of Green Film Consultants Austria (VGFA) starts work

2022/01 Green Film Consultant training course starts in January 2022

2021/11 LAFC wins the European Cultural Brand Award 2021

2021/07 LAFC Pilot Project for Green Filming – feature film ›Heimsuchung‹

2021/06 First generation of Green Film Consultants Austria

Evergreen Prisma as a best practice example of a pan-European Information Hub
International Conference of the European Audiovisual Observatory – Promoting sustainable filmmaking through international cooperation

2021/05 LAFC Evergreen Prisma member of EURIMAGES Sustainability Study Group

Green Filming goes Filmakademie Wien (Academy of Austrian Film)

2021/03 Various Green Filming webinars
for professionals and newcomers to the industry, webinar Green Cinema with Birgit Heidsiek (FFA consultant for Green Cinema), Get-Together – LAFC network meeting, Webinar Green Filming for Austrian film funding bodies and film commissions

2020/12 LAFC wins the International Makers&Shakers Award 2020
Film Commission Initiative of the Year

2020/11 Launch of the film-specific carbon calculator for film & TV productions in Austria

ÖFI, FISA and many others back the LAFC Green Filming initiative
and link to the LAFC Green Guide (Cine Tirol, Austrian Eco-Label, Location Austria, Academy of Austrian Film)