

GREEN FILMING BADGE

Guidelines for ecological exploitation

In the exploitation of theatrical films, CO2 emissions are only visible to a limited extent. But it is precisely in the area of marketing that there is great potential for savings, from festival participation and cinema tours to advertising materials and DVD distribution. We have listed the individual fields of action below.

PREMIERES AND EVENTS

Travel to festivals and trade fairs, cinema tours and events are elementary components in the release and marketing of a cinema film. With a few tips and tricks, you can save quite a bit of CO2 on the road. It is important to start planning early; environmentally friendly route planners such as routerank.com can help.

AVOID UNNECESSARY TRIPS AND JOURNEYS

Make sure to find accommodations that are close to the venue or premiere theater. Planning distances and travel routes carefully will help improve your carbon footprint.

For our Green Filming Badge, air travel is only allowed for 5 hours or more of travel time.

BOOK ECO HOTELS OR VACATION RENTALS

In principle, renting vacation apartments is usually considerably more environmentally friendly than staying in hotels. When booking hotel rooms, emissions and environmental toxins can be saved by looking for hotels with the appropriate certification. Helpful for sustainable hotel selection are websites like:

- certified.de
- viabono.de
- greenline-hotels.com
- greensign.de
- greenkey.global
- bookdifferent.com
- tripadvisor.de (List of eco hotels in Hamburg)

LOOK FOR ENVIRONMENTALLY FRIENDLY TRANSPORT OPTIONS

To transport the premiere guests from the accommodation to the cinema, big cars are no longer necessary. There are numerous alternative providers and options. Green sponsorship is also a conceivable option. For the Green Film Pass, 30% low-emission vehicles (electric, LPG, CNG, hydrogen) must be used. Other options could include locations that are within walking distance, and transportation options with rental bikes or rickshaws.

BOOK ECOLOGICALLY SUSTAINABLE CATERING

A lot of emissions can be saved in this area too. The production of one kilogram of beef causes more than 15 kilograms of greenhouse gas emissions on average, while the figure for fruit and vegetables is less than one kilogram, according to the Federal Environment Agency. So eating less meat saves emissions.

Tip:

Ask various catering companies to send you vegetarian and vegan offers, possibly combined with test meals. A lot has happened in the culinary market.

With our Green Filming Badge, at least half of the catering must be of regional origin and 33% of organic quality. Drinks should also come from the region to the extent possible. To avoid waste, these should only be offered in bottles and glasses and disposable plastic should be avoided for finger food.

ADVERTISING AND MARKETING MATERIALS

RELY ON ENVIRONMENTALLY FRIENDLY PRINTING PROCESSES

Not all print products can be replaced by digital advertising material. So the choice of the print shop is therefore important, as these can differ significantly in terms of environmentally friendly processes and materials in the manufacturing process. With our Green Filming Badge, you are obliged to work with print shops that are certified with the Blue Angel or a comparable certification or have at least 90% recycled fiber content. Also ask your (preferably local) printers about new, environmentally friendly products so that these can be included in the offered range of products.

USE RECYCLABLE PACKAGING

When it comes to packaging, there are now many ecological alternatives on the market. Ask for samples and choose sustainable products for repetitive courier routes and shipments:

- Recyclable packaging made from recycled materials
- Reusable packaging, such as the “memo box”

The new Packaging Act has been in force since 2019. Manufacturers of sales packaging and outer packaging filled with goods, which typically accumulates as

waste for the private end consumer after use, are subject to two important obligations. They must register in the LUCID packaging register before placing such packaging on the market. In addition, they must participate with their packaging in one or more dual systems to ensure nationwide returnability. A new "Central Packaging Register Office" ensures that competition between market participants is transparent and fair. More information on system participation/payment of a levy under the Packaging Act (VerpackG) is available at verpackungsgesetz-info.de

Here are few suggestions:

- ratioform.de
- memo.de
- memolife.de

MAKE DVD (+BLU-RAY) DISTRIBUTION MORE SUSTAINABLE

In the production of DVDs, certain adjustments can prevent emissions and environmental pollution:

- Make sure that DVD packaging is 100% recyclable and made entirely of paper or cardboard from FSC-certified batches. Cellophane wrapping of the DVDs should also be avoided.
- The inks used should be purely vegetable-based without solvents, and the glue used should be starch-based and solvent-free. The printing varnish used should be water-based.
- Check whether you can use lighter variants such as the Ecolbox instead of the conventional Amaray box. This way, DVD shipping produces less CO2 emissions during transport. CO2 emissions are already reduced during production, as the box is assembled and packaged in an energy-saving machine.
- Pass on ecological guidelines to your sales partners: For example, returns should definitely be reprocessed instead of destroyed.
- Ecologically produced USB sticks can be an alternative to conventional DVDs.

GIVE YOUR WEBSITES AND STREAMING PLATFORMS A GREEN UPDATE

Host your websites on servers whose data centers are operated with green electricity. You can also save a lot of electricity by offering images, teasers or trailers in HD quality instead of the highest possible resolution, such as 4K. This applies to your own website as well as to EPKs.

OFFICE OPERATIONS

There is also plenty of potential for savings in everyday office life. Communicate the ecological measures to your employees and involve them in the process. Here, too, it helps if one person is responsible for the ecological requirements and coordinates all questions. Please note the information in our [guidelines for ecological office](#) operations.