



**ecomuvi**

# SUSTAINABILITY REPORT

THREE-YEAR PERIOD 2023/2025



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# Introduction

# Letter from the Chief Executive Officer

«THIRTEEN YEARS OF AUDIOVISUAL SUSTAINABILITY, AN ACCREDITED RECOGNITION AND A NEW VISION FOR THE FUTURE.»

**Ludovica Chiarini**  
CEO EcoMuvi Srl



Thirteen years ago, when EcoMuvi took its first steps on Italian sets in 2013, the very concept of “audiovisual sustainability” was fragile, often perceived as an accessory and rarely as a strategic element. Today, in 2026, we can state that sustainability has fully entered the language, practices and expectations of productions, institutions and audiences.

## **This Sustainability Report marks a historic moment for EcoMu-**

**vi:** it is the first document to provide an organic account of the impact generated by the accredited Standard, the network of professionals and suppliers involved, and the growing adoption of the Standard by the industry. The Accredia accreditation obtained in 2023 officially confirmed the institutional value of our work, making **EcoMuvi the only European sustainable development standard accredited for the certification of sustainable development in the audiovisual sector.** This recognition does not concern only us, but the entire

production sector: to certify means to make measurable, verifiable and credible what is done, before it is even declared.

The last decade has shown that the sustainable transition is not only possible, but also an extraordinary industrial opportunity. **EcoMuvi today is an enabler: a measurement model, an operational service, a bridge between institutions and creatives, and an ally for production companies and film funds that want to evolve.**

The future we imagine is clear: an audiovisual industry that recognizes sustainability as a lever for competitiveness, innovation and cultural responsibility. With this report we open a new cycle of transparency, in which our impact - and above all the impact generated by the productions that choose us - becomes shared knowledge and a driver of collective change.

# Sustainability in audiovisual production? The Why, a Meaning.

Sustainability does not mean “doing less”, but “doing better”. Sustainable development, based on the pillars of environmental protection, social equity and economic efficiency, is a strategic position for businesses, including cultural businesses.

Audiovisual production is a distinctive sector: each set is a temporary community that requires significant **production effort** in terms of energy consumption, waste generation, and the movement of people and materials. Today, producing a film and seeing it on screen is already an extraordinary achievement, the result of a **production effort that combines multiple elements, challenges and access to increasingly precarious funding.**

At the same time, audiovisual production creates cultural content. For authors and creatives, **sustainability** is often perceived as a **limitation**: a list of prohibitions, logistical censorship, or worse, the obligation to insert “educational” messages that weigh down the plot.

**EcoMuvi supports the opposite view:**

«WE BELIEVE THAT THE CLIMATE CRISIS REPRESENTS THE GREATEST UNEXPLORED PRODUCTION AND NARRATIVE OPPORTUNITY OF OUR TIME.»

It is not a matter of simply writing stories about the environment, but of using the climate lens to innovate and **reduce unnecessary costs during production, so that resources can be reinvested where they truly matter: on screen.**

We believe that our **standard** and **service** aim to make these efforts sustainable and fruitful. Transforming audiovisual production into a sustainable process must not be only a matter of compliance; it must become **the intelligent and forward-looking way** of operating for organizations that want to prosper and face the global challenges of the next decade.

**Historically, the absence of a shared system for measuring, analyzing and implementing a more forward-looking working model has prevented the sector from understanding its real impact. EcoMuvi was created precisely to fill this gap and expand it toward new horizons.**

The adoption of EcoMuvi, as an integrated specialized service as well as an ACCREDIA-recognized standard, therefore makes it possible to work toward objectives that include not only the necessary compliance with the relevant national and European regulatory framework, but also and above all solid results for businesses, on and off set.

**DISCOVER THE GOVERNANCE - P. 24**

**DISCOVER THE PERFORMANCE ESG - P. 47**



## **FOR INSTITUTIONS**

EcoMuvi enables cultural and environmental policies to measure the impact generated by publicly funded projects, ensuring traceability and business accountability across the supply chain. It provides the assurance of certified sustainability, which can support growth measures for the future of the sector.



## **FOR INDUSTRIES**

EcoMuvi enables sustainability to be structured as an operational, economic and reputational advantage, reducing costs, improving process efficiency and simplifying access to funding. It allows production companies to prosper and innovate the sector in an era of global complexity.

# The History of EcoMuvi

2013–2026

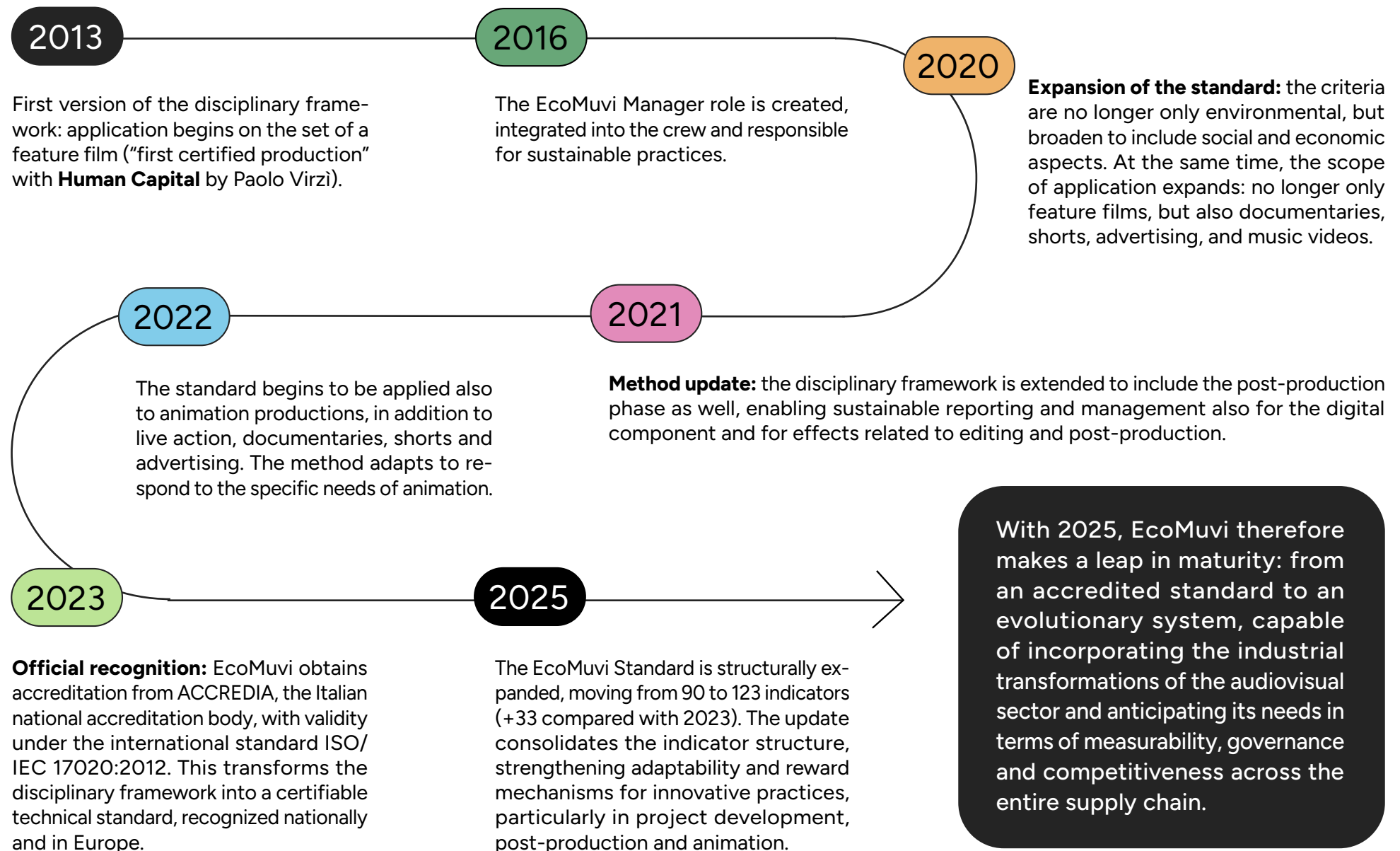
## ECOMUVI WAS FOUNDED IN 2013.

The project began from the concrete experience of a film production in Italy that wanted to measure and reduce the environmental impact of the set, with the aim of offering the sector a replicable and credible set of rules. Since then, much has happened.

From the outset, EcoMuvi had **a dual nature**: on the one hand, a technical sustainability standard for the audiovisual sector (a disciplinary framework); on the other, an operational service to support production companies in its concrete application, on and beyond the set.



**EcoMuvi's history** has developed over time through progressive extensions of the disciplinary framework and fields of application:



# 1. ECOMUVI TODAY

# EcoMuvi Today

Today EcoMuvi presents itself as:

An **international standard** for the certification of sustainable development for audiovisual productions - films, series, documentaries, animation, shorts, commercials, music videos, advertising and audiovisual events.

A **complete operational service**, thanks to a team of expert professionals, the EcoMuvi Managers, who integrate into crews to support productions in planning, proactive implementation, management and reporting of achievable sustainable practices.

A **certifiable methodology**, with third-party independent audits by accredited bodies, enabling productions to obtain a Certificate of Conformity for environmental, social and economic sustainability; an ACCREDIA-accredited certification recognized in all European Union countries.

An **organization** with more than 10 years of experience in the sector, working daily with productions, trade associations, streamers, distributors, institutions, suppliers and the entire audiovisual supply chain **for a competitive restructuring of the market, with solid foundations for long-term sustainability.**

## VISION

To make sustainability **an integral, strategic, transparent and measurable component** for a more competitive audiovisual industry.

## MISSION

To support and certify the environmental, social and governance transformation of audiovisual productions through an accredited, operational and scientifically sound model, **aligned with the United Nations Sustainable Development Goals (SDGs) and the 2030 Agenda.**

READ MORE - P. 75

**To support the audiovisual supply chain, institutions and academia in the transition** toward sustainable development, ensuring solid and lasting change.

## OBJECTIVES

- Consolidate **standardization** in the audiovisual sector on sustainable development.
- Provide **operational support** to production companies, creating sustainability that is strategic and opens operational opportunities beyond mere compliance.
- **Transfer knowledge** and skills to the whole sector through participation in training and information projects useful for continuous updating.
- **Innovate** the ways in which the audiovisual sector produces value, from the stories represented to production habits and the promotion supply chain.

# EcoMuvi's Stakeholders

EcoMuvi operates at the center of an eco-system composed of numerous **national** and **international** stakeholders who, in different ways, contribute to the sustainability transition of the audiovisual sector.

**This ecosystem is essential if sustainability is not to remain an isolated process.**

it requires cooperation, common standards, shared measurement tools and distributed responsibilities.

- **EcoMuvi acts as a technical and cultural bridge among these actors, facilitating dialogue, transparency and growth.**
- The common objective: a more responsible, competitive and sustainable audiovisual industry.

Below are the main stakeholders and their role in the system.

## *Film and television productions*

Production companies are the actors that concretely apply the disciplinary framework in the field.

### **Together with them:**

- best practices take shape on sets;
- the culture of sustainability spreads across departments and throughout the supply chain;
- impact data are collected, analyzed and made useful for generating value.

Productions are not merely “recipients” of the disciplinary framework: they are partners in the experimentation, refinement and evolution of the standard itself.

**DISCOVER THE SERVICE - P 30**

## Public institutions: Europe, Ministries, Regions and cultural institutions

European bodies, including Eurimages and Creative Europe, as well as national bodies such as the Ministry of Culture and the Ministry of the Environment, and regional institutions, are key interlocutors in building sustainability policies in the audiovisual sector.

