

THE FOOTPRINT FIRM™

A NORDIC ECOLOGICAL STANDARD FOR CINEMA, TV, AND ONLINE/VOD PRODUCTIONS

August 2024

THE FIVE
NORDICS
DENMARK

THE FIVE
NORDICS
FINLAND

THE FIVE
NORDICS
ICELAND

THE FIVE
NORDICS
NORWAY

THE FIVE
NORDICS
SWEDEN

Agenda



1. Insights on emissions from film/TV productions

2. Nordic Ecological Standard

3. Adoption from the German Ecological Standard

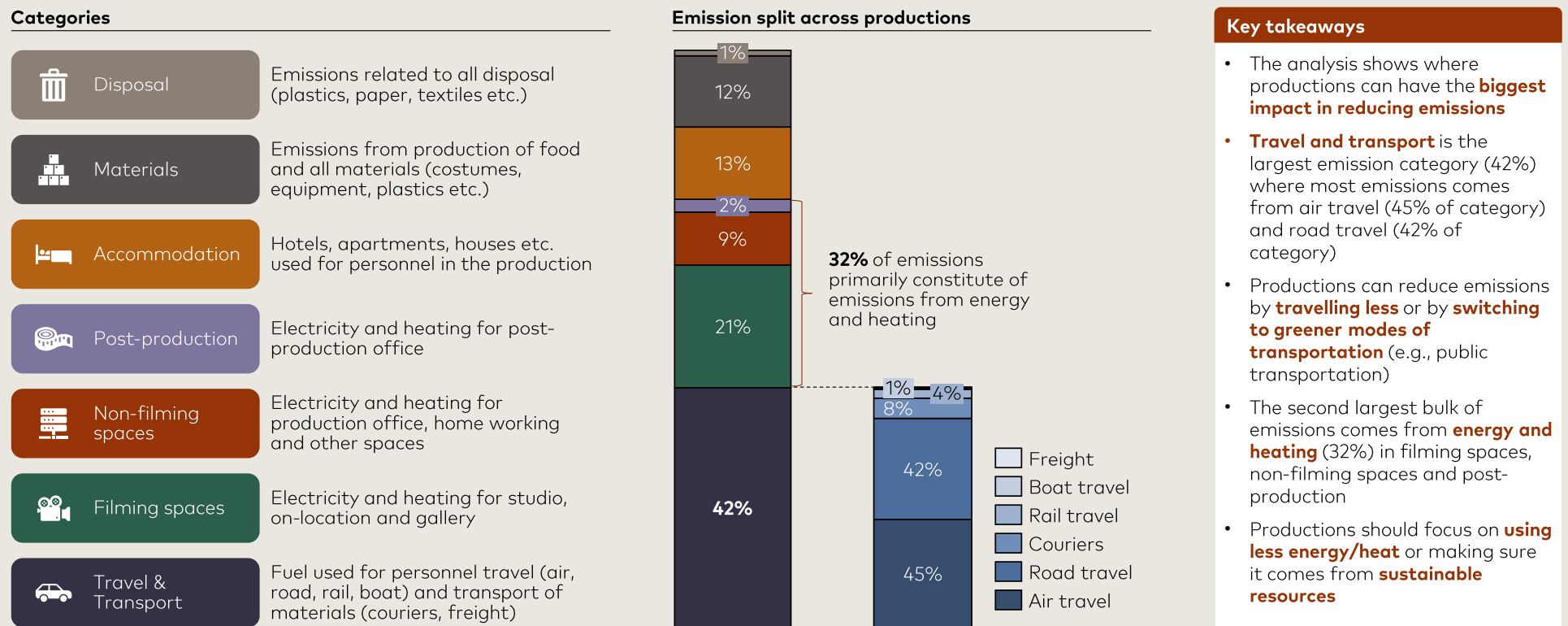
4. Governance structure

5. Roadmap for implementation

6. Next steps for NES

Travel & transport accounts for ~40% of emissions across productions, while energy/heating accounts for ~30%

