

## Green Filming Badge

### Guidelines Green Storytelling

Locations, storylines, materials and (special) effects influence the environmental footprint of a film in many ways. But the stories themselves also have an important role model character for their viewers. This guide is intended to serve as an orientation for creative work, so that ecologically sustainable behavior can also become a matter of course on the screen.

#### ENVIRONMENTAL PROTECTION IN THE SCRIPT

Environmental themes in films are often seen as cautionary, stale, boring and unattractive. But it doesn't have to be that way. Narrative elements that creatively address topics such as climate protection, environmental protection, nature conservation and more environmentally friendly behavior in screenplays can have a major impact on public perception and find their audience, especially among younger target groups.

#### KEEP THE ENVIRONMENT IN MIND WHEN WRITING

Environmentally conscious behavior should also play a role in screenplays and be part of the everyday story – without the topic of sustainability necessarily having to be the focus. Your stories and characters should keep the following in mind:

- **Mobility:**  
How do the characters move around in the story? Do environmentally friendly means of transport and vehicles fit into the plot?
- **Devices of Daily Use:**  
From plastic packaging to disposable items to power-hungry appliances, are there sustainable alternatives?
- **Building Technology and Office Supplies:**  
Green roofs or solar panels; tablets and screens instead of file folders and stacks of paper – how green is the characters' environment?
- **Leisure and Vacation:**  
All-inclusive vacation in the Maldives vs. a camping vacation in neighboring state. Are there green alternatives?
- **Nutrition, Clothing, Cosmetics and Hygiene:**  
Are there sustainable, fair and/or vegan products that the characters consume?

#### CHECK YOUR LOCATIONS FOR SUSTAINABILITY

When choosing the locations where your story takes place, you can save quite a bit of CO2 emissions. Here are some questions to keep in mind:

- Is it possible to avoid frequent set and location changes which require a lot of travel when realizing your story? Night scenes consume a lot of lighting. Is it possible to write night shoots "on day" or "day for night"?
- Locations that are difficult to reach and/or have a poor shooting infrastructure result in increased CO2 consumption. Can other solutions be found here?
- Locations that can only be filmed with great technical effort are often poison for the environment. Are there alternatives?

On the following websites you can research alternative locations to avoid long journeys (like "Italy" in Germany):

- [locationshub.com](https://www.locationshub.com)
- [movie-locations.com](https://www.movie-locations.com)
- [location-guide.eu](https://www.location-guide.eu)

### RECONSIDER ENVIRONMENTALLY HARMFUL ACTIVITIES AND SPECIAL EFFECTS

Destruction of new vehicles, big pile-ups, scenes with lots of artificial snow or big fires – please check if these are really compelling for your story or if they could be told differently without compromising the environment. Often a clever resolution in combination with SFX and VFX can replace ecologically questionable shooting. New rear projection systems can also remedy the situation and even provide new perspectives and effects.

### CALCULATE THE CO2 EMISSIONS OF YOUR PROJECT AS EARLY AS POSSIBLE

We recommend calculating the CO2 emissions of your project as early as the development phase. In this way, the environmental impact can be calculated and avoided through more precise planning right from the start. It also speeds up the process of CO2 calculations. The more often such inputs are made, the faster these evaluations become a matter of course. When offsetting CO2, local projects should be preferred in order to make success visible.