### Through EcoMuvi:

- they receive aggregated data useful for defining public policies;
- they can monitor the evolution of the supply chain toward more sustainable models;
- they have access to certified and comparable information;
- they can engage with the supply chain on technical and not only regulatory grounds.

**EcoMuvi** acts as a reliable tool for transparently assessing the use of public resources and the real impact of funded projects on territories, as well as a **technical support for long-term cultural policy-making**.

[DISCOVER THE STANDARD - P. 22](#)

## Streamers e Broadcaster

Commissioners, streamers and broadcasters increasingly define production and distribution requirements globally.

### Through EcoMuvi:

- They are supported in responding to ESG reporting obligations (CSRD and ESRS).
- They have an accredited data collection system that strengthens public trust and counters greenwashing.
- They can integrate the accredited EcoMuvi Standard into their own production policies, ensuring supply-chain transparency and traceability.

**EcoMuvi acts as technical and accredited support for streamers and broadcasters, translating global corporate policies into practicable actions and concrete sustainability requirements, while reporting supply-chain data consistently with public regulations.**

[DISCOVER THE STANDARD - P. 22](#)

## Suppliers and territories of the audiovisual supply chain

The sustainable transition concerns not only productions, but also the entire ecosystem of suppliers and filming territories that make an audiovisual work possible. The supply chain includes both established sector operators and new innovative actors, which EcoMuvi helps integrate into the sector, coming from areas of high environmental or social specialization.

### Thanks to this approach, suppliers and territories:

- progressively improve their ESG performance;
- access new market opportunities;
- develop more efficient and competitive technical solutions;
- become active parts of a structured and sustainable audiovisual supply chain.

The growing demand for certified practices therefore generates a multiplier effect: it not only improves the impact of individual projects, but also contributes to the systemic transformation of the audiovisual services market, increasing its quality, transparency and innovation.

DISCOVER SOCIAL IMPACT PERFORMANCE  
P. 55

## Technical crews and Creatives

**Crews and technical workers** are the operational infrastructure of sustainability on set, translating objectives into concrete daily actions that affect procurement of materials, energy management, mobility and waste. **Creatives** (authors, directors, screenwriters) have a decisive influence on the impact of an audiovisual work already at the development stage, through narrative and production choices that translate into sustainability performance (number and type of locations, complexity of set construction, use of digital assets).

### Through EcoMuvi:

- **Creatives** can integrate sustainability from the earliest ideation stages, transforming it from a technical constraint into a creative lever, also reflected in artistic choices.
- **Crews** are involved in a process of progressive professionalization of ESG skills through the work of EcoMuvi Managers, contributing to the structural dissemination of new production practices in the sector.

**EcoMuvi facilitates the informed involvement of creatives in integrating sustainability from the earliest ideation stages and supports the progressive professionalization of ESG skills among crews and technical workers in the field.**

DISCOVER SERVICE WORKFLOW - P. 35

## Accredited Conformity Assessment Bodies and Accredia - the single national accreditation body

These two actors represent the control mechanism and third-party guarantee of the entire EcoMuvi system. Italcert, as Certification Body accredited by Accredia under ISO/IEC 17020:2012, verifies the independence and compliance with the EcoMuvi Standard by productions, guaranteeing the methodological correctness of audits, the validity of collected data and the traceability of evidence.

### Through EcoMuvi:

- **Italcert** ensures that certification is not a self-declaration, but a result verified by a third party and aligned with the national accreditation system.
- **Accredia**, as the apex of the Italian quality system, certifies that the EcoMuvi Standard is a technically valid scheme and that the certificates issued have formal value and European recognition.

**EcoMuvi is configured as the only audiovisual sustainability standard whose certification has institutional credibility and formal and transnational value, thanks to the inspection process carried out by an accredited body (Italcert) and supervised by the single national body (Accredia).**

DISCOVER THE GOVERNANCE - P. 24

## Universities, Festivals and Markets

Training and cultural venues are essential partners for spreading sustainability as a value and a professional skill. EcoMuvi actively collaborates with universities (master's programs, courses, research bodies), film schools and academies, audiovisual festivals and markets, and European research labs.

### Through EcoMuvi:

- They are supported in their educational role, preparing new generations of professionals and integrating sustainability into study programs.
- They play a cultural awareness-raising role, amplifying the sustainability message for audiences, authors and operators.
- Festivals and markets ensure the international dissemination and authority of the EcoMuvi Standard.
- They receive technical contributions, data and strategic vision, thanks to EcoMuvi's participation in scientific working groups and research programs.

**EcoMuvi acts as a technical and cultural partner, providing educational support and certified data for the training of new generations of professionals and using festivals and markets as platforms for international dissemination and authority for the accredited Standard.**

DISCOVER INDUSTRIAL DEVELOPMENT - P. 66



## Audience (public and viewers)

Audiences are the final cultural recipients of the sustainability process, and their growing attention to ESG issues makes transparency a central element of reputation and credibility for productions. The evolution of European regulation (ESRS, CSRD, ECGT) requires environmental claims to be supported by verifiable data, strengthening the relationship of trust between the cultural industry and viewers.

### Through EcoMuvi:

- It is ensured that environmental communication is based on independent certification, countering the risk of greenwashing.
- Public trust in the audiovisual sector is strengthened.
- A culture of responsible production is promoted.

**EcoMuvi transforms audiences into an integral part of the audiovisual industry's accountability ecosystem, ensuring that transparency is based on verified and certified data, in line with European anti-greenwashing directives.**

DISCOVER COMMUNICATION - P. 69



## 2. TWO NATURES: STANDARD & SERVICE

**The EcoMuvi model is structured around two fundamental pillars, designed to respond comprehensively to the needs for measurement and implementation of sustainability in the audiovisual sector.**

## The Accredited Standard

P. 22

### ***Instructs, measures, certifies.***

The EcoMuvi Standard is the accredited technical standard that defines what it means to be a sustainable production. It is based on measurable indicators verified by independent third parties.

## The Integrated Service

### ***Training, Implementation, Reporting.***

Complete operational support provided by EcoMuvi, accompanying film and audiovisual productions:

P. 34

**On set:** From initial analysis to final reporting, ensuring the practical implementation of the sustainability plan.

P. 35

**Beyond the set:** Providing consulting and strategic support for the entire production supply chain.



## EcoMuvi: The accredited standard

The EcoMuvi Standard is an international certification standard for sustainable development in audiovisual productions, recognized by ACCREDIA.

### **Adoption of the standard is free of charge.**

Also available for download in its 2023 version, the EcoMuvi Standard was updated in its 2025 version [in force for productions from 2026].

**READ THE TECHNICAL SHEET - P. 76**

The certification methodology of the EcoMuvi Standard operates according to the requirements of independence, impartiality and competence underlying ISO/IEC 17020:2012, the international reference standard for inspection bodies, through inspections by Conformity Assessment Certification Bodies accredited by ACCREDIA.

**DISCOVER THE GOVERNANCE - P. 24**

**This recognition places EcoMuvi within the national and international conformity assessment system**, ensuring that the verification and subsequent certification of conformity for the sustainability of audiovisual productions is authoritative and publicly recognized by all European Union countries.

**The EcoMuvi Standard, licensed free of charge for the sector, defines criteria, indicators, data collection methods and processes for assessing the environmental, social and economic impacts of audiovisual productions.**

- **it is applicable to all types of audiovisual products** (films, series, documentaries, advertising, music videos, short films), both live action and animation;
- **it responds to any institutional need, whether public** (European, national or regional funds) **or private** (production policies of streamers, large groups, distributors, broadcasters);

#### DISCOVER CONFORMITY AND BENEFITS - P. 24

- **it covers the entire production life cycle** (pre-production, production, post-production);

#### DISCOVER THE WORKFLOW - P. 35

- **it structures assessment around five key areas:** organization of activities, resource management, resource recovery and waste management, energy consumption, impact analysis and GHG.

#### DISCOVER THE AREAS - P. 27

- **it provides for the award of a final certificate based on the PEF score**, calculated on points and minimum thresholds, with the possibility of recognizing excellence requirements as well.

#### DISCOVER THE PEF - P. 28





## ***Adopting EcoMuvi: Compliance, Prevention and Strategic Benefits***

THE GOVERNANCE  
OF THE ECOMUVI  
STANDARD AS A  
GUARANTEE OF  
INTERNATIONAL  
VALIDITY



Adherence to the EcoMuvi Standard guarantees full regulatory compliance: obtaining EcoMuvi certification ensures compliance with all requirements at regional, ministerial and European level, while also meeting any specific needs of streamers, broadcasters and large supranational groups.

In short, adopting EcoMuvi is equivalent to complete regularization of sustainability obligations for all possible needs of an audiovisual project throughout Europe.

The reliability of the EcoMuvi system is based on clear governance, independent and accredited certification processes, and reporting based on primary data. The control model provides for application of the disciplinary framework by productions, support by EcoMuvi Managers in the field, independent inspections

and documentary and field audits, with final certification issued by accredited Certification Bodies in compliance with ISO/IEC 17020:2012.

**This architecture is what makes EcoMuvi the only audiovisual sustainability standard with certification that has formal and institutional value in all European Union countries.**

WHAT IT MEANS  
TO BE A STANDARD  
RECOGNIZED BY  
ACCREDIA

DISCOVER ACCREDIA  
P. 18

EcoMuvi stands out in the market because it is, to date, the only standard for the sustainability of audiovisual productions structured as an accredited inspection scheme within the European conformity assessment system.

Being a standard recognized by ACCREDIA means that **EcoMuvi has undergone a formal and independent assessment by the Italian Single Accreditation Body**, which verified:

- the European validity of the resulting certification;
- methodological solidity;
- the clarity and verifiability of the requirements;
- consistency with applicable international standards;
- suitability to be certified by accredited Conformity Assessment Certification Bodies.

**Accreditation does not concern the individual certified production, but the system of rules** (the standard) that governs inspection activity [according to UNI CEI EN ISO/IEC 17020:2012].

**This ensures that:**

- ➔ **all inspections carried out according to EcoMuvi take place impartially**; with adequate technical expertise; through documented and replicable procedures; and under continuous supervision by the Accreditation Body.
- ➔ **the Sustainability Certificate of Conformity** for audiovisual productions is not a self-assessment or voluntary declaration, but **a structured inspection process** based on objective and comparable criteria, as well as primary data verified through documentary and field checks.

This means that it produces certification with formal, institutional and transnational value that has no equivalent in the international audiovisual sector.

WITH ECOMUVI, YOU  
HAVE BUILT THE **TECHNICAL  
FOUNDATION** FOR ALL  
OTHER FRAMEWORKS.

## ECOMUVI

Accredited Standard – Integrated inspection system

Measurement  Third-party inspection  European validity

Conformity  
Assessment  
Certification Body

## FRAMEWORK INTEGRATED INTO ECOMUVI

*Principles integrated into the Disciplinary Framework*

ISO 20121

GRI

DEFRA (GHG factors)

BS 8909

DNSH

ESRS

UNI PdR 99/2021

## OPERATIONAL MARKET REQUIREMENTS

*“Automatically satisfied through adoption of the standard”*

- Requirements of European, ministerial and regional funds
- ESG and DNSH obligations of broadcasters and platforms
- CSRD reporting requirements
- Communication compliant with ECGT



## ***The five impact areas on which EcoMuvi is based***

The EcoMuvi Standard structures sustainability assessment across five thematic areas, which cover the environmental, social, governance and economic impacts of audiovisual production throughout the project life cycle in an integrated way. The areas derive from the index and methodological structure of the Disciplinary Framework and form the backbone of the PEF system.

