



Please contact us if you desire more information. Most of our tools exist in English. We will be happy to share them with you!

Siebe Dumon
Head of Talent Development and Sustainability
T. +32 2 226 06 55
M. sdumon@vaf.be

Evert Eriksson
Sustainability advisor
T. +32 2 226 06 56
M. eeriksson@vaf.be

e-Mission – a methodology for a more sustainable audiovisual industry in Flanders

Since a couple of years, Flanders Audiovisual Fund (VAF) has been strongly promoting sustainable filming. In 2010, an eco-summit was organized during the Ghent Film Festival and an e-Mission handbook, with loads of practical tips and measures for the audiovisual industry, was published. Nic Balthazar made the first Flemish carbon neutral film *Time of my Life*, but otherwise, nothing really changed. That's why VAF decided in 2013 to take things to another level. In cooperation with the eco-consultancy Zero Emission Solutions (ZES), six Flemish film productions were examined. Their carbon emissions and environmental impact were measured. In collaboration with the producers of these six films, a practical methodology for a more sustainable audiovisual industry was developed.

A methodology where coaching is central

Different instruments were developed:

- a brochure with top measures and background information
- checklists with specific measures for each department (e.g. production, catering, art direction)
- inspiring best practices
- calculation tools to for example check when a hybrid car is more interesting than a classic car from ecological and economical perspective
- a carbon calculator for the Flemish film industry, which makes it possible to calculate the total carbon emission for a production, to determine the most impactful action points and to objectively measure the ecological gains

Each producer who has received production support since 2013 for a fiction film or series is obliged to produce more sustainable. The tools described above are convenient, but VAF believes that intensive coaching of filmmakers is essential to integrate the concept of sustainable filming in the industry. In 2015 a fulltime sustainability advisor was hired. He advises film crews, explains them how to produce in a sustainable way and searches for solutions for commonly known thresholds.

Coaching trajectory with different meeting moments

- Producers who acquire production support for a project are invited to a general information session on sustainable filming
- When the preproduction starts the specific project is analyzed. VAF's eco-coach and producer define together the specific measures they can take
- During the shooting period a set visit takes place. VAF's eco-coach checks how the sustainable intentions are brought into practice and gives extra advice and tips on set
- Once the film or series is finished the efforts are evaluated and lessons are learned for future productions. We also look whether a project is eligible for an e-Mission label (more information below)

The VAF has built up a considerable expertise over the years. Today, it functions as a central information point for producers and film crews and it guides film crews towards the introduction of new and sustainable technologies (e.g. LED lighting and battery systems for power on set)

Sustainable filming as a condition for receiving production support

Producers who receive VAF-production support for a fiction film or series are obligated to follow the sustainable coaching trajectory above. They receive the last 10 % of their support only if they at least attended one info session, made concrete efforts to produce more sustainable and properly fill in the carbon calculator.

e-Mission label

An e-Mission label (green label or ecolabel) was introduced in the fall of 2015. This is a distinction for films or series who put a lot of effort into sustainable filming. To obtain this label, sufficient and convincing measures in mobility, waste, energy, sustainable purchases, catering and communication have to be realized. Actions in the categories waste and mobility are mandatory.

The sustainability advisor determines whether a production earns an e-Mission label on the base of the conversations with the crew, the findings during the set visit and the filled in carbon calculator. The label is a reliable evidence of a sustainable production, since a lot of environmental measures are necessary to earn an e-Mission label. The producers can use the label on the begin or end credits and for promotion of the film or series.

In 2015 the first two e-Mission labels were awarded to the fiction series *Den elfde van den elfde* from Tom Van Dyck and Alice Reijs (Toespijs) and the film *Home* van Fien Troch (Prime Time).

Coached projects

Until the end of 2015, 32 major films and 14 major series of 24 different producers were coached within the e-Mission project. Sustainability is quite well integrated with the majority of the production companies. We received 19 filled in CO2-calculators: 11 for fiction film and 8 for fiction series.

