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Good practice

Malaga Sustainable Audiovisual Seal

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Background description

Problem addressed

Although the audiovisual industry may not be the “worst”, it does cause negative environmental impact derived from the required activities involved in the production such as the use of transportation, catering, water or the generated waste, among others.

Developing the solution

Since 2008 Málaga Film Office, committed to raising environmental awareness, has been implementing different sustainable practices with the hope to guide audiovisual producers to work in an environmentally friendly way.

Background description

Objective, targets and expectations

Being a public service, aware of the position we are in –as the "door" of the productions in Malaga - we take the opportunity of actively involving them, emphasizing sustainability as an additional free service. We raise awareness that this is the way to work, encouraging everyone to move in the same direction.

Last year, we assisted nearly 600 audiovisual productions and all of them were informed of our environmental policy for filming in the city.

Since 2021, we have awarded 10 Seals and our expectation is that more and more production companies will join this initiative and learn from these tools for future shootings, not only in our city, but in the rest of the world.



Implementation of the good practice

Timescale

It started in January 2021 and as of today, it has no end date.

Human and financial resources

The Seal is offered at no cost to producers and as part of our municipal services; the human resources and any material provided by our City Council, are free of charge.

Additionally, the award -registered by the Spanish Patent and Trademark Office-- is digital minimizing any emissions derived from its manufacturing.

Implementation of the good practice

Cross-sectoral and or cross-institutional cooperation

*In the past years, we have been working hand in hand with Promalaga, under the European project Euroscreen, implementing sustainable development practices such as: **Ten Commandments, Sustainable Filming Guide, Carbon Footprint Calculator among others.***

*With a clear objective and to get them excited about the change, The **City Council** trough Malaga Film Office in collaboration with Promalaga and also the Municipal Department of Environmental Development, grants the productions the **Malaga Sustainable Audiovisual Seal.***

Implementation of the good practice



We implement procedures in every stage of production:

Pre-production, filming and wrap, where we are reducing waste, acquiring ecological materials whenever possible and implementing material reuse programs.

WE SAVED
ONE MILLION
CONTRACT PAGES
IN SIX MONTHS

In the first 6 months of 2023 alone, we averted printing more than 1 million pages of project crew work contracts thanks to the digitization of contracts and digital signatures.

WE USE
HYBRID CARS
AND ENCOURAGE
TRAIN TRAVEL

We are promoting the use of hybrid cars on productions and encouraging rail travel, as long as the trips do not exceed 5 hours.

IN AUTUMN 2023
118 TREES
WILL BE PLANTED

Can Bosc (Montnegre and Corridor Parks) and pine forests will be enriched (Montseny Natural Park and Biosphere Reserve) will be enriched to compensate for a shoot carried out in the city of Barcelona.

Implementation of the good practice



Evidences of success

Results achieved, granted seals & awards

The project is nowadays a reality, serving as guidance for audiovisual productions to implement and certify the use of a criteria that improves sustainability in filming. No matter where they film, they are using in later productions what they learned in Malaga.

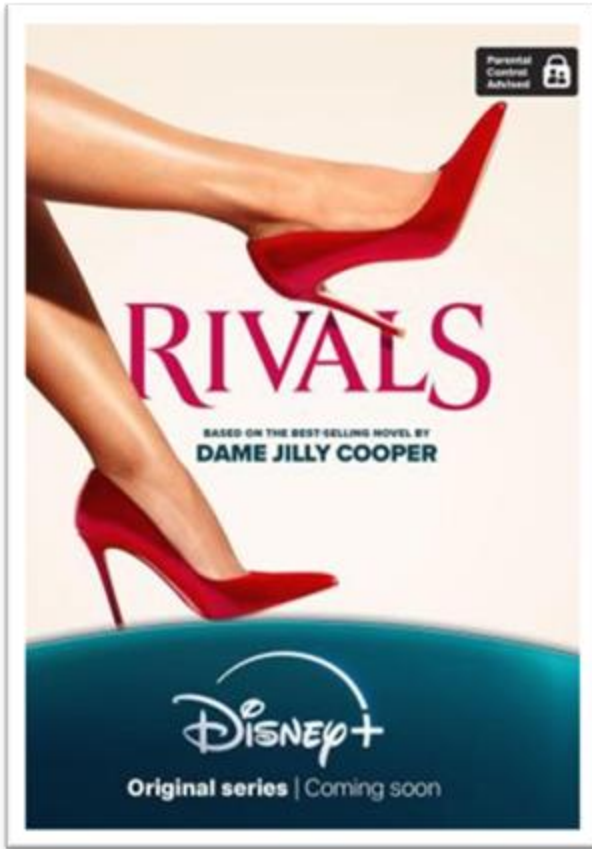
As of today, we have granted 10 seals and have achieved not only the implementation of sustainable measures in large productions, but also the creation of a network of local suppliers that provide eco-friendly services. Because of this network, we have managed to coordinate and plan for more sustainable film shoots.

