



CALL FOR PROPOSAL CFIDF 18-02 – 30th October 2018

Contracting public entity:

EPCC Commission du Film d'Ile-de-France
Bât Paris Région 028, 11 rue de Cambrai 75019 Paris

Objective of the call for proposal:

Consultation for Understanding Carbon Assessment in the frame of Green Screen project

Contact person:

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1. The context

About Green Screen

Green Screen is an Interreg Europe-funded partnership project working across eight EU regions to improve policies and achieve measurable success in reducing the carbon footprint of film and TV production.

These industries are a successful driver for growth across Europe, and an important contributor to the creative industries within the European economy. From 2010 to 2014, 7,769 feature films were produced in the EU and five of the world's top 10 markets for film production are based in Europe (these being the UK, France, Germany, Spain and Italy).

Green Screen aims to align the practices of these successful industries, standardise environmental practices and improve regional policies so that sustainable measures for producing films, TV and audiovisual content can be adopted across Europe. Through Green Screen, participating regions will improve policies to motivate and equip the current and future workforce to adopt sustainable practices and thus reduce CO2 emissions.

The project runs from 2017 to 2021 and partners include

- Film London (UK) – Lead Partner
- Bucharest Ilfov Regional Development Agency (Romania)
- Flanders Audiovisual Fund (Belgium)

- Ile-de-France Film Commission (France)
- Municipality of Ystad (Sweden)
- Municipal Company of Initiatives of Malaga S.A. – Promalaga (Spain)
- Rzeszow Regional Development Agency (Poland)
- Slovak Audiovisual Fund / Slovak Film Commission (Slovakia)

The project is funded by the EU's Interreg Europe programme through the European Regional Development Fund. <http://www.interregeurope.eu/greenscreen>

The Green Screen Project aims to reduce the carbon footprint of the AV industries in Europe. The first step towards reduction is measuring the existing emissions of productions to identify subsequent reduction opportunities and initiatives. This is why several Green Screen partners already have carbon calculators they provide to production teams.

Carbon Calculators already used within the Green Screen Partnership:

- Ecoprod's Carbon Clap ((Ile-de-France Film Commission)
<http://www.carbonclap.ecoprod.com/>)
- VAF
- Pro Malaga
- Film London Green Screen's platform¹

In the US, PGA Green also developed the US standard, publicly available carbon calculator PEAR: <http://www.greenproductionguide.com/tools/carbon-calculator/>

The consultancy will focus on the calculators existing within the partnership including the US standard.

2. Aim of the consultancy:

- To assess the methodologies and underlying values of carbon calculators within the Green Screen Partnership.
- To evaluate the common goals the AV industry has in monitoring and reducing its environmental impact within the partnership.
- To investigate the financial cost of reducing the environmental impact on production budgets.
- To make recommendations on best practice guidelines.

The consultancy will work across two phases. The first phase will establish and evaluate the carbon calculation processes within the AV industry. The second phase will examine the financial impact across production budgets.

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PHASE 1

Objective:

To establish the underlying methodologies of carbon calculators currently used within the Green Screen Partnership (see above). To extract common denominators across the platforms and establish the collective foundations needed for the AV industry to identify and subsequently reduce its carbon footprint.

¹ They will all be provided in English

The consultancy will look at all of these platforms and analyse the similarities and differences in data collection.

- Phase 1 will focus on the carbon emissions currently being analysed and how they are being analysed. The consultancy will then evaluate and interpret this information across the platforms.
- Compare & contrast similarities & differences with the U.S standard platform – PGA Green.
- Identify the common principles of the carbon assessments that are transferable across different regions.
- Analyse the data generated through these carbon assessments to allow us to understand the impact of a production and the differences in collecting the data.
- Establish any relationships between a production's carbon impact and the types of productions: crew size, budget, location/ studios
- Identify the areas of production where sustainable best practice can achieve the most substantial carbon savings to inform best practice.

PHASE 2

Objective

To consult with Line Producers and Sustainability Experts to interpret and analyse the financial implications Phase One results have on productions.

- Review the results from Phase One and quantify them in relation to production budgets.
- Liaise closely with Line Producers and Sustainability Experts regarding the budget detail
- Analyse the data captured to understand the areas of additional costs / savings vs carbon savings to inform best practice

3. Target Audience

We anticipate the target audience to be public sector / film agencies. This consultancy will direct their strategies and policies and inform communication and engagement with productions. It will help the partnership develop its strategy working towards the same standards across Europe.

4. Results of consultancy

The result of this work should be a report and inform next steps. This will include the development of a planning tool for productions to make informed decisions on their environmental impact.

The partnership would like to formulate a set of concise facts that highlight the biggest carbon savers on productions and how to address them.

5. Requirements

- The Green Screen project is seeking an independent consultancy (individual or team), not aligned to existing carbon calculators in the market place, to carry out the assessment and produce a report for the partnership. This report is intended to inform partners' strategy in terms of further development of green tools / protocols (e.g. development of a production planning app) as well as their communication with industry.
- The consultant will be required to analyse data collected through carbon assessments / carbon calculators within the partnership in order to identify underlying methodologies and principles. This will highlight existing strengths and weaknesses, priorities and opportunities for changes in policies and practice, as well as risks and potential barriers. Where possible, it will be helpful to make suggestions for each region.
- The report needs to be written in English and delivered as a pdf file. An executive summary should be delivered in addition to the report. We would also like to have a fact sheet of key facts and figures to share with the industry.
- The consultant will be required to attend an inception meeting as well as a meeting with the partnership to present and discuss the draft and final versions of the report.

The consultant will be contracted by Ile-the-France Film Commission working closely with the partnership and its lead partner Film London.

The study will take place between December 2018 – April 2019. The consultant needs to be available to start the work mid-December, with a target completion date for the report in April 2019.

6. Confidentiality

The consultant will be asked to maintain absolute confidentiality of information, data and methodologies provided by partners and stakeholders.

7. Skills

Required

- Strong knowledge of audiovisual production industries
- Good understanding of environmental policies and developments
- Comprehensive experience in data analysis and delivering reports.
- Excellent written and oral English

Desirable skills

- Good understanding in Carbon emissions
- Experience in working with EU funded projects

8. Budget

9.

The value of the contract is €15,000 plus VAT.

It includes all the social and fiscal charges.

10. Application process

Applicants should submit a detailed proposal to include the following information:

- Company profile and contact details
- An explanation of how the company meets the requirements of the brief and specification, to include examples of relevant former assignments
- Summary CVs of the team members who would work on this assignment and details of their role within the company
- An outline of how the contract fee would be allocated.

Schedule

- Tender Notice posted: **30th October 2018**
- Tender response deadline: **22 November 2018**
- Start of the mission: **December 2018**

Applications should be addressed to **Joanna GALLARDO, Commission du Film d'Ile-de-France**, Bât Paris Region 028, 1 rue de Cambrai 75019 Paris – Joanna.gallardo@idf-film.com and reach us not later than **28 November 2018, 23h59**.