



FROM GREEN GOALS TO GREEN ACTIONS

A Guide for Film Sales Professionals

June 2024



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The background features a series of overlapping, semi-transparent geometric shapes in shades of teal, light blue, and green, creating a layered, 3D effect. The shapes are angular and vary in opacity, with some appearing as bright highlights and others as darker shadows against the overall teal background.

INTRODUCTION

Welcome and Purpose of the Guide



How can we identify and measure proper indicators for us, as sales agents, so that we can reduce our carbon footprint without losing the essential meaning of our job, which is personal customer relations?”

From Green Goals to Green Actions: A Guide for Film Sales Professionals is the result of the project “Greening Strategies for the International Distribution of European films” (GSID), co-funded by Erasmus+. Europa International and Climate Alliance have decided to partner up to raise awareness of sustainable development in the international film sales industry by upscaling the green skills of the film sales professionals, many of them members of Europa International.

In line with the priorities of Erasmus+, this guide is the result of the joint willingness of Europa International, the European network of film sales agents and Climate Alliance, the biggest network of European cities taking action locally on the global climate crisis, to work on a hands-on tool

for international film sales agents towards a more environmentally sustainable film industry. The information contained in this guide is the result of exchanges between Climate Alliance and international film sales agents to map their green skill needs. The GSID project ran from September 2023 until June 2024, fostering the development of the green behaviour of European film sales agents through a set of hybrid activities.

The aim of this Guide is not to propose a single methodology for greening film sales, but rather to highlight the key points and practices for reducing environmental impact in the film industry, in line with the objectives of the [European Green Deal](#), to reach a successful transition to climate neutrality by 2050.

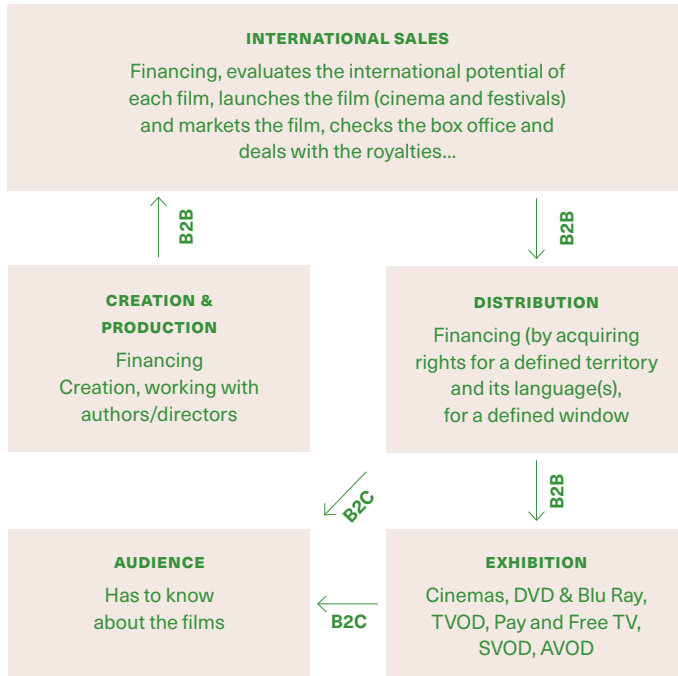


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UNDERSTANDING THE INDUSTRY

Analysis of the Target Group: Film Sales Agents

THE ROLE OF INTERNATIONAL SALES AGENTS IN THE FILM VALUE CHAIN



Source: ADEF – Association des Exportateurs de Films – Agnès Durvin

International film sales companies specialise in financing films and in presenting them at festivals and markets (which entails a great deal of digital and print marketing and communication costs, as well as worldwide travel – films and people – for the teams, and physical or online meetings).

Involved at an early stage in the development of the project, the international sales

agent will help co-finance the film thanks to the international sales mandate entrusted to them by the producers (pre-sales abroad, TV channels, SVOD platforms), and increasingly often also co-produces the film.

Parallel to this involvement, the sales agent must launch the film and promote it internationally. Commissioned by the producers, the international sales agent's

main task is to find domestic buyers for the films they represent, in exchange for a commission on each sale. Several months before their release in cinemas, these films are marketed in line with the annual rhythm of the various markets associated with the major film festivals. At these annual meetings, the international film sales agent will either sell a finished film after a screening or pre-sell a project

in production or still in development. They will use various marketing tools to position the film and thus facilitate the distributor's work (script, photos, pre-poster, promo reel). Nevertheless, these various activities can be polluting and the film industry at large is aware of the need to reduce its greenhouse gas emissions and become a more carbon-neutral industry.

Impact of the Industry on the Environment and Importance of Sustainability

The European Commission aims to transform the EU into a modern, resource-efficient and competitive economy, while preserving Europe's natural environment, tackling climate change and making Europe carbon-neutral and resource-efficient by 2050 through the European Green Deal. By making this one of the key priorities of the EU, it's crucial for all sectors of the EU's economy to be well prepared to meet this challenge. While [European citizens](#)¹ see that their national governments have primary responsibility for tackling the issue of the climate crisis (63%), businesses and industry (58%) are second in line. It is evident that the cinema industry is also responsible for global warming. As explained by the [EcoProd Study "Environment and climate: new facts for audiovisual actors" \(2020\)](#), in France, it amounts to 1.7 million t CO₂-eq/year (excluding the manufacturing of TV equipment, which is mostly imported). Streaming represents half of the total carbon footprint, whereas the impact of production and shooting is 18% (energy consumption to light a set and power

streaming platforms, waste generated by the cast and crew or air travel during the promo tour).

