



EXECUTIVE SUMMARY

SUSTAINABILITY REPORT

THREE-YEAR PERIOD 2023/2025

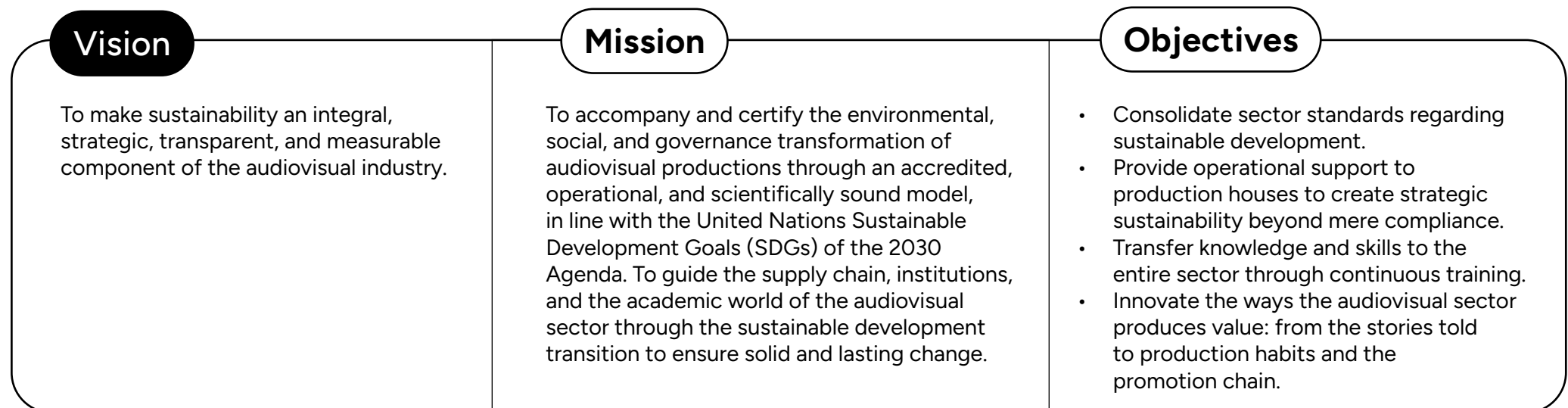
INTRODUCTION

This document consolidates the results and strategic vision of **EcoMuvi** for the three-year period 2023-2025. Founded in 2013, EcoMuvi is currently the only Accredited European Standard (ACCREDIA, 2023) for certifying sustainable development of the audiovisual industry. This report documents how sustainability has been transformed from a regulatory obligation into a strategic lever for innovation, competitiveness, and cultural responsibility.

1. Identity: What EcoMuvi is Today

Today, EcoMuvi presents itself as a structured and multidimensional organization:

- **An international standard:** For certifying sustainable development in audiovisual productions (films, series, documentaries, shorts, commercials, music videos, advertising, audiovisual events), of both live action and animation projects.
- **A certifiable methodology:** With third-party and independent audits by accredited Certifying Bodies, allowing productions to obtain a Certificate of Conformity for environmental, social, and economic sustainability; ACCREDIA-accredited certification recognized in all European Union countries.
- **A complete operational service:** Provided by a team of expert professionals, the EcoMuvi Managers (EMM), who integrate into the projects' teams and crews to support productions in planning, proactive implementation, management, and reporting of pursued sustainable practices.
- **An organization with over 10 years of experience:** Within the audiovisual sector, collaborating daily with productions, trade associations, streamers, distributors, institutions, suppliers, and the entire supply chain for a competitive restructuring of the market, laying solid foundations for long-term sustainability.



Dashboard 2023-2025

2013

First version of the disciplinary framework: application begins on the set of a feature film ("first certified production" with **Human Capital** by Paolo Virzì).

2020

Expansion of the standard: the criteria are no longer only environmental, but broaden to include social and economic aspects. At the same time, the scope of application expands: no longer only feature films, but also documentaries, shorts, advertising, and music videos.

2023

Official recognition: EcoMuvi obtains accreditation from ACCREDIA, the Italian national accreditation body, with validity under the international standard ISO/IEC 17020:2012. This transforms the disciplinary framework into a certifiable technical standard, recognized nationally and in Europe.

