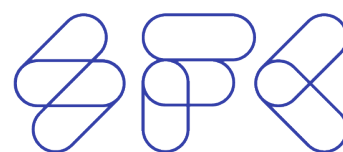


Riga  
International  
Short  
Film  
Festival

**21ANMAS**

**HOW TO  
BE GREEN:  
A GUIDE FOR  
(SHORT) FILM  
FESTIVALS**



Short Film  
Conference

**Riga International Short Film Festival 2ANNAS and Short Film Conference** proudly present this practical guide for how to make short film festivals more environmentally friendly.

It is important to acknowledge that running any kind of enterprise has an impact on the environment. This guide is not intended to eliminate all impacts of our activity, rather it suggests practical tips and solutions that will help festival organisers to become more sustainable. Some of the suggestions are small steps while others are more comprehensive changes. Every one of these actions we take is useful, and we encourage festival teams to begin with the easiest tasks first.

The response to the recent pandemic has demonstrated that it is possible to make large changes in a short amount of time. We all need to be more radical as we have limited time to make changes. If we don't make them ourselves legislation is coming in many countries. If you don't have a sustainable festival in the next 10 years, you may find it increasingly difficult to secure funding, so start acting now.

We in the film industry are used to constant change. The technology for shooting and exhibiting films (as well as consumer behaviour) has evolved dramatically in the last two decades. In order to continue the work we love — curating and showcasing short films, and building communities of cinephiles — it is becoming increasingly necessary that we incorporate environmental harm minimisation into our event plans.

Not everything is in our hands, but festival organisers have influence. By having these conversations we can start to change the wider culture and working practices. It's the whole film sector's responsibility to get behind greening our industry.

## GENERAL TIPS

1. Change begins at the top. We recommend that the aims of this guide be assumed into the annual plan by the Board of Directors for film festivals, with responsibility for delivering it given to the Festival Director, with the help of their team. The Board should define some specific long and short term sustainability goals.
2. When planning each edition of your festival include an environmental impact assessment as part of the process. Don't do the event without analysing the environmental aspects, the same as you wouldn't organise an event without a budget.
3. Review your budget and see if you can redirect any of your expenses towards more sustainable options. Rethink everything — is buying locally, but in the wrong season, more sustainable? Are all your suppliers and partners environmentally responsible?
4. If the management of your festival does not embrace this project we recommend that you still take some individual responsibility to request change where possible. Every little bit helps, and by demonstrating small things that are possible without a big cost you will begin to change their minds.
5. Create visibility by organizing events about sustainability as part of your festival. Help and encourage filmmakers to make their productions more sustainable by sharing information about this.
6. Avoid 'greenwashing' — be honest about what the problems are and be transparent with your audience. Share your knowledge and success — don't do 'green hushing' either. We have to share and learn from each other.
7. Work together with other festivals to share resources, talk to each other and share tips for increasing sustainability. Work with your local authorities and learn what their plans for sustainability are. Maybe you can use your communication platforms to help them.
8. Care for local communities as it will bring uniqueness for your event — diversity needs to be in the foundation as it breeds biodiversity and monoculture breaks ecosystems.
9. If deciding on a new venue: could there be more plants/green areas around the institution? They also work as the entrance to space. Spending time in green areas decreases blood pressure and makes us have more empathy towards other species.
10. Help your community to fall in love with the planet and nature. When we are disconnected from our natural environment there is a problem. When you love something, people can move mountains.
11. Make your festival more accessible to people with disabilities and people who accompany them.
12. Switch your festival team to using a search engine that plants trees — [www.ecosia.org](http://www.ecosia.org).
13. Accept film submissions only digitally — so there is no postal shipping.

