

GREEN PRODUCTION PILOT 2022/23

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/imagine Green Production

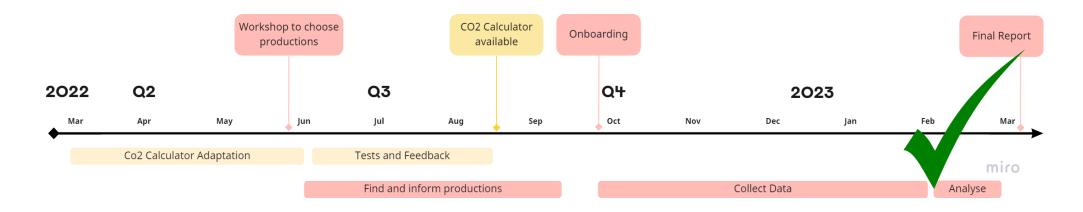
I asked Midjourney AI to create an image of a sustainable production van.

It came up with this:



PROJECT GOALS

- Gain experience in Green Production
- Establish a common tool and for measuring CO2 production footprints
- Analyse 2-3 productions per business unit
- Identify hotspots and possible measures
- Propose a strategy for Green Production

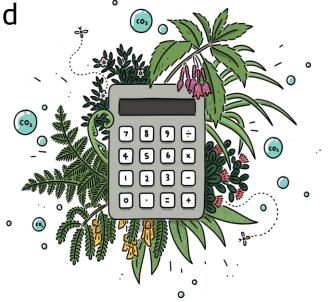


THE CO2 CALCULATOR

- ✓ https://www.green-shooting.ch/
- ✓ Available in 4 languages: English, French, Italian, German
- Accuracy of Analysis: Medium

It is used to identify hotspots and encourage change and

innovation



Methodology

System boundary of the CO2-Calculator

Catering

- Meals
- Dishes

Comment:

- Calculations according to Greenhouse Gas Protocol
- 🗵 Distribution is not considered

Energy

Energy consumption for offices, film studios, Post-production, technical equipment

Travel/Transport

- Passenger transport
- Material Transport
- Accommodation



Material

- Set construction
- Costumes
- Waste





THE PRODUCTIONS





Name of production	Business Unit	Content
II Quotidiano	RSI	Local news
I Sognatori	RSI	Local culture
1 gegen 100	SRF	Quiz Show
Samstig-Jass	SRF	Entertainment Show
Ding Dong	SRF	Lifestyle / Interiors
Delits Mineurs	RTS	Fiction / Drama series
Kunstturnen/Gymnastics	SRF	Sport
Hockey NL Regular	RTS	Sport
Neumatt Staffel 2	SRF	Fiction / Drama series
Ski World Cup Adelboden	SRF	Sport
Tatort Episode 7 and 8	SRF	Fiction / Drama





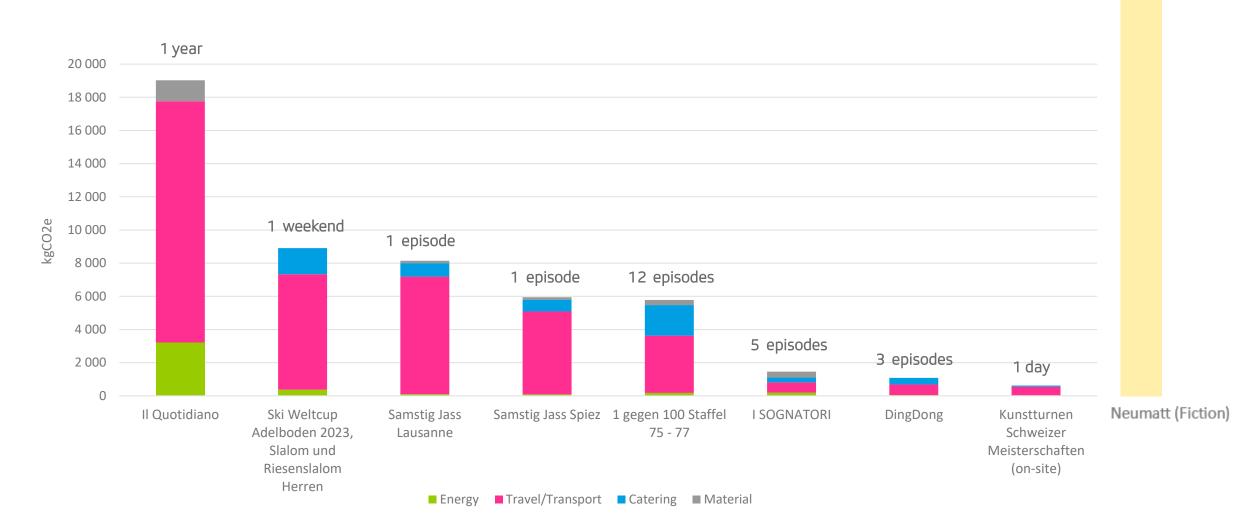




Results

Overview Results CO2-Calculator

Total absolute CO2-Emissions per production



HOTSPOTS and what causes them

Travel and Transport

- High number of production crew, cast or audience
- Travel by fuel-intensive means
- Multiple production days
- Long distances