Carbon footprint split based on 1,933 certified carbon footprints calculated in the albert tool for emissions from film and TV productions in 2022



Key takeaways

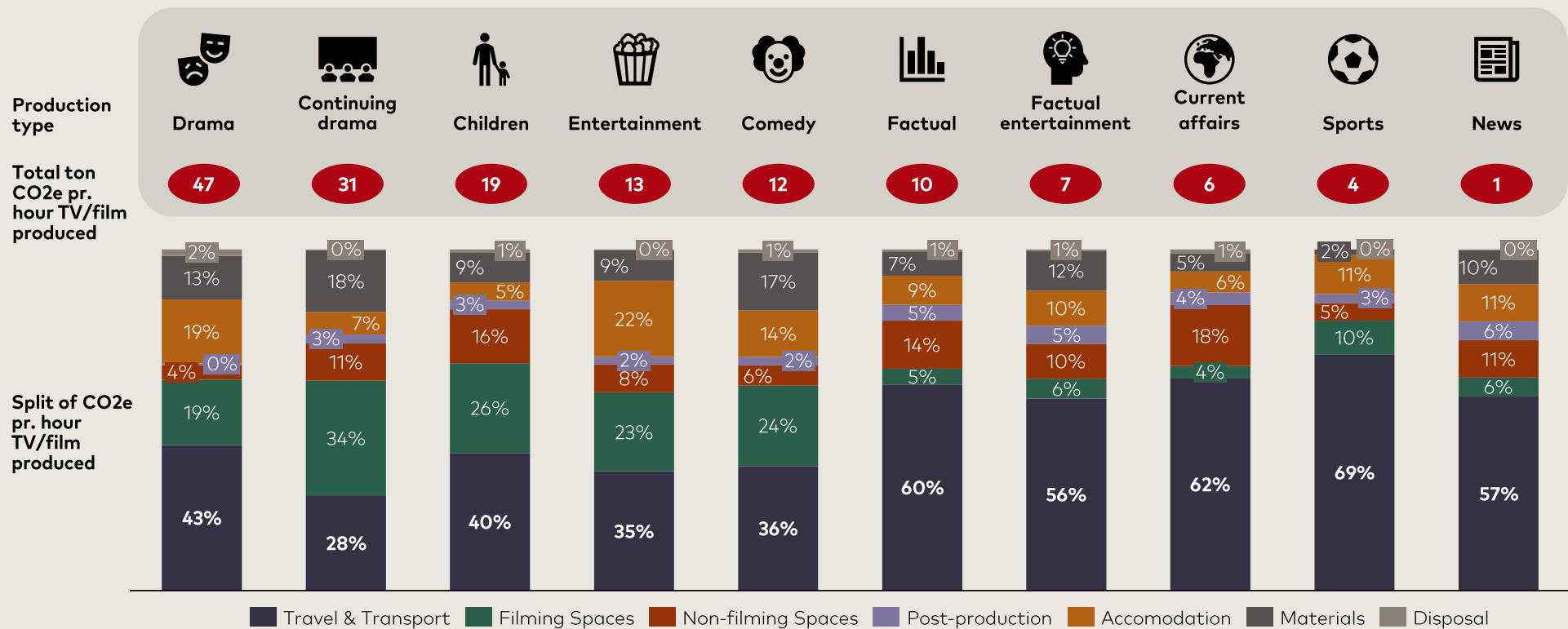
- The analysis shows where productions can have the **biggest impact in reducing emissions**
- **Travel and transport** is the largest emission category (42%) where most emissions comes from air travel (45% of category) and road travel (42% of category)
- Productions can reduce emissions by **travelling less** or by **switching to greener modes of transportation** (e.g., public transportation)
- The second largest bulk of emissions comes from **energy and heating** (32%) in filming spaces, non-filing spaces and post-production
- Productions should focus on **using less energy/heat** or making sure it comes from **sustainable resources**

The data gives a good indication of emission split of productions, but it is important to notice that the emissions were self-reported (e.g., Notes: might have underrepresentation of non-filing spaces) and 89% of the 1,933 productions were based in the UK