## TRAVEL TIPS

14. Use slow travel where possible. Encourage your guests to take trains and buses, instead of flying. Sometimes it is even faster or more practical to take trains instead of planes, if we count 3+ hours travel time to and from the airport and 2+ hours waiting time at the airport.
15. When booking tickets for your guests, start by asking how they would like to travel. Don't assume that everyone wants to fly, suggest other options. Or the other way around: when people invite you to their festival: ask them for slow travel options. Put it in the contract with them where possible.
16. The festival could also consider reimbursing (or partly reimbursing) train travel or offering free entry for guests arriving with bikes, for example.
17. Acknowledge that slow travel is not always possible. It is not always accessible for people with disabilities, children, or sometimes because it's simply too far away or too expensive to slow travel.
18. Work with other festivals where possible. If two festivals are close to each other, they could f.i. have guests arrive by plane to one festival, then go by train to the other and then leave by plane again.
19. Include travelling time into the project and the salary paid to staff or guests: make it part of the process, by incorporating preparation time and debriefing. Don't make it a hassle, do not waste time, use the fact that you are in a focused environment. Trust that the journey will provide inspiration and understanding of distance that cannot be conveyed in words.
20. Instead of waiting for the transport industry to give us green trucks, how can we reduce the amount of infrastructure we need? Think about ways to use existing facilities and equipment in your location as much as possible instead of hiring gear from other places.
21. Decide against accepting sponsorship deals with car companies.
22. Hire local staff volunteers and performance artists where possible instead of bringing people in.
23. When driving a car, use shared rides and alternative fuels such as electric and biogas where possible. Consider whether hybrid cars are an option.
24. Is working time flexible to meet public transportation connections? Consider this for your staff. When planning your screening schedule, take into account the public transportation connections – the time it takes to arrive at your venue from different locations in the city.
25. Inform visitors about how they can reach the festival venue by using public transportation. Could your festival offer/support staff to use bikes and public transportation more? Partner with a bike rental service and have bike parking areas available at your festival. For example by providing a place to easily and safely store bikes and change clothes if needed.
26. Eliminate or reduce car parking areas so people must use more sustainable transport options. Partner with your local authorities to have free or cheaper transport available when audience members show their ticket to your festival.
27. Think about electric vehicle charging options around your venues.
28. Use a carbon emissions calculator and offset the impact of your event by investing in renewable energy of the equivalent value. And opt for carbon removal instead of carbon offsetting.

## ENERGY TIPS

29. What is your CO2 footprint? Do the research.
30. Carbon emissions calculators: when offsetting the emissions, invest in renewable energy and other charities, that will help remove those emissions in the future! Opt for carbon removal instead of carbon offsetting.
31. Can you alter the energy system? Switch to more sustainable gas and electricity if possible — could you buy renewable low carbon electricity, such as wind and solar? Think of renewables like geothermal heating/cooling, heat pumps, solar panels, etc. Often the renewables are cheaper in use in the long run, which can help you to lower your annual energy costs.
32. Do you know which power suppliers the location/venue is using? Do you know how the energy for heating/cooling the building is made? What is the energy mix of the venue? Is there a way to know your exact kWh usage when renting from a venue? Do all this research and monitor it.
33. What is your energy saving policy — are things switched off when nobody is in there?
34. Are there any energy saving fixtures and fittings? Any renewable energy fixtures ?
35. Use adjustable led lights.

## MERCHANDISE TIPS

36. Ask the question: do you need the merchandise at all? If you cannot avoid it, make the merchandise useful: pens, notebooks, cups etc.
37. Don't be year-specific when doing branding. Make the bags, lanyards, etc. in neutral colours to be able to use them year after year. Ask your team to use their own/same lanyards every year. Reuse old lanyards and bags from other years for your guests.
38. Make the t-shirts organic and 'fair fashion'. You can buy the t-shirts in local vintage shops and customize them with necessary logos, etc. Invite local artists to do that.
39. Use tote bags instead of plastic bags.
40. Introduce a drop-off point for unwanted merchandise.
41. Produce the merchandise locally.
42. Go PVC free. Consider recyclable alternatives to foamex.
43. Make all merch from recyclable materials. Turn banners/posters into bags.
44. Consider changing the plastic accreditation cards to electronic ones or other alternatives.

## PRINTING TIPS

45. Upcycle/repurpose the printed materials. Use recycled paper.
46. Evaluate if it's more sustainable to produce the recycled paper locally or far away and ship it to your location. Sometimes transport is quite a small environmental issue if you look at the life cycle of things compared to manufacturing!
47. Use digital alternatives for ads, posters, programmes, etc. where possible.
48. Reduce the quantity of printed materials. Opt for digital catalogues instead of printed ones. Opt for digital tickets and invitations only.

## CATERING TIPS

49. Consider fully circular catering: serve salvaged food and waste food. Compost waste locally after the event at a local agriculture farm.
50. Partner with fair trade, vegetarian or vegan restaurants and only serve vegetarian food during the event. Or work with a catering company that sources food from regenerative farming.
51. Offer food that does not need tableware, if possible. Or use biodegradable tableware instead. Provide reusable cups, which could also serve as a merchandise.
52. Support local farming projects. Serve food with sustainable ingredients — local and in season. Try to use locally made products. Buy the wine/beer offered so that it's made at least in the same continent.
53. If necessary use meat that comes from agricultural symbiosis, where cattle plays an important role in field farming (organic carbon neutral farming).
54. Offer free drinking water from the tap instead of bottled water whenever it's possible.
55. Offer milk alternatives at your coffee stand.
56. Eliminate plastic – get rid of plastic bottles, plastic cups, stirrers, etc.

