

GREEN FILM LAB

THE UPCOMING GREEN FILM LAB WORKSHOP WILL BE HOSTED
BY
MIA INTERNATIONAL AUDIOVISUAL MARKET IN ROME, IN
OCTOBER.

GREEN FILM LAB WORKSHOP: CALL OPENING!

Turin-Rome, June 12th 2023 - The 3rd GREEN FILM LAB workshop of 2023 will be held at MIA International Audiovisual Market in Rome, from October 13th to 15th.

Green Film Lab promotes environmentally sustainable practices in audiovisual production and guides professionals on how to apply a green protocol and get a certification through 3-day workshops held in different European regions, in collaboration with film institutions and funds. MIA is partnering with TorinoFilmLab - National Museum of Cinema and Green Film - Trentino Film Commission hosting the forthcoming Italian workshop, which is taking place on the tail end of the ninth edition of MIA in Rome.

The workshop, entirely held in English, is open to 24 participants among film and series industry professionals, to fund, film commissions and institutions delegates as well as to professionals working in sustainability.

To learn more about the call for applicants please check on [TorinoFilmLab website](#).

The deadline for applications is Friday, 4th September 2023, 2:00 p.m. CET.

Through a practical, project-based and hands-on approach, participants will learn how to apply to audiovisual production the current best practices in terms of energy-saving, transport, accommodation, catering, set decoration, waste management, recycling and communication. On top of that, they will network with other regional and European professionals who share their interest in sustainability. The training activities will be based on the Green Film Rating System and its two main features: the sustainability plan and the certification process for audiovisual projects.

Among the pedagogical experts involved: the Head of Studies **Giovanni Pompili** - producer and TFL alumnus, **Louise Marie Smith** - founder of Neptune Environmental Solutions, **Lucie Trémolières** - writer and director with a focus on different emotional responses to the environmental crisis and **Dörte Schneider Garcia** - experienced assistant director and sustainability consultant.

Thanks to a long-lasting and effective collaboration with its sustainability partner, Green Film, since 2019 MIA | Mercato Internazionale Audiovisivo has been a certified sustainable event and has a constant focus on implementing new programs and initiatives, year after year, aimed at promoting sustainability for greater industry awareness with respect to industrial production practices of audiovisual products, with a particular interest in reducing environmental impact, fostering industry education on zero impact, in line with the main green protocols adopted in Europe.

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Green Film Lab is a programme by TorinoFilmLab and Green Film, organised by National Museum of Cinema and Trentino Film Commission, in collaboration with EAVE. The programme is realised thanks to the support of Creative Europe - MEDIA Sub-programme of the European Union.

It is a training path driven by a strong engagement for a more sustainable approach in the audiovisual industry. It is directed towards strengthening environmental awareness to foster a change of mindset and habits regarding environmental issues in the field.

The contents are based on the Green Film Rating System and on its two main features: the sustainability plan and the certification process for audiovisual projects. A certification represents the possibility for producers to see their efforts recognized in a tangible way and Green Film allows the certification of sustainable audiovisual projects in all European countries, including co-productions involving filming in different countries. www.torinofilmlab.it

MIA | International Audiovisual Market is a market event based in Roma (Italy) at its ninth edition in 2023 from October 9th to 13th, organized by ANICA (Italian Association of Film, Audiovisual and Digital Industries) and APA (Audiovisual Producers Association), with the support of the Italian Ministry of Foreign Affairs and International Cooperation and ITA-Italian Trade Agency, with the contribution of Creative Europe - MEDIA. MIA is also supported by the Italian Ministry of Enterprises and Made in Italy. With a focus on European and international Animation, Doc & Factual, Drama and Film scenes, MIA offers a wide range of programs, featuring Co-production Market and Pitching Forums, Content Showcases, Works in Progress, Market Screenings, Networking Activities and an impressive line-up of Conferences, tackling the hottest topics among industry insiders. MIA has gained interest from international professionals: decision-makers, distributors, networks and platforms discuss at MIA the opportunities and challenges of audiovisual production and distribution in today's international content paradigm. As part of its corporate sustainability plan, MIA offered for the first time in 2022 a unique opportunity for projects selected among MIA Co-Production Market & Pitching Forum (for Doc, Drama, and Film divisions) to reserve one-on-one meetings with experts from Green Film that will be renewed also in 2023. MIA also invested the 5% of the net revenues from the badges sold for the 2022 edition to the adoption of 2 nectariferous forests made of a total of 200 trees,



planted in 2023 in Italy, with an even distribution over different regions with plant varieties selected for integration into the area's environment and climate. MIA adopts the SEE WEB Cloud Data Center, an Italian Cloud Partner with zero carbon footprint for database software and official website. MIA is an ISO 20212 certified event. www.miamarket.it/en/