Sources: [BAFTA albert annual review 2022](#); The Footprint Firm analysis

Across most production types, travel & transport is largest emitter with drama emitting much more pr. hour screentime

Carbon footprint based on 1,933 certified carbon footprints calculated in the albert tool for emissions from film and TV productions in 2022



Agenda

1. Insights on emissions from film/TV productions

2. Nordic Ecological Standard

3. Adoption from the German Ecological Standard

4. Governance structure

5. Roadmap for implementation

6. Next steps for NES

The Nordic Ecological Standard should be applicable across the Nordic countries for all productions types

Outset

Design principles of NES¹

- A Nordic Ecological Standard is meant to **help the TV/film industry reduce emissions** in productions
- The standard **must be applicable across all productions**, and should not favour e.g. larger production companies



Level of conformity

One common standard across the Nordic countries

- The Nordic Ecological Standard should be applicable in all Nordic countries (Denmark, Finland, Iceland, Norway, Sweden) to make it easier for productions to navigate and making cross-country co-productions
- In addition, building on the German standard with some adjustments will create a better alignment across Europe



Production types included

All productions types in scope

- The standard should be applicable for all production types
- This means both co-productions and productions with one producer, and everything from short films to dramas
- The requirements in the standard could be phased in for smaller productions with budgets under 50.000 EUR

Geographical boundaries

Production parts realized in the Nordics

- The Nordic Ecological Standard should be applicable for production parts filmed in the Nordics
- Over time, the standard requirements could be rolled out to production parts filmed in other parts of Europe

Agenda

1. Insights on emissions from film/TV productions
2. Nordic Ecological Standard
- 3. Adoption from the German Ecological Standard**
4. Governance structure
5. Roadmap for implementation
6. Next steps for NES

Suggested adoption of the German Ecological Standard are based on feasibility and sustainability impact

Methodology for adaption of requirements and targets from the German Ecological Standard to a Nordic Ecological Standard



Feasibility

- The following suggestions of adoption of the German Ecological Standard (GES) to the Nordic Ecological Standard (NES) takes into account whether it would be **feasible in the Nordic countries** based on interview inputs
- **Most of the requirements and targets can be adopted** from the GES to the NES



Sustainability impact

- Each requirement and target is scored in terms of **how much sustainability impact they have**, i.e., how important the requirement is for reducing emissions from productions
- Based on the emission analysis of productions, **travel and transport** requirements/targets are the most important, followed by **energy and heating** related requirements/targets

Overview | The Nordic Ecological Standard can adopt most of the requirements from the German Ecological Standard

