

# 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.)

# Results

- 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

# Results

## 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%

# Results

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

Yes	72 %
No	28 %

# Results

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

- Utilisation of Swiss resources (CO<sub>2</sub>-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

# Results

## 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



# Results

Q8: Does your budget include amounts for sustainability measures?

Yes 32 %

No 78 %

# Results

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

Yes	16.5 % (carbon footprint, ...)
No	83.5 %

# Results

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

# Results

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

# Results

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 CO<sub>2</sub> and fossil fuels
- Better information and further optimisation
- Reduce waste and save resources

# Results

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 CO<sub>2</sub> calculator

# Results

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

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