

Germany

Topic:
Transformation

Achievement:
Cross- Sectoral
Pioneers Cross- Sectoral
Policies and Governance

Sector:
Audiovisual - Film, TV & Radio

MOIN Film Fund supports Green Transformation and Storytelling

Which transport means do the characters in a movie use? Are they seen with recycled products? MOIN, a regional film funder in Germany, shows how sustainable scriptwriting is feasible. Counting over 150 film productions labelled "green film shooting", MOIN leads by example and stays focused on how to overcome the numerous challenges related to greening the film sector. Read on.

Challenge

Considerable challenges are faced by green film producers due to limits in the availability of green products and ecological services they need. For example, some film productions would require more green transport option than those available in the region. Smaller film project might face difficulties due to costs of ecological alternatives. Green storytelling is complex for funding organisations as no thematic interference in scriptwriting is an implementation principle. Overall increases of costs for products and services is a major challenge for the film sectors which might also negatively impact the greening efforts.

Solution

Individual accompanying of applicants is very important to find targeted ways forward to comply with CO2 reduction targets. Standardization in view of CO2 reduction was a central step forward to mainstream green film shooting and to develop towards an ecological film and cinema sector. MOIN works with so-called “must-criteria” and with “jokers” related to green criteria for funding. Jokers are to ensure flexibility. Sustainability is a principle of the whole MOIN organization including its social dimension to ensure credibility.

Impact

A climate of cooperation was achieved between the funder MOIN and the decisionmakers in order to advance together for the green transformation of the sector. Already until 2020, more than 150 film productions in the region had received the label “green film shooting”. Currently all the film productions funded by MOIN implement actions for the reduction of CO2 emissions. Furthermore, the understanding of the film and cinema ecosystem has been increased by integrating the green transformation into the whole value chain from idea to distribution.

Milestones & Learnings

Green transformation of a creative sector cannot be imposed in one day. This endeavor as a process. This is especially important for funders or intermediaries to be taken into account.
Supporting green behavior is better than penalizing. Green challenges for different types of productions might differ.
Political support is speeding-up green transformation: Governments on local, regional and national level have the power to speed-up transformation processes.

Key Takeaways

- Intermediaries and funders are key players for green transformation including green storytelling. They are able to bundle the services the cultural and creative sectors require in order to advance with their greening efforts.
- Green storytelling is embedded in major greening initiatives of the sector. It is one of the most complex areas to be addressed. Especially positive stories need to be more focused on. Related training gaps should be better addressed.
- Long-term engagement is needed to transform the creative sector into more ecological practices. Intermediaries are able to maintain these topics on the agenda in the long run and to continue related conversations with the decisionmakers.

Learn more about MOIN Film Funding on the official website.