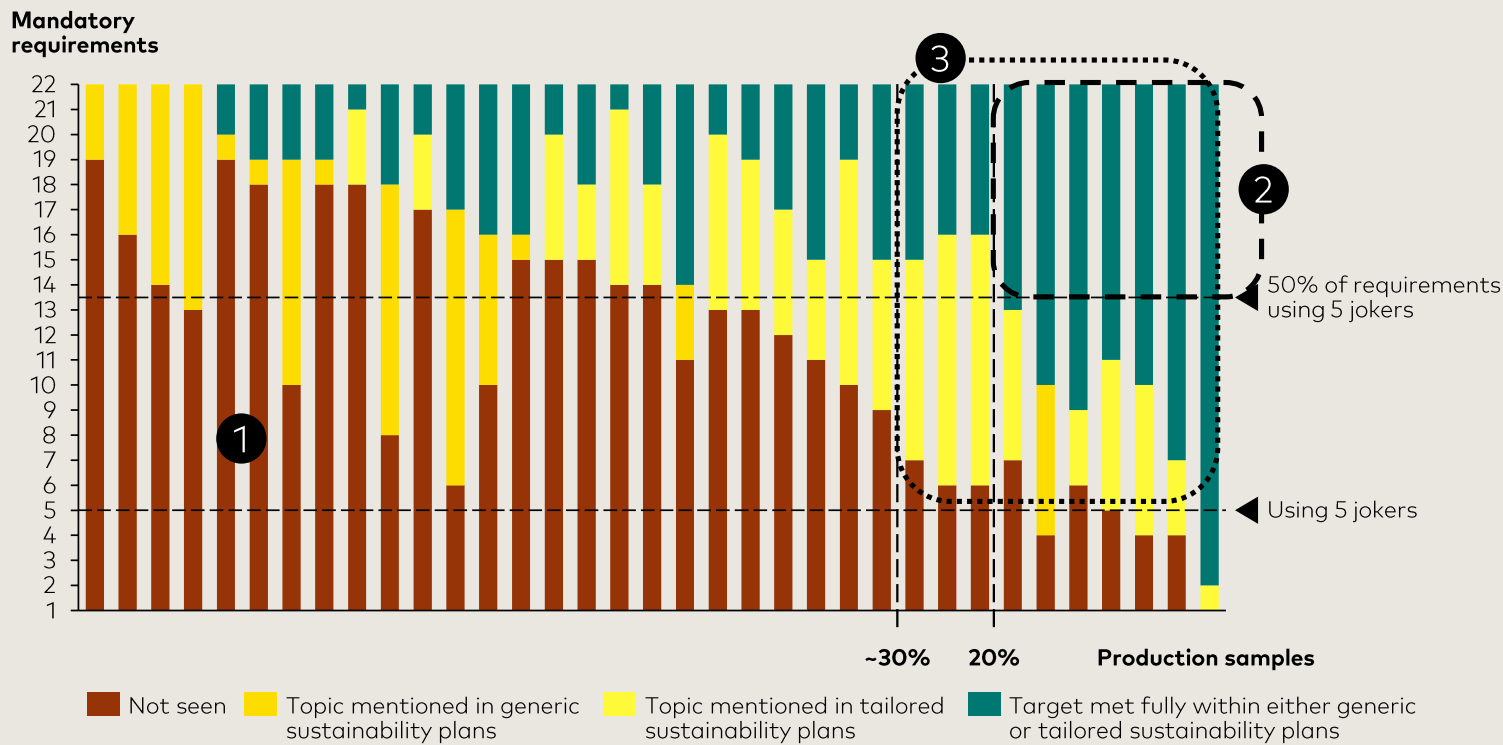
⊗ Mandatory in DE standard ⊗ Target in DE standard ✓ Partly adopt ✓ Adopt ↗ Improve

Field of action	Requirement	NES ¹	Field of action	Requirement	NES ¹
I. General requirements	1 Responsibility Statement of the Management and Line Producer(s)	✓	IV. Accommodation and Catering	1 Minimum of 50% of Environmentally Friendly Accommodation	✓
	2 Green Consultant	✓		2 Using Regional or Organic Food from external catering	✓
	3 Preparatory Carbon Footprinting	✓		3 Vegetarian Catering	↗
	4 Subsequent Carbon Footprinting	✓		4 Information on Catering and Enquiry on Meat Consumption	✓ ↗
	5 Final Report	✓		5 No Disposable Tableware	✓
II. Energy use	1 Green Energy at All Production Sites	✓		6 Demand-oriented Meals	✓
	2 Green Energy for Temporarily Used Sites	✓	V. Employment and Use of Material	1 Multiple Use of Material for Sets and Decoration	✓
	3 Green Energy at "On Location" Productions	✓		2 No Disposable Batteries	✓
	4 Green Energy in Postproduction	✓		3 New Wood Must Carry FSC or PEFC Seals	✓
	5 Conditions for the Employment of Generators	✓		4 No Material with Problematic Substances	✓
	6 Time Limit for Diesel Generators	✓		5 Separable Connection Between Basic Material	✓
	7 Exhaust Emission Standard Stage IIIA for Diesel Generators	✓		6 Reuse of Costumes	✓
	8 Using a Power Grid Management System	✓		7 Avoiding Disposable Plastic	✓
	9 Efficient Lighting Technology in the Studio	✓		8 Preferred Use of Recycled Material	✓
	10 Efficient Lighting Technology on Location	↗		9 90 Percent Recovered Fiber in Paper	✓
III. Personnel and Material Transport	1 Public Transport Benefits for Audience Participation	✓		10 Waste Separation Requirement	✓
	2 No Flights if Trains Take Less Than Five Hours	↗		11 Separation of Decoration Prior to Disposal	✓
	3 Employment of Low-Emission Vehicles	↗			
	4 Employment of Low-Emission Minibuses, Vans, and Small Trucks	✓			
	5 Employment of Low-Emission Trucks over 7.5 Tons	✓			
	6 Only EURO 6 Diesel	✓			
	7 Charging Electrically Driven Vehicles with Green Energy	✓			

