Toolbox on
Green Distribution

Acknowledging the urgent need to support the greening of the film sector, Europa Distribution has been holding sessions dedicated to sustainable practices in film distribution and publishing for several years. Since 2022, it has organised an annual Green Distribution Lab, an online event where independent film distributors and publishers contribute to an evolving toolbox of best practices to make business strategies, travel arrangements, and office operations more environmentally friendly. The following document outlines the key recommendations and ideas gathered from these discussions, which will continue to develop as new solutions and approaches emerge.

The sustainable actions are divided into three main clusters:

- Markets & Acquisitions
- Publishing & Distribution
- Green Office Routines

For each cluster we focus on the efficacy and feasibility of implementing these actions, taking into account market realities, the diversity of circumstances of each country, and the practical necessities of distributors' work.

1. Markets & Acquisitions

Reducing CO2 Emissions While Travelling:

- Explore opportunities for remote participation in meetings and events by utilising virtual panels, online libraries, and hybrid markets to reduce the need for in-person attendance.
- When travelling is necessary, consolidate travel plans by combining multiple meetings and activities into fewer trips, thereby reducing overall travel frequency.
- Choose climate-friendly travel options for festivals and markets. Opt for train travel instead of flights for trips under six hours.
- Whenever flying is necessary, prioritise non-stop connections to reduce emissions from take-off and landing. Use flight emission calculators to select more fuel-efficient routes.
- Offset travel emissions responsibly, using serious tools aimed at impactful initiatives like tree planting – while recognising that offsetting should only supplement direct emission reduction efforts.
- Opt for hotels with recognised sustainability certifications that implement environmentally conscious practices, such as reduced housekeeping services, renewable energy, waste management policies, local food and beverage services, policies to fight food waste.

Tools & Resources:

- **Supercool:** Guide for sustainable in-person meeting and traveling.
- **ICAO Carbon Footprint Calculator:** Internationally approved carbon footprint calculator for air travel.
- **MyClimate:** CO2 emissions calculator for journeys by plane/car, events etc.
- **ICameByTrain:** CO2 emissions calculator for journeys by train.
- **Atmosfair Flight Emissions Calculator:** Calculate carbon impact and compensation for your travels and fin green travel tips.
- **EcoBnB:** Assess hotels based on sustainability criteria.

2. Publishing & Distribution

Sustainable Production of Materials:

- Minimise the production of printed promotional materials (e.g., posters, leaflets, press kits) to reduce waste. Assess the necessity of each item based on its impact and target audience. Start with smaller print runs and increase only if needed.
- Whenever printing is unavoidable, use recycled paper and eco-friendly inks. Digital brochures and catalogues are preferable to reduce printed waste.
- Recycle movie posters, flyers and banners so they may be used for other things such as notebooks, envelopes, (tote)bags.

Optimising Digital Marketing:

- Monitor the environmental impact of digital campaigns by working with companies capable of measuring the carbon footprint of digital versus printed campaigns to make informed decisions.
- Favour less carbon-intensive broadcasting settings like first-party data and contextual targeting over third-party cookies.
- Consider the length, number, and format of digital assets – keeping in mind that heavier digital files require more resources.
- Lower emissions by targeting devices which are compatible with the asset's format, in the case of distributors, largely videos which work best for mobile phones.

Implementing Green Release Strategies:

- Reduce the volume of emails sent for promotion and opt for Wi-Fi networks over mobile data to lower energy consumption.
- For talent promotion and interviews, prioritise virtual options like Zoom and live streaming, reducing the need for physical travel.
- Choose train journeys and sustainable hotels for talents' travels for promotion campaigns – when possible and acceptable.
- Search for formats which would enable a reduction in DCP sizes – cooperate with producers to find a solution to reduce file sizes.

Impact Campaigns:

- Leverage the social role of distributors by using film releases to engage with audiences on sustainability and societal issues.
- Explore creative partnerships to spark public discussions and debates around environmental themes and collaborate on green campaigns.

3. Green Office Routines

Remote Working and Transportation

- Propose remote working days, especially for working parents, to reduce commuting emissions.
- Support green transportation options like public transport, cycling, or carpooling.

Office Supplies and Printing

- Opt for office supplies made from recycled or sustainable materials. Reuse binders, folders, and other items, choose eco-friendly inks, and minimise printed materials wherever possible.
- Adopt a paperless office approach by relying on digital documents and e-signatures. When printing is unavoidable, use recycled paper and print double-sided to cut down on paper use.

Waste Management, Recycling and Local Supply

- Set up a recycling programme with clearly labelled bins and organic waste. Limit the use of disposable plastics and set up a recycling and composting station in the office kitchen.
- Introduce a personal water-bottle or mug system, and use reusable tableware, dishes instead of single-use options.
- Source local, seasonal, and organic food with vegetarian and vegan choices, supporting regional suppliers.
- **TerraCycle:** Provides solutions for eliminating the idea of waste through innovative recycling options.
- **RecycleCoach:** An app for local recycling information and reminders.
- **Zero Waste International Alliance:** Offers information for zero waste initiatives.
- **Love Food Hate Waste:** Helps combat food waste through educational resources.
- **Too Good To Go:** A mobile app that connects users with surplus food from local businesses to reduce food waste.
- **Foodwatch:** A non-profit campaigning organization fighting for your right to safe, healthy foods and to information about the things you eat.

Energy Efficiency

- Reduce energy use by investing in energy-efficient appliances, LED lighting, and other sustainable equipment. Encourage employees to switch off devices when not in use. Purchase refurbished technological tools and devices.

- Minimise heating consumption by using heat controls and smart heating systems to avoid unnecessary energy waste.

Digital and Online Sustainability

- Use certified sustainable servers for web hosting and green search engines to decrease the environmental impact of digital activities.
- Regularly organise and reduce the size of digital files and email attachments to lower energy usage for data storage.
- **EcoSend:** A green email marketing platform.
- **Greenmail:** An eco-friendly email service provider.
- **Posteo**: An independent email service 100 % powered by green energy.
- **WebsiteCarbon:** Calculate the carbon footprint of websites.
- **The Green Web Foundation Directory:** Find certified sustainable web hosts.
- **Fairmeeting:** Sustainable streaming and conferencing host.
- **Ecosia:** Green web search engine that uses its ad revenue to plant trees.

Trainings and Toolkits:

- **Supercool:** Guide on green hosting.
- **Climate Leadership Training:** A training course in carbon literacy and how to become a climate business leader.
- **Futerra Academy:** delivers informative webinars, e-learning, or training for companies on building sustainable practices.
- **The Digital Collage:** A workshop to understand the impact of digital technologies on the environment and how to reduce it.
- **The Digital Sustainability Card Game:** Open-source card game by Climate Acuity to get educated on digital footprint, brainstorm solutions and discuss digital sustainability.
- **Julie's Bicycle:** a non-profit working on the climate crisis by offering training and guides.
- **Sustainable Web Design:** a book about making greener design choices.
- **The Could and the Climate:** Report on Navigating AI-Powered Futures
- **Digital Heritage Hub**: Guide on how to make your digital engagement activities better for the environment.
- **Act Green 2024:** Report by Indigo on understanding audience attitudes towards the role of cultural organisations in tackling the climate emergency.
- **Giki Zero:** App that helps you learn about your carbon footprint and find ways to reduce it.