Nr	Project title	Film / Series	Producer	Director	Production support	release (until March 2016)	carbon calculator
Series							
1	<i>Spitsbroers</i>	series, 10 x 48', VTM	deMENSEN	Gijs Polspoel, Jeroen Dumoulein	5/11/2013	x	x
2	<i>Voor wat hoort wat</i>	series, 6 x 50', één	Fobic Films	Christophe Van Rompaey	5/11/2013	x	x
3	<i>Bevergem</i>	series, 9 x 50', Canvas	De Wereldvrede	Gilles Coulier	7/01/2014	x	x
4	<i>De bunker</i>	series, 10 x 48', VTM	Eyeworks	Jan Verheyen	26/02/2014	x	x
5	<i>Amigo's</i>	series, 10 x 50', VTM	A Private View	Hendrik Moonen, Kadir Balci	4/11/2014		
6	<i>Beau sejour</i>	series, 10 x 50', één	deMENSEN	Kaat Beels, Nathalie Basteyns	4/11/2014		
7	<i>Den elfde van den elfde</i>	series, 7 x 50', één	Toespijs	Alice Reijs, Tom Van Dyck	4/11/2014	x	x
8	<i>CLINCH!</i>	series, 6 x 25', Canvas	Panenka	Herwig Ilegems	2/03/2015	x	x
9	<i>Tabula rasa</i>	series, 9 x 48', één	Caviar	Jonas Govaerts, Kaat Beels	2/03/2015		

10	<i>Kattenoo: Het geheim van de griezelsclub</i>	series, 10 x 45', Kzoom	Santeboetiek	Douglas Boswell	2/06/2015	x	x
11	<i>Cordon 2</i>	series, 10 x 50', VTM	Eyeworks	Eshref Reybrouck	2/06/2015		
12	<i>B</i>	series, 6 x 30', Canvas	deMENSEN	Joost Vandecasteele, Pieter Van Hees	2/06/2015		
13	<i>Zoon van Artan</i>	series, 8 x 25', Ketnet	Ciné 3 bvba	Klaus Verscheure	2/06/2015	x	x
14	<i>De infiltrant</i>	series, 8 x 48', VTM	Eyeworks	Joël Vanhoebruck	2/06/2015		
Films							
1	<i>Welp (set research)</i>	film	Potemkino	Jonas Govaerts	4/12/2012	x	x
2	<i>Labyrinthus (set research)</i>	film	Savage	Douglas Boswell	17/01/2012	x	x
3	<i>Souvenir</i>	film	Indeed Film	Bavo Defurne	10/09/2012		
4	<i>Problemski Hotel</i>	film	Cassette for Timescapes	Manu Riche	10/09/2013	x	x
5	<i>Black</i>	film	Caviar	Adil El Arbi, Bilal Fallah	10/09/2013	x	x
6	<i>Lee & Cindy</i>	film	Eyeworks (Oud België)	Stany Crets	10/09/2013	x	x
7	<i>Café Derby</i>	film	Menuet	Lenny Van Wesemael	10/09/2013	x	x
8	<i>D'Ardenen</i>	film	Savage	Robin Pront	10/09/2013	x	x
9	<i>Broer (Winnipeg)</i>	film	Fobic Films	Geoffrey Enthoven	3/12/2013	x	
10	<i>Belgica</i>	film	Menuet	Felix van Groeningen	3/12/2013	x	x
11	<i>King of Flanders</i>	film	Prime Time	Erik Lamens	3/12/2013		
12	<i>Kebab Royal</i>	film	Bo Films / Casabo	Peter Brosens	1/04/2014		
13	<i>Achter de wolken</i>	film	Eyeworks	Cecilia Verheyden	1/04/2014	x	x
14	<i>Say Something Funny</i>	film	Eyeworks	Nic Balthazar	9/09/2014		
15	<i>Le ciel flamand</i>	film	Lunanime	Peter Monsaert	9/09/2014		
16	<i>Ay Ramon!</i>	film	Sylvester TV	Hugo Matthysen, Stijn Coninx	9/09/2014	x	x
17	<i>Tonic Immobility</i>	film	Savage	Nathalie Teirlinck	9/09/2014		
18	<i>Charlie en Hannah gaan uit</i>	film	Minds Meet	Bert Scholiers	4/11/2014		
19	<i>Zagros</i>	film	A Private View	Sahim Omar Kalifa	2/12/2014		
20	<i>Wolkenjongen (Cloudboy)</i>	film	Bulletproof Cupid	Meikeminne Clinckspoor	2/12/2014		
21	<i>Ouders van nu</i>	film	Menuet	Anke Blondé	2/12/2014		
22	<i>Blue Silence</i>	film	Minds Meet	Bülent Oztürk	2/12/2014		
23	<i>Home (Syrië)</i>	film	Prime Time	Fien Troch	2/12/2014		x
24	<i>Vele hemels</i>	film	Caviar	Jan Matthys	31/03/2015		
25	<i>Uitschot</i>	film	Diamond City Films	Luk Wyns	31/03/2015		
26	<i>Le fidèle</i>	film	Savage	Michaël R. Roskam	31/03/2015		
27	<i>Cargo</i>	film	De Wereldvrede	Gilles Coulier	15/09/2015		
28	<i>De Premier</i>	film	FBO	Erik Van Looy	15/09/2015		
29	<i>U-235</i>	film	a team productions	Sven Huybrechts	7/12/2015		
30	<i>Façades</i>	film	deMENSEN	Kaat Beels,	7/12/2015		