2025

+33 indicators: The EcoMuvi Standard is structurally expanded, moving from 90 to 123 indicators (+33 compared with 2023). The update consolidates the indicator structure, strengthening adaptability and reward mechanisms for innovative practices, particularly in project development, post-production and animation.

51 PRODUCTIONS

63 INTEGRATED SERVICES

73 PROJECTS
LIVE ACTION & ANIMATIONS

978 PRODUCTION DAYS

2288 PROFESSIONALS

6647,55 MINUTES ON SCREEN

€ 20k-20M RANGE BUDGET

2. The Meaning of Sustainability for the Audiovisual Sector

Sustainability in the audiovisual industry does not mean “doing less,” but “doing better.”

While some perceive sustainability as a limit or a list of logistical prohibitions, EcoMuvi maintains the opposite: **the climate crisis represents the greatest unexplored productive and narrative opportunity of our time.** It is not just about writing stories about the environment, but about using the climate lens to innovate and reduce unnecessary production costs, thereby reinvesting resources where they truly count: on the screen.

Transforming production into a sustainable process is not just a matter of compliance, but the **intelligent and forward-looking way to operate.** Historically, there has been a lack of a shared system for measuring the sector’s real impact. The adoption of EcoMuvi’s integrated service and accredited standard fills this gap, ensuring solid results for companies, both on and off the set.



FOR INSTITUTIONS

EcoMuvi allows cultural and environmental policies to measure the impact derived from publicly funded projects, ensuring traceability and corporate responsibility throughout the supply chain. It provides the guarantee of certified sustainability, paving the way for future sector-enhancing measures.



FOR INDUSTRIES

EcoMuvi enables sustainability to be structured as an operational, economic, and reputational advantage, reducing costs, streamlining processes, and simplifying access to funds. It allows production companies to thrive and innovate the sector in an era of global complexity.

3. The EcoMuvi Model: Integration of Standard and Service

The distinctive value of EcoMuvi lies in a two-pillar model designed to address the operational complexities of film and television sets:

The Accredited Standard

Instructs, measures, certifies.

(Free license)

A technical regulation defining criteria and assessment processes across five key areas: Organization, Resource Management, Resource Recovery and Waste Management, Energy Consumption, and Impact Analysis (GHG). Conformity certification, issued by third-party bodies, ensures methodological rigor (ISO/IEC 17020:2012).

The Integrated Service

Training, Implementation, Reporting.

Integrated operational support provided by EcoMuvi Managers (EMM). These professionals integrate into the crew, managing the entire project lifecycle: from planning and budgeting in pre-production, support and impact analysis in post-production, monitoring and on-set training, and finally reporting for certification, public reporting, and compliance with private policies of streamers and broadcasters.

4. Governance, Compliance, and International Validity

ACCREDIA accreditation provides the certification with formal and transnational value, distinguishing it from self-declarations. The system is fully aligned with European frameworks:

- **Compliance:** Full regularization and response to EU regulatory obligations (e.g., CSRD, ESRS).
- **Taxonomy and DNSH:** Respect for “Do No Significant Harm” criteria.
- **Anti-Greenwashing:** Guarantee of communication based on traceable and verified data, in line with the ECGT Directive.

ECOMUVI

Accredited Standard – Integrated inspection system

Measurement  Third-party inspection  European validity

Certification Body

INTEGRATED FRAMEWORKS

ISO 20121

GRI

DEFRA (GHG factors)