### **1 ORGANIZATION OF ACTIVITIES**

This area assesses the production's ability to govern sustainability as a structured process from the earliest development stages. It therefore measures the solidity of the organizational system that enables sustainability objectives to be translated into concrete and monitorable actions.

### **3 RESOURCE RECOVERY AND WASTE MANAGEMENT**

This area measures the production's ability to plan, prevent, reduce and consistently manage the generation and disposal of waste, according to a hierarchy of priority and blocking actions, both for ordinary waste and for special and bulky waste deriving from the entire production process. The presence of blocking requirements for the release of the certificate strengthens the reliability of the inspection system.

**DOWNLOAD THE STANDARD - P. 75**

### **2 RESOURCE MANAGEMENT**

This area concerns the selection, use and optimization of the material and immaterial resources used by the production. It enhances an approach focused on the circular economy, supply-chain responsibility and waste reduction.

### **4 ENERGY CONSUMPTION**

This area analyzes the efficiency and sustainability of energy consumption, for electricity and fuels in the production and post-production phases. It enables precise measurement of consumption, as well as usage habits and the competitiveness of the suppliers used, supporting strategies for structurally reducing costs and impacts.

### **5 IMPACTS ANALYSIS**

This area assesses the sustainability performance of the production as a whole. It starts from the measurement, management and reduction of greenhouse gas (GHG) emissions generated by the production, moves through the solidity and transparency of data reporting, and ends with improvement actions in the accessibility of content.

## ***PEF: methodology for calculating the final performance score***

The sustainability performance of EcoMuvi-certified audio-visual productions is measured through the **PEF**.

### **THE PEF REPRESENTS:**

- a comparable and replicable measurement tool;
- an objective basis for issuing the project certificate;
- support for ESG reporting and transparency toward public and private stakeholders.

### **THE PEF IS ASSESSED BASED ON:**

- five thematic impact areas (Performance Areas);
- a system of objective and verifiable indicators;
- a weighted average of the performance achieved in each area.

**The PEF is the global score that expresses the overall level of sustainability of the audiovisual project as a percentage.**

#### **PEF BETWEEN 25% & 79%:**

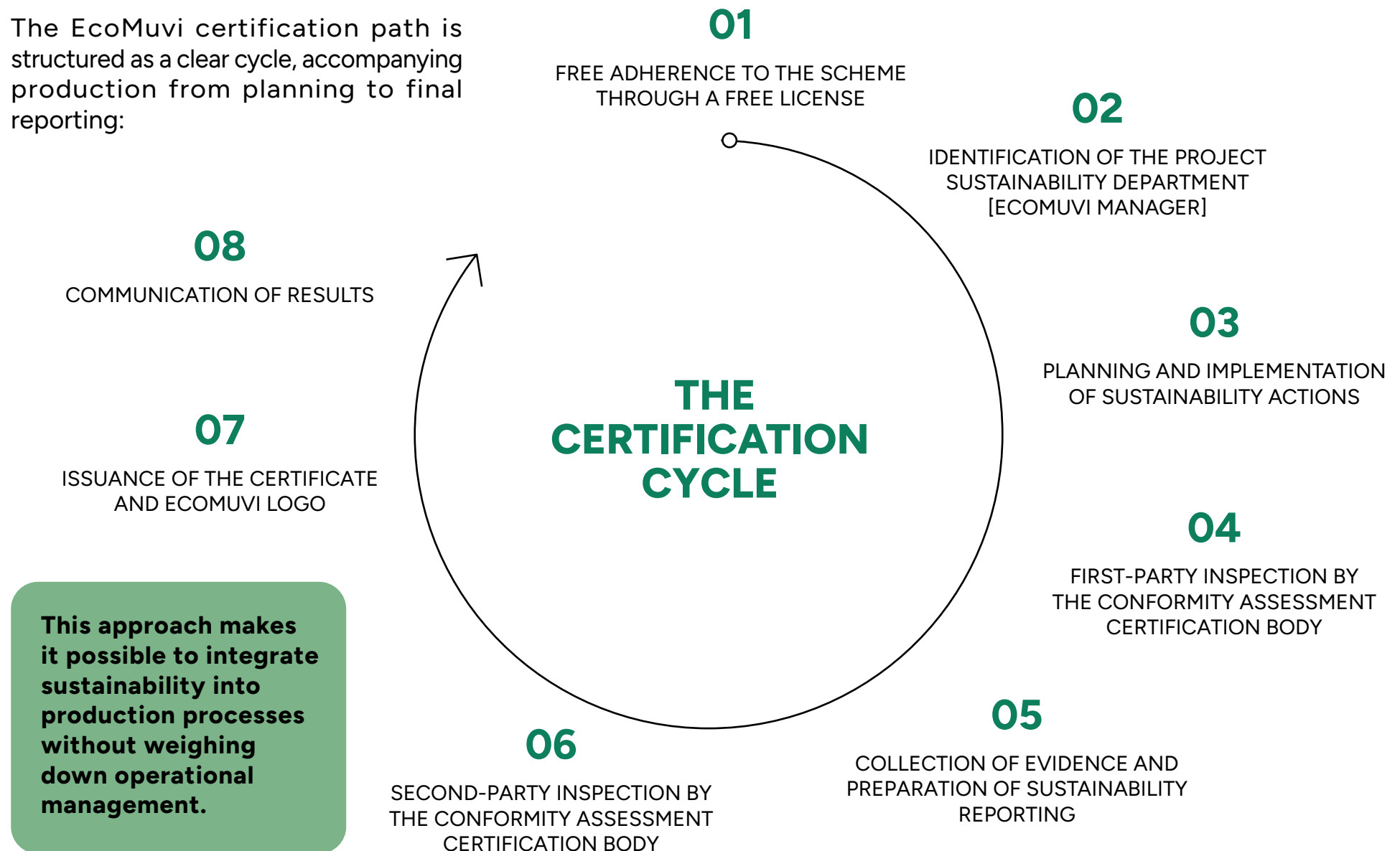


#### **PEF BETWEEN 80% & 100%:**



## EcoMuvi Standard Workflow: adopting the Standard step by step

The EcoMuvi certification path is structured as a clear cycle, accompanying production from planning to final reporting:





## EcoMuvi: The integrated on-set service for audiovisual projects

EcoMuvi is not only a technical disciplinary framework:

**it is an integrated service that accompanies audiovisual production from idea to distribution, transforming a complex set of sustainability requirements into concrete, profitable and certified operational processes.**

EcoMuvi's Integrated Service, particularly in its on-set adoption, is designed **to ensure the economic, social and environmental efficiency** of implementing the accredited Standard in every operational phase: from development to final reporting.

The EcoMuvi service, with a **customized cost** calibrated according to project characteristics, defines the operational methods to **relieve the production** of the implementation of all sustainability activities, as well as the full responsibility for project sustainability reporting, which therefore falls to the EcoMuvi Managers.

- **It has a flexible structure:** the intervention is calibrated according to the type, size and complexity of the project.

DISCOVER ECOMUVI INTERVENTION - P. 32

- **It has a consistent and transparent cost:** the economic quantification is customized and proportional to the project, ensuring the financial sustainability of adoption.

DISCOVER THE COST OF SERVICE - P. 34

- **It integrates into the project workflow:** the service covers the entire production life cycle:

- **Before** (planning and calls)
- **During** (monitoring and implementation)
- **After** (certification and communication)

SCOPRI IL WORKFLOW DEL SERVIZIO A P. 35

- **It provides qualified personnel in the field:** the integration of expert professionals (EcoMuvi Managers) within the crew ensures proactive and competent application of sustainability practices.

SCOPRI LE ECOMUVI MANAGER A P. 37



## ***EcoMuvi's intervention: How the sustainability service is structured according to the type of audiovisual project***

### **EcoMuvi adapts to the nature of the audiovisual product.**

The EMM (EcoMuvi Manager) therefore adjusts presence, monitoring intensity and the amount of data collected.

#### **DOCUMENTARY**

*Typical characteristics: small crews, many locations, high mobility.*

**Collaboration model with EMM:** typically, the EMM works remotely during filming, through training of the production staff who will be in the field, covering feasible activities, objectives to be achieved and data monitoring to be carried out. The EMM then becomes directly responsible for the operational reporting work aimed at closing the certification, through data collection and evidence analysis.

#### **ANIMATION**

*Characteristics: mainly indoor work, heavy use of electricity and servers.*

**Collaboration model with EMM:** typically a mixed model, mainly remote but also with periodic in-person presence at animation studios, through operational support for production staff and external suppliers or studios involved. Activities start from the design of the pipeline, continue with monitoring and implementation of activities within the remit of each supplier, studio and freelance professional, and end with the collection and processing of data for closing certification.

## SERIES

**Collaboration model with EMM:** EcoMuvi typically structures a sustainability department including EMS, EMM and EMPA, respectively EcoMuvi Supervisor, EcoMuvi Manager and EcoMuvi PA. The on-set presence of EMS and EMM is partial, because the EMPA is present on set every day for the management of all ordinary sustainability activities. EMS and EMM instead handle planning, progress, reporting and monitoring work for all production phases. This is combined with the constant availability of all figures, involvement in technical location scouting, and data and evidence retrieval in the administrative phase. In this context, an integrated sustainability department is activated within the crew.

## FEATURE FILM

**Collaboration model with EMM:** typically the EMM is in the field during pre-production and shooting, as well as post-production and reporting. On-set presence is calibrated on the project production plan, but is typically at least 40% of shooting days. This is combined with constant availability, involvement in technical location scouting, and progress work on activities still to be carried out. In this context, the EMM becomes a figure integrated into the crew until the end of post-production.

## OTHER TYPES OF AUDIOVISUAL PRODUCT

**Collaboration model with EMM:** to be defined according to project type, duration, budget and size. The methods are always planned and agreed with the production company, and calibrated to the project's economic possibilities, so as to ensure the economic sustainability of implementing the EMM service.

# The cost of EcoMuvi's on-set service

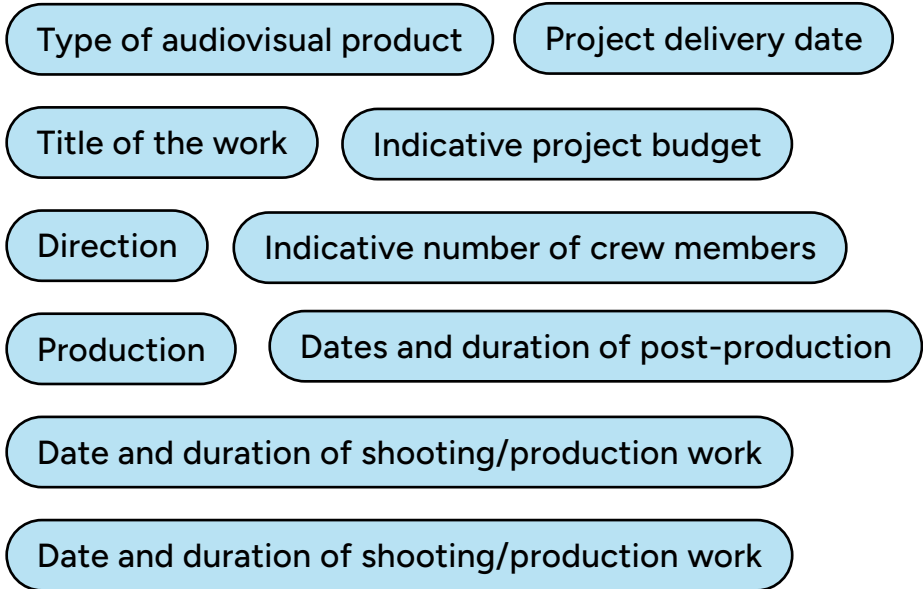
The cost of the integrated EcoMuvi service is defined on the basis of objective and preliminary project parameters, which make it possible to calibrate the operational commitment, on-set presence, and monitoring and reporting activities.

