



Outline of the Austrian Ecolabel guideline

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Green Producing

The growing environmental and social awareness has also reached the film and television industry. Therefore the Austrian Ecolabel defines criteria for film productions. The label isn't awarded to a production company. Environmental requirements alongside the production chain of a specific film production have to be met.

A film production is defined as "the production of a movie, advertising, a documentary, a television film, a series, a show (if the aspect of recording is primary) or reportage". The focus is on the phases of project development, pre-production, filming, post-production and distribution.

The guideline includes criteria in the fields of mobility and climate protection, set, materials for buildings and props, costumes and make-up, technology, catering and accommodation for a specific film production.

Although the main emphasis is placed on the specific film production, there are also some criteria that have to be met by the production company. These criteria must be complied with during an initial Eco-Label check. The production company must especially assign a Green Producing Officer, adhere to an eco-friendly office management and motivate its employees towards environmentally friendly mobility. To guarantee the compliance with all necessary criteria there is an independent third party control by special auditors.

Eco-labelled products can be found on the internet:

<http://www.umweltzeichen.at/produkte>

For further information please contact one of the following addresses:

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