Our action, that has been already awarded by the Federation of Municipalities and Provinces of Spain and by The Municipal Department of Environmental Development, is literally crossing borders as we are collaborating with other Spanish cities and countries which are copying our sustainable practices.

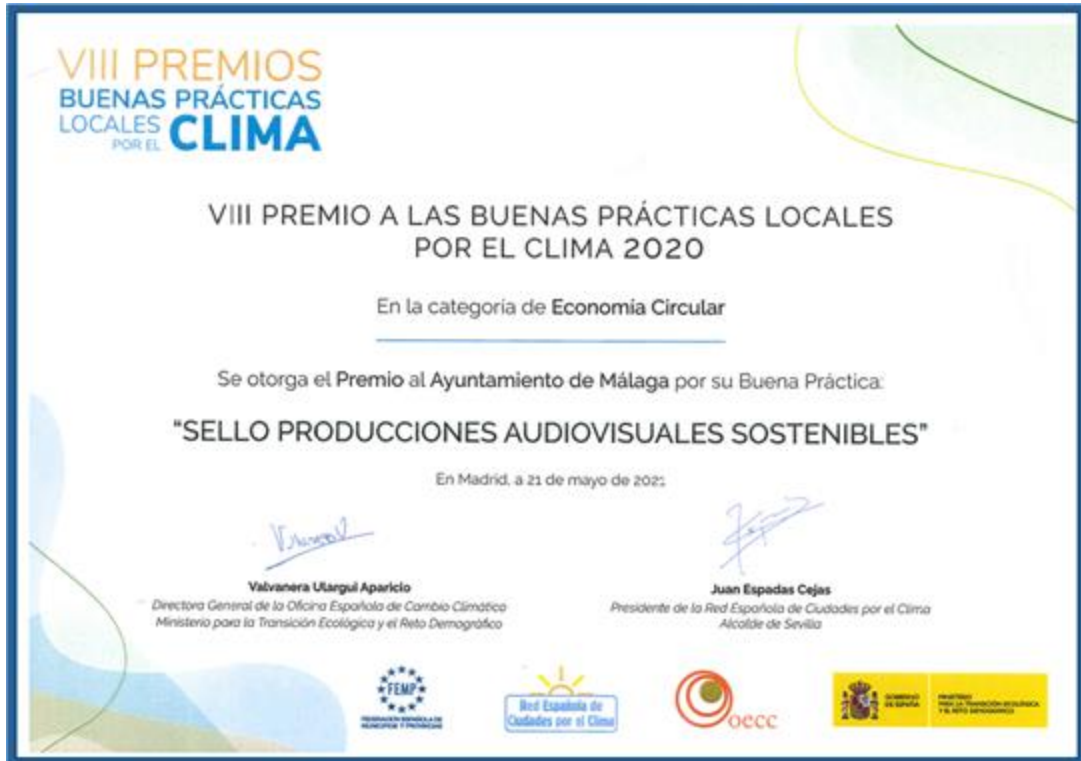
Evidences of success



Evidences of success



Evidences of success



Lessons learnt

Challenges

Trying to convince producers of the need to be sustainable, as in the future it will be in fact a MUST.

Persuade production companies about the necessity of always having an eco-manager or green runners on their sets.

Bring the awareness to the screenwriters that sustainability starts at the script level: words are not just words, they can become actions!

Enabling actions

Finding local vendors and suppliers that can provide sustainable services and products, making a network.