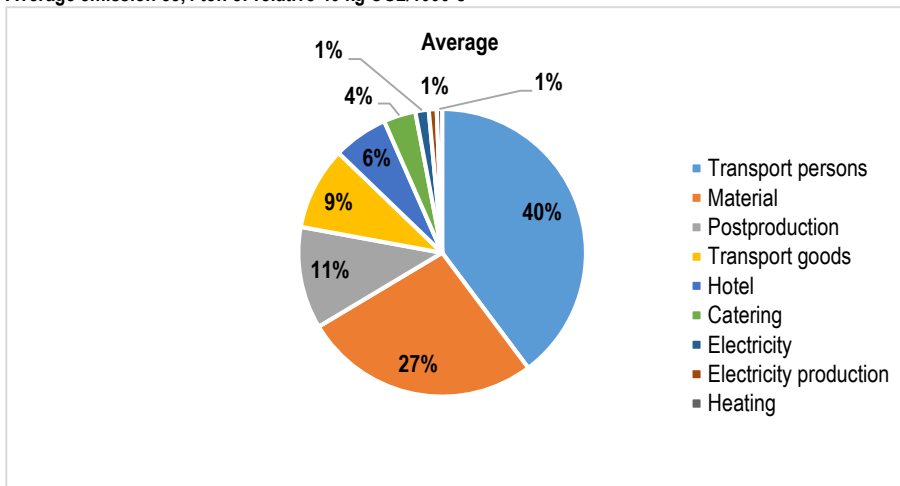
				Nathalie Basteyns			
31	<i>Het tweede gelaat</i>	film	Eyeworks	Jan Verheyen	7/12/2015		
32	<i>Resurrection (De opstanding)</i>	film	Fobic Films	Kristof Hoornaert	7/12/2015		

Carbon emissions from Flemish films and series

The first results on carbon emissions are quite promising. The baseline calculations in 2013 showed a carbon emission of 83 tons of CO₂ for an average Flemish film. In 2015 this was 54 tons of CO₂ per film. We have to stress that until today insufficient filled in calculators have been gathered to obtain relevant and reliable data. The evolution is promising though we need more data to confirm the positive trend is also structural.