Notes: 1) Nordic Ecological Standard

Currently, productions do not follow GES, but many already comply partially and have tailored sustainability plans

Scoring of the 22 mandatory requirements in GES¹ for 35 submissions² for funding at NFTVF



Key takeaways

- 1 Before an introduction of a Nordic Ecological Standard, many productions have not mentioned the topics in their submissions for funding at all or only in generic sustainability plans
- 2 However, 20% of the subset of productions already comply with at least 50% of the mandatory requirements if 5 jokers are used
- 3 In addition, ~30% of the subset of productions have tailored sustainability plans that cover most mandatory requirements, but not complying with all of them yet

1) German Ecological Standard; 2) The productions are not representative of all productions, as 25 productions did not have a sustainability plan at all and was not included in the analysis.

Source: 35 submissions for funding at NFTVF

Deviations | The NES should follow the German standard that allows 5 deviations from the mandatory requirements

Inspiration from the German Ecological Standard

German methodology for deviations
<ul style="list-style-type: none"> In the German Ecological Standard, a maximum of 5 deviations from the 22 mandatory requirements are admissible in justified exceptional cases where the mandatory requirements cannot be met Deviations from the respective mandatory requirement should be reduced to a minimum This regulation is intended to be evaluated after 2024 and the number of possible deviations may be reduced to 3 deviations, however, it might be hard to agree on this In cases where a mandatory requirement is justifiably not relevant, it is considered fulfilled and does not count as a deviation 3 requirements are non-discardable (pre- and post-calculations of emissions and the final report (I.1-3))
Green Motion Label
<ul style="list-style-type: none"> In the German Ecological Standard, it is possible for the production company to apply for a Green Motion Label for credits and promotional purposes The Green Motion Label can be awarded by an external partner (PwC) which has been awarded as an independent testing body

Most used deviations
<ul style="list-style-type: none"> III.2: No Flights if Trains Take Less Than Five Hours (especially if there are film-stars in the production that want to fly) III.6: Only EURO 6 Diesel (as it is hard to comply to) II.1/4: Green energy at All Production and Postproduction Sites (as it can be difficult to prove) II.5: Conditions for employment of generators (e.g., need for emergency generators when filming) III.3: Employment of Low-Emission Vehicles IV.2: Using Regional or Organic Food from external catering (directly linked to high costs and difficult to find regional food at winter in Germany)



Number of deviations in the NES

Follow German Standard
<p>The Nordic Ecological Standard should follow the German Ecological standard and allow 5 deviations from the mandatory requirements in justified exceptional cases where the mandatory requirements cannot be met.</p> <p>It should, however, as is the case in the German standard, be noted in the standard, that the ambition is to reduce the number of deviations over time.</p> <p>Over time, it could be considered to introduce a similar green motion label as the German Standard, but that will not be the focus for now.</p>

General requirements | Adaptation to the NES

⊗ Mandatory in DE standard ⊗ Target in DE standard ✓ Partly adopt ✓ Adopt ↗ Improve

