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CineRegio launches the Green Report 2015 On Sustainability in the European Regions

CINE-REGIO GREEN REPORT 2015

ON SUSTAINABILITY IN THE EUROPEAN REGIONS



During the 68th Festival de Cannes, CineRegio launched its new Green Report on Sustainability in the European Regions, which provides an overview of the green & sustainable activities springing up all over Europe.

Charlotte Appelgren, General Secretary of CineRegio: *This report demonstrates that more and more film funds take action for sustainability and the need to engage responsibility in order to limit the impact of Film/TV production on the environment. Indeed, The topic of sustainable filmmaking is new territory for many of us. For this reason, it is essential that we share our experiences, tools, tricks, and best practices. If we are ready to share knowledge, learn from each other, and raise the awareness of sustainability, the film industry in Europe will surely move rapidly towards a more sustainable way of producing programming.*

Birgit Heidsiek, the editor of the report, adds on the necessity of taking action: *Talk is cheap. Action is needed. Human survival on earth is at stake – more than ever before, as the consequences of climate-induced catastrophes repeatedly remind us. The film/TV industry also needs to take a hard look at its own carbon footprint. After all, the film and media industry generates – from the first page of a script to the final VOD download – significant carbon emissions in many different sectors. In order to reduce these emissions, Film/TV professionals have to adopt sustainable strategies and creative concepts that are eco-friendly and resource-efficient.*

Cine-Regio is a network of European Regional Film Funds, representing 43 members from 14 European countries, which together have a total funding capital of €165 million.



For further information:

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