This information makes it possible to assess organizational complexity, the intensity of the operational activity required in the field, and the final documentation and reporting required.

The economic definition therefore takes place **on a customized basis**, ensuring proportionality between production size and the commitment required by the sustainability pathway. To this is added the mandatory cost of the Conformity Assessment Certification Body, calibrated in person-days based on the same indicators.

**On average, for medium-sized European feature film projects, the combined cost of the integrated EcoMuvi service and accredited certification is around 0.25% of the project budget.**

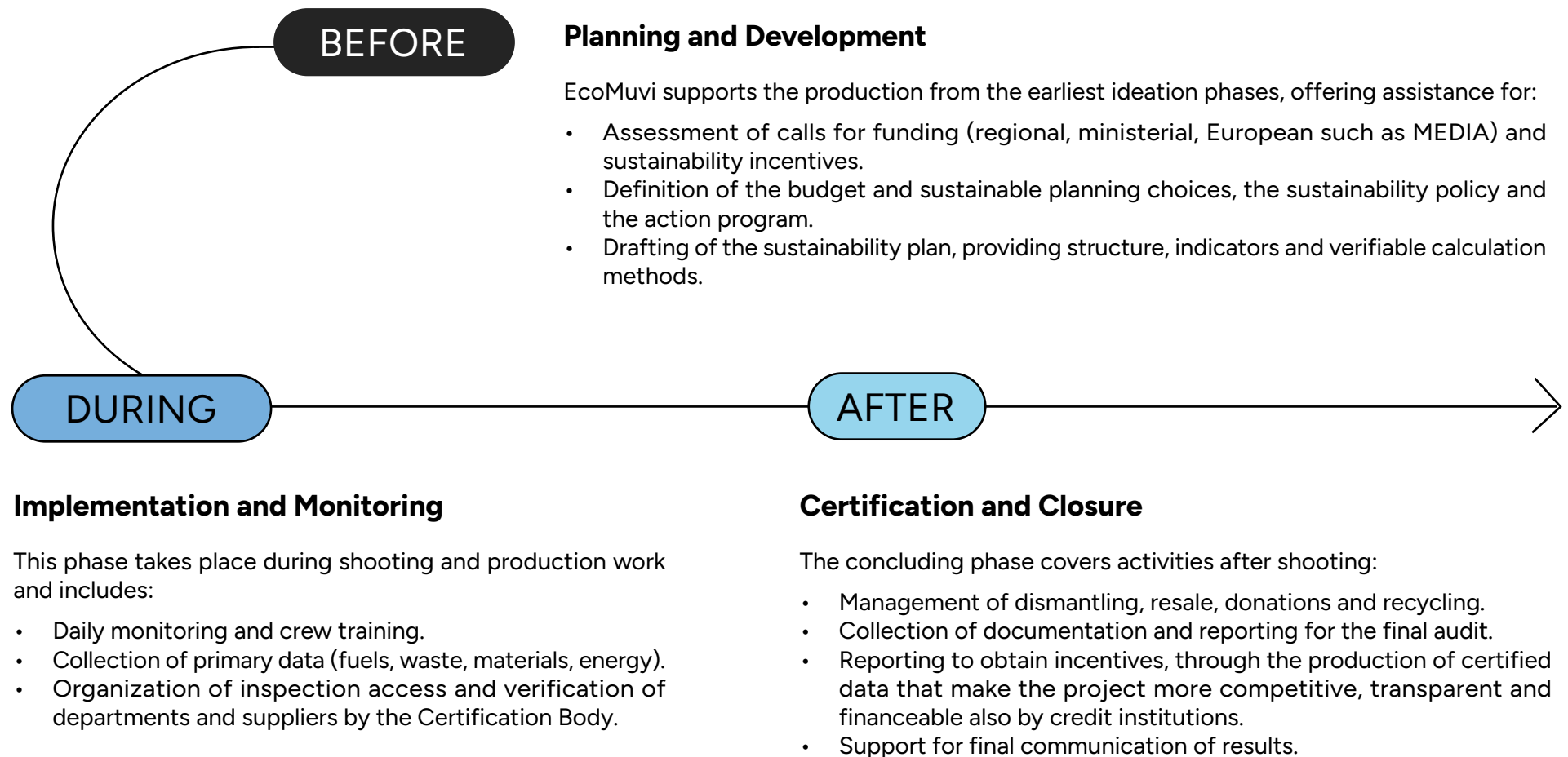
The **economic quantification** evaluates the following elements:





## ***EcoMuvi Service Workflow: From Idea to Certification***

**The EcoMuvi service covers the entire life cycle of an audiovisual production** (Development, Pre-production, Shooting/production, Restoration and disposal, Post-production and reporting, Certification and Communication) and is structured in three main phases::



**EcoMuvi's integrated service is successful because, by covering the entire life cycle of the audiovisual project, it is configured as a turnkey and fully operational solution.**

**The EcoMuvi Manager integrates into the crew** to relieve the production of the responsibility and implementation of all sustainability activities, transforming obligations into concrete actions. This constant and highly competent presence ensures that sustainability is not an external consultancy, but **a proactive process that responds to the concrete needs of the set** in terms of economic, environmental and social savings, maximizing positive impacts for the crew, supply chain and territories.





## *The role of EcoMuvi Managers in the field*

The core of this service is the **EcoMuvi Managers (EMM)**, professional figures who guide production through all phases of the work, ensuring efficiency, compliance and data collection.

### **Their operational functions include:**

#### **→ Planning and Governance**

They outline the applicable EcoMuvi criteria, define the sustainability policy and objectives by department, and support production in integrating savings and surpluses into budget lines.

#### **→ Operational Implementation and Monitoring**

They work in synergy with heads of department and assistants to translate objectives into concrete guidelines. They check and recalibrate the implementation of work plans, continuously monitoring impacts, consumption, purchases and waste on sets, warehouses and locations. They also suggest alternative options, sponsors and suppliers.

#### **→ Certification Management and Data Collection**

They act as the single technical interface with the Conformity Assessment Certification Body, organizing inspections and collecting, processing and analyzing all primary data for final reporting.

#### **→ Education and Transparent Communication**

They raise crew awareness (briefings, guidelines, training) and support external communication. They collaborate in drafting information materials based on verified performance data, ensuring transparency and preventing greenwashing risk. They support external communication and Press Offices, collaborating in the drafting of promotional material that strengthens project credibility and protects the production's reputation.

# 3. ECOMUVI'S ECOSYSTEM

The 360° service for the audiovisual sector

**The sustainability ecosystem that EcoMuvi has created for audiovisual projects extends well beyond the perimeter of the set, involving the corporate ecosystem and the entire supply chain.**

Many of the crucial impacts and strategic decisions are in fact an integral part of the corporate ecosystem and the supply chain surrounding production.

EcoMuvi's 360° service offers an integrated and flexible solution, configured as a complete service that aims to relieve audiovisual companies of implementation and documentation complexity.

EcoMuvi therefore offers a variety of solutions for productions, suppliers and institutions, transforming ESG obligations into strategic levers concerning headquarters governance, asset management in warehouses and qualification of the entire supply chain.

In the three-year period 2023/2025, EcoMuvi's "beyond the set" service for the audiovisual sector focused on:

→ **Corporate Governance:** Supporting production companies in sustainable ESG governance management and the drafting of related reports, closing the circle between set performance and central administrative directives.

**DISCOVER THE GOVERNANCE - P. 24**



**Asset Management and Circular Warehouses:** Managing warehouse monetization by recirculating, through sale, donation or regeneration, more than 80% of stored assets intended for disposal. This transforms storage costs into a return system and a source of savings for future projects.

**DISCOVER THE ASSET - P. 41**



**Supply-chain Qualification:** Working for the systemic requalification of the supply chain, accompanying long-standing suppliers in ESG evolution and introducing innovative technical partners. Sustainability is promoted as a strategic business lever that generates competitive advantage.

**DISCOVER THE SUPPLY-CHAIN - P. 42**

**For the 2026/2028 three-year period,** EcoMuvi has already laid the foundations for a further expansion of services, leading to an even more comprehensive range of needs to which the market seeks answers.

**DISCOVER FUTURE OBJECTIVES - P. 72**



## Sustainable governance of headquarters

Corporate governance is the enabling condition for the effective implementation of sustainability on sets. Decisions made at headquarters - organizational, contractual, financial and strategic - often determine supplier selection, as well as administrative reporting approaches, responsibility management and budgets. Structured governance allows sustainability to become strategic and systemic, preventing it from remaining confined to episodic initiatives.

### WHAT DOES ECOMUVI DO?

**EcoMuvi closes the circle between set and company.**

EcoMuvi supports production companies and groups in the sustainable management of ESG governance and in drafting the related reports, now a fundamental prerequisite for responding to market directives.

**In the 2023/2025 three-year period, this found concrete application** in EcoMuvi's consulting for Italian companies which, in collaboration with international groups, were required to complete foreign reporting tools for their activities [e.g. Green Screen, albert, PER, net zero strategies, Green Production Guide].







## Asset Management and Circular Warehouses

Production companies and businesses often have warehouses full of assets stored from previous productions or projects, which are rarely reused due to poor management and insufficient resources invested in the management and enhancement of material and immaterial assets. This therefore becomes a strategic pillar for operational effectiveness and economic sustainability.

### WHAT DOES ECOMUVI DO?

**EcoMuvi manages asset management and the monetization of audiovisual sector warehouses.** This is done through careful inventorying of assets and their recirculation, through sale, donation or regeneration, for most of the stored assets intended for disposal. This is complemented by the cataloguing of materials to be preserved, which become a source of savings for future projects, reducing disposal costs by tens of thousands of euros per year. Production warehouses thus become indexed and circular catalogues: no longer a pure rental cost, but a return system.

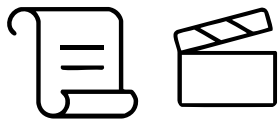
**In the 2023/2025 three-year period, this found concrete application** in EcoMuvi's management of a 1,000-square-meter warehouse containing assets from numerous production companies; these interventions enabled the circularity of more than 80% of materials, reducing expected disposal costs by more than €40,000, and generating economic and social value for more than 20 purchasing and receiving organizations.

1000 m<sup>2</sup> OF ASSETS

80%+ OF RECYCLED MATERIALS

€40000+ SAVED

20+ ORGANIZATIONS



## Suppliers and supply chain

**The sustainable transition cannot take place without the systemic transformation of the supply chain, which includes long-standing suppliers and new supply-chain agents.** The sector is characterized by a lack of institutional venues for professional updating, which often generates resistance and reluctance toward change. For the industry, the critical challenge is to transform sustainability from a mere regulatory obligation into a strategic lever that generates competitive advantage and structured know-how throughout the supply chain.

### WHAT DOES ECOMUVI DO?

EcoMuvi acts as a system infrastructure for the **systemic requalification of the supply chain**. EcoMuvi develops a dual-track strategy: providing training support for long-standing suppliers, guiding them in the ESG evolution of their services, and introducing innovative technical partners from other sectors. EcoMuvi promotes sustainability as a strategic business lever that generates competitive advantage, preserving know-how in the market without imposing binding agreements

**In the 2023/2025 three-year period, this found concrete application in the tangible technical upskilling** of workers (e.g. operators able to manage hybrid power systems), overcoming lack of awareness through practical “on-the-job” learning. In addition, EcoMuvi’s work fostered the structuring of an integrated industrial ecosystem, in which collaboration with virtuous partners guarantees the constant growth of operational best practices and makes companies able to engage with European-level investors and stakeholders, certifying the excellence and transparency of the entire production supply chain.