Catering

- High number of full board meals (not bio, local or veggie)
- Single-use plates, cups and cutlery

Energy

Non-SRG premises without eco-power

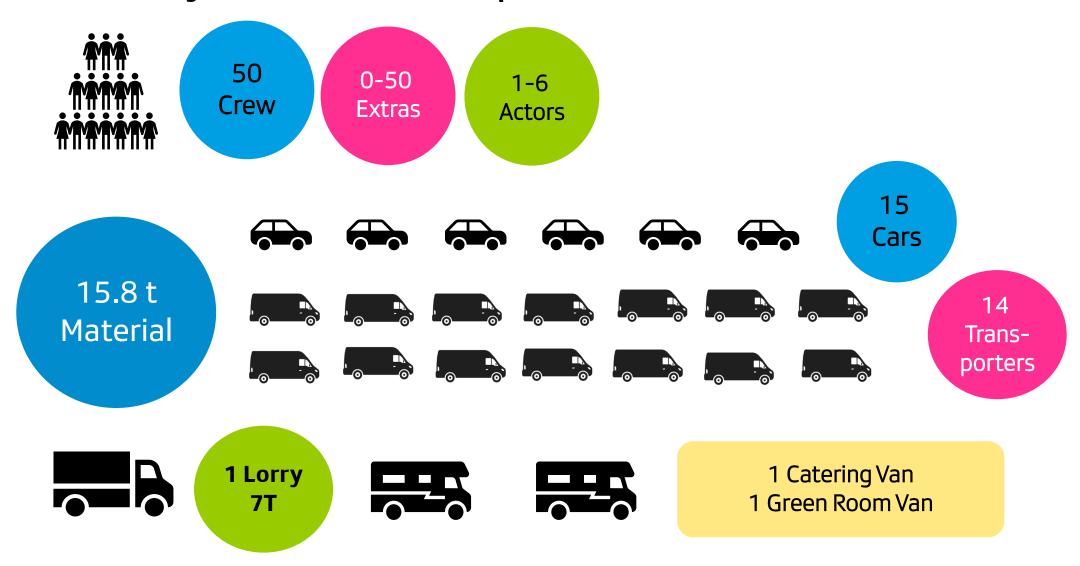








One day Drama/Fiction production at SRF





Making-of...



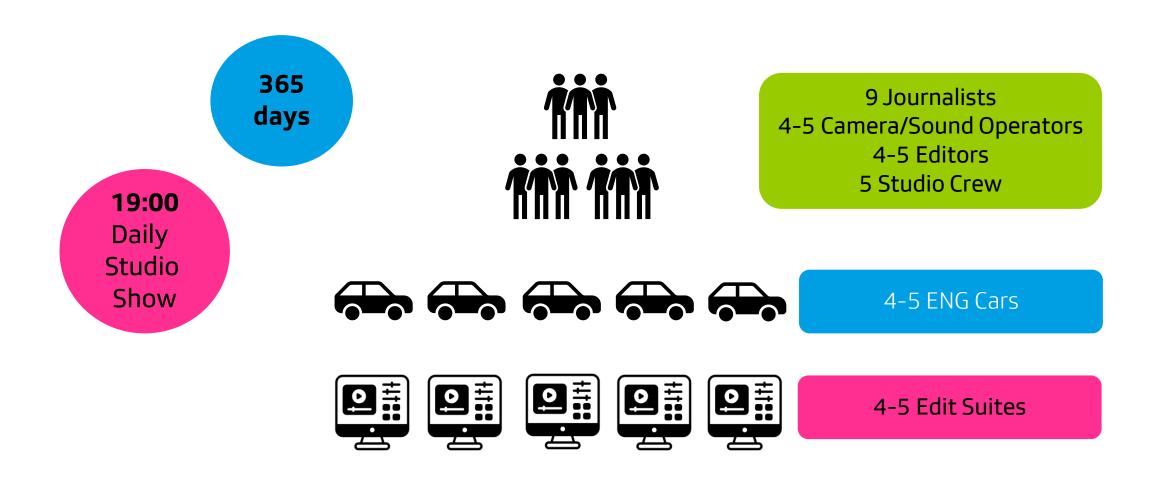


Difficult to work with LED as not powerful enough.