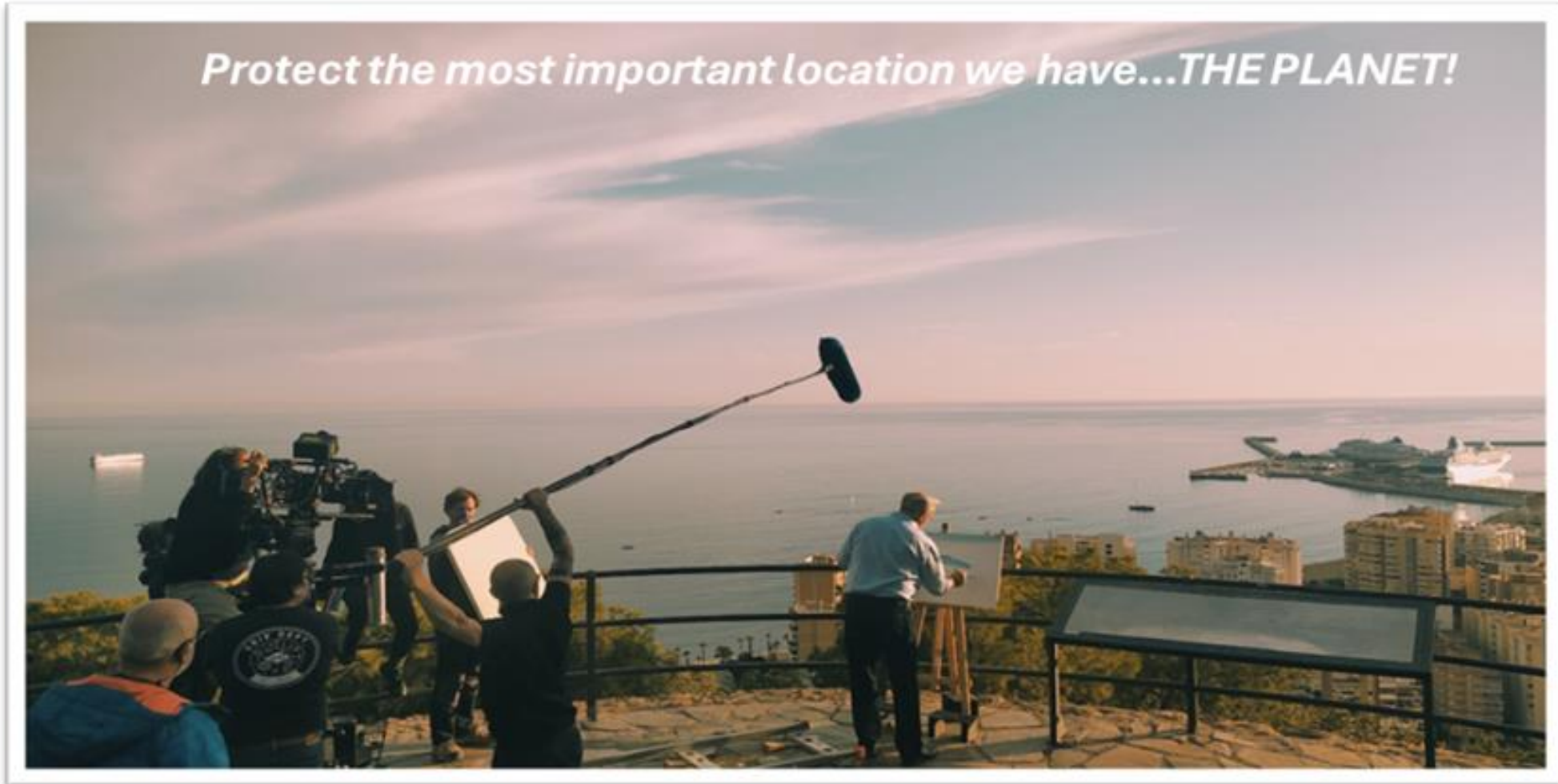
Attending and participating in informative talks and presentations on sustainability topics -not limited to the audiovisual- to learn and help us in the development of our Seal.

Assisting in the creation of articles for national and international press, bringing the Sustainable Development Goals (SDGs) to film schools, universities, and other educational centers, both private and public.

“Since 2018, we have been working to make film productions increasingly sustainable, improving with each one. When we film in cities like Malaga, which has a Film Office committed to the environment, it is much easier and more motivating to work. We do not focus solely on recycling, we focus on responsible consumption in general, supporting the social economy and disadvantaged groups. We are proud to have earned three seals in Málaga.”

Esmeralda Ruiz, Fresco Film.

Environmental Sustainability & Marketing Manager



Como Dios Manda © Áralan Films

**Time for
questions**



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Thank you!

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