Below are some examples of best practices built among innovative suppliers and upskilling of long-standing sector suppliers.



## Best Practices of virtuous suppliers: tradition and innovation

### Innovative suppliers

#### ECHO LABS by Fercam & Dachser

**Echo Labs** is a social enterprise focused on developing processes of circular economy, social integration, biodiversity and regeneration of living and working environments. Echo Labs has developed a permanent research and innovation lab, based on an important circular economy project involving upcycling, the process of transforming materials otherwise at risk of waste into products that acquire new functions and uses, with the aim of extending their life cycle. **On many occasions, Echo Labs has drawn from EcoMuvi for the recovery of exhausted scenic-technical materials, giving them new life and ensuring reduced disposal costs for productions.**

### Long-standing innovative supplier

#### ROMANA GRUPPI ELETTROGENI

**Romana Gruppi Elettrogeni Cinematografici**, founded in 1973, is a fixture for the film and television sector in the supply of technical vehicles and generators. For the company, it was important over the last three years to invest in ensuring a more sustainable offer: with EcoMuvi it began a collaboration that led the company to invest in generators, vehicles and hybrid and electric tractors, with variable power from 5 kW to 50 kW. **This then culminated in the consolidation of a company division dedicated to the provision of sustainable solutions and reporting of impacts connected to company activities.**

### Innovative suppliers

#### KORE

The transcultural social tailoring workshop **KORE** offers itself as a virtuous model of protected employment inclusion and the fight against social injustice. In the social tailoring workshop, skilled workers use their professional ability in three main steps - cutting, sewing and ironing - to create quality clothing and accessories. **For collaborations activated with EcoMuvi, recycled and/or certified supply-chain materials are used to create customized items for certified productions, as well as necessary gadgets and accessories.**

### Long-standing innovative supplier

#### SCENARREDO

**Scenarredo**, a well-known company in scenic and set construction, began a collaboration with EcoMuvi to deepen the sustainability performance of the projects offered to its clients. In particular, the company generated greater transparency regarding construction materials used (certified wood and paints, etc.), as well as **recovery and regeneration work after the dismantling of different sets**. This further strengthened the trust of productions and substantiated the EcoMuvi certification pathway for audiovisual projects supplied by the company.

# 4. ESG PERFORMANCE

## 2023–2025

This section is dedicated to the **measurement and industrial knowledge developed over the three-year period**, illustrating aggregated macro data (number of projects, adoption percentage and average PEF achieved) and the main results obtained by certified projects, segmented according to the three impact dimensions: Environmental, Social and Economic.

It therefore shows that the primary objective of EcoMuvi, as a standard and service, consists in identifying, pursuing and reporting the most effective actions **that operate at the intersection of economic, social and environmental factors**, going beyond a merely green perspective. The aim is to guarantee integrated, improvement-oriented and concretely implementable sustainability for productions that adopt

# Data collection methodology

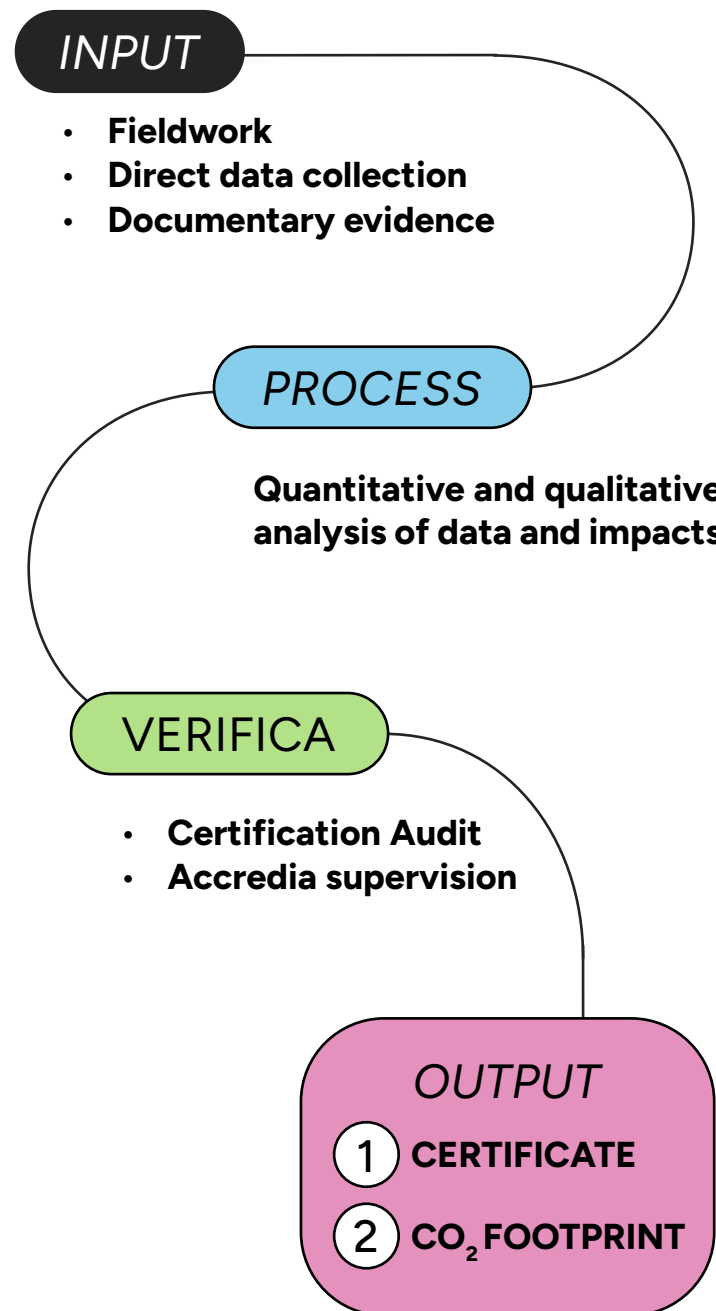
The core of the system lies in **data collection**, based on the combination of evidence taken directly in the field with rigorous documentary collection. Both production and administrative evidence (invoices, orders, logistics) are acquired to ensure the exclusive use of **primary data and objective evidence**, eliminating approximate estimates.

**This complex flow of information is processed qualitatively and quantitatively to produce detailed reporting** based on EcoMuvi Standard metrics (e.g. kilometers traveled, liters of water, kWh used, budget spent on materials, etc.).

This reporting is examined by a third-party, independent Conformity Assessment Certification Body accredited by ACCREDIA, with a dual outcome:

- ① The evidence is translated into **sustainability scores** to attest compliance with the disciplinary framework.
- ② Starting from the same validated quantitative data, the Body proceeds to calculate the carbon footprint of the audiovisual product.

GHG (Greenhouse Gas) emissions are calculated according to an ACCREDIA-accredited methodology, applying international DEFRA conversion factors to actual consumption. This ensures that the final result - both in terms of sustainability rating and calculated CO<sub>2</sub> - is scientific, traceable and free from greenwashing risks.



## The value of data: from measurement to industrial knowledge

The collection and analysis of data in individual projects are not aimed exclusively at obtaining the certificate. **Every number collected** - from kilometers traveled to kWh consumed, from the percentage of certified materials to the share of local spending - **responds to structural questions that the industry must ask itself**: which choices generate real impact reduction? Where are systemic inefficiencies concentrated? Which practices produce measurable economic advantages? Which infrastructure investments are strategic for the future of the sector?

**Data that “make sense”, when read in aggregate and comparable form over time**, allow the industry to go beyond an episodic approach and build a scientific basis for subsequent decisions. This serves not only to improve individual projects, but also to guide public calls, funding criteria, contractual relationships with suppliers, territorial strategies and industrial policies.

In this sense, the three-year period just concluded saw EcoMuvi-certified projects open a path that leads not only to compliance, but to **knowledge**.

STRUCTURED, CERTIFIED AND REPLICABLE KNOWLEDGE ENABLES THE AUDIOVISUAL INDUSTRY TO EVOLVE ON OBJECTIVE RATHER THAN PERCEPTIVE FOUNDATIONS, TRANSFORMING SUSTAINABILITY FROM A STATEMENT OF INTENT INTO AN INFORMED DECISION-MAKING TOOL.

Certification is therefore both a process of internal knowledge for the individual project and a tool for creating broader sector knowledge that can return to institutions for the definition of policies and strategies.



## ESG DATA for the three-year period 2023/2025

In the 2023-2025 three-year period, the EcoMuvi Standard was adopted by **73 audiovisual projects**, of which **63** also used the integrated operational support service. A total of **51 production companies** were involved, confirming the growing spread of the Standard across different project types, production sizes and organizational models.

The most relevant data point does not concern only the number of projects, but the change in adoption timing. While in previous years sustainability was often activated close to the start of shooting, during the three-year period an increasingly preventive trend became consolidated: on average, projects began involving EcoMuvi approximately **40 days** before the start of shooting, if not earlier. This advance is a strategic indicator of industrial maturity, because it makes it possible to act during pre-production, where decisions have the greatest impact on economic savings, positive effects on the territory and organizational quality.

The system's adaptability is also reflected in the wide budget range of EcoMuvi-certified projects, which over the three-year period ranged **from €20,000 to €23,000,000**, confirming the scalability of the method for both agile projects and structured productions.

**51** PRODUCTIONS

**63** INTEGRATED SERVICES

**73** PROJECTS  
LIVE ACTION & ANIMATIONS

**978** PRODUCTION DAYS

**2288** PROFESSIONALS

**6647,55** MINUTES ON SCREEN

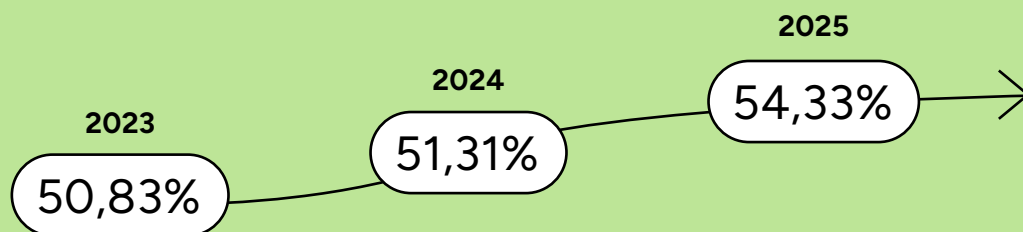
**€ 20k-20M** RANGE BUDGET

**The average incidence** of the combined cost of certification and integrated service remained contained and proportionate to the project type:

- **0,26%** of the budget for feature films
- **0,21%** for series
- **1,10%** for animation

These figures show that the cost of the system is widely compatible with the economic structure of productions, especially when planning is carried out in advance and enables monitoring to become an optimization tool.

The average PEF, i.e. the score resulting from certification, also shows progressive improvement over the three-year period:



At the same time, the certified work volume shows the operational consistency of the system:

- **2,288** crew members made aware and involved
- **4,960** shooting days
- **1,442** weeks of post-production
- **978** total locations, of which 913 were real locations
- **6,647.55** minutes of on-screen content certified by EcoMuvi

In terms of **relationships with funding institutions**, during the three-year period there were:

- **34** projects supported by MiC
- **29** projects supported by Italian regional funds
- **3** projects supported by European or international funds



A further structural data point concerns the Standard's ability to operate **in multi-territorial and international contexts**. Certified productions involved co-producers or production partners in several countries, including France, Portugal, India, South Korea, Bulgaria, Switzerland, Iran, Canada and Greece, while work is underway with further countries, including Slovakia, Serbia, Poland, Belgium and Spain.

