

Evergreen Highlights May 2023

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

With EVERGREEN PRISMA, the Competence Center and Information Hub for Green Filming, the LOWER AUSTRIAN FILM COMMISSION – LAFC has been leading the way into the direction of the green transformation of the film industry for years. EVERGREEN PRISMA, with its expertise in sustainable filmmaking, places a special focus on complex and creative knowledge transfer. As winner of 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‹, LAFC stands for the highest quality. Most recently, Evergreen Prisma was nominated for the Cannes Film Festival GLOBAL PRODUCTION AWARDS 2023 in the category ›Sustainability Initiative Award‹.

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The Intelligent Swarm of Evergreen Prisma

Evergreen Prisma supports and enables the film industry's transition towards carbon-neutral production and a holistically healthier working environment. In cooperation with its partners, the LAFC has set up a practical further training program for filmmakers since 2019. With the Evergreen Prisma, which has now become a transnationally established public service point for green filming. Officially recognized by regional, national and international film funding agencies as part of their funding activities, as well as by broadcasters and cross-border co-productions, the Evergreen Prisma – consisting of a well-founded training program, cross-border networking and practical tools on a digital platform – sets the high-quality standard for Green Filming in Austria and is considered a lighthouse project throughout Europe.



Finalist Global Production Awards 2023

An international jury selected Evergreen Prisma as one of four nominees for the Global Production Awards 2023 shortlist in the category ›Sustainability Initiative Award‹. The Global Production Awards recognize outstanding projects in global film and television production. Impressive film works, extraordinary film locations and outstanding initiatives on the subject of sustainability and diversity are honored in a total of seven prize categories. Screen International and partner KFTV & Broadcast presented the Global Production Awards 2023, sponsored by Olsberg SPI. The award gala took place during the international film festival in Cannes in May.

Of Use and Effect

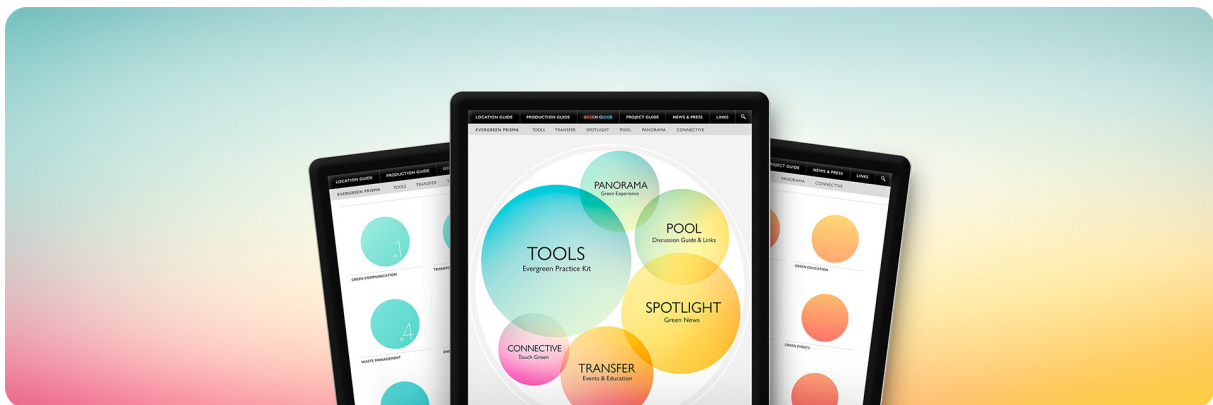
The international efficacy of Evergreen Prisma's work can also be seen in figures: the number of users of the digital service www.lafc.at alone has increased to over 50,000. Compared to the previous year, there were more than 200,000 page views overall, 24% of which were from international traffic, which means an increase of 6% compared to the previous year. The versatile Evergreen Prisma contributes to studies, bachelor and master theses, also offers colleagues from other film countries individual mentoring and is an active member of several think tanks for green filming in Europe. In order to promote the green transformation of the film industry through effective measures, it fosters the joint action of European film funding institutions as member of international working groups such as ›Green Co/Pro Europe‹ or ›Green Regio‹ (Cine Regio) while strengthening applied practice by Green Film & TV Consultants. In this way, sustainable filmmaking is shifted into the transnational focus with foresight, in order to embed it in effective measures and the processes required for it.