One day local news at RSI





RTS

Making of...



All equipment fits into a car boot.

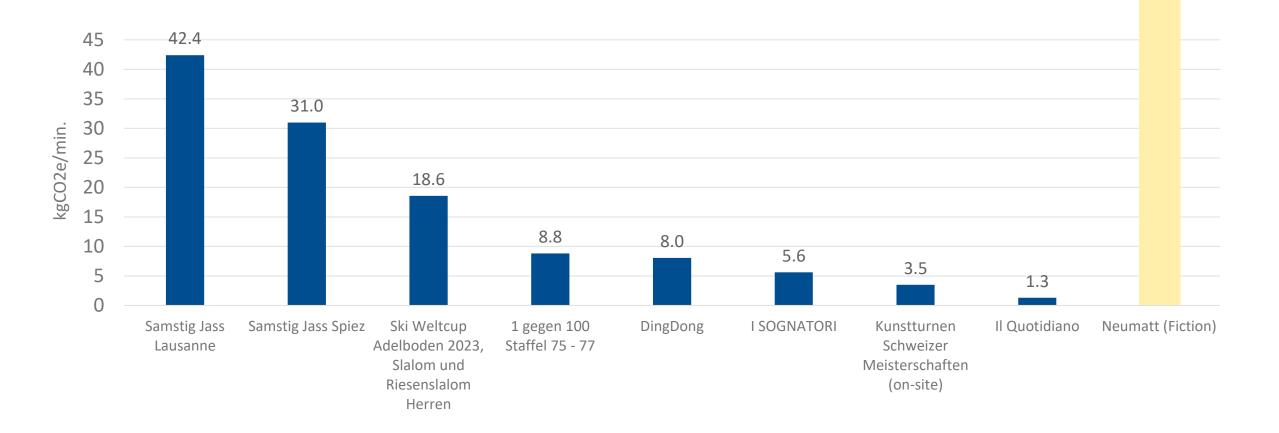




Which one, do you think, emits more CO2 per broadcast minute?

Overview Results CO2-Calculator

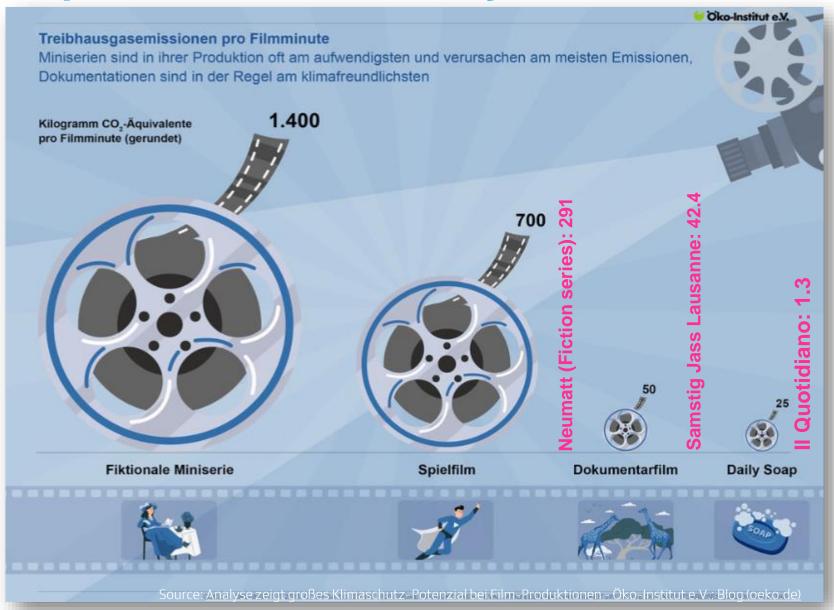
Total CO2-Emissions per broadcast minute