However, we see that the film sector is now taking steps to become more sustainable: [Les Arcs Film Festival's green charter](#), the [Berlinale partnership with the Deutsche Bahn](#) or eco-friendly shooting (e.g. [the Green Shot](#)). If [European producers](#), festivals and [film exhibitors](#) are better equipped to reduce their carbon consumption, fewer initiatives are developed to get international film sales agents on board.

1 All sources are quoted in the hyperlinks.



PERSONA 1



NAME

MARCO ROSSI

ABOUT

Categories: Managing Director

Education: Master's Degree in Media Law

Based in: France

Age: 48

COMPANY DETAILS

Team of 5 to 10 people.

Facilitates the sale of approximately 20 films per year.

Acts as an intermediary between producers and distributors, negotiating distribution deals, developing marketing strategies and managing contracts.

BUSINESS TRIPS PER YEAR

Around

10 to 12

MAIN TASKS AND RESPONSIBILITIES AS A FILM SALES AGENT

Client relationship management.

"Personal trust with clients is key."

Managing film sales on behalf of clients.

"We are like agents and sell your film on your behalf."

Acquisition.

GOALS

- To find providers that can be more sustainable.
- To reduce the number of emails sent.
- In filmmaking, there are already green initiative certifications for the production of films, but no such tool exists for distribution as it is difficult to create international standards (e.g. in film markets).

CHALLENGING ASPECTS OF THE JOB

"Selling is tough. There is a lot of competition."

"Deciding which event to fly to and prioritising is challenging."

SUSTAINABILITY AWARENESS

"It is a grey zone for us at the moment.

We don't have a structured plan and there is no monitoring in place yet."

ASPECTS OF MAKING FILM SALES MORE SUSTAINABLE THAT THEY FIND PARTICULARLY CHALLENGING

Reduction in the number of trips by air.

Essential part of the job.

Digital storage is a grey zone.

"We need to find better suppliers at the markets on-site. We produce many things and we are trying to reduce the use of plastic. However, at the moment, it is the most affordable material."



PERSONA 2



NAME

NADINE HUBER

ABOUT

Categories: Film Sales Agent

Education: Cultural management background and experience in the music industry and with arts festivals. 10 years in the company in different positions.

Based in: Germany

Age: 39

COMPANY DETAILS

The company handles 15 films on average per year. They are mostly for TV.

BUSINESS TRIPS PER YEAR

8 to 10

MAIN TASKS AND RESPONSIBILITIES AS A FILM SALES AGENT

"We are the main intermediaries between producers and distributors, responsible for negotiating distribution deals, developing tailored marketing strategies, providing market insights, managing contracts and nurturing industry relationships."

GOALS

- To co-create and commit to an eco-manifesto.
- To define a person who will be in charge of sustainability topics.
- *"We need realistic targets in place. We need a tool that can monitor our carbon footprint. However, the ones available are not yet designed for our needs and do not reflect our industry. Printing and digital storage categories are missing."*

CHALLENGING ASPECTS OF THE JOB

"Being an ambassador of change as we have to keep in mind the different points of view in the film value chain. At the same time, we need to be cost-sensitive."

SUSTAINABILITY AWARENESS

- *"Sustainability is always an issue. The employees feel that they don't do enough."*
- *"There is no monitoring system place. We are trying to reduce the amount we print. We only create goodies that have a function."*
- *"No lanyards, digital doc sign-in, no goodies or giveaways anymore. We also plan to combine several activities during a single trip. We try to share the cab to/from the airport with colleagues."*

ASPECTS OF MAKING FILM SALES MORE SUSTAINABLE THAT THEY FIND PARTICULARLY CHALLENGING

Measuring and tracking the digital impact in comparison to the physical impact and choosing a sustainable form of digital storage. Some festivals still require hard files.



The Existing Legal Framework: Regulations and Guidelines

European Green Deal

The European Commission aims to transform the EU into a modern, resource-efficient and competitive economy, while preserving Europe's natural environment, tackling climate change and making Europe carbon-neutral and resource-efficient by 2050 through the European Green Deal. This set of proposals aims to make the EU's climate, energy, transport and taxation policies fit for reducing net greenhouse gas emissions by at least 55% by 2030, compared to 1990 levels. By making this one of the key priorities of the EU, the Commission is implementing the [United Nation's 2030 Agenda and the sustainable development goals](#). It's crucial for all sectors of the EU's economy to be well prepared to meet this challenge.