Field of action	Requirement	Short (additional) description	Sustainability impact	Adaption to NES ¹	Comments
I. General requirements	1 Responsibility Statement of the Management and Line Producer(s)²	Template to be filled out before project start to acknowledge the standard	NA	✓	Need to develop a template for the Nordics
	2 Green Consultant	Responsible external or internal person with recent multiday training that ensure the project follows the ecological standard	NA	✓	As there is not currently a common training in the Nordics as there is in Germany, this requirement should be to assign a responsible person in the production and over time phase in a training requirement
	3 Preparatory Carbon Footprinting²	Projected CO ₂ emissions from the production before project start using a specific calculating tool or similar methods	Key enabler	✓	There is not yet a standard tool for calculating emissions across the Nordics, but the calculations are very important part for making sustainability impact. It will require resources from the producer to make good carbon footprints on their productions
	4 Subsequent Carbon Footprinting²	Calculations of CO ₂ emissions from the production after project ending	Key enabler	✓	There is not yet a standard tool for calculating emissions across the Nordics, but the calculations are very important part for making sustainability impact. It will require resources from the producer to make good carbon footprints on their productions
	5 Final Report²	Submitting a final report with standardized template	NA	✓	Important to follow up on the reports in each of the Nordic countries

Notes: 1) Nordic Ecological Standard; 2) Non-discardable in the German Ecological Standard, i.e., not part of the 5/22 that can be discarded

Energy use | Adaptation to the NES

✗ Mandatory in DE standard
 ✗ Target in DE standard
 ✓ Partly adopt
 ✓ Adopt
 ↗ Improve

Field of action	Requirement	Short (additional) description	Sustainability impact	Adaption to NES ¹	Comments
II. Energy use	1 Green Energy at All Production Sites	Certified green energy must be used at all company sites, including post-production		✓	It should be possible for productions in the Nordics to obtain certified green energy, and for larger companies it is recommendable to make PPAs ²
	2 Green Energy for Temporarily Used Sites	Certified green energy must be used at all temporary sites when possible		✓	Green energy for temporary sites could become mandatory over time, but for production companies, it might be difficult to ensure
	3 Green Energy at "On Location" Productions	Certified green energy for "on location" productions when possible		✓	Green energy for on location sites could become mandatory over time, but for some locations it might prove difficult
	4 Green Energy in Postproduction	Must be ensured by service provider if post-production does occur on company's own sites		✓	It should be possible for post-productions in the Nordics to obtain certified green energy, but should consider making PPAs ² mandatory over time
	5 Conditions for the Employment of Generators	Allows for generators when grid access is not suitable, and production cannot be realized otherwise		✓	It should be allowed to use generators, when it is not possible to connect to the power grid
	6 Time Limit for Diesel Generators	Generators should not be used for more than 3 days		✓	It can be hard to set mandatory limits on the use of generators
	7 Exhaust Emission Standard Stage IIIA Generators	Generators should meet specific standards, e.g., with particle filters and without use of heating oil		✓	It could be beneficial to avoid diesel generators altogether, however, feasibility should be tested with production companies
	8 Using a Power Grid mgmt. System	When using several generators, use a grid management system		✓	Fine to have as a target
	9 Efficient Lighting Technology in the Studio	Use energy efficient lighting, (e.g., LED) and avoid light bulbs and halogen spotlights		✓	Easily implemented as most productions already have LED lights
	10 Efficient Lighting Tech. on Location	Use energy efficient lighting, (e.g., LED) and avoid light bulbs and halogen spotlights		↗	NES should make this mandatory as it is set to become mandatory for the German Standard in 2025

1) Nordic Ecological Standard; 2) Power Purchasing Agreements, that contrary to green certificates are more likely to increase the share

Notes: of renewable energy

Personnel and material transport | Adaptation to the NES

✘ Mandatory in DE standard
 ✘ Target in DE standard
 ✓ Partly adopt
 ✓ Adopt
 ↗ Improve