RTS

International comparison with Germany

- "100 green film productions" measured in Germany
- Kg CO2 per Broadcast minute

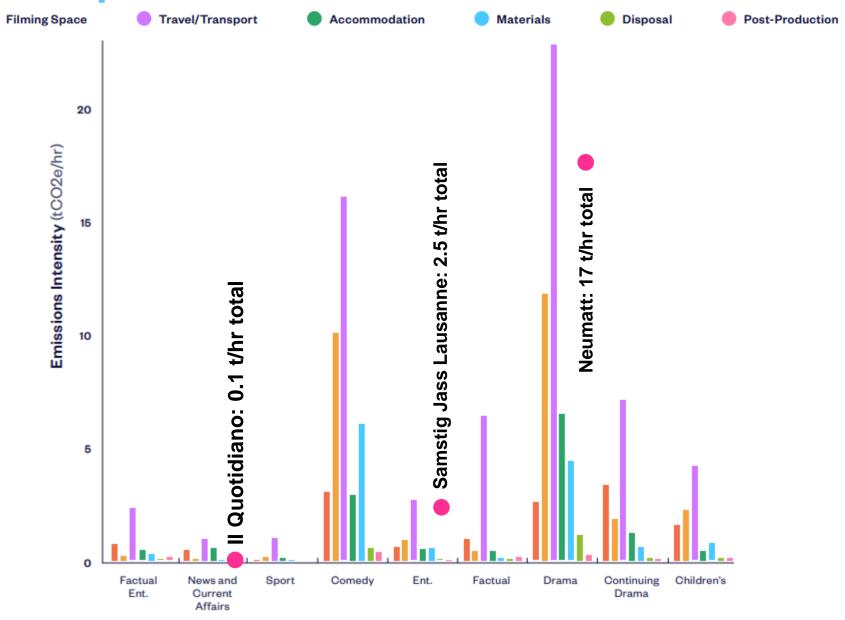


International comparison with Great Britain

 Average of all productions entered in Albert CO₂ calculator in 2021

Non-Filming Space

 Tonnes CO2 per **Broadcast hour**



Measures

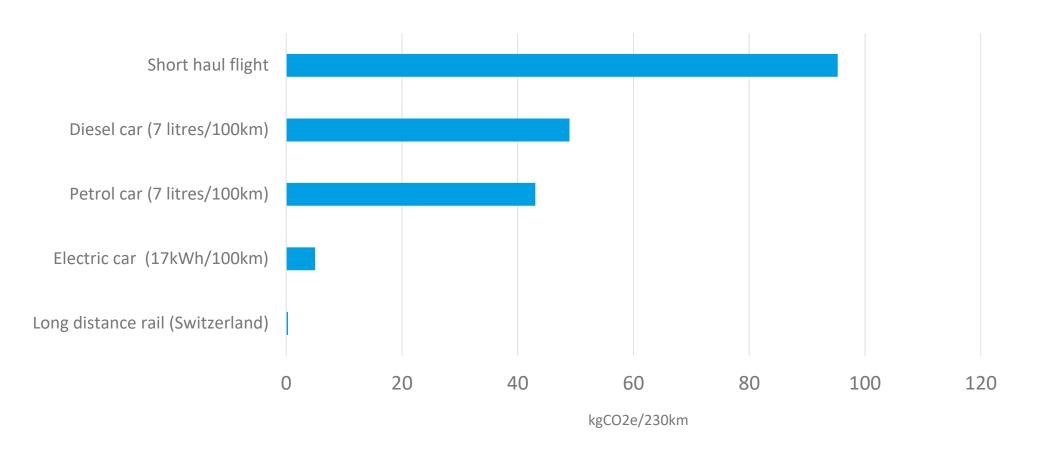
POSSIBLE MEASURES – TRAVEL & TRANSPORT



- ✓ Public Transport incentives for staff and audience
- ✓ Vehicles powered by renewable energy
- ✓ Less material, less people on site with smart, remote or cloud production
- ✓ Strategic planning of ressources (Dispo)

Travel/Transport

Emission factors for different transport modes (for **2 people travelling together from Zurich to Geneva** (230km))



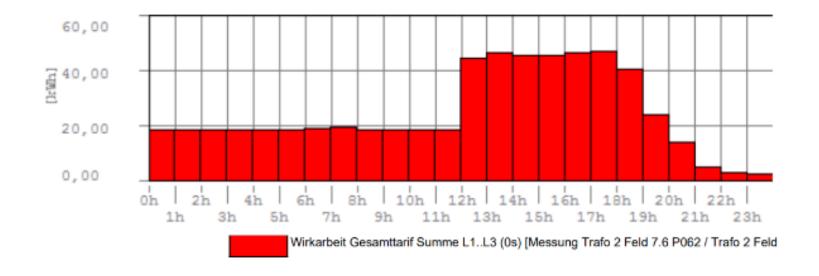


POSSIBLE MEASURES - ENERGY



- ✓ We already use eco power on all our premises
- ✓ Try to use eco power also on non-SRG premises, where available
- Avoid using generators
- Energy is not a hotspot, but saving energy should a focus
 - LED Lights
 - Avoid unnecesary stand-by usage

Example of Standby Usage



SRF Studio 5 over night usage 20 kw per hour Just one example... there are many more