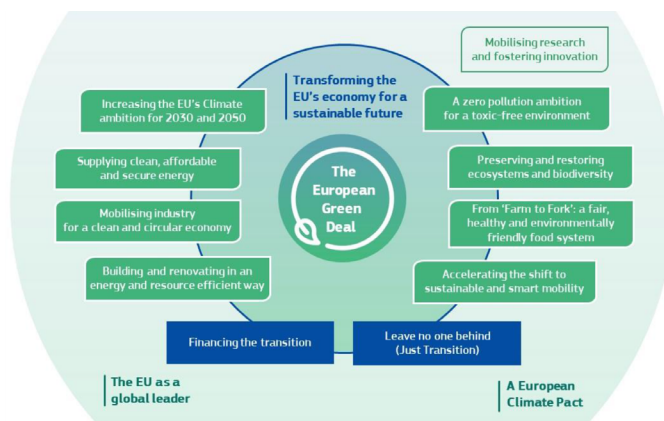
Study "Greening the Creative Europe programme"

The European Commission published a study to give directions to the creative and cultural sectors to take part in the more global European Green Deal. This

study was commissioned to look into ways in which environmental, sustainable and proportional measures can be effectively introduced in the Creative Europe actions thanks to a set of recommendations published in 2023:

- *"a comprehensive overview of existing good environmental practices that are recommended to actual and potential beneficiaries of the Creative Europe Programme when applying for and/or implementing supported projects;*
- *areas where actions are needed, with recommendations made on what could be practically done to make the Creative Europe Programme green in the foreseeable future;*
- *a monitoring guide to propose sustainability indicators ('green indicators') to measure the programme's progress and contribution towards the European Green Deal objectives during a period after 2027".*

Image 1. Source: European Commission, [The European Green Deal](#), 2019





**THE WAY FORWARD:
IMPLEMENTING SUSTAINABLE
PRACTICES**

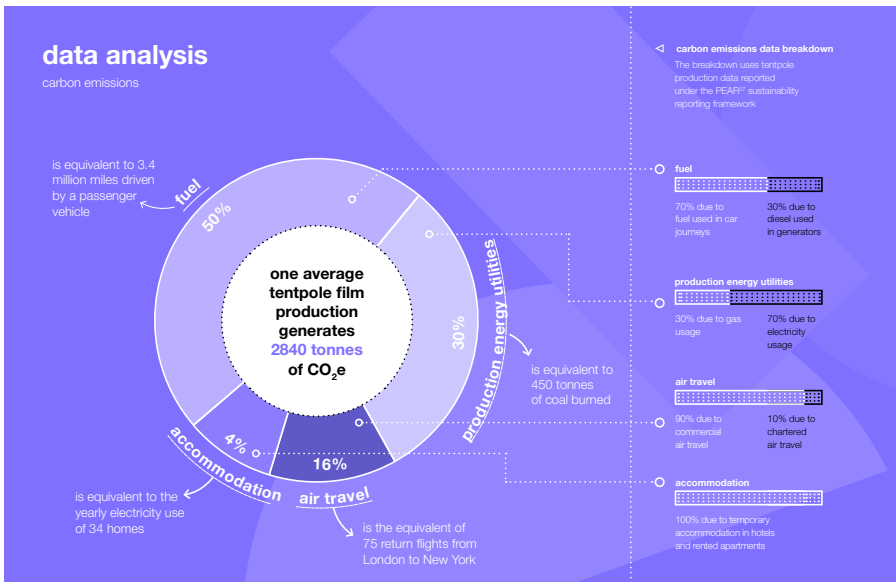
Understanding Impact: The Circular Economy and Areas for Intervention

The film industry is a significant contributor to global carbon emissions. According to the 2020 report "A Screen New Deal: A Route Map to Sustainable Film Production", the production of an average tentpole film can generate upwards of 2,840 tonnes of CO₂e (see image 2 below). The electricity used during production alone is equivalent to the yearly electricity use of 34 homes. Transportation within the film industry is the largest contributor to carbon emissions, accounting for over 50% of total emissions for major productions with energy consumption coming second (34%).

While extensive research and reports focus on the impact of film production, there is a significant gap in data regarding the film distribution phase. The statistics only consider the production phase, generally leaving out the impact of film distribution, which includes screenings in cinemas, promotion at film festivals, digital and physical storage and streaming platforms.

However, film sales agents, as part of the holistic team of professionals in the film industry, can play a crucial role in reducing the industry's environmental impact, particularly during the distribution phase.

Image 2. Report "A Screen New Deal: A Route Map to Sustainable Film Production"