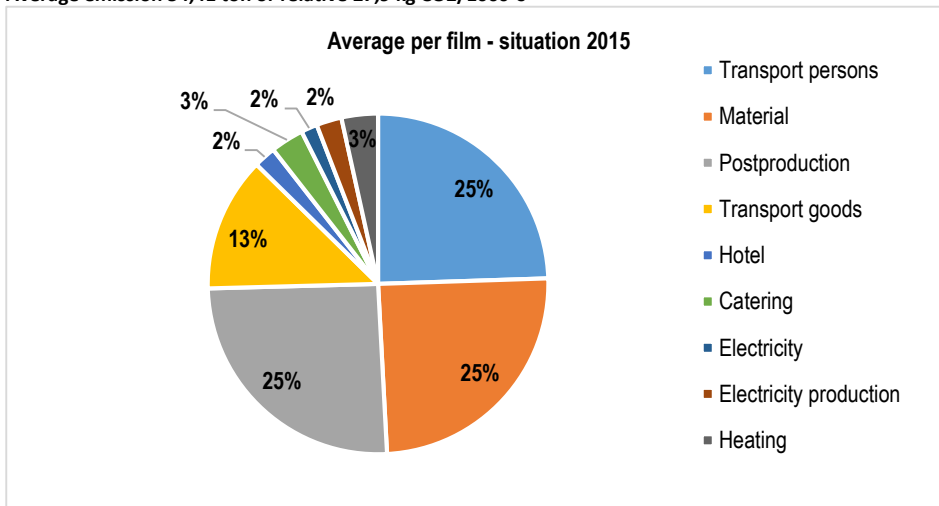
CO₂-emission fiction films / baseline 2013

Average emission 83,4 ton or relative 40 kg CO₂/1000 €



CO₂-emission fiction films / releases 2015

Average emission 54,41 ton or relative 27,9 kg CO₂/1000 €

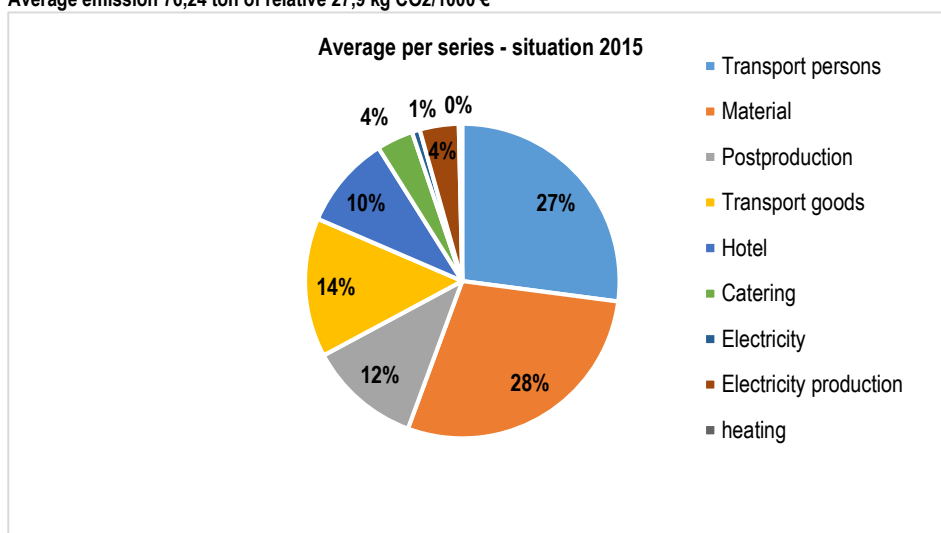


Category	CO ₂ -emission (ton)	%
Transport persons	13,32	24%
Material	13,43	25%
Postproduction	13,83	25%
Transport goods	6,95	13%
Hotel	1,14	2%
Catering	1,71	3%
Electricity	0,84	2%
Electricity production	1,30	2%
Heating	1,88	3%

Average 2015-2016	54,41
-------------------	-------

	Film	CO2- emission	Relative (kg CO2/1000 €)
1	<i>Belgica</i>	103,58 ton	28,5
2	<i>Café Derby</i>	72,11 ton	49,7
3	<i>Home</i>	20,77 ton	10,9
4	<i>Problemski Hotel</i>	20,88 ton	16,7
5	<i>Lee & Cindy C.</i>	43,68 ton	21,9
6	<i>Black</i>	30,56 ton	16,6
7	<i>D'Ardennen</i>	71,40 ton	35,2
8	<i>Achter de wolven</i>	46,55 ton	29,9
9	<i>Ay Ramon</i>	80,18 ton	41,2
10	<i>Broer</i>	No data	No data
11	<i>Uitschot</i>	No data	No data
Average 2015-2016		54,41 ton	27,9