**This confirms the methodological robustness of the system in different infrastructural, regulatory and production contexts, maintaining assessment consistency and continuity in data collection.**

# Environmental Performance Data

## Three-year period 2023/2025

The environmental dimension of the 2023-2025 three-year period highlights a central point: **productions that adopt EcoMuvi do not merely measure their impacts, but progressively build a greater capacity to prevent, reduce and manage the main critical areas of the audiovisual production cycle.**

### *Emissions measurement and GHG performance*

The calculation of GHG emissions for certified projects, based on **verified primary data and recognized conversion factors** (ref. DEFRA), produced the following averages **over the three-year period**:

- **55,86** tCO<sub>2</sub>eq/project in 2023
- **99,72** tCO<sub>2</sub>eq/project in 2024
- **55,04** tCO<sub>2</sub>eq/project in 2025

The data should be read in relation to the **strong heterogeneity** of the projects analyzed (duration, number of locations, production type, logistical intensity and technical complexity), and not as an absolute value comparable linearly across years. Precisely for this reason, alongside emissions data, the **improvement in the average PEF** is significant, as it signals growth in the overall quality of sustainability performance.

Within the sample, considerations must also be added regarding emissions avoided thanks to preventive choices and process optimization, which in some cases led to peaks of **more than 10 tCO<sub>2</sub>eq avoided directly per project.**

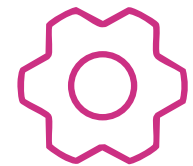
#### THE DATA VARIES BASED ON:



SHOOTING  
DURATION



NUMBER  
OF LOCATIONS



TECHNICAL  
COMPLEXITY

## Energy, electrification and lighting technology

**Over the three-year period**, the energy area confirmed itself as one of the areas with the greatest potential for improvement, both in terms of impact reduction and cost rationalization.

The data collected show that access to the national electricity grid is no longer a structural obstacle for sets, including small and medium-sized ones. On the contrary, certified projects have shown that electrification of work processes is concretely achievable, also thanks to the progressive evolution of lighting technology toward less energy-intensive equipment.

### **Over the three-year period, the following were activated:**

- **86** total grid connections
- with an estimated average cost of **€120 per temporary connection (30-50 kW)**, including ancillary charges and materials
- **for a total of 102,026.58 kWh** accrued through grid connection, and therefore removed from exclusive reliance on traditional generators.

### **On the lighting side, the adoption of high-efficiency equipment is now structural:**

- **2,376** LED items recorded over the three-year period

- maximum usage peak: **87.93%** LEDs for scene lighting in a single audiovisual project

### **Average usage:**

- **69.24%** in 2023
- **62.51%** in 2024
- **56.97%** in 2025
- For feature films alone, the averages are more stable, at 63.46% over the three-year period.

Similarly, it is important to note that the market is equipping itself with increasingly high-performing hybrid generators and electric batteries up to 50 kW, with the possibility of drastically improving environmental performance in situations where a single electrical connection is not sufficient or feasible. In some cases, these solutions have generated **savings of up to €10,000**.

[DISCOVER THE 10 BEST PRACTICE A P. 60](#)



## Materials, artistic departments and circular economy

The analysis of artistic departments - set design, costumes, make-up and hair - confirms that a significant share of environmental performance is played out in choices regarding procurement, reuse, rental, regeneration and proper end-of-life management of materials.

**Over the three-year period**, the economic value of resources from rental, second hand or regeneration recorded:

- **peaks of up to €855,219.63** in spending on sustainable materials for a single project
- **with an average share of department budgets equal to:**
  - **48,84%** in 2023
  - **59,41%** in 2024
  - **55,04%** in 2025

The wood materials category (timber, composites, paper), historically among the most impactful items and often at risk of single use, deserves particular attention. **Over the three-year period:**

- **the peak use** of responsibly forested certified wood reached 81.33% of the wood used in a single project
- **the overall average** stood at 15.41% certified wood per single project

# 81%

MAXIMUM PEAK  
OF CERTIFIED WOOD

# 15%

AVERAGE BY PROJECT  
OF CERTIFIED WOOD

**This last figure indicates that there is still room for improvement, especially in terms of traceability in the scenic construction supply chain, which often lowers the scores obtained in this area by not providing evidence.**

## Mobility, hospitality and logistics

Road mobility remains one of the structurally most complex areas of audiovisual production, due to the itinerant nature of filming on real locations. Road mileage remains high, with peaks of up to 1,113,498.4 km on individual long-duration projects (3.5 months of shooting).

The **averages by project type**, for transport of people and materials, are:

- **173.218,75 km** for feature films
- **474.532,3 km** for series
- **287.146,95 km** for agile projects

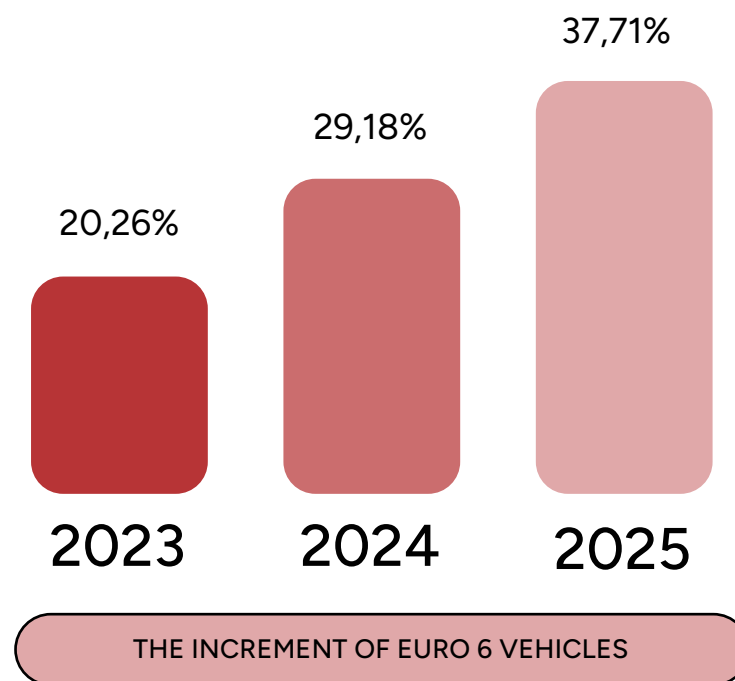
However, the quality of the fleet used shows constant improvement. The percentage of Euro 6 and higher vehicles grew significantly:

- **20,26%** in 2023
- **29,18%** in 2024
- **37,71%** in 2025

This figure is particularly relevant because, among the main suppliers in the sector, price parity between Euro 6 / Stage V vehicles and less efficient solutions is now substantially consolidated, making many historical resistances to adoption surmountable.

On the rail mobility front, certified projects traveled a total of **2,500,445.8 km** by train.

Likewise, accommodation management is confirmed as an important lever: **20,498 nights** were spent in certified sustainable facilities or in facilities supporting local territorial development, proving to be an economically advantageous and often feasible option for productions of different sizes.



## Waste, prevention and efficient use of resources

Waste management, while not the only priority indicator of sustainable production, remains an essential dimension both environmentally and in terms of the producer's legal responsibility.

**Negligence in this area risks quadrupling management costs, as well as incurring unpleasant penalties.**

Over the three-year period, proper planning enabled:

- **96,591.93 kg** of waste correctly separated and sent for recycling
- **15.086,84 kg** of waste avoided

Among the most significant results was the replacement of single-use bottled water with water-cooler systems:

- 40,004.9 liters of water dispensed through water coolers
- 1,440,176.4 single-use plastic bottles avoided

This single choice clearly shows how simple practices, if properly planned, can produce very significant results at scale.

40.000 L OF WATER DISPENSED

1.440.176 BOTTLES AVOIDED

Every liter dispensed prevented the use of two 0,5lt bottles. Transporting them all would have required 30 articulated lorries.

 =  x 48.000



## *Locations, biodiversity and territorial value*

**Location management in the EcoMuvi Standard goes beyond operational logistics to become an asset of integrated sustainability.** On the environmental side, the approach imposes a standard of active biodiversity protection: going beyond the concept of mere restoration, preventive ecosystem assessments and specific measures are implemented to safeguard flora and fauna during filming activities, ensuring that the natural balance of the host sites remains unchanged.

**Over the three-year period, the following were recorded:**

- **€658,663.67** di spesa complessiva in location a valore territoriale e ambientale
- **an average of 32.37%** del budget di location dei progetti orientata a tali contesti
- **with an average return of approximately one third of the location budget** to public entities, artistic and cultural heritage, and local administrations.

In several cases, productions also activated specific protection practices in areas of particular natural value, showing that the presence of production work can be compatible with active biodiversity protection.

**This figure is particularly relevant for funding institutions, Film Commissions, local bodies and administrations, because it demonstrates how a certified production can return not only reduced impacts in work areas, but also measurable and reportable economic return value for the territory.**

# Social Performance Data

## Three-year period 2023/2025

The social dimension of EcoMuvi performance concerns both the daily work of crews and the relationship with local communities, suppliers, territories and third-sector organizations. **The 2023-2025 three-year period clearly shows how audiovisual sustainability produces social value when it is addressed as an organizational process and not as an episodic action.**

Through documentary analysis of financial flows, territorial spending is also precisely mapped, rigorously distinguishing local suppliers and resources from external ones. This process makes it possible to quantify exactly the economic impact generated and to provide Public Administrations and territorial bodies with certified reporting of the value distributed. From this perspective, the location evolves from a simple setting into a direct beneficiary of environmental protection and measurable economic enhancement.

### *People, skills and professional culture*

The results of the three-year period were possible thanks to the direct involvement of the people working on the projects. Department choices, daily habits in the field and the ability to integrate more efficient procedures represent the real infrastructure of applied sustainability.

During the period considered, EcoMuvi:

- collaborated with, raised awareness among and trained 2,288 crew membersoperando lungo **4.960 giorni** di riprese
- working across 4,960 shooting days
- and 1,442 weeks of post-production

**This figure describes not only an amount of work, but also a process of skill transfer that remains an asset for productions beyond the individual project, contributing to widespread professional growth in the supply chain.**

## Work inclusion, access to work and equal opportunities

The EcoMuvi model did not replace personnel selection processes, but acted as a reward and guidance lever, enhancing productions that adopted documented practices in **work inclusion, professional access, the inclusion of junior figures and collaboration with training bodies or third-sector organizations.**

In parallel, **the social dimension extended to the entire supply chain.** Suppliers were not treated as mere executors, but as subjects to be involved in a path of progressive updating, with concrete effects on service quality, documentary transparency and the ability to respond to more advanced market standards.

**In this sense, sustainability also contributes to a process of widespread professionalization among workers and the technical supply chain.**

## Local communities, donations and territorial restitution

One of the most distinctive aspects that emerged over the three-year period is the ability of certified productions to generate concrete restitution to host territories, not only through local spending, but also through care, redevelopment and redistribution of still-useful resources.



**In terms of food surplus and the recovery of still-usable goods, 8,089 meals were saved and donated over the three-year period.**

This result is relevant not only quantitatively, but also because of the operational model adopted: donations were managed with traceability, releases and safety procedures, so as to protect productions while guaranteeing real access to food still suitable for consumption.

**EcoMuvi therefore confirmed its continuing collaborations with local solidarity networks:** not only for the recovery of food surplus, but also for the transfer of still-useful goods and furniture, in a logic of solidarity-based circular economy and support for vulnerable people.