BS 8909

DNSH

ESRS

UNI PdR 99/2021

OPERATIONAL MARKET REQUIREMENTS

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

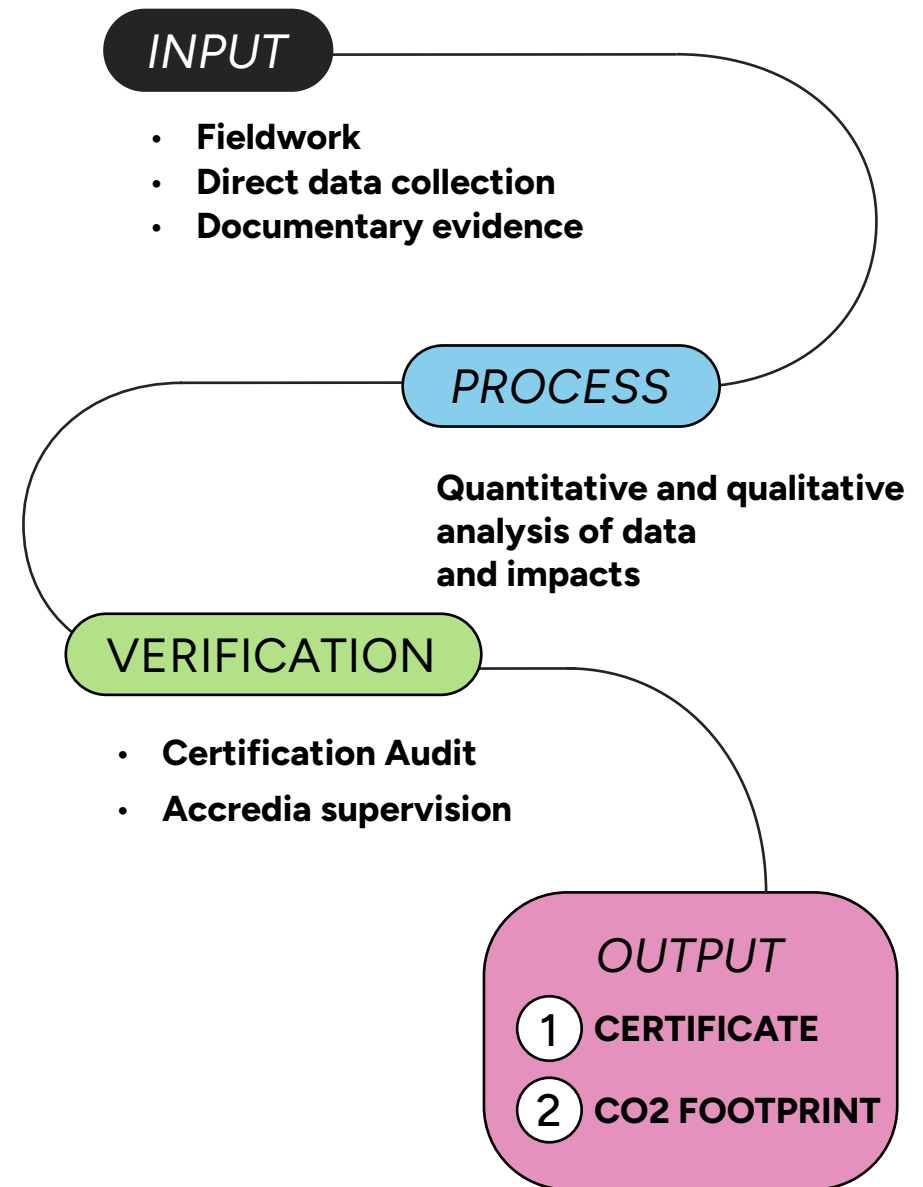
5. The Evolution of the Standard: The 2025 Maturity Leap

In 2025, the EcoMuvi standard was structurally expanded, marking a significant leap in maturity. From an accredited standard, EcoMuvi has transformed into an evolutionary system capable of incorporating industrial transformations within the audiovisual sector and anticipating its needs regarding measurability, governance, and integration across the entire supply chain.

Highlights of this update include:

- **Expansion of Indicators:** The measurement framework grew from 90 to 123 indicators (+33 compared to 2023), allowing for even more granular analysis.
- **Increased Adaptability and Rewards:** The indicator structure was consolidated to strengthen adaptability and reward innovative practices, with a specific focus on project development phases, post-production, and animation.

ECOMUVI'S SYSTEM



6. Environmental Performance (Three-Year Period 2023–2025)

EcoMuvi-certified productions have demonstrated a progressive ability to prevent and manage critical areas, as evidenced by the following aggregate data.