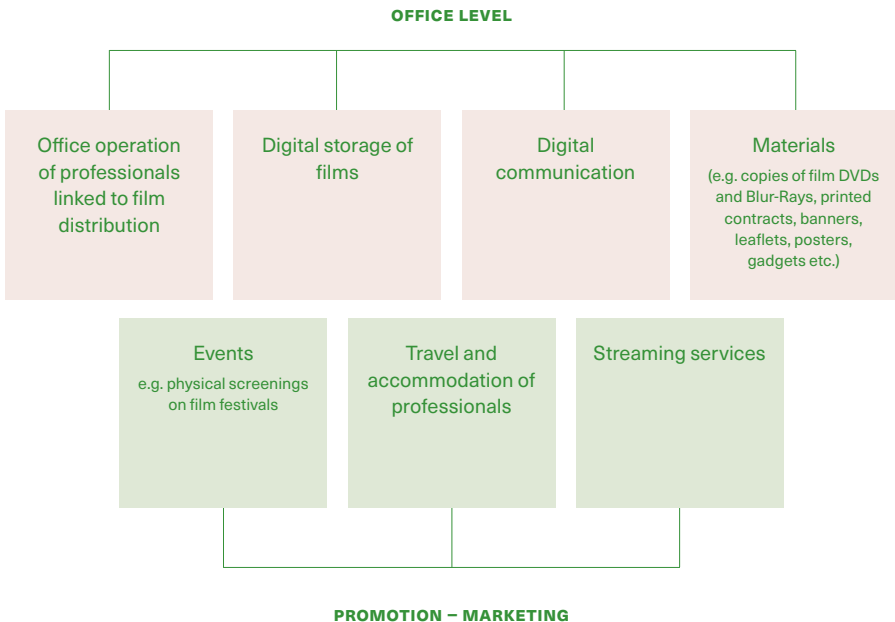


Due to the lack of available data, the first step proposed in this guide is for film sales agents to understand the impact they generate. This understanding will enable them to design and adopt appropriate solutions for reducing their carbon footprint.

By identifying which areas of their work contribute most to carbon emissions, the industry can implement sustainable changes.

Through the GSID project, film sales agents summarised the main areas where impact is generated. Collective dialogue and in-depth interviews led to the identification of key areas for potential change. These areas, summarised in the image below, include office-level decisions and marketing and film promotion.

THE IMPACT OF THE FILM INDUSTRY



The Importance of Sustainability in Film Sales

A robust way forward in the film distribution phase could be the adaptation of a circular economy approach and the principles of sustainability. Sustainability refers to meeting the needs of the present without compromising the ability of future generations to meet their own needs. It encompasses three main pillars:

- **Environmental Sustainability:** Protecting natural resources and reducing pollution and waste to ensure a healthy planet for future generations.
- **Economic Sustainability:** Promoting economic growth and development that provides prosperity for all without depleting natural resources.
- **Social Sustainability:** Ensuring social equity, justice and well-being for all individuals and communities.

By integrating sustainability into their decision-making processes, film sales agents can ensure that their practices not only reduce environmental impact, but also promote economic viability and social responsibility. This includes:

- Implementing sustainable office practices, such as using energy-efficient equipment, reducing paper use and opting for digital materials.

- Prioritising virtual events over physical ones to minimise transportation emissions and associated costs.
- Using eco-friendly materials for promotional items and encouraging digital distribution to reduce waste and resource consumption.

The circular economy, on the other hand, is a model of production and consumption that aims to extend the lifecycle of products, minimise waste and make the most of resources. Unlike the traditional linear economy, which follows a “take-make-dispose” pattern, the circular economy focuses on three main principles:

- Designing out waste and pollution.
- Keeping products and materials in use.
- Regenerating natural systems.

Keeping both approaches and principles in mind can help the industry adopt more environmentally friendly practices and transform their usual ways of doing business.

Calculating Your Carbon Footprint

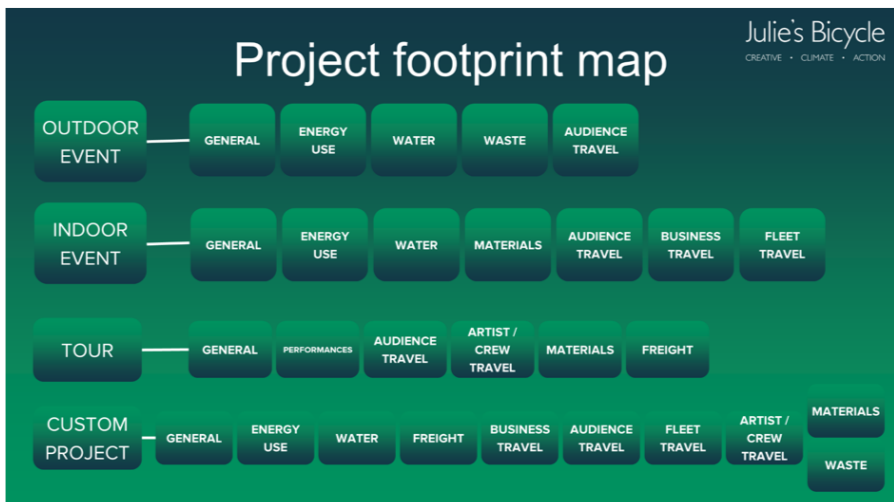
Before making any changes to their current practices, it is crucial for film sales agents to first understand their environmental impact. Conversations with several agents revealed that, while their companies lack a concrete plan for reducing carbon emissions, there is a strong awareness of the carbon footprint issue and a willingness to adopt more sustainable practices.

In a bilateral interview, film sales agents *Agnieszka Pucifó* from New Europe Film Sales and *Stephanie Fuchs* from Outlook Filmsales mentioned that, although they do not have any formal monitoring process, everyone in the office is keen on reducing their carbon footprint. They try to suggest and implement small changes in their operations, such as reducing printing materials as much as possible and considering the carbon footprint of their actions.

