



Interreg
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GreenFilmTourism

Newsletter

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Film Cross-Border heritage PL SK

► **GreenFilmTourism.eu web portal**

► **PL-SK Cultural Heritage Film Route**

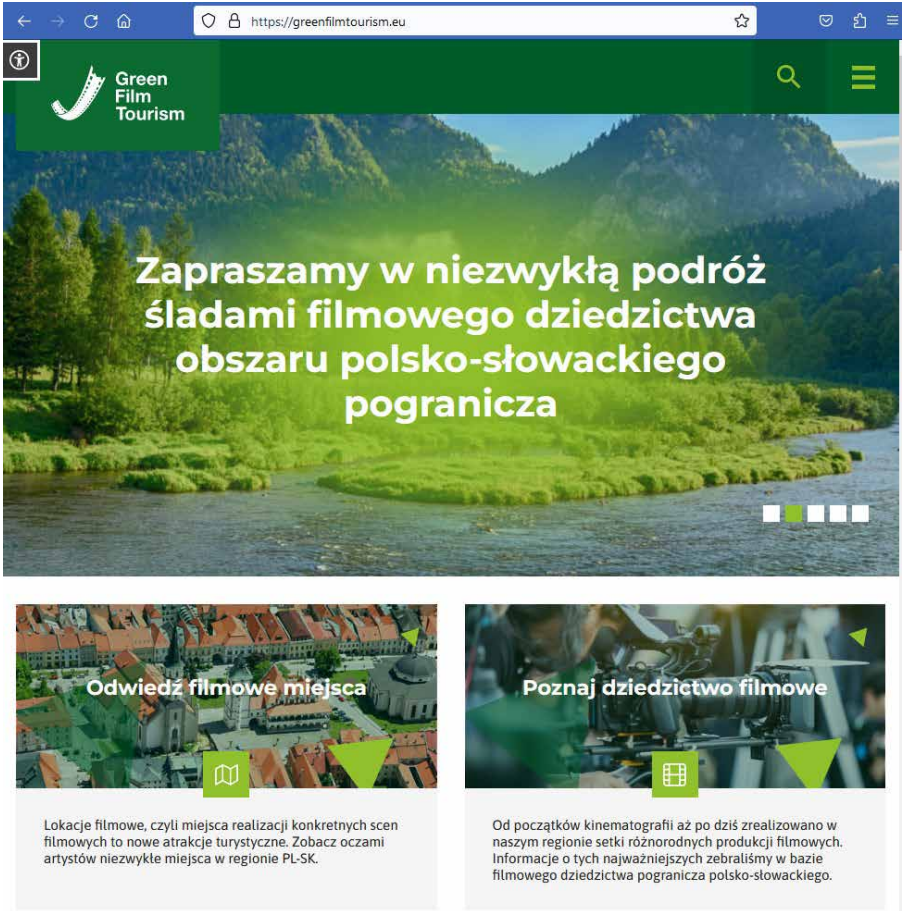
► **Green guide for the audiovisual industry**

► **GreenFilmTourism at industry events**

greenfilmtourism.eu

GreenFilmTourism.eu web portal

Information about the most important films has been collected in a database of the film heritage of the Polish-Slovak borderland. The Internet portal, which, in addition to films, also includes information on film locations or regional thematic threads, can be found at: www.greenfilmtourism.eu



