

## INNOVATIVE TOOLS AND BUSINESS MODELS

Reference:

(CREA-MEDIA-2023-INNOVBUSMOD)

Concept note

Deadline for submission of application including  
24/01/2023 at 17:00 (Brussels date and time)

## CONCEPT NOTE

*The general aim of CREA-MEDIA-2023-INNOVBUSMOD is to increase the competitiveness and the economic potential of the cultural and creative sectors, in particular the audiovisual sector.*

*The specific objective is identification of ways to enhance the circulation of online and theatrical distribution of European audiovisual works, within the Union and internationally in the new digital environment; including through innovative business.*

*Activities that can be funded within the scope of the project include Innovative tools and business models improving the greening process of the audiovisual industry.*

### **2. Background, objectives, scope, activities and the expected results**

*Audiovisual industry is quite consumerist. It needs a huge quantity of resources for a very short time that generates huge amount of carbon dioxide and waste that is reusable in some cases and in some cases is not (for example building materials, clothes, catering and other waste). The CO2 emissions and other environmental issues in the sector are high and on the rise.*

*Greening of audiovisual industry is possible through the growing awareness in the industry together with more common regulations, usage of innovative technologies and business models to promote environmental sustainable sector, as well as better communication and international cooperation in the sector that will allow sharing best practices and achievements.*

*The proposed project complies with EU policy interests and priorities, in particular the European Green Deal that is:*

- Lower the CO2 Emissions by 50 % until 2030 compared to 1990*
- Climate Neutrality by 2050*

*The project will concentrate on the three main pillars: diagnosis of policy and promotion challenges to increase sustainability of audio-visual industry that will result in the set of recommendations, as well as capacity building for audio-visual sector sustainability.*

- 1. Identification of policy challenges recommendations to increase sustainability of audio-visual sector*

*Actions to be taken*

- Map public funding opportunities on state and regional level to support sustainability projects aimed at greening audio-visual industry*
- Analyze procurement procedures to integrate environmental sustainability component in it*
- Recommend on the methodology to measure environmental impact unification*
- Analyze policies to integrate local suppliers in audio-visual industry value chain*
- Recommend on investments promotion in green technologies which will create new job opportunities, as well as have a positive impact on other industries.*

- 2. Identification of promotion challenges recommendations to increase sustainability of audio-visual sector*

*Actions to be taken*

- *Elaborate best practice guidelines that highlight economic and environmental savings whole using eco-friendly technologies and tools*
- *Elaborate tools to combat greenwashing in the sector*
- *Organize training on greening tools in audiovisual industry*
- *Recommend on tools to promote environmentally sustainable audiovisual productions and specialized events /such as expos, festivals, business forums etc./*

### *3. Capacity building for sustainable audio-visual sector*

#### *Actions to be taken*

- *Mapping success stories of environmentally sustainable companies/production technologies in audiovisual sector*
- *Identifying and training of interested specialists*
- *Recommend on green networking formats*

*Expected impact: Increasing the production and circulation of European audiovisual works within the European Union and internationally by rising competitiveness through improving the greening process of the European audiovisual industry by innovative policies, tools, technologies and business models*