

European Film Forum at the 72nd International Film Festival Berlin

- 14 February 2022

Under the title 'Towards a climate-neutral audiovisual sector', the EFF at Berlinale will present the current cross-border cooperation to realise the ambition of a climate-neutral audiovisual sector.



While **measurement of carbon emissions** and **labels for green production** are at the heart of the many private and public initiatives already taken to reduce emissions across Europe, the **lack of coordination is a limiting factor**, as soon as cooperation across borders is involved.

Building on the mobilisation of the industry itself, the Commission has been facilitating discussions over the last months, via a technical working group tasked with the **development of a common methodology for the measurement of CO2 emissions in the audiovisual sector**. Interestingly, harmonization is not the rationale of this common endeavour, which does rather come from the tremendous perspective to boost co-productions, to learn from the best practices in use and to update dynamically methodologies.

The group, which gathers experts from the different existing calculators available in the EU, agreed in December 2021 on a simplified methodology of CO2 emissions. This focuses on a limited number of parameters, using the same data sources to ensure comparability.

This common methodology should act as a lingua franca between different measurement systems and a transition towards the best industry standards. Professionals are in the driving seat for this tool of the industry, by the industry, for the industry.

The session will be live streamed from 9h30 to 11h in <https://europeanfilmforum.eu/>

Background information

In December 2020, the European Commission adopted a Media and Audiovisual Action Plan, which aims to support the recovery and transformation of the media and audiovisual sectors. The Action Plan proposes 10 initiatives, including action 6 'Towards a climate-neutral audiovisual sector'.

Related topics

Media Audiovisual & Media Services

Source URL:

<https://digital-strategy.ec.europa.eu/events/european-film-forum-72nd-international-film-festival-berlin>