POSSIBLE MEASURES – CATERING

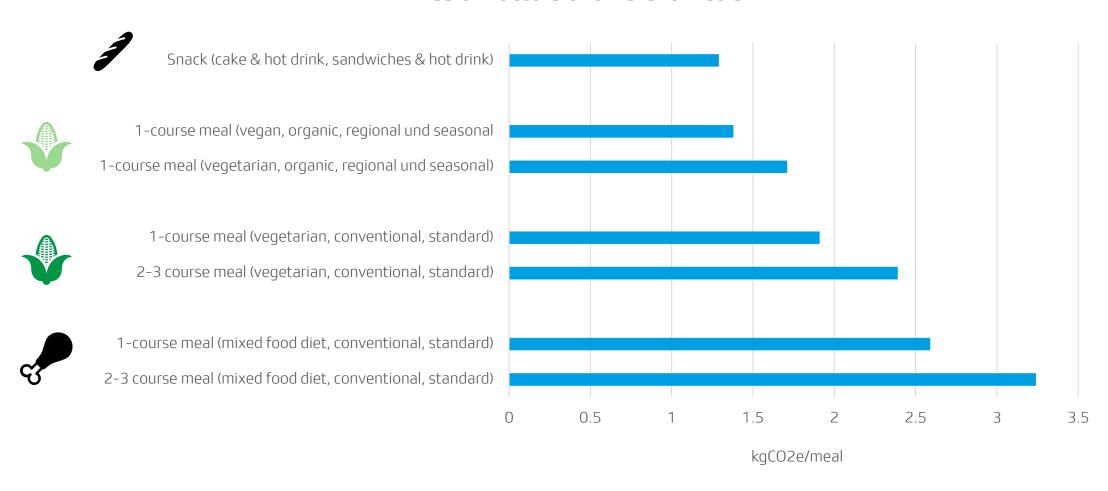


- ✓ Local and bio
- ✓ Less meat
- ✓ Avoid food waste

Meals



Emission factors of different meals





POSSIBLE MEASURES – MATERIALS



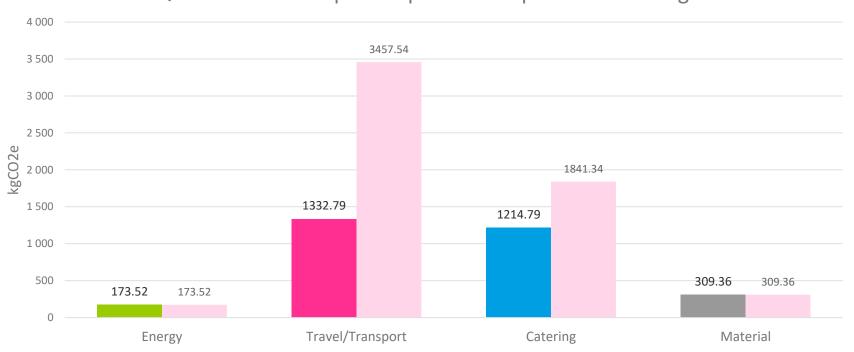
- Reusable sets
- ✓ Reusable costumes
- ✓ Bio degradable cleaning materials, paints and make-up
- ✓ Recycled printing and toilet paper
- ✓ General recycling and waste management

Examples

"1 gegen 100"



Quiz show with improved public transport and catering



Positive side effect:

- Raise awareness
- Show our sustainability efforts

- 48% emissions

GHG emission reduction measures

Example: "1 gegen 100"

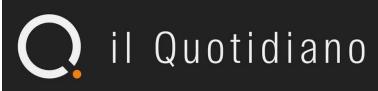




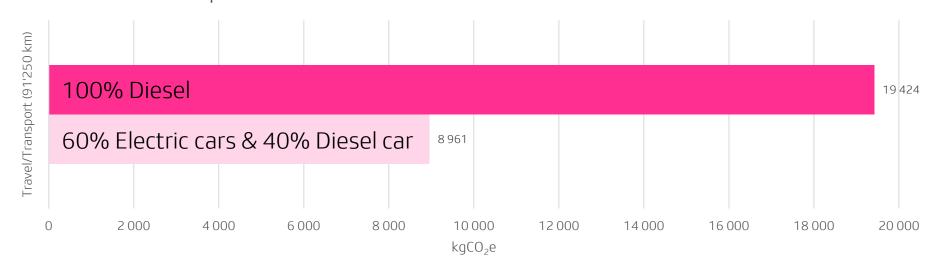
Area	Reduction measures	Reduction potential
Travel/Transport	 Incentives for public transport → 100% public transport 	- 37% of total GHG emissions
Catering	Preference for vegetarian and regional/seasonal meals	- 10% of total GHG emissions
	Avoid disposable dishes	- 1% of total GHG emissions

Total - 48% of total GHG emissions

Example: "Il Quotidiano"