GreenFilmTourism official website

PL-SK Cultural Heritage Film Route



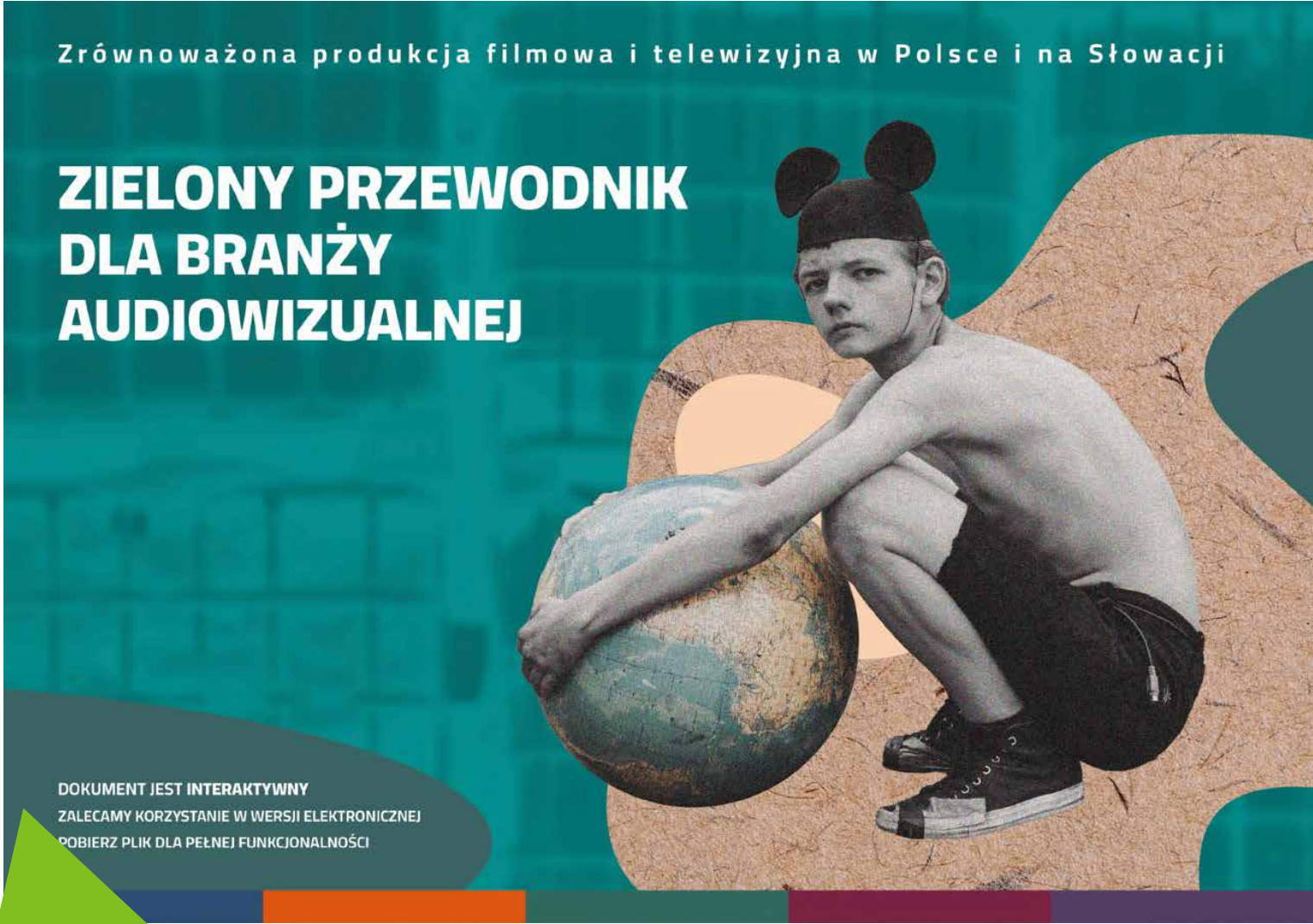
Within the framework of the project, a Film Cultural Heritage Route was created, covering the regions of Silesia, Lesser Poland, Subcarpathia, Kosice country, Žilina country and Prešov country. The area is also characterized by outstanding natural assets, which can be extremely attractive for the development of today's film production. At workshops and study visits, representatives of the film industry were presented with the locative potential of the region. Film productions here can also benefit from various forms of support offered by film commissions, local authorities and film institutions.

GreenFilm Tourism in a Nutshell

Film tourism is becoming an increasingly popular form of travel these days. When looking for places where film productions have been made, it is worth going to the Polish-Slovakian borderland, where the GreenFilmTourism project has been implemented in recent years.

The oldest film shot in the region on the Slovak side was Friedrich Wilhelm Murnau's "Nosferatu - Symphony of Horror" from 1922, and on the Polish side was Romuald Gantkowski's "The Girl is Looking for Love" from 1938. To date, hundreds of diverse film productions from feature films to animation have been made here.