Bridging Instruments

With its colorful portfolio, Evergreen Prisma has been consciously designing the progressing green steps in the film landscape in a multi-layered way for several years. Through its international networking, it brings together solution-oriented cooperation partners and trains filmmakers in the Evergreen Prisma Academy together with Philip Gassmann and colleagues from the Austrian network such as Nina Hauser from the Austrian Film Institute or Barbara Weingartner (board member of the VGFC). It also works with a unique, digital knowledge platform that provides important tools

for professional Green Film Consultancy. As a reknown address for well-founded, green knowledge transfer, Evergreen Prisma itself has become an important bridging tool for green filming & funding in the meantime. By embedding the professional, filmspecific carbon calculator in Austria in 2020, next to the instrument and how to handle it, Evergreen Prisma established processes also for the carbon data collection and evaluation in Austria, which grows to be increasingly important in Europe. The carbon calculator was scientifically developed in Germany by KlimAktiv and backed with Austria-relevant factors for the Austrian version.

Since then, the film-specific calculator has been updated annually according to the latest findings and developments in Green Filming & Funding. Its Austria-wide use enables a uniform, and thus comparable, data collection for film and TV productions and is therefore essential for reporting based on serious principles. Not only numerous representatives of the Austrian filmscape therefore recommend the use of this film-specific calculator, which is an integral part of the toolbox of professional Green Film Consultants for film funding processes by now. In the meantime, it has become the standard calculator in Germany, Austria, Italy/South-Tirol and Switzerland and can therefore be estimated as a bridging instrument for international, green co-production between the film industries mentioned.



The Intelligent Swarm for Synergy, Cooperation & Cross-Border Standardization

Evergreen Prisma was also represented at this year's Austrian Diagonale Film Meeting. Film Commissioner Dietlind Rott and the Green Film Consultants Jeannette Ziemeck and Alexander Linhardt, trained by the Evergreen Prisma Academy, as representatives of the Association of Green Film Consultants Austria (VGFC), held a lecture about ›The Intelligent Swarm: Sustainable filmmaking and its practice by professional Green Film Consultants in Austria and Europe.«

Together they mediated it clear what will be needed in the near future to implement the green transformation in the film industry. Also in March, another practice-oriented workshop was realised in cooperation with Philip Gassmann (GreenFilmTools) and the Association of Green Film Consultants Austria (VGFC) exclusively for its associated members. The aim of this workshop

format is to further expand the expertise of Green Film Consultants Austria, who are engaged in (inter)national projects. Concrete questions and concerns are included here as well as the exchange for further standardization of the profession.



Green Film Consultants Austria – GFC

The number of Green Film Consultants (GFC) professionally trained by international expert Philip Gassmann as part of the Evergreen Prisma Academy – including freelancers, employees in production companies and employees in film institutions – was increased to around 70 in 2022. The women rate is over 60 percent. *Web analytics LAFC EVERGREEN PRISMA*

Profession with Credo – The GFC’s Association VGFC

FIRST AND FOREMOST. In each of their work phases, professional Green Film Consultants place top priority on fact-based work, transparency and credibility. Only this serious approach guarantees long-term effects and causes an actual, ›sustainable‹ rethinking in the film industry and its green transformation.

PREPRODUCTION. The aim of the work of professional Green Film Consultants in film production is to identify alternative courses of action based on a well-founded analysis at an early stage, i.e. already in the planning phase, and to calculate any additional costs resulting from the implementation of ecologically sustainable production.

PRODUCTION. For the Green Film Consultants, directly before and during shooting, the main thing is to communicate the environmental standards that have been agreed upon with the production and the creative people to everyone involved and finally to implement the planned measures in everyday shooting. After the completion of the production, the evaluation takes place.

POST-PRODUCTION. The evaluation includes the creation of the carbon balance as well as the data documentation in the (each) specific reporting system, as required by funding institutions. Also the handprint of the production is mirrored. [More information](#)

Treasure of Knowledge and Toolbox.

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

Knowledge as a common basis. Professional knowledge transfer on the ground of serious expertise is one of the pillars of Evergreen Prisma. Certain contents of its practice-oriented areas are still open to the wide public, while others have been reserved for special target groups since last year. With this, Evergreen Prisma assumes responsibility. The extensive treasure of knowledge in the discussion guide, for example, belongs to the special toolbox for professional Green Film Consultants, who are portrayed in a separate area, the CONNECTIVE. The one-of-a-kind TOOLS, with its comprehensive guides to action linked to eco-friendly alternatives, and the valuable POOL of knowledge are thus used specifically in the green filming landscape for an particularly effective implementation by professionals.