6.1 GHG Emissions and Monitoring

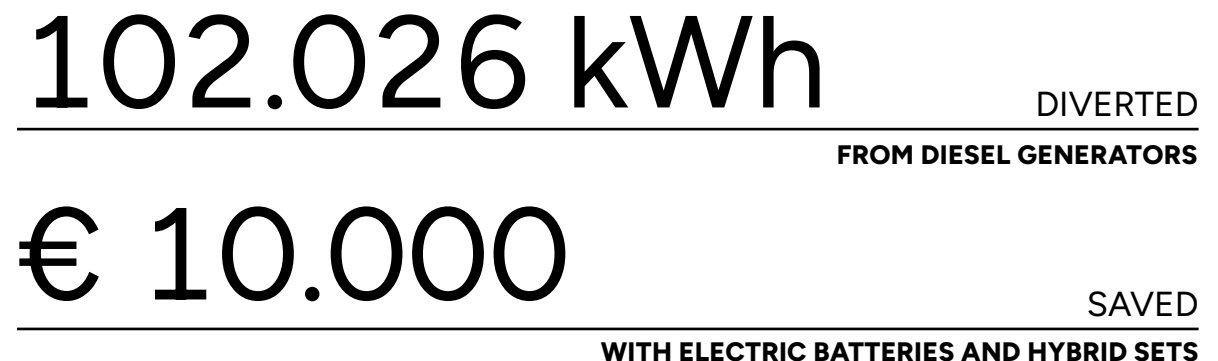
Emissions processing is based on verified primary data (ref. Defra). The improvement in the average PEF score signals constant qualitative growth.



6.2 Energy and Electrification

National grid access and LED technology have become structural pillars for sets:

- **Grid Connections:** 86 total activations with an average cost of only €120 per connection, totaling 102,026.58 kWh diverted from diesel generators.
- **LED Lighting:** 2,376 items surveyed. Average usage in feature films is stable at 63.46%, with peaks up to 87.93% for single projects.
- **Hybrid Generators:** The adoption of electric batteries and hybrid sets has generated economic savings of up to €10,000 in cases of operational excellence.



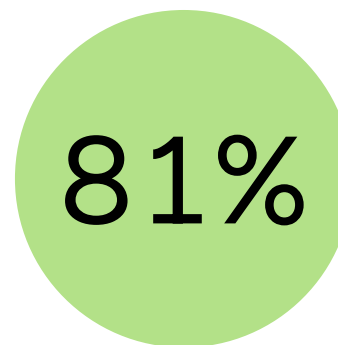
6.3 Circular Economy in Artistic Departments

Management of set design, costumes, and hair/makeup has shifted toward reuse and rental models:

- **Sustainable Spending:** Average share of department budgets between 48.84% (2023) and 59.41% (2024), with sustainable material spending peaks up to €855,219 per project.
- **Certified Wood:** Peak usage of PEFC/FSC wood reached 81.33% (overall average 15.41%), with significant room for improvement in supply chain traceability.

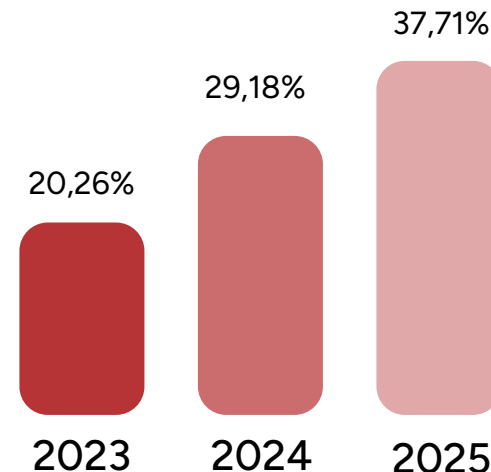
6.4 Mobility, Waste, and Biodiversity

- **Vehicle Fleet:** The percentage of Euro 6+ vehicles grew from 20.26% to 37.71%.
- **Rail Mobility:** 2,500,445 km traveled by train by certified crews.
- **Plastic Avoided:** Thanks to water cooler systems, 1,440,176 single-use bottles were avoided (40,004 liters dispensed).
- **Biodiversity Protection:** €658,663 invested in locations with environmental value, including preventive measures to safeguard flora and fauna.