Green guide for the audiovisual industry



Green guide for the audiovisual industry - cover

One European feature film generates an average of 192 tons of CO2, which requires 1 square kilometer of forest to neutralize. The environmental impact of large international co-productions can be even greater - up to several thousand tons of CO2. It is worth taking this fact into account when preparing for a film project.

A guide to sustainable film and TV production, as well as a proprietary environmental workshop program and materials, has been developed with the aim of implementing solutions to increase the environmental friendliness of film and TV productions. It is aimed both at key decision-makers - producers, directors, division managers, members of film, TV or advertising crews, as well as suppliers, post-production companies and all those for whom the environment matters. Its task is to help meet individual environmental goals and encourage the implementation of solutions that eliminate the negative impact of audiovisual production on the environment in

the area of reducing: CO2 and other greenhouse gas emissions, waste production or electricity consumption.

The Guide to Sustainable Film and Television Production, which has been developed, provides principles and practical guidance for implementing green practices during all stages of audiovisual production. It allows one to understand, among other things, what sustainable development is, what its goals are and how these goals are related to audiovisual production, how much environmental impact audiovisual production has, what its environmental problems are, which production areas are the most sensitive to the environment, what actions one should take when being a producer, film crew member or supplier, as well as what tools to use to implement sustainable solutions and monitor the carbon footprint of production. In addition, the study is enriched with case studies from Polish, Slovak and other European productions.

The green guide for the audiovisual industry
with checklist can be downloaded from: www.greenfilmtourism.eu/green/

GreenFilmTourism at industry events

**24th Film Review "Cinema at the Border",
Cieszyn (Poland, Czech Republic) 29.04 - 3.05.2022.**



**Opening of the Subcarpathian Film Route
in the Bieszczady Mountains,
(Poland) 24-28.07.2022.**



**Cinema under the stars film festival,
Kosice (Slovakia) 23-24.08.2022.**



**Film Night at Šariš Castle 2022,
Kosice (Slovakia) 16.07.2022.**



**5th BNP PARIBAS Green Film Festival,
Krakow (Poland), 14 - 21.08.2022.**



**TOUR SALON Fair of Regions and Tourist
Products, Poznań (Poland) 22-23.10.2022.**



**Industry meeting of representatives
of the Slovak and Polish film industry,
Jaślicka (Poland) 23.09.2022.**



**GreenFilmTourism's stand
will be found in Europe
at events such as:**

- ▶ 37th International Tourism Fair - Salon international du Tourisme et des voyages Colmar, Colmar/France 11-13.11.2022.
- ▶ International Tourism Fair Reisemesse Dresden 2023, Dresden/Germany 27-29.01.2023.
- ▶ Balttour 2023 International Tourism Fair, Riga/Latvia 3-5.02.2023.
- ▶ 25th International Danish Travel Show FERIE FOR ALLE, Herring/Denmark 24-26.02.2023.

Rzeszow Regional Development Agency supports and promotes sustainable development of the region

The mission of Rzeszowska Agencja Rozwoju Regionalnego Spółka Akcyjna in Rzeszów is to undertake activities that inspire, support and promote the socio-economic development of the Podkarpackie region, taking into account European standards, as well as to activate and support technology transfer and innovative entrepreneurship, including through the implementation of national and European aid programs.

In its activities, RARR S.A. encourages and inspires cross-sector cooperation, combining ideas and potential of various public and private entities.

In recent years, RARR S.A. has been involved in a number of initiatives that support sustainable socio-economic development, both in the broader context of public procurement and management processes, as well as the environmental impact of selected industries, as exemplified by the "Green Screen" and "GreenFilmTourism" project activities concerning the analysis and promotion of good practices and solutions that reduce the carbon footprint of the audiovisual industry. Conclusions from the implementation of these projects concerning, among other things, thoughtful and efficient management of resources are an inspiration for all sectors of the economy and an incentive to change daily habits in everyone's private life.





Who are the contributors?

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Partners

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