## Social legacy and redevelopment of places

Certified productions do not merely reduce impacts: in several cases, **they left a positive legacy in host locations.**



Among the most significant experiences of the three-year period were interventions involving investments exceeding €10,000 per individual project in particularly virtuous cases, including:

- **protection actions and responsible behavior** in protected areas, such as in the case of the Pollino National Park
- **cleaning and restoration interventions** in degraded areas on the outskirts of Naples and Rome
- **structural support** for public housing buildings on the outskirts of Rome and Bologna
- **durable installations** in public parks (benches, playground equipment, collective-use elements) in the territories of Palermo

**These elements show that the relationship between set and territory can become a tangible, lasting and measurable benefit that continues beyond the end of shooting.**

# Economic Performance Considerations

## Three-year period 2023/2025

The 2023-2025 three-year period confirms that adopting EcoMuvi does not introduce an accessory cost, but contributes to **transforming sustainability into a strategic lever of economic efficiency**. The preventive approach and data-driven management make it possible to identify and eliminate structural inefficiencies and waste, translating impact reduction into direct economic savings for the production budget, as well as the generation of territorial value and market competitiveness.

### SUSTAINABILITY AS PROJECT EFFICIENCY



The first relevant economic element is the change in timing: increasingly early adoption during pre-production makes it possible to intervene when choices truly affect the budget.

#### **Planning in good time means:**

- **maximizing** access to incentives, calls and reporting tools;
- **reducing** logistical waste;
- **limiting** avoidable costs for energy and procurement;
- **rationalizing** department resources;
- **preventing** errors in documentary and operational management.

### COST SAVING, PROCUREMENT AND RESOURCE MANAGEMENT



**In this sense, sustainability becomes a project governance factor, not an additional cost item.**

Many of the environmental performances recorded also produce direct **economic effects**:

- the use of rented, used or **re-generated materials** reduces the need for new purchases;
- the use of **grid connections** reduces dependence on traditional generators;
- the growing spread of Euro 6 / Stage V vehicles now entails no significant surcharge among the main suppliers;



- orderly **waste management** avoids improper disposal costs, inefficiencies and sanction risks;
- **proper preservation of physical assets** in well-managed warehouses, as well as digital assets, improves future reusability of resources;
- **management of accommodation** in facilities consistent with territorial development logic has also often proved economically advantageous, as well as more coherent with the project's local presence;
- the economic dimension is not exhausted within the budget of the single production, but extends to the **value** distributed to territories, administrations and the supply chain;
- the effective **ethical reuse** of materials, certifying that the disposal of production assets becomes a concrete resource for the host community.

QUALITATIVE  
GROWTH OF THE  
SUPPLY CHAIN  
AND MARKET  
COMPETITIVENESS

SUSTAINABILITY

= COMPETITIVENESS

**EcoMuvi's economic effect also concerns the qualitative growth of the supplier market.** When productions require higher standards of traceability, efficiency and documentary quality, the supply chain adapts and innovates. This process:

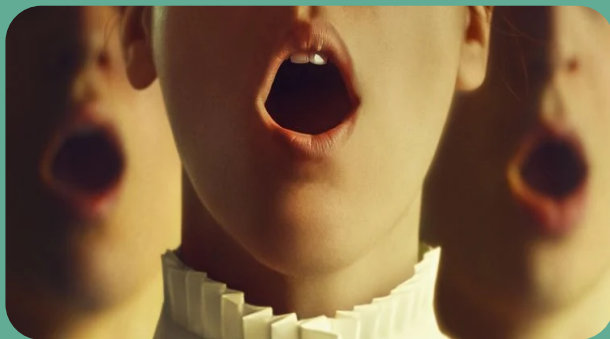
- improves the competitiveness of long-standing suppliers;
- encourages the entry of new specialized operators;
- consolidates more advanced technical skills;
- makes the sector more credible toward broadcasters, platforms, investors and institutions.

**The certified project thus becomes a place where economic value does not coincide only with immediate savings, but with the construction of a more transparent, more structured supply chain that is more ready to engage with the European and international market.**

## Highlights: virtuous case studies from the three-year period 2023/2025

### **ASSET REUSE (SET DESIGN, COSTUMES AND MAKE-UP)**

Reuse is essential to avoid wasting materials. On film sets, the best way to embrace reuse is through rental, the purchase of used materials and the recovery of materials from the warehouses of the productions involved. On the set of the feature film *Gloria!* by Tempesta Srl, 79.32% of the material used by the set design, costume and make-up departments came from reuse. The total budget for the three departments was €175,798.69, and spending on used and rented material amounted to €139,451.11.



**GLORIA!**  
Tempesta  
Telfilm  
Rai Cinema  
2023

### **CERTIFIED WOOD**

For the feature film *Elisa*, produced by Tempesta Srl, a total of €9,418.14 was spent on wood needed for part of the set construction. Within this spending, PEFC-certified wood was purchased for a total of €7,659.68, equivalent to 81% of the total wood purchased and used. This was complemented by the choice of wood material from the Italian Alpine area, which avoided the impactful import of wood from the Global South. All material was donated to local associations at the end of production.



**ELISA**  
Tempesta  
Amka Films  
Productions  
Rai Cinema  
2025

## NEW GRID CONNECTIONS MADE

One of the most impactful choices in terms of emissions is energy. To reduce CO2 emissions from the use of generators, the best choice is to create temporary connections to the national electricity grid. For the feature film *Non è un paese per single* by IIF Srl, 10 connections were made and used for 30 days (79%) out of 38 total shooting days. Based on the bills received, a total of 1,482.00 kWh were recorded.



### NON È UN PAESE PER SINGLE

Amazon MGM Studios, Italian International Film  
2024

## LED USE AND LIGHTING PLAN

Having a high-efficiency lighting equipment pool is one of the basic ways to significantly reduce environmental impact. Regarding the use of high-efficiency lighting material (LED), on the series project *La Scuola* by Picomedia Srl, LED lights were used for 82% of production days (108 days in total). In the material list there were 112 total pieces, of which 94 were LED (84%) and the remaining 18 were discharge lamps. The pieces used most often during the project, in terms of hours, were Astera Titan Tube 48W/72W (24.37%), followed by Vortex 8 650W (14.55%) and Astera Helios Tube 26W (14.45%), all LED pieces. This shows that low-energy equipment is efficient and preferable for speed of setup, compactness and ease of movement. Its use obviously varies according to the specific features of the project, but with good planning it can validly replace more traditional lights, even in long and structured projects such as this series.



LA SCUOLA  
Picomedia  
2025

## KILOMETERS TRAVELED WITH LOW-IMPACT VEHICLES

When we talk about high-efficiency vehicles, we refer to all Euro 6 and higher category vehicles (hybrid, electric, etc.). In this respect, the series product Hotel Costiera by LuxVide/Amazon MGM Studios stood out: out of a total of 719,210.50 road kilometers recorded during the production weeks, 464,172.50 km were traveled with Euro 6 and higher vehicles, equal to 64.54%. The average use of Euro 6 and higher vehicles in film projects is 27.89%, demonstrating that these vehicles are still little used.



**HOTEL  
COSTIERA**  
Amazon  
MGM Studios  
Lux Vide  
2024

## SUSTAINABLE ACCOMMODATION

The choice of accommodation for crew and cast is also fundamental, especially for long stays. In this case, where possible, it is better to choose sustainable accommodation (B&Bs, apartments, hotels with certifications and declared sustainability policies, etc.), as was done for the series Uno Sbirro in Appennino by Picomedia Srl. Out of a total of 3,767 nights, corresponding to spending of €272,812.11, as many as 3,576 nights (€259,933.59), equal to 95%, were spent in sustainable accommodation.



**UNO SBIRRO  
IN APPENNINO**  
Picomedia  
Rai Fiction  
2025



## PIPELINE OPTIMIZATION

Although it can often be challenging to implement, the best approach to eliminate single-use catering waste is serving meals buffet-style using reusable tableware (plates, cutlery, and glasses). This method demands not only extra attention from the production team but also a more targeted selection of a catering vendor capable of meeting this requirement.

For the feature film Gloria! by Tempesta srl, the catering service was managed this way, saving approximately 44.88 kg of single-use plastic.



**EGLEFINO**  
Enanimation  
2025

## FOOD SURPLUS

To avoid food waste from catering, one action that production can take is the donation of food at the end of the working day. On the set of the series La Scuola by Picomedia Srl, food leftovers were monitored daily (with an average of 4.05% of total daily meals) and donated to local associations (Naples and province): 573 portions of leftover food were transferred, corresponding to production spending of €2,139.00. The beneficiary associations were Associazione Città senza periferie of Naples, the Church of Sant'Antonio of Portici, the Alessio Ascalesi Archiepiscopal Seminary, the Community of Sant'Egidio of Naples and the Gocce di Carità Association of Naples.



**LA SCUOLA**  
Picomedia  
2025

## CERTIFIED HARDWARE

In the production of animation projects, one of the most significant impacts on energy consumption is linked to the equipment used. In this context, utilizing certified, highly energy-efficient hardware is essential.

For the project OGM Travels 2 by Studio Campedelli, 19 out of 20 pieces of equipment were Energy Star or EPEAT certified, representing 95% of the total. This high percentage contributed to the project achieving outstanding results.



**OGM TRAVELS 2**  
Studio Campedelli, 2025

## INNOVATIVE GENERATORS

Due to the operational needs of sets, the use of generators is often considered necessary. Nevertheless, informed technical choices make it possible to reduce both CO2 emissions and economic impact. For Season 2 of the Gigolò per caso project, a total of 1,098 operating hours with generators were recorded. It is significant, however, that 465 of these hours were accrued through electric and hybrid generators. The use of a 50 kW hybrid generator at base camp saved 5,481.70 liters of diesel thanks to 209 hours of battery operation, which would otherwise have been consumed by accruing an equivalent number of operating hours with a traditional diesel generator. In addition, 256 operating hours were recorded with a 5 kW battery generator, resulting in a further saving of 640 liters of gasoline. Thanks to the use of these high-efficiency generators, it was estimated that the production saved a total of €10,193.99.



**GIGOLÒ PER CASO  
S2**  
Amazon MGM  
Studios, Lucky Red  
2025

## WAREHOUSE CIRCULARITY

When working on series projects, one of the fundamental aspects to consider is the proper storage, at the end of shooting, of set design and costume materials so that they can be used again for subsequent seasons. In addition to conservation-oriented packaging, it is important to create accurate and precise lists of the materials stored at the end of production. EcoMuvi worked on the *Gigolò per caso* project by Amazon MGM Studios from the first season: it was possible to track the reuse of all materials for the two seasons produced also through the use of the CAMA AssetFlow platform, software for the circular management of warehouses.



### GIGOLÒ PER CASO

Amazon MGM  
Studios, Lucky  
Red  
2023/2025



# 5. INDUSTRIAL DEVELOPMENT AND ADVOCACY

## **EcoMuvi promotes advocacy that:**

- Clearly distinguishes between commitment, results, and certification;
- Accurately reflects complexity without misleading simplifications;
- Strengthens the trust of institutions, the public, and stakeholders.



EcoMuvi considers **communication** an integral part of its sustainability mission.

**Alongside its operational and certification function, EcoMuvi plays an active role in cultural advocacy, helping to spread a new paradigm of sustainable, measurable and competitive audiovisual production.**

**Communication is not understood as promotion,** but as a tool for transparency, literacy and public responsibility toward the sector and society.

## ***Events, festivals and international panels***

EcoMuvi is continuously present in the main national and international contexts dedicated to the audiovisual industry, where it brings technical contributions, data and strategic vision on the subject of sustainability.