PEFC/FSC
WOOD

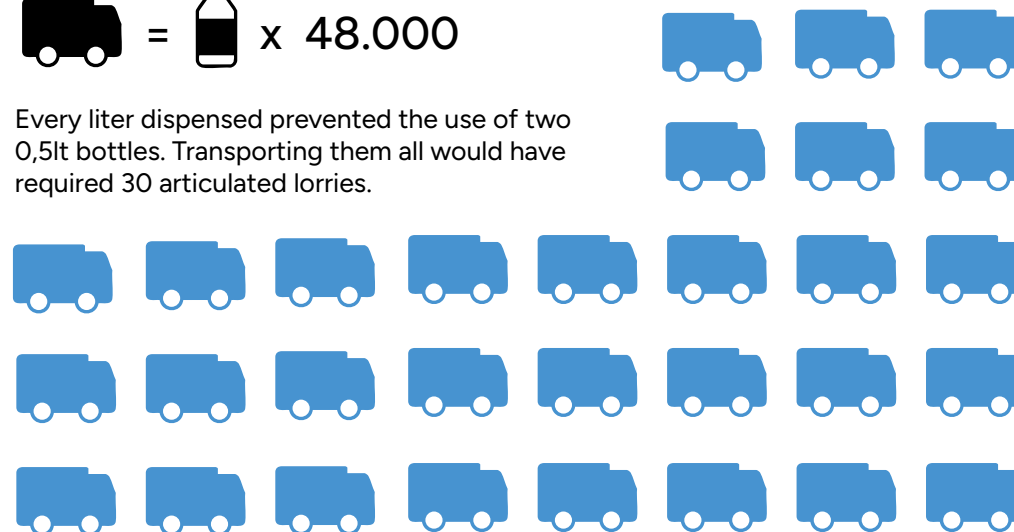
PEAK



THE INCREMENT OF EURO 6 VEHICLES


$$= \text{Icon of a 0.5L bottle} \times 48.000$$

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



7. Social Performance

Audiovisual sustainability produces social value when approached as a structured organizational process.

7.1 People, Skills, and Inclusion

- **Training and Awareness:** 2,288 professionals involved over 4,960 shooting days and 1,442 weeks of post-production.
- **Inclusion and Juniors:** The standard acts as a rewarding lever for hiring junior figures and collaborating with the third sector.
- **Supply Chain Upskilling:** Technical suppliers are encouraged toward a progressive update of services and documentary transparency.

7.2 Territorial Restitution and Legacy

- **RFood Recovery:** 8,089 meals saved and donated through safety and traceability procedures.
- **Social Investments:** Investments exceeding €10,000 per single project in virtuous cases, including the restoration of degraded areas in the outskirts of Naples, Rome, and Bologna, and installations in public parks in Palermo.
- **Protected Areas:** Responsible behavior practices in fragile ecosystems (e.g., national parks), ensuring the natural balance remains unchanged

8. Economic Performance: Sustainability as Efficiency

Adopting EcoMuvi transforms sustainability into a strategic asset, eliminating structural inefficiencies and waste.

- **Preventive Planning:** Early adoption in pre-production maximizes access to grants and rewards, while simultaneously reducing logistics and disposal costs.
- **Cost Saving:** Rental, reuse of physical/digital assets, and grid connections significantly reduce the need for new purchases and fuel dependence.
- **Competitiveness:** The demand for high standards makes production houses more credible to broadcasters, international investors, and financing institutions.



2.288

PROFESSIONALS
INVOLVED



8.089

MEALS SAVED
AND DONATED



> €10.000

INVESTED
IN GREEN SPACES

EcoMuvi empowers the audiovisual ecosystem through sustainability

THE STAKEHOLDERS

PRODUCTIONS

INSTITUTIONS
/ FUNDS

SUPPLIERS /
SUPPLY CHAIN

STREAMERS /
BROADCASTERS

AUDIENCE

ENVIRONMENTAL SUSTAINABILITY

Direct grid connections

Ottimizzazione energetica sul set

LED retrofitting

Abbattimento dei consumi fluidi

1,440,176 Plastic bottles avoided

Equivalent to 40,004 liters of
water dispensed

SOCIAL SUSTAINABILITY

2,288 Professionals

Involved and trained on the standard

8,089 Meals donated

Solidarity impact and zero food waste

Local legacy

Cultural and social value
for communities

ECONOMIC SUSTAINABILITY

Cost Saving

Waste reduction

Resource efficiency

Resource efficiency

Competitiveness for Funds / Broadcasters

Access requirement for capital
and finance

9. Cultural Impact: Advocacy, Research, and Communication

EcoMuvi presents itself as a cultural and technical infrastructure that transcends certification alone, **actively operating in industrial development and global advocacy.**