- 54% emissions

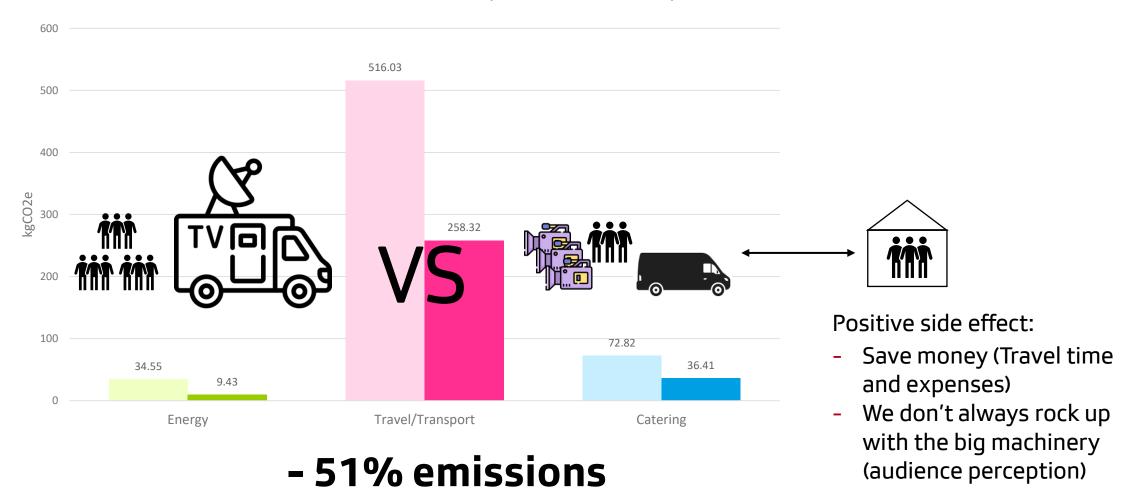
Positive side effect:

- **Beneficial Audience** perception
- Show sustainability effort
- Clean and quiet travel

Example: "Kunstturnen Schweizer Meisterschaften"



Kunstturnen Schweizer Meisterschaften (on-site vs. remote)



Example: "Kunstturnen Schweizer Meisterschaften" in Montreux







Area	Reduction measures	Reduction potential
Energy	Use of green electricity	- 4% of total GHG emissions
Travel/Transport	 Remote Production Travel of 3 instead of 9 crew members Smaller van 6 instead of 10 overnights 	- 41% of total GHG emissions
Catering	 Remote Production 6 instead of 12 full board meals 	- 6% of total GHG emissions
Total		- 51% of total GHG emissions

Strategy

SRG values & sustainability strategy

Green Production is a perfect fit for the company strategy

Vision

Wir schaffen Vertrauen. Unsere Angebote sollen unser Publikum befähigen, die Zukunft weitsichtig und vielfältig zu gestalten.

Mission

Wir unterstützen die demokratische Meinungsbildung. Wir informieren ausgewogen über Geschehnisse im In- und

Wir setzen uns auf allen Ebenen für mehr Vielfalt ein und bilden diese auch ab. Wir stärken die Offenheit und das Verständnis für- und untereinander, indem wir das kulturelle Schaffen fördern und Ereignisse in Kultur, Sport und Unterhaltung begleiten und beleuchten.

Wir einen die Schweizer Gesellschaft und engagieren uns für Solidarität und gegenseitiges Verständnis.

Werte





Unternehmens- und Angebotsstrategie 2023-2024





Wir nehmen unsere ökologische, soziale und ökonomische Verantwortung wahr.

In unserer Rolle als Arbeitgeberin, Produzentin von Medieninhalten und als Beschafferin von Gütern / Dienstleistungen richten wir uns nach den Prinzipien der verantwortungsvollen Geschäftsführung («Corporate Social Responsibility»). Die ökologische, soziale und ökonomische Nachhaltigkeit stehen dabei gleichermassen im Zentrum. Wir wägen Nachhaltigkeitsrisiken sorgfältig ab und minimieren negative Auswirkungen auf die Umwelt sowie auf gesellschaftliche Stakeholder.

Sustainability in the media sector

How far is the industry?

An increasing number of film and media producers and studio networks are starting to set industry standards or climate targets.

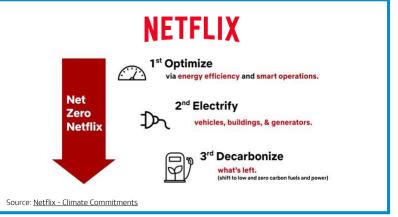






- Goal: "carbon neutral" by 2030
- Strategy: lower energy consumption, renewable electricity, green productions, sust. employee mobility, investments in climate protection projects

Source: ProSiebenSat.1 - Klima & Umwelt



Green Production Standards and Certifications

Which standards exist in Europe?