At the same time, basic information on green filming will continue to be made generally accessible – as a digital service, for example through the POOL, PANORAMA and SPOTLIGHT rubrics. The treasure of knowledge for general access is also constantly being expanded. LAFC's Evergreen Prisma Service remains free of charge. Its [terms of use](#) apply.



The Film-specific Carbon Calculator is Part of the Professional Standard

With regard to the calculation methodology and the quality of the calculator (or equivalent calculator in German-speaking countries), experts for Green Filming & Funding agree: Currently, there are no comparable tools that have similar calculation methods or a similar level of detail. The underlying method is the international standard for calculating Product Carbon Footprints, not a ›specific approach‹ by the company KlimAktiv. The method is based on the Greenhouse Gas Protocol for calculating PCFs/ Product Carbon Footprints. The system boundary here is based on

an interpretation of the PCF rules for the product ›fictional film‹, initially developed by KlimAktiv and the MFG Baden-Württemberg. The scope chosen by KlimAktiv has established itself as a standard due to its dissemination in practice and, above all, its scientific use by the Oeko-Institut and Oekoopol (both Germany). In addition to CO₂, the calculator takes all other greenhouse gases of the Kyoto Protocol into account. For better comparability, these are converted into CO₂ equivalents (CO₂e) according to their global warming potential in relation to CO₂. The ecological standards GREEN MOTION, which are mandatory nationwide in Germany, state the high standard of the calculator.

The Carbon Calculator by KlimAktiv

Evaluation 100 Green Productions | August 2022

Study Reallabor | June 2022



Transformation? Power Ahead

In order to further develop effective green filming measures, Evergreen Prisma has again launched pilot projects this year – currently, for example, the development of the new format of the ›Green Coordinator Film & TV‹. This further training is aimed primarily at internal employees of production companies and aims to incorporate well-founded know-how at this interface - for the cooperation with the professional Green Film Consultants Austria as well as with film funding institutions and their green specifications.

Filmmakers who are interested can email greenworkshops@lafc.at and lafc@noel.gv.at. The colorful training program of the Evergreen Prisma Academy, in addition to the training course for Green Film Consultant Austria (GFCA) by Philip Gassmann and partners, meets the strong demand from the domestic industry as well as the increasing demands on the professional Green Film & TV Consultants. Entirely following the thoughts of Marie von Ebner-Eschenbach (1830-1916): ›What we do today will determine what the world of tomorrow will look like.‹

Milestones

- 2023/05 ›Finalist! Evergreen Prisma goes Global Production Awards 2023 at the international Festival de Cannes‹
- 2023/03 ›The Intelligent Swarm: Sustainable filmmaking and its practice by professional Green Film Consultants in Austria and Europe‹ Lecture Diagonale 2023
- 2023/02 ›The Intelligent Swarm – The synergy model for sustainable filmmaking and its practice in Austria and Europe‹ Lecture at ›Forum Kultur‹ at the invitation of the Federal Ministry for Arts, Culture, Civil Service and Sport
- 2022/12 Start of practical workshops for professional Green Film Consultants of the VGFC
- 2022/10 Dietlind Rott receives the Liese Prokop Women's Prize 2022 for Art, Culture and Media
- 2022/09 Fifth generation of Green Film Consultants Austria
- 2022/05 Mission with Vision – 10 years of LAFC | ray Filmmagazin
- 2022/04 LAFC & ÖFI lecture ›On the Move: Green knowledge transfer, incentives & synergies‹
Lecture Diagonale 2022
- Launch of the Europe-wide working group: ›The Green International Co-production‹
- 2022/03 Association of Green Film Consultants Austria (VGFC) starts work
- 2022/02 Evergreen Prisma Toolbox for Green Film Consultants
- 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
- 2021/05 LAFC Evergreen Prisma member of EURIMAGES Sustainability Study Group
- Green Filming goes Filmacademy Vienna
- 2021/03 Various Green Filming webinars
- 2020/12 LAFC wins the International Makers&Shakers Award 2020
- 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