CO2-emission fiction series / releases 2015/ (no baseline calculation available)
Average emission 76,24 ton of relative 27,9 kg CO2/1000 €



Category	CO2-emission (ton)	%
Transport persons	19,13	27%
Material	20,16	29%
Post production	8,16	12%
Transport goods	10,11	14%
Hotel	6,77	10%
Catering	2,66	4%
Electricity	0,58	1%
Electricity production	2,83	4%
Heating	0,25	0%
Average	70,64	

	Film	CO2- emission	Relavitive (kg CO2/1000 €)
1	<i>Den Elfde van Den Elfde</i>	95,47 ton	24,2
2	<i>De Bunker</i>	57,84 ton	18,1
3	<i>Voor Wat Hoort Wat</i>	100,66 ton	37,3
4	<i>Zoon Van Artan</i>	63,87 ton	46,6
5	<i>Spitsbroers</i>	47,74 ton	13,2
6	<i>Bevergem</i>	91,83 ton	32,8
7	<i>CLINCH</i>	47,51 ton	39,6
8	<i>Kattenooq</i>	60,21 ton	52,4

Average 2015-2016	70,64 ton	27,9
-------------------	-----------	------

International recognition and anchoring

Other European member states and the US are setting up similar projects on sustainable filming. Flanders is internationally recognized as one of the leaders. VAF is frequently asked to present the e-Mission project on festivals, conferences, debates and panel talks. We gladly accepted the following invitations.

- Berlinale Filmfestival 2015 / 'Shades of Green' panel (Germany, 07/02/2015)
- European Cinema and Audiovisual Days 2015 / conferentie 'Sustainable Creative Industries' (Sardinia, 27/02/2015)
- Pixel Skanes Filmfestival / conferentie 'Green, greener, the greenest filmproduction' (Sweden, 24/04/2015)
- Cannes Filmfestival 2015 / Worldbank Film4Climate panel (France, 19/05/2015)
- COP21 / Worldbank Film4Climate conference (France, 25/11/2015)

In May 2015, Cine-Regio published the 'Green Report 2015 – on sustainability in European regions'. This report offers an overview on sustainable initiatives in the European film industry. VAF contributed to this report and plays an active role in Green Region, a subgroup of Cine-Regio that involves European funds that put sustainability high on the agenda. The principle aims are knowledge sharing, lobbying and cooperation between the different members.

Vision for the future

We notice an change in mentality with a relevant number of filmmakers. The carbon emissions per film or series today is lower than a couple of years ago. There is nevertheless a long way to go for sustainable filming to be 'business as usual' for everyone. This is however our goal. We wish to further develop and roll out e-Mission so that the principles of sustainable filming are fully known and applied.

These are our concrete action points:

- To implement the existing methodology for films and series further by coaching line producers, producers, location managers etc. who are involved in the production of fiction films and series;
- To organize workshops on specific themes (e.g. lighting, energy, postproduction platforms, financial advantages of sustainable filming);
- To expand the methodology and tools from feature fiction films and series to short films, documentary and animation;
- To improve 'postproduction' and 'materials' in the carbon calculator;
- To mine and interpret data;
- To involve the Flemish film schools in the e-Mission program, because the next generation of film makers have to be confident with the methodology from the start;
- To cooperate with foreign partners;
- To promote e-Mission on a national and international level;
- To support projects who substantively explore ecology and sustainability.

Financing

In 2013 and 2014, 70.000 € was spend on research, developing a methodology and coaching film professionals. In 2015, 25.000 € was reserved for sustainability. Within this financial context, a fulltime sustainability advisor with a temporary contract was hired in September 2015.

The action points described above can only be realized if the sustainability advisor is kept into service. In 2016, VAF also reserves 25.000 € is reserved for e-Mission but this is not sufficient to realize a performant functioning and to obtain the desired result. Therefore we'll have to look for additional financing.

Please contact us if you desire more information. Most of our tools exist in English. We will be happy to share them with you!

Siebe Dumon
Head of Talent Development and Sustainability
T. +32 2 226 06 55
M. sdumon@vaf.be

Evert Eriksson
Sustainability advisor
T. +32 2 226 06 56
M. eeriksson@vaf.be