**Over the years, EcoMuvi has participated, with broad training initiatives, in:**

- **Markets and industry platforms** (Marché du Film, ImpACT Lab - EFM, Berlinale - Venice Production Bridge, MIA - International Audiovisual Market);
- **Film and cultural festivals** (Giffoni Film Festival, Locarno, Les Arcs, Conero Film + ADV, EcoHub in Berlin and Cannes);
- **Summits and working groups dedicated to sustainability and industrial innovation** (UNFCCC EccA; EBU Sustainability Summit; OBS Audiovisual Observatory; Eurimages; Osservatorio Spettacolo e Ambiente).

**This presence strengthens EcoMuvi's role as a reference standard and as a cultural as well as technical infrastructure.**



## International research and development

EcoMuvi devotes time and resources to international academic and industrial research, generating added value for the whole sector. These scientific working groups and international research programs include:

- UNFCCC - Entertainment and Culture for Climate Action
- PhD at Alma Mater Studiorum, University of Bologna
- Research paper in collaboration with Cambridge and Warwick University
- Research paper in collaboration with the European Audiovisual Observatory
- Foundation, with the David di Donatello Awards, of the Sustainability Observatory
- Participation in Osservatorio Spettacolo e Ambiente - MIC/MASE
- Participation in vertical meetings for EBU - European Broadcasters Union
- Co-creation of the StepUp platform for Eurimages



## Training and outreach activities

EcoMuvi invests structurally in educational, training and outreach activities, with the aim of consolidating skills and spreading a professional culture of audiovisual sustainability.

### Activities include:

- Lectures and workshops at universities, film schools and academies;
- Information and training programs for professionals and operators in the sector;
- Public outreach meetings in collaboration with festivals and institutions;
- Contributions to research paths, master's programs and doctoral programs.

## Transparent communication actions

Transparency is a founding principle of the EcoMuvi model and translates into concrete practices of responsible communication.

### Actions include:

- sustainability press kits associated with certified productions;
- backstage materials that describe processes, choices and results, avoiding greenwashing narratives;
- regulated use of the EcoMuvi mark, only after accredited certification has been obtained;
- public aggregated reporting of results through reports, presentations and public speeches.



Associazione Nazionale  
Esercenti Cinema  
Sezione Regionale del Lazio



## 6. ECOMUVI'S OPERATIONAL IMPACT

EcoMuvi is an Srl specializing in **strategic sustainability services** for the creative industries.

Our direct impact is limited, given the model based on technical skills, training and strategic support. EcoMuvi's sustainable value does not lie in reducing internal costs, but in its ability to enable impact reductions and value creation (environmental, social and economic) in certified productions.

The most relevant footprint is strategic and multiplying. The internal environmental impact (three-year period 2023-2025) is due almost exclusively to staff travel for work, training and presence on sets. **In 2023-2025, EcoMuvi staff recorded:**

- ➔ **30.902 km traveled by train**
  - Emissions: **1.095,78 kg CO<sub>2</sub>eq**
  - Total spending: **€ 10.069,31**
  
- ➔ **3.750 miles traveled by air**
  - Emissions: **479,47 kg CO<sub>2</sub>eq**
  - Total spending: **€ 979,04**

#### **Data analysis shows that:**

- ➔ EcoMuvi's direct carbon footprint is intrinsically low;
- ➔ the positive indirect impact generated through certified productions is significantly greater and systemic;
- ➔ the main lever for value creation lies in transforming the production models of the audio-visual sector.

**DISCOVER ESG PERFORMANCE - P. 47**

From this perspective, EcoMuvi is not configured as a subject with operating costs to optimize, but as a strategic enabler of sector sustainability, with a multiplier impact that far exceeds its own direct footprint.

# 7. STRATEGIC OBJECTIVES

The vision for the next three-year period  
2026-2028

**EcoMuvi looks to the next three-year period as a phase of consolidation, expansion and systemic integration, while maintaining the principles of rigor, transparency and competitiveness.**

## *National regulatory development (UNI) for audiovisual productions*

EcoMuvi is working to open a UNI technical table for the definition of a UNI PdR Reference Practice, based on the application experience gained from 2013 to today.

The **objective** is to contribute to building a single, shared national regulatory reference for the certification of sustainable development in audiovisual productions, strengthening dialogue between accredited standards and the national standardization system.

## *Credit, finance and reward instruments*

EcoMuvi has opened a dialogue, intended to mature over the next three-year period, with the credit institutions most active in the film sector, so that accredited certification can be recognized as a reward criterion in access to or facilitation of credit for audiovisual productions.

The integration between certification and financial instruments represents **a strategic step in transforming sustainability from a perceived cost into a lever for facilitated access to capital.**

## *ASPA - Association of Sustainability Professionals in Audiovisual industries*

Among the most relevant strategic developments is the birth of ASPA [Association of Sustainability Professionals in Audiovisual industries], a new trade association currently being established, which aims to be the first international body to represent and bring together all sustainability professionals in the audiovisual industry (sustainability managers, coordinators, supervisors). **ASPA was created with the aim of establishing a qualified interlocutor in policy-making processes and a stable space for dialogue among industry, institutions and technical actors, promoting the professionalization of the role within the audiovisual supply chain.** For ASPA, EcoMuvi acted as project leader, making its skills, methodology and data available and bringing together professionals from across Europe and the world for the foundation and subsequent development of the association.

## *New certifiable creative sectors*

**Over the next three-year period**, EcoMuvi plans to extend the model to new areas:

- cultural and audiovisual events;
- digital and interactive formats;
- gaming and hybrid productions.

The **objective** is to adapt the EcoMuvi method to adjacent sectors, while maintaining methodological consistency and accreditation.





# Appendix

## **CONTACTS AND LINKS**

EcoMuvi Standard: <https://www.ecomuvi.eu/protocollo/>

What we did. Certificated projects: <https://www.ecomuvi.eu/progetti/>

Technical glossary: <https://www.ecomuvi.eu/magazine/glossario-tecnico/>

2030 Agenda:

<https://www.ecomuvi.eu/magazine/ecomuvi-e-agenda-2030-come-la-sostenibilita-audiovisiva-contribuisce-agli-sdgs-onu/>

Accredia recognition: <https://www.ecomuvi.eu/protocollo/>



## TECHNICAL SHEET: EcoMuvi: the update from 2023 to 2025

The 2025 Revision represents a significant evolution of the Standard, developed through:

- dedicated focus groups with senior production departments;
- analysis of primary data collected during the three-year period from certified projects;
- alignment with new European frameworks (ESRS, CSRD, DNSH);
- integration of technological transformations (AI, digital pipelines, data-flow efficiency).

### **2023** The accredited Standard that consolidates the method

- 90 total indicators
- Inspection structure compliant with ISO/IEC 17020
- 5 assessment areas
- PEF system with minimum thresholds
- Indicators divided into:
  - **Agile**
  - **Standard**
  - **Blocking**
  - **Excellence**
- Structured GHG calculation

**Objective of Accredia recognition:** market protection and protection for funding institutions.

### **2025** The data-driven Standard that evolves with the sector

- 123 total indicators [+33]
- Updated calibration of indicators based on evolution and empirical data from sets
- Strengthening of indicators in the areas of post-production and animation
- Greater alignment with ESRS, CSRD and DNSH

Objective of the update: to make the Standard more precise, adaptive and integrated with technological transformations, European regulatory developments and the competitiveness of the foreign market.

If 2023 represented the formal European recognition of the inspection structure of the method, 2025 represents its technical and systemic maturation. The evolution was not a quantitative increase for its own sake, but a transition from an already structured standard to a data-driven, adaptive standard integrated with the technological, regulatory and industrial transformations of the sector.

## TECHNICAL SHEET: Reference regulatory framework

In recent years, the European Union has progressively built an articulated and coherent regulatory framework aimed at ensuring responsibility, transparency and measurability of sustainability performance by public and private organizations.

Although the audiovisual sector is not formally identified as an autonomous sector, it fully falls within this regulatory ecosystem: its multi-material, multi-service and territorially widespread nature places it at the center of the environmental, social and economic dynamics governed by European regulations.

- The European regulatory framework is based on several common objectives:
- make sustainability data comparable and verifiable;
- counter greenwashing;
- ensure traceability of actions and accountability along the supply chain;
- encourage a measurable transition validated by independent parties.

EcoMuvi operates fully within this framework, translating regulatory principles and international guidelines into technical methodologies that can be concretely applied to audiovisual production companies and the entire cultural ecosystem.

In other words: EcoMuvi is the bridge between regulatory theory and production practice.

**In other words: EcoMuvi is the bridge between regulatory theory and production practice.**

### → ESRS - European Sustainability Reporting Standards

For the audiovisual sector, alignment with ESRS implies the need to have structured data on resources, waste, emissions, governance and supply-chain management. Many indicators in the EcoMuvi Disciplinary Framework are consistent with these standards, allowing productions to generate information usable in the sustainability reports of their industrial partners.

### → CSRD - Corporate Sustainability Reporting Directive

The CSRD extends ESG reporting obligations to large companies and groups. For the audiovisual sector, this requires comparable data along the entire supply chain. EcoMuvi responds with an accredited system for data collection, supporting the reporting obligations of partners, broadcasters, platforms and distributors.

### → ECGT - Empowering Consumers for the Green Transition

Directive (EU) 2024/825 counters greenwashing and protects consumers with regard to environmental claims. Companies can no longer use generic claims or marks not certified by independent and accredited third parties. EcoMuvi guarantees these characteristics for the audiovisual sector, ensuring correct communication, reduced reputational risk and regulatory compliance.

## → **Regulation (EU) No. 765/2008 - Accreditation and conformity assessment**

The European regulation on accreditation requires each Member State to have a single national body (ACCREDIA for Italy) and certification by independent bodies. EcoMuvi is a technical scheme verifiable through independent inspections. The use of ISO/IEC 17020:2012 accredited bodies ensures EcoMuvi's consistency with the European conformity assessment system and its transnational recognition.

## → **Dialogue with international standards and references**

EcoMuvi engages with and integrates the main references that have influenced the evolution of sustainability in events and cinema:

- ISO 20121, for the systemic approach to sustainable management;
- BS 8909, the pioneering British standard for cinema;
- UNI PdR 99, the national reference for GHG emissions reduction and calculation;
- DNSH, the European "do no significant harm" principle;
- GRI, for the application of unified global reporting indicators;
- DEFRA, for the use of recognized conversion factors in GHG emissions calculation;
- operational tools such as Green Production Guide and Albert, whose methodological contents are integrated into a more structured and verified system.

The adoption of EcoMuvi therefore makes it possible to operate consistently with these references, integrating into a single body

of work compliance with regional, national and European regulations, and guaranteeing solidity to the result obtained by companies, on and off set.

These elements distinguish EcoMuvi in the European landscape, configuring it as the first and only audiovisual standard structured as an accredited inspection scheme, with transnational value.

## ***TECHNICAL SHEET: Technical and bibliographic references of the EcoMuvi Standard***

The Standard was designed by deepening knowledge of the following documents.

- BS 8909 Specification for a sustainability management system for film.
- ISO 20121 Sustainable event management systems - requirements and guidance for use.
- DEFRA Report: Department for Environment, Food and Rural Affairs, in the version current at the time of inspection activities.
- Global Reporting Initiative, relevant to the requirements of the Disciplinary Framework in its evolution and in the version current at the time of certification.
- IFS and fair-trade food and textile standards.
- European Sustainability Reporting Standards ESRS.
- UNI PDR 99.
- CSRD - Corporate Social Responsibility Directive.
- Green Production Guide.
- BAFTA [Albert].
- DNSH principle from EU Regulation 2020/852 [Taxonomy].
- Ecoprod guides [post-production - animation].
- Building Inclusive Co-productions report - EAVE Impact Think Tank Report 2025.
- EU Directive 2024/825.

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