1. Markets, Festivals and Working Tables

Through a constant presence at major international markets (e.g., Cannes, Berlinale, Venice) and participation in key innovation and working tables (UNFCCC, Eurimages, EBU, David di Donatello Observatory), the organization contributes to **defining new paradigms of responsible production.**

2. Research, Universities and International Institutions

This commitment translates into solid **Research and Development** activity in collaboration with prestigious European universities (Alma Mater, Cambridge, Warwick) and a structured investment in training workers and the supply chain. Fundamental is the approach to communication, understood as a tool for literacy and transparency: **EcoMuvi promotes a narrative based exclusively on verified data and certified results** (e.g., through dedicated press kits), actively countering greenwashing and consolidating the trust of institutions and stakeholders.

1



2



10. Strategic Vision 2026-2028

EcoMuvi looks at the next three-year period as a phase of consolidation, expansion, and systemic integration, while maintaining the principles of technical rigor and independence unchanged.

10.1 National Regulatory Development (UNI) for Audiovisual Productions

EcoMuvi is working on opening 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 the **construction of a single and shared national regulatory reference for certifying sustainable development** in audiovisual productions, strengthening the dialogue between accredited standards and the national standardization system.

10.2 Credit, Finance, and Reward Instruments

EcoMuvi has opened a dialogue, set to mature in the coming triennium, with the financial institutions most active in the film sector so that accredited certification can be recognized as a rewarding evaluation criterion for access to or facilitation of credit for audiovisual productions. **The integration between certification and financial instruments represents a strategic step to transform sustainability from a perceived cost into a lever for easier access to capital.**

10.3 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 formed, which aims to be the first international reality to represent and unite all sustainability professionals in the audiovisual industry (sustainability managers, coordinators, supervisors). ASPA was created with the goal of creating a qualified interlocutor in policy-making processes and a stable space for comparison between industry, institutions, and technical subjects, promoting the professionalization of the role within the audiovisual supply chain. **For ASPA, EcoMuvi has acted as the project leader**, providing skills, methodology, and data as well as bringing together professionals from all over Europe and the world for the foundation and subsequent development of the association.

10.4 New Certifiable Creative Sectors

In the next three-year period, EcoMuvi plans to **extend the model to new areas**, adapting the method to contiguous sectors while maintaining methodological consistency and accreditation:

- Cultural and audiovisual events
- Digital and interactive formats
- Gaming and hybrid productions

STRATEGIC ROADMAP 2026-2028

1

STANDARDIZATION

Focus:

Development and consolidation of practices with UNI.

2

FINANCE

Focus:

Integration of the standard into credit systems and subsidized finance for the audiovisual sector.

3

PROFESSION

Focus:

Synergy with ASPA and consolidation of the EcoMuvi Manager role.

4

NEW CREATIVE MARKETS

Focus:

Expansion of the certification model towards new sectors of the cultural industry.

ECOMUVI'S NETWORK: SOME EXAMPLES

Fremantle

AMAZON MGM STUDIOS

Gaumont



LUCKY RED

PICOMEDIA

CAMALEO

tempesta

Lōtus
PRODUCTION

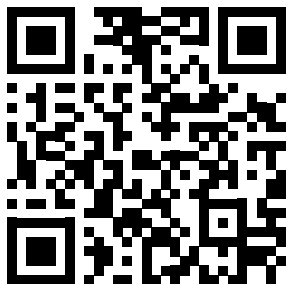
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FILM

The
Apartment
PICTURES

Filmmaster
PRODUCTIONS



CONTACTS AND LINKS



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