Although there are various online carbon calculators – both free and paid for – that provide reports on carbon footprints, the GSID team has determined, after extensive research, that the best tool currently available for film sales agents is Julie's Bicycle Creative Climate Tools (CC Tools).

Julie's Bicycle offers the [Creative Climate Tools \(CC Tools\)](#), a free carbon calculator specifically designed to help organisations in the arts and culture sector measure and understand their environmental impact. These tools facilitate the tracking of various impact areas, including energy use, water consumption, waste, travel, freight and materials, across different types of activities such as venues, offices, tours, projects, events and festivals.

Image 3. Creative Climate Tools Overview by Julie's Bicycle



Organisations can create accounts that allow multiple users to input and manage data. Users can then input data related to six distinct areas, divided into two subcategories: buildings, which include offices and venues or cultural buildings, and projects, which encompass outdoor events, indoor events, tours and custom projects.

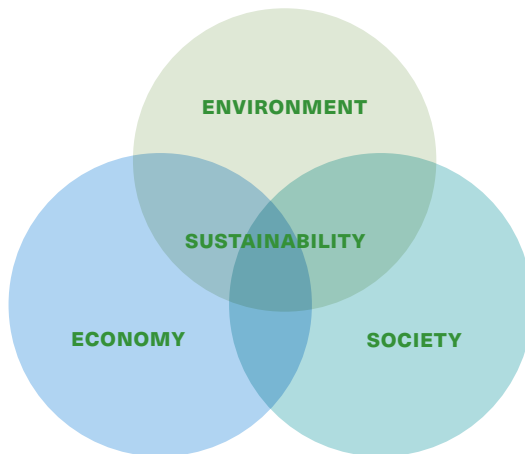
The tool was acknowledged as a valuable starting point for film sales agents who showed an interest in further exploration. However, the Creative Climate Tools cannot calculate the digital footprint due to the complexity of collecting data related to it, which was identified as a weakness of the carbon footprint calculator.

Making a Plan and Intervening: Steps to Sustainability

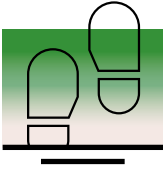
Results from the carbon footprint calculator can help identify where most carbon emissions are generated. The next step is to establish a **clear action plan** with achievable objectives and identify key areas for intervention. Realistic objectives should consider all aspects of sustainability, which involves balancing **environmental, economic and social pillars**. Environmental sustainability focuses on conserving resources and reducing pollution. Economic sustainability aims for long-term financial stability and

social sustainability ensures equitable access to resources and opportunities. By creating a detailed and actionable plan, sharing results and assessing their impact, the film sales will be able to make progress and inspire others in the industry to adopt similar practices.

Below, we present practical tips for actions related to all the potential areas of intervention identified by the exchange with the film sales.



OFFICE OPERATIONS



Digital Footprint

Although one might think that shifting towards more digital activities would be beneficial for reducing the environmental impact, digital activities account for approximately 3-4% of global greenhouse gas emissions, surpassing the aviation industry. As Internet access, the number of connected devices and the popularity of streaming services grow, this figure is expected to rise. We often perceive digital activities as inherently “green” because they eliminate the need for paper and reduce physical travel. However, every action in the digital space – from visiting a website, sending an email and using social media to streaming videos and storing files in the cloud – emits carbon dioxide. This is due to the significant energy consumption required by data centres, network infrastructure and end user devices.



Key Suggestions

EMAIL MANAGEMENT

- Switch off unnecessary email notifications.
- Proofread emails to reduce follow-ups.
- Regularly delete old and unnecessary emails.
- Use green email providers like EcoSend, Posteo and Greenmail.

STREAMING HABITS

- Stream in standard definition (SD) instead of high definition (HD) whenever possible.
- Reduce streaming all together. Use offline downloads for frequently viewed content.
- Opt for video conferencing providers using renewable energy.

DIGITAL FILE STORAGE

- Declutter digital files by deleting old documents and compressing media files.
- Choose cloud services that use renewable energy.
- Consolidate files to reduce storage energy.

DIGITAL DELIVERY

- Use digital means of sending trailers and DCPs to reduce physical transport.
- Scheduled transfers: Plan digital transfers during off-peak hours to take advantage of lower energy demand, contributing to a more efficient and sustainable transfer process.
- Data centre proximity: Select data centres located closer to the intended recipients

to minimise the distance data travels, thereby reducing latency and energy consumption.

- Optimised network routing: Implement optimised routing algorithms to reduce the number of hops and the overall distance data travels through the network, improving efficiency.

SUSTAINABLE WEB BROWSING

- Use green hosting providers (e.g. Ecosia).
- Block ads and reduce tracking scripts.
- Turn off auto-play features.
- Use bookmarks to revisit websites without repeated searches.

GENERAL PRACTICES

- Schedule data transfers during off-peak hours.
- Turn off devices and routers when not in use.



