

ECOMUVI OVERVIEW AND STRUCTURE



EcoMuvi is the international protocol for sustainability on film and audiovisual sets.

Devised in 2014, EcoMuvi was elaborated by tempesta with a study involving experts on environmental sustainability and some of the finest film and audiovisual professionals. Thanks to their cooperation, the principles of environmental sustainability were applied to actual work in the sector and a flexible protocol designed that could be adapted to the needs of sets with varying degrees of complexity. EcoMuvi in fact analyses all phases of production in the different departments and suggests active practices on environmental impact for each. This process facilitates transition towards greater sustainability for long-term audiovisual production, social and economic levels included.

EcoMuvi is based on active gestures and practices.

EcoMuvi rewards concrete, proactive practices and regards compensation solely as a last resource. It does so by following auditable criteria: EcoMuvi is in fact a totally certifiable sustainability protocol for film production. Authority of the results is guaranteed by a third party, independent and accredited certifying agency, which verifies both on set life and detailed documentation.

Adopting EcoMuvi is free.

All you have to do is write to info@ecomuvi.eu and ask EcoMuvi to send the protocol. Productions that wish to adopt the protocol will be supplied with simple instructions on how to use and communicate the EcoMuvi trademark.

EcoMuvi saves money

EcoMuvi has been used successfully in the production of films with budgets from 2 to 8 million euros, achieving not only a sizeable reduction in environmental impact but also an economic saving.

EcoMuvi Manager

For a virtuous and complete application of EcoMuvi, EcoMuvi will supply productions with an EcoMuvi manager, a consultant experienced in applying and auditing the protocol. The EcoMuvi manager will help the general organizer to design a plan of action comprehensive of every phase, from budget to post-production, by assuming, among other things, the task of collecting and processing data and documentation for the drawing up of the final audit.

Fields of application

EcoMuvi is applicable to audiovisual sets of various complexities: features, documentaries, short movies, advertisements etc in Italy and internationally. The protocol aims to evaluate, measure and certify the environmental impact of all phases of productions: pre-production, shooting and post-production.

EcoMuvi's Structure

1) Environmental management of the set

- a. **Environmental policy:** a sustainability “manifesto” issued by the production company. This shall be followed by specific targets and actions for each department and phase of production. It is to be drafted with your EcoMuvi manager in relation to your project’s specific needs. Such targets shall be paired with monitorable indicators.
- b. **Programming:** guidelines for each category of impact and department. Each department shall integrate these into its practices and actively promote them among peers.
- c. **Roles and responsibilities:** one or more department representatives shall be identified in order to ensure proper development, implementation and monitoring of all actions on set. This also allows for relevant and quality data to be gathered for the later steps of certification. Finally, a green rider clause is requested of all cast and artists involved on set.
- d. **Internal and external communication:** on set, the production company informs and raises awareness among all personnel in regards to the environmental policy and actions taken on. Externally, the production company aims at planning an adequate promotion of its initiative and efforts, using relevant and quality data gathered during the certifying process. This can be done on press releases, institutional channels and more.

2) Environmental criteria

- a. **Resource management:** the production department prioritises reusing and renting materials over buying new to limit the employment of virgin materials and the production of waste.
 - i. Materials and products reuse
 - ii. Use of recycled materials
 - iii. Reduction of paper usage
 - iv. Design for disassembly philosophy for set designs
 - v. Natural habitats and animals preservation and protection
- b. **Resource acquisition:** whenever necessary, the acquisition of raw materials and services shall prioritize responsible and certified suppliers.
 - i. Certified wood (FSC, PEFC)
 - ii. Textiles (second-hand, regenerated fibers, fairtrade certified labour)
 - iii. Food and beverages (local, certified organic, fair trade certified, vegetarian diet at least once a week)
 - iv. Environmentally certified hotels and accommodations
 - v. Clean cosmetics and detergents (cruelty-free, organic, recycled and recyclable packaging, compostable single-use materials).
- c. **Resource recovery, reuse and disposal:** all departments identify early on a strategy to manage resources at the end of filming. This shall prioritise reuse, disassembly and recycling of both artifacts and individual materials.
 - i. Set design (donations, storage for future projects, decomposing of materials for reuse)
 - ii. Costumes (donations, second-hand sale, storage for future projects, regeneration of fabrics)

- iii. Production (electronics, tools, appliances etc to be reused, donated or repurposed)
- 3) **Waste management:** The production company adopts a detailed program of actions and targets to ensure proper disposal of waste in accordance with the following priorities: avoidance of material consumption, avoidance of waste production, reuse of products and components, acquisition of recycled materials, correct differentiation and disposal of residue waste.
- 4) **Energy consumption**
 - a. **Reduction of electricity consumptions:** the production company defines and adopts detailed action plans to reduce the usage of electricity and to maximise usage from renewables
 - i. Energy from the grid (even if it means extending current infrastructure)
 - ii. Electricity from renewable sources
 - iii. Generators only when needed and of the highest classes
 - iv. Highest classes for tech and appliances
 - v. Prioritization of LED and other low energy lighting
 - b. **Reduction of fuel consumption:** the production company defines and adopts detailed action plans to reduce the consumption of fuels
 - i. Low emission vehicles (highest classes, hybrids, electric)
 - ii. Car-pooling
 - iii. Bicycles and scooters to move on set
 - iv. Technical vehicles and motors of the highest classes and reduced emissions
 - v. Hotels and accommodation close to set
 - vi. Prioritizing of train and ship transfers over airplanes and cars
 - vii. Cloud storage of dailies
- 5) **Emissions:** the production company adopts a detailed action plan to reduce and calculate of climate-altering gas emissions (compensation is the last resort)
 - a. Measuring of emissions through first-hand scope 1 data
 - b. Publishing of obtained results when launching the finished product.
- 6) **Bonuses:** Many are the evolutions and possibilities to impact less on the environment. EcoMuvi currently evaluates and measures the priority activities which are currently in place in the industry. There could be however other and new solutions to implement to further develop this methodology. The following are already experimented, but still challenging activities which can be counted as virtuous plusses for EcoMuvi
 - a. Responsible, virtuous certified sponsors employed for the production
 - b. Compensation of unavoidable emissions
 - c. Betterment and restructuring of used locations
 - d. Post-production: cloud storage of dailies and edits to reduce trips to/from the post production labs by producers and directors. Renewable energy contract and suppliers; specific attention to the processing and disposal of chemicals when treating film.