## GUEST MANAGEMENT TIPS

57. Choose hotels that have the same sustainability values as you.
58. Prepare a manual for your out-of-town guests with information about sustainable transport — where to rent bikes, maps of public transport connections, and a list of vegetarian restaurants, etc.

## WASTE MANAGEMENT TIPS

59. Cut down your waste — plastic being the most visible problem.
60. If we are not in charge it is our responsibility to know what our venues' waste management systems are. Do they have a way to process the waste or should we use alternative products that work for the venue? What can be recycled? What happens to waste post-event? Where does it go? Is this information in the venue hire contract?
61. Provide recycling points at your festival.
62. Dispose of batteries safely and consider ways to reduce your use of them.
63. A reminder that less garbage is economy of expenditure – for example, you can hire less cleaning staff.
64. Choose partners in all categories who recycle and compost their waste.
65. Try to use efficient and long lasting devices. Instead of buying new, look into remanufacturing of electronics? Renting and sharing of equipment are also good alternatives for buying and owning.

## STREAMING TIPS

*Streaming might be worse than travelling when it comes to our energy footprint, but as research is still in process and film festivals could not exist otherwise, for now we suggest the following.*

66. Choose data centres that use renewable energy.
67. Download instead of stream.

## Useful resources:

A Greener Festival

[www.agreenerfestival.com](http://www.agreenerfestival.com)

We are Albert

[www.wearealbert.org](http://www.wearealbert.org)

Julie's Bicycle

[www.juliesbicycle.com](http://www.juliesbicycle.com)

United Nations Framework Convention on Climate Change

[www.unfccc.int](http://www.unfccc.int)

Powerful Thinking

[www.powerful-thinking.org.uk](http://www.powerful-thinking.org.uk)

How events are contributing to deadly air pollution?

[www.agreenerfestival.com/wp-content/uploads/UK-Events-and-Diesel-use-Factsheet.pdf](http://www.agreenerfestival.com/wp-content/uploads/UK-Events-and-Diesel-use-Factsheet.pdf)

Introducing the Global Reusables at events

[www.agreenerfestival.com/agfblog/introducing-the-global-reusables-at-events-hygiene-project](http://www.agreenerfestival.com/agfblog/introducing-the-global-reusables-at-events-hygiene-project)

Green Artist Rider

[www.agreenerfestival.com/green-artist-rider/](http://www.agreenerfestival.com/green-artist-rider/)

10 Quick Sustainable Wins

[www.sipa.global/10-easy-wins](http://www.sipa.global/10-easy-wins)

Click Clean

[www.clickclean.org/international/en/](http://www.clickclean.org/international/en/)

Green Shooting Card

[www.greenfilmshooting.net/blog/en/about-us/](http://www.greenfilmshooting.net/blog/en/about-us/)

Lower Austrian Film Commission

[www.lafc.at/greenguide/](http://www.lafc.at/greenguide/)

Philipp Gassmann (in German)

[www.philippgassmann.de](http://www.philippgassmann.de)

Earth-Angel

[www.earthangel.nyc](http://www.earthangel.nyc)

Ecoprod (in French)

[www.ecoprod.com/fr/](http://www.ecoprod.com/fr/)

Kurzfilmtage Winterthur Contributors Guide -

[https://issuu.com/kurzfilmtagewin/docs/ikftw\\_2020\\_contributors\\_guide\\_issue](https://issuu.com/kurzfilmtagewin/docs/ikftw_2020_contributors_guide_issue)

Request recordings for panels from

[industry@kurzfilmtage.ch](mailto:industry@kurzfilmtage.ch)

Green Cinema Toolkit

[www.independentcinemaoffice.org.uk/advice-support/green-cinema-toolkit/?utm\\_source=ICO\\_Training\\_Newsletter&utm\\_medium=Email&utm\\_campaign=Green\\_Cinema\\_Toolkit](http://www.independentcinemaoffice.org.uk/advice-support/green-cinema-toolkit/?utm_source=ICO_Training_Newsletter&utm_medium=Email&utm_campaign=Green_Cinema_Toolkit)

Music Declares Emergency

[www.musicdeclares.net/gb/](http://www.musicdeclares.net/gb/)

Champions for Earth

[www.championsforearth.com/](http://www.championsforearth.com/)



This guide was initiated by **Riga International Short Film Festival 2ANNAS** and **Short Film Conference** and created in collaboration with **A Greener Festival**, **Festival du Nouveau Cinéma (FNC)**, **Institute for Environmental Solutions**, **Kurzfilm Festival Hamburg**, **Internationale Kurzfilmtage Winterthur**, **Museums for Environmental Sustainability**, **Music and Arts Festival Good Nature**, **New Theatre Institute of Latvia**.