• German minimum standards and certificate (since 2021)

COPROD

• French association since 2021, certificate since 2023



• UK Association since 2011, certificate since 2014

How to move forward?

Future scenarios for the Green Production Project



Motivation:

We want to take Green Production to the next level and contribute to the reduction of the SRG footprint. We want to be a key driver for sustainability in the SRG sustainability strategy.

How?

 By evolving the Green Production project continuously with a clear orientation towards the SRG sustainability goals

Areas of focus, areas of growth

In the current project set-up, we can drive climate action on the production level

	Short-term (1-2 years)	Mid-term (2-5 years)	Long-term (>5 years)
Carbon Footprint/ CO ₂ Calculator	 Introduce training Establish tool maintenance & review process Develop data collection guidance 	 Improve data quality for carbon footprint calculation Extend tool guidance with benchmarks and reference values 	Carbon footprint for all SRG productions
Production Level	 Develop "SRG Green Production Standard" Set KPI for amount of productions to use CO2 Calculator Select and implement 2-3 reduction measures for those productions 	 Introduce "SRG Green Production Standard" for selected productions Reduce Emissions of selected productions Carbon footprint and emission reduction measures for all fiction productions Introduce low-emission travel & transport standard 	 All productions meet at least minimum requirements of SRG Green Production standard First "net-zero" production at SRG
Company Level	Improve data foundation (e.g. mobility survey, meters for electricity consumption of studios)	 Switch to energy-efficient lighting and refurbish old studios Support Green Production measures by creating incentives on company level 	 Build low-emission vehicle pool Integrate production footprints into overall SRG carbon footprint
Strategy	 Commit to continue the Green Production Project Determine framework conditions for a Green Production Strategy 	 Develop "Green Production strategy" aligned with SRG sustainability strategy Develop KPIs to measure impact & progress 	Track target progress on an annual basis
People & Culture	 Green Production community event Green Production workshop with relevant stakeholders Promote Green Production project in internal communication channels 	 Nominate a green consultant in each business unit First "Green Production Award" at SRG 	Green production culture with communication channels, green consultants, community events etc.



Proposed Roadmap

measure

phase

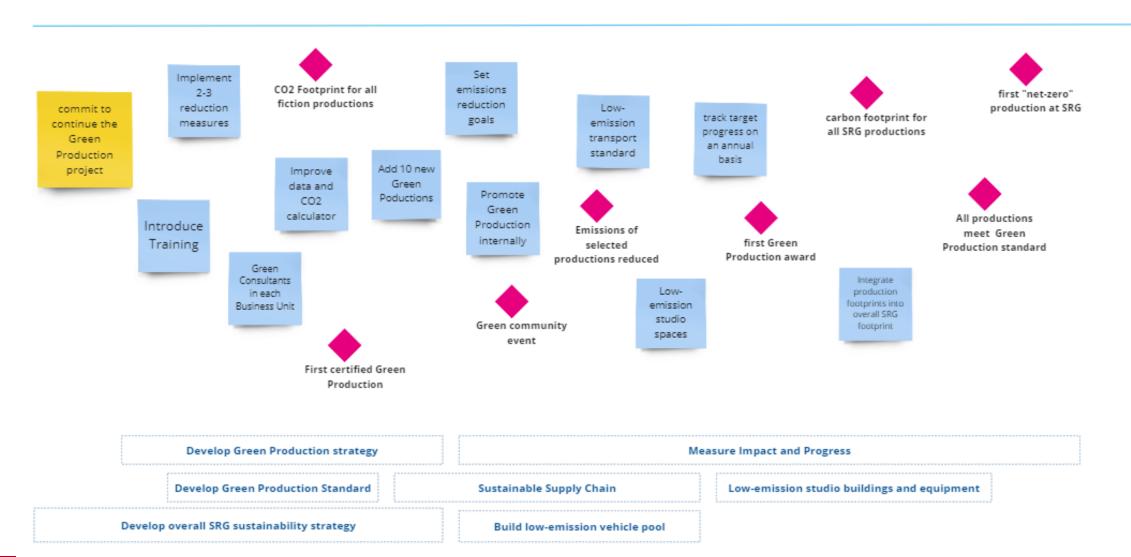
2023

2024

2025

2030

2040



Primary FOCUS

- Join a Green Production Standard
- Make CO2 calculation mandatory for fiction/drama
- Make a selection of internal productions «green»
- Train internal Green Consultants and Super Users
- Make sure new technological investments take sustainability into account

WHO IS KEY?

