

ECOMUVI OVERVIEW AND STRUCTURE



Protocol of sustainable development for the certification of audiovisual productions

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

Devised in 2013, EcoMuvi was elaborated by tempesta with a study involving experts on sustainability and some of the finest film and audiovisual professionals. As a result of the cooperation, the principles of sustainable development were applied to the daily work of the audiovisual sector and a flexible protocol was designed so that it could be adapted to the needs of sets with varying degrees of complexity. EcoMuvi indeed analyses all phases of production in all departments and suggests active practices to reprogramme and reduce impact (environmental, social and economic) for each of the latter. This process facilitates a transition towards greater sustainability for long-term audiovisual productions looking to enhance their environmental, social and economic performance.

EcoMuvi is based on proactive policies 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 100% certifiable sustainability protocol for audiovisual productions authority and legitimacy of the results are guaranteed by a third party, independent and accredited certifying body, which verifies both on set activities and detailed documentation.

Adopting EcoMuvi is free to use.

All those interested in adopting it can 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.

Can EcoMuvi save money?

EcoMuvi has been used successfully in the production of audiovisuals ranging in budget from €50k to €8 Million euros, achieving not only a sizeable reduction in environmental impact but also consistent economic savings.

EcoMuvi Manager and the certification

For a virtuous and complete application of EcoMuvi, EcoMuvi will supply productions with an EcoMuvi manager, an experienced production professional and consultant in applying and auditing the protocol. The EcoMuvi manager will help the line producer, production team and all departments in designing a sustainability policy and concrete 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 sustainability performance of all phases of production: pre-production, shooting and post-production.

For more information visit ecomuvi.eu

ECOMUVI STRUCTURE

1. MANAGEMENT SYSTEM

- a. Sustainability policy
- b. Programming
- c. Organisational roles and responsibilities
- d. Communication
 - i. Internal communication
 - ii. External communication

2. USE OF RESOURCES

- a. Resource management
 - i. Materials and products reuse
 - ii. Use of recycled materials
 - iii. Paper consumption reduction
 - iv. Design for disassembly
 - v. Habitat and animal preservation
- b. Resource acquisition
 - i. Timber and wood
 - ii. Food and beverages
 - iii. Fabric and textiles
 - iv. Certified products and services
- c. Recovery, reuse and disposal of resources at the end of set
 - i. Set design
 - ii. Costumes
 - iii. Production department

3. WASTE MANAGEMENT

- a. Organisation, reduction and disposal of waste

4. ENERGY CONSUMPTION

- a. Energy consumption planning
 - i. Reduction of electricity consumption
 - ii. Reduction of fuel consumption in transport

5. GREENHOUSE GAS EMISSIONS

- a. Data calculation and management

6. BONUS POINTS

- a. Sustainability policy
- b. Post-production