Tools and links

GREEN EMAIL PROVIDERS

- [EcoSend](#)
- [Posteo](#)
- [Greenmail](#)

STREAMING AND CONFERENCING

- [Fairmeeting](#)

WEB HOSTING

- [Ecosia](#)
- [The Green Web Foundation Directory](#)

WEBSITE CARBON CALCULATOR

- [Website Carbon Calculator](#)



Did you know?

Sending a standard email generates approximately 4 grams of CO₂e, but an email with a large attachment can produce up to 50 grams of CO₂e. Reducing email size, frequency and unnecessary attachments can make a substantial difference.



Materials and Waste

Effective waste management can significantly mitigate environmental harm. This chapter emphasises the 7 Rs of sustainability: Rethink, Refuse, Reduce, Reuse, Repair, Recycle and Recover. These principles provide a comprehensive approach to managing waste. Rethinking encourages evaluating our consumption patterns, while refusing involves rejecting unnecessary items. Reducing focuses on minimising waste production. Reusing promotes the use of items multiple times before disposal. Repairing extends the life of products. Recycling involves converting waste into reusable material, while recovering emphasises extracting useful materials or energy from waste. Implementing these principles can drastically reduce environmental impacts and foster a more sustainable future. [For instance, Germany leads with a 71% municipal waste recycling rate](#), illustrating the profound positive impact of comprehensive waste management policies.



For film sales agents, reducing material and waste is crucial, both at events they organise and participate in, such as film festivals and markets, and within their office settings. At events, **waste can be reduced by opting for digital materials over printed ones, using reusable or compostable tableware and implementing waste sorting stations.** In the office, sustainability can be enhanced by choosing refillable kitchen supplies, reducing paper usage through digital communication and encouraging the repair and reuse of office equipment.





Key Suggestions

EVENTS AND FESTIVALS

- **Promotional materials:** Opt for digital brochures and catalogues instead of printed materials to reduce paper waste.
- **Booth design:** Use reusable or recyclable materials for booth set-ups at festivals and events. Design modular booths that can be easily assembled and disassembled for reuse.
- **Giveaways:** Choose sustainable promotional items such as reusable bags, water bottles or items made from recycled materials.
- **Food and Drinks:** Encourage vendors to use biodegradable or recyclable packaging. Provide reusable or compostable cutlery and dishes.

OFFICE PRACTICES

- **Paper use:** Implement a paperless office policy by using digital documents and e-signatures. If printing is necessary, use recycled paper and print double-sided.
- **Office supplies:** Choose supplies made from recycled or sustainable materials. Reuse binders, folders and other office items whenever possible.
- **Waste separation:** Set up a comprehensive recycling programme with clearly marked bins for paper, plastics, glass and organic waste.
- **Energy consumption:** Reduce energy use by opting for energy-efficient lighting, equipment and appliances. Encourage switching off devices when not in use.
- **Kitchen supplies:** Use reusable dishes, cutlery and cups instead of disposable ones. Provide a recycling and composting station in the office kitchen.



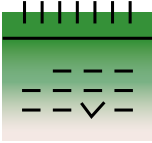
Tools and links

- **EPA's Waste Management Resources:** Comprehensive guidelines and tools for waste reduction and recycling.
- **TerraCycle:** Eliminating the idea of waste.
- **Recycle Coach:** App for local recycling information and reminders.
- **The Zero Waste International Alliance:** Information and standards for zero waste initiatives.
- **Composting Guide.**



Did you know?

In Europe, despite efforts to increase recycling, **only about 42% of plastic packaging** waste is recycled. If we don't act to reduce the production of material and waste, there will be **more plastic by mass** than fish in the oceans by 2050.



EVENTS

Organising

Sustainable event management involves measures across seven major fields: catering, mobility, building management, guest management (accreditation), waste management, energy & buildings and sustainable procurement. The events industry is responsible for **10%** of global carbon emissions. The choice of location is therefore the foundation on which sustainability management is built. Consider including sustainability matters in the marketing plan.



Key Suggestions

LOCATION

- Choose venues with sustainability certifications that prioritise energy efficiency and waste reduction (e.g. supplied by green energy).
- Select locations accessible by public transport or environmentally friendly transport options like cycling.
- Minimise transportation needs by choosing locations close to attendees and necessary equipment.

TRAVEL AND TRANSPORT

- Encourage public transport, carpooling or cycling for attendees.
- Provide information on green transport options to guests when sending out invitations.

CATERING

- Use caterers with recognised sustainability certifications.
- Opt for local, seasonal and organic food, with vegetarian and vegan options.
- Reduce meat and dairy, favouring plant-based food and sustainably sourced local fish.
- Use reusable cutlery and crockery or biodegradable alternatives.
- Implement a policy of one reusable bottle/ cup per person.

WASTE MANAGEMENT

- Provide facilities for sorting and recycling waste.
- Avoid single-use plastics and use sustainable materials.
- Donate leftover food to local charities or share among guests.
- Reduce food waste by ordering the correct amount of food.

ENERGY AND RESOURCES

- Turn off equipment when not in use to save energy.
- Use digital solutions (e.g. invitations, event programmes) to reduce paper waste.