- Producers
 - Make sustainability part of the commissioning process
- Production managers and assistants
 - Cost and CO2 Calculation
 - Advise on measures
- Technical Project Managers
 - Provide data for CO2 Calculation
 - Advise on measures incl. Technical measures

Scenarios

Green Production plan 2023-2024: "minimal"

		Actions
Colculator	Training	Live walkthrough
	Data collection	Data collection guidance/manual
Production level	Implementation of 2-3 reduction measures per production	 Define a set of reasonably ambitious, cost-effective reduction measures per production
Produc	5 new productions added to Green Production project	 Select suitable productions, internal search/ call for interested people
Strategy	Commitment to continue the Green Production project	Management decision to continue project
People	Green Production Group	National exchange group

Deliverables:

- CO2 of 5 SRG productions measured
- Selected reduction measures implemented

Total costs:

- <u>Internal</u>: 240 hours for Green Production Group (5 people, monthly meeting),
 50 hours for Green Production Analysis
- External: none

Pros:

Low costs/effort needed

Cons:

- Lack of reliability in the CO2 calculations
- No link to SRG strategy
- Slow progress without dedicated resources

Green Production plan 2023-2024: "adequate"

		Actions
CO ₂ Calculator	Training	Basic TrainingGreen Consultant Training
	Tool maintenance	Review and improvement process
	Data collection	 Data collection guidance/manual Improve data foundation trough metering, mobility surveys, etc.
	"SRG Green Production Standard" incl. KPIs	 Set minimum requirements for a Green Production Standard
Production Level	Emissions reduction goal 2030 for productions	Set an absolute emissions reduction goal per production
Producti	Implementation reduction measures	According to SRG standards
_	10 new productions added to Green Production project	 Select suitable productions, internal search/ call for interested people
Strategy	Commitment to continue the Green Production project	Management decision to continue project
ē	Green Production Consultants	Certified Green Production consultants in each business unit
People & Culture	Green Production Lead in every business unit	Coordinate, drive strategy, EBU exchange, etc.
People	Green Production Coordinator	Coordinate and drive efforts on a national level, EBU Exchange, Standards, Calculator, Reports

Deliverables:

- CO2 of 10 SRG productions measured and reviewed
- Reduction measures implemented
- Long-term strategy and reduction goal for the Green Production established

Total costs:

Internal: 10 – 40 % Green Production lead in each business unit 20 – 40 % national Green Production coordinator

External:

- Green Consultant Training 10 Days + exam 15'000 CHF (per language)
- External consultancy 10'875 CHF

Pros:

- Reliable CO2 calculations
- Growing awareness and internal know-how
- Link to SRG strategy reduction goals
- Dedicated resources

Cons:

- Producers/Editorial not part of the strategy
- Certifications limited
- No company-wide communication

Green Production plan 2023-2024: "maximum"

		Actions	
JO:	Training	 Basic and specialised Training for all crew Green Consultant Training 	
CO ₂ Calculator	Tool maintenance	Review and improvement process	
CO ₂ C	Data collection	 Data collection guidance/manual Improve data foundation trough metering, mobility surveys, etc. 	
	"SRG Green Production Standard" incl. KPIs	 Set minimum requirements for Green Production Standard 	
Production Level	Emissions reduction goal 2030 for productions	 Set an absolute emissions reduction goal per production 	
Producti	Reduction Measures and certification	According to SRG standards	
_	20 new productions added to Green Production project	 Select suitable productions, internal search/ call for interested people 	
Strate	Commitment to continue the Green Production project	Management decision to continue project	
	Green Production Consultants	Certified Green Production consultants in each business unit	
ā	Green Production Lead in every business unit	Coordinate, drive strategy, EBU exchange, etc.	
People & Culture	Green Production Coordinator	Coordinate and drive efforts on a national level, EBU Exchange, Standards, Calculator, Reports	
People	Green Content Strategy and Training	Full-scale training for journalists, producers and other content related departments	

Deliverables:

- CO2 of 20 SRG productions measured and reviewed
- Selected reduction measures implemented
- Long-term strategy and reduction goal for the Green Production established

Total costs:

Internal: 20 – 100 % Green Production lead in each business unit 100 % national Green Production coordinator

External:

- Green Consultant Training 10 Days + exam 15'000 CHF (per language), Plus special 10 Days
- External consultancy 25'500 CHF

Pros:

- Reliable CO2 calculations
- Growing awareness and internal know-how
- Link to SRG strategy reduction goals
- Dedicated ressources
- Large scale certification
- Company-wide promotion and communication

Cons:

High effort and cost

WHAT IF WE DON'T DO IT?

- International Pