The agf survey

Purpose of the survey

Key features

Results

Next steps



Purpose of the survey

- intended to provide a picture of the status quo in the industry in regard to sustainability
- not designed as a representative study
- help to get an overview of commitments and initiatives



Key features

- open to be answered: End of Oct.
 '23, to beginning of Jan. '24
- 18 questions g/f/i
- sent by agf to contacts,
 distributed in a snowball system
 by film industry associations
 (Focal, Procinema, SSFV, SKV-ACS,
 regional/cantonal film industry associations,
 etc.)



- evaluation done by agf
- presentation of the results is intended to highlight trends
- complete evaluation on an other occasion (e.g. general assembly of the association this summer) and on our website



Returned answers

	CH	-D	-F	-I
In their own name	53	27	11	15
In behalf of a company	83	49	26	8
Actors	5	2	1	2
Total	141	78	38	25
In %		55.3%	27%	17.7%



Q4: Have you already been in contact with the topic of sustainability in film?

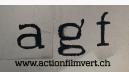
Yes 72 %

No 28 %



Q4a: If yes, in what form? (1)

- Utilisation of Swiss resources (CO₂-calculator, course Green Consultant, website sustainablearts.ch, standards by Swissfilm Association)
- Events, workshops, industry talks
- Support for SMEs (KMU/PME) for increasing efficiency of resources
- Advertising: Agencies are increasingly asking for green production



Q4a: If yes, in what form? (2)

- Participation in film productions abroad and isolated initiatives and measures for Swiss productions
- Writing sustainability concepts (BAK, ZFS)
- Discussions within federations (e.g. festivals)
- Documentary films on the topic



Q8: Does your budget include amounts for sustainability measures?

Yes 32 %

No 78 %



Q9: Are sustainability-related indicators measured and regularly analysed in your company?

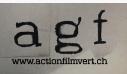
Yes 16.5% (carbon footprint, ...)

No 83.5 %



Q14: Your biggest contribution to sustainable film making in the last 12 months? (1)

- Measuring carbon footprint
- Travel and transport (less air travel, cargo bikes, car pool, ...)
- Catering (vegetarian/vegan food)
- Switch to local suppliers



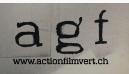
Q14: Your biggest contribution to sustainable film making in the last 12 months? (2)

- Energy management (efficiency, renewable sources ...)
- Better waste management
- Second hand set design
- Small film crew
- Raising awareness for the topic within the company



Q15: Your goals in the next 12 months in regard to sustainable filmmaking? (1)

- Implement and or set up measures
- · More public transport, less air travel
- Reduce CO₂ and fossil fuels
- Better information and further optimisation
- Reduce waste and save resources



Q15: Your goals in the next 12 months in regard to sustainable filmmaking? (2)

- Become climate neutral
- Become more sustainable together with the industry as far as the projects and producers allow
- More funding for new technologies
- Optimising the CO₂ calculator



Q16: What would it need for the film industry's work processes to be more sustainable?

- More funding
- Concrete measures (e.g. less flying, recycled material)
- Raising awareness (industry and the public)
- Instructions, guidelines, common tools
- «I do not see any possibilities»



Next steps

- based on these results, agf
 intends to develop proposals for
 further steps
- in collaboration with national and international partners in the film and sustainability sectors
- learn from green experiences from our neighbours



We are looking forward to working towards sustainable filmmaking together

agf board members

Gudula Meinzolt, Carina Kaiser, Tanja Maria Koller, Franziska Arnold, Carlo El Basbasi, Dunja Keller, Monika Weibel