Field of action	Requirement	Short (additional) description	Sustainability impact	Adaption to NES ¹	Comments
III. Personnel and Material Transport	1 Public Transport Benefits for Audience Participation	Members of potential audience must be offered discounted options for public transport if possible		✓	Can have some impact, but it would be difficult to set as a mandatory requirement
	2 No Flights if Trains Take Less Than Five Hours	In addition, no private planes unless shown in the picture		↗	Follow the German standard, but require public transportation, if it takes less than 6 hours (and not just 5 hours).
	3 Employment of Low-Emission Vehicles	1/3 cars (excl. in picture) must be a CO ₂ -reduced vehicles (electric, CNG and hybrid)		↗	Follow the German standard, but 1/2 of cars must be CO ₂ -reduced vehicles (which will be the standard for the German standard as of 2025)
	4 Employment of Low-Emission Minibuses, Vans, and Small Trucks	1/3 vehicles (excl. in picture) must be a CO ₂ -reduced vehicles (electric, CNG and hybrid)		✓	Will keep as a target requirement as the infrastructure is not yet mature
	5 Employment of Low-Emission Trucks over 7.5 Tons	1/4 trucks >7.5t must be a CO ₂ -reduced vehicle (electric, CNG and hybrid) with exemptions		✓	Will keep as a target requirement as the infrastructure is not yet mature
	6 Only EURO 6 Diesel	EU standard of diesel vehicles ² should be implemented by end of 2024 of existing vehicles (excluding rented cars)		✓	Follow the German standard, where most cars must be from 2015 or newer ³
	7 Charging Electrically Driven Vehicles with Green Energy	Certified green energy should make up at least 30% of total energy for Electrical vehicles		✓	Making it mandatory might be hard as the productions do not control whether the power in charging stations comes from renewable energy

Notes: 1) Nordic Ecological Standard; 2) Sets a maximum emission limit for diesel cars; 3) [Euro 6](#)

Accommodation and catering | Adaptation to the NES

⊗ Mandatory in DE standard
⊗ Target in DE standard
✓ Partly adopt
✓ Adopt
↗ Improve

Field of action	Requirement	Short (additional) description	Sustainability impact	Adaption to NES ¹	Comments
IV. Accommodation and Catering	1 Minimum of 50% Environmentally Friendly Accommodation	Acknowledged environmental measures (green energy, energy-saving measures on heating, water-saving measures, waste separation) if available in 15-km radius of production site		✓	Fine requirement that should include possibility of charging EVs. However, using accommodation that has measures will not reduce emissions in itself, so this requirement could become stricter over time
	2 Using Regional or Organic Food from external catering	Min. 50% locally sourced (<150 km) food or min. 33% organic-labelled food when the catering is provided by an external production site		✓	Include as a target, as there is no guaranty that locally sourced food emits less CO ₂ e, and it will require much effort from smaller productions to validate the source and mix of organic food
	3 Vegetarian Catering	External catering should offer strictly vegetarian options min. once pr. week		↗	Both internal and external catering should be vegetarian at least 3 days pr. week
	4 Information on Catering and Enquiry on Meat Consumption	Inform crew on environmentally friendly food and inquire selection of meat consumption		✓ ↗	It should be a target requirement with information to inform the crew on the specific CO ₂ -emissions from each meal option
	5 No Disposable Tableware	Disposable plates, cutlery, cups, etc. and disposable bottles must not be made available during the production		✓	This could be possible, but might be hard to implement in some productions, especially if there is no running water for on-location filming (where dishwashing could become a problem)
	6 Demand-oriented Meals	Food waste is avoided through preparing and serving demand-oriented – and not pre-portioned – meals		✓	Could be a requirement on how much food is wasted in stead, but might be hard to implement

Notes: 1) Nordic Ecological Standard

Employment and use of material | Adaptation to the NES

⊗ Mandatory in DE standard
⊗ Target in DE standard
✓ Partly adopt
✓ Adopt
➔ Improve

Field of action	Requirement	Short (additional) description	Sustainability impact	Adaption to NES ¹	Comments
V. Employment and Use of Material	1 Multiple Use of Material for Sets and Decoration	Materials should be used multiple times, e.g., by storage, rental or leasing. New material should be <50% in 2025		✓	Storage capacity could become problematic if the requirement is mandatory
	2 No Disposable Batteries	Use rechargeable batteries in stead (except for mini batteries for in-ear devices)		✓	This should be possible as it is a requirement in the German standard
	3 New Wood Must Carry FSC or PEFC Seals	New wood must originate from sustainable forest management		✓	This should be possible but requires more planning in the production
	4 No Material with Problematic Substances	Problematic substances (PVC, solvent-based colors etc.) should not be used. Exceptions to be justified in final report		✓	It is a fine target, and could be considered as a mandatory requirement over time, but might be difficult to implement
	5 Separable Connection Between Basic Material	Materials should be easily separable to be able to recycle		✓	It is a fine target that could become a mandatory requirement over time
	6 Reuse of Costumes	For necessary costumes, costume designers must do a comprehensive check trying to acquire secondhand or re-used instead of buying new		✓	This could lead to a larger collaboration between the Nordic countries with a collective database of available costumes, but there is a need to decide the ambition level for productions
	7 Avoiding Disposable Plastic	Plastic articles only used once should be avoided and replaced by environmentally friendly solutions. Makeup products used in production should not contain microplastics.		✓	Fine to adopt, but it is difficult to make more than a target

Notes: 1) Nordic Ecological Standard

Employment and use of material | Adaptation to the NES

⊗ Mandatory in DE standard
⊗ Target in DE standard
✓ Partly adopt
✓ Adopt
➔ Improve

Field of action	Requirement	Short (additional) description	Sustainability impact	Adaption to NES ¹	Comments
V. Employment and Use of Material	8 Preferred Use of Recycled Material	The use of material with a percentage of more than 50 % recycled components should be preferential		✓	This could become a mandatory requirement over time
	9 90 Percent Recovered Fiber in Paper	Paper (copy paper, toilet paper, kitchen paper, etc.) must be recycled paper with >90% of waste fiber, except for props and when there is a demonstrated technological need of 100% colorfastness in creative process		✓	Fine to have as a mandatory requirement
	10 Waste Separation Requirement	All waste must be separated into waste categories. It is permissible to follow regional differences in waste categories		✓	Fine to have as a mandatory requirement
	11 Separation of Decoration Prior to Disposal	Sets and decorations which are not re-used should be separated into their principal materials in the disposal process		✓	It is hard to make a mandatory requirement

Notes: 1) Nordic Ecological Standard

Additions | Potential additional mandatory requirements and targets for the NES

⊗ Mandatory ⊗ Target

Field of action	Requirement	Description	Field of action	Requirement	Description
I. General requirements	6 Emission reduction plans	Concrete plans on how the production plans to lower/reduce emissions	V. Employment and Use of Material	8 Reuse of props	For necessary props, the production must do a comprehensive check trying to acquire re-used instead of buying new
	7 Premium for obliging to requirements	5% premium in funding if production complies with mandatory requirements (but should align to local laws)		9 Reduction of materials	Description of how the production has tried to minimize the use of materials
II. Energy use	11 HVO-powered biofuel generators	Try to use Hydrotreated Vegetable Oil (HVO) for generators (could be ~10-15% higher price than diesel)	VI. Bio-diversity	1 Choice of filming location	<p>If the filming location is in areas protected by national or EU law (nature reserves, Natura 2000 areas, bird protection areas, etc.) or in sensitive ecosystems (bogs, glaciers, floodplains, etc.), a protection plan must be submitted that includes the following, depending on the circumstances:</p> <ul style="list-style-type: none"> • Definition of the necessary protective measures • Implementation of measures, e.g., protection of the grass layer or tree roots; prevention of damage from buildings, structures, equipment, fire, chemicals, paints, feces; marking or securing of paths • For filming with animals, special measures must be taken to address foot damage, animal feces, and scattered materials, as well as protection against browsing, etc. • Ensuring communication of protective measures to all involved parties
III. Personnel and Material Transport	8 Economy class flights	If flights are needed, never use business class or first-class tickets			
	9 Carpooling	When using cars for the production, try to make sure all seats are used by arranging carpooling			
	10 Employee commuting	Target of min. 20% employees using public transport/biking/walking to work			
	11 Local crew/actors	Use local crew whenever possible to reduce travel			
IV. Accommodation and Catering	7 Estimating and reducing food waste	Estimate the food waste in the production and describe initiatives to reduce food waste			