COMMUNICATION

- Inform all stakeholders, including guests, event staff and security staff, about the sustainability measures in place.
- Theme integration: Leverage the theme of the film, centred around climate change and environmental awareness, in promotional campaigns to increase ecological consciousness among audiences.
- Collaborative initiatives: Partner with NGOs or eco-friendly brands to create joint initiatives that align with the film's message, amplifying the impact and reaching a wider audience.

- Educational campaigns: Implement educational campaigns alongside film promotion, providing audiences with information on climate change and inspiring them to take eco-friendly actions.
- Digital press junkets: Replace traditional press junkets with digital alternatives to minimise the need for talent travel.

HIGHLIGHT SUSTAINABLE PRACTICES IN INVITATIONS AND EVENT COMMUNICATIONS

- Use digital advertising columns instead of printed materials.
- Provide livestream options for remote participation to reduce travel.
- Use biodegradable badges and digital sign-ins.
- Implement a no-paper policy, using whiteboards or QR codes for event schedules.



Tools and links

- [Checklist](#) for organising sustainable events.
- [Food saving](#) of leftovers.
- Sustainable labels.

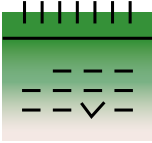


Did you know?

“One kilogram of beef results in **60 kg of greenhouse gas emissions** – nearly 2.5x the closest food types, lamb and mutton. In contrast, the same weight of a falafel wrap produces less than two kilograms of GHG emissions.”



Now we print everything where the Festival will be taking place. This means less transport and our marketing material is fully digital.”



Participating

The manufacturing and disposal of goods play a substantial role in the carbon footprint of events. To transition towards achieving Net Zero emissions, the entire industry must embrace a more circular approach to event production. This involves prioritising reusable items, opting for sustainable materials and designing processes that minimise the generation of waste.



Key Suggestions

- A truly sustainable festival/market begins with a climate-friendly journey. Choose eco-friendly transportation options for transporting booth materials and staff to the event, such as trains.
- Move goods and equipment efficiently and transition to zero emissions logistics: Consolidate shipments and deliveries to reduce the weight and number of trips and carbon emissions (e.g. use of local suppliers, local storage).
- Printing on-site by eco-friendly companies
- Bring your printed material for markets back and reuse at the next markets.
- Use recyclable or sustainable materials for booth construction and signage. Opt for digital displays and electronic materials instead of printed brochures and flyers. Use energy-efficient lighting (LED) and electronics at the booth.
- Reduce waste during the market: provide reusable or biodegradable promotional items instead of single-use giveaways.
- Offer digital or one printed QR code business card.
- Choose eco-friendly merchandise options such as reusable tote bags, bamboo pens or recycled notebooks.
- Share information about the environmental impact of the film industry and ways to support sustainable filmmaking.
- Choose vegetarian and use your own reusable cups.
- Collaborate with other exhibitors and event organisers to promote sustainability initiatives.
- Network with sustainable suppliers and partners to support green business practices.
- Choose accommodation possibilities with certified sustainability standards (e.g. by EU Eco Label).



Tools and links

- **Vegan Trademark** – Products bearing this label are suitable for vegans and vegetarians.
- **Global Organic Textile Standard** certification – it is divided into two categories: “ORGANIC” – at least 95% certified organic fibres, and “MADE WITH (X%) ORGANIC” – at least 70% certified organic fibres.
- **OEKO-TEX® Standard 100** – a safety label for textile products. Products to which it is awarded are free of harmful substances in concentrations that adversely affect human health.
- **Recycled Claim Standard (RCS)** certification – verifies the recycled fibre content of the end product.
- **Global Recycle Standard (GRS)** – specifies requirements for recycled fibres.
- **Better Cotton Initiative** – an initiative to support the production of raw cotton.
- **The Forest Stewardship Council (FSC)** is an international NGO dedicated to promoting responsible management of the world's forests.
- **The Blue Angel** certification is generally considered the most stringent in Europe: paper must be made from recycled fibre and use no chlorine-based bleaching agents or other harmful chemicals during production.
- **The Rainforest Alliance** certifies paper and timber products to FSC standard as well as its own Rainforest Alliance Certification, looking at the chain of custody and sustainable forest management.



Festivals and markets should think about the set-up of the venues. This should be standardised for all markets!”



TRAVEL

Transport and travel are among the most polluting activities in connection with the film sales industry. Travel is in the industry's DNA. Air travel is highly carbon-intensive, making it one of the most polluting activities for film sales agents. It should be considered a last resort after exploring alternative transportation options. Despite its importance for connectivity, aviation contributes **2-3% of global emissions**. Only the most crucial and worthwhile journeys should be made.



Key Suggestions

Consider travel by train or road and implement a 'Train First' policy for business travel: replace flights across Europe with train travel. If you do have to fly, follow these steps to limit the impact of air travel:

- Use remote work alternatives and video conferencing to reduce the need for travel.
- Opt for green transport options like electric, biogas or hybrid cars, and promote cycling to work schemes.
- Combine trips and fly in economy rather than business class to minimise emissions.
- Fly non-stop connections whenever possible to reduce emissions from take-off and landing.
- Use flight emissions calculators to choose more fuel-efficient flights and consider compensating emissions through local energy projects.
- Plan travel timetables in advance and set targets for reducing the number of flights taken per year per employee.
- Choose airlines with younger fleets, which tend to be more fuel-efficient. If a plane, new and fuel-efficient is at full passenger capacity and carries cargo, its carbon emissions per person can be up to 50% lower.
- Offer a remote working policy: no commuting means no travel emissions and no heating of large office spaces. Switching to 2 days of remote working a week would amount to almost 900 kg of CO₂e saved per year per employee.
- Keep track of travel: bookkeeping helps to perceive whether trips that could be omitted are being made repeatedly or if the mode of travel should be replaced with another one.



Tools and links

- [MyClimate carbon calculator](#).
- [Atmosfair's Flight Emissions Calculator](#) compares the carbon emissions between different airlines and flight routes.
- [ICAO Carbon Emissions Calculator \(ICEC\)](#) is the only internationally approved tool to estimate carbon emissions from air travel.
- A [sustainable travel policy](#) for organisations ([example](#) and [example](#) and further [guidelines](#)).
- [Voluntary Carbon Markets and Offsetting](#).
- [Gallery Climate Coalition](#).



Did you know?

Business class and first class seats are technically responsible for more emissions than economy class. They take up more space and weight – people take advantage of that free baggage allowance – and in addition, they displace additional economy passengers the plane could otherwise carry. Many airlines offer the opportunity to 'offset' emissions at the point of purchase. However, it is blurry and unclear where this money goes and how effectively it is spent. Instead, support local energy projects whenever possible or invest in your own 'Strategic Climate Funds'.



We try to take the trains. However, we also need to find a balance and try to do what we can without jeopardising our work. We committed to doing follow-ups and monitoring our trips annually to analyse areas for improvement in order to minimise and prioritise our travel systematically.”





ACCOMMODATION

The hospitality industry is a heavy consumer of energy and water and significantly impacts the environment, contributing about **1% of global carbon emissions**. Hotels release between 160 and 200 kg of CO₂ per square metre of room floor area. With global tourism responsible for **8% of global greenhouse gas emissions**, reducing the environmental footprint of accommodation is crucial. The Sustainable Hospitality Alliance emphasises that hotels must cut per-room carbon emissions by **66% by 2030**.



Key Suggestions

BEFORE TRAVELLING

- Prioritise hotels with sustainability certification and environmental policies and make it a key factor in decision-making when going on business trips. Look into their sustainability practices and use of renewable energy sources like solar, wind and geothermal power.
- When selecting hotels, choose accommodation with sustainable practices, such as no daily housekeeping and waste reduction. Many hotels will now only provide new towels and sheets upon request to reduce the amount of laundry they do each day.
- Use major booking platforms to find sustainable options or opt for dedicated sustainability platforms.
- Explore transport options at the destination beforehand.
- Pack light and choose accommodation closest to event locations.

BOOKING.COM launched its “Travel sustainable” programme for

accommodation as well as for cars, journeys and flights at the end of 2023.

BOOK DIFFERENT evaluates hotels based on ecolabel certification from reputable programmes or organisations. Each hotel receives a “staygreencheck” score, determined by four key factors: sustainable management, fair treatment of employees and destinations, respect for local traditions and environmental stewardship.

ECOBNB assesses the hotels on their website based on 10 sustainability criteria.

FAIRBNB is a social enterprise in Europe. It donates half its income to local environmental (and social) projects, such as community gardens and food waste recovery centres.

TripAdvisor now has a “GreenLeaders” programme to ascertain whether a hotel is eco-friendly.



WHILE TRAVELLING

- Behave responsibly in hotels: Many hotels now ask you to put your towels in a specific place if you would like them replaced.
- Engage in local culture: Choose local products and services.

ENERGY EFFICIENCY

- Turn off lights, electronic devices and air conditioning/heating when not in the room.
- Adjust the thermostat to a moderate temperature when leaving or sleeping.

- Unplug chargers and electronic devices when not in use to prevent phantom energy usage.
- Use bikes or electric scooters provided by the hotel for local travel when available.

AFTER TRAVELLING

- Do your bookkeeping and monitor your carbon footprint.
- Recommend your accommodation to other business travellers: word of mouth is the most powerful form of marketing.



Tools and links

EU Ecolabel is a voluntary certification scheme established by the European Commission to promote sustainability in the tourism/hospitality sector.

Green Globe is an international sustainability certification programme for the tourism and hospitality industry.

The Green Key programme is managed by the Foundation for Environmental Education, with a strong presence in Europe.

Environmentally friendly hotels will usually have a detailed [sustainability plan](#) on their website.



Did you know?

Express a preference for rented flats over hotels. Hotels generally have a higher environmental impact than normal housing and are less cost-effective.



When we are going to festivals, our team usually books a flat where we can cook together in the kitchen and bring our own food to the event the next day. We typically prepare something vegetarian and buy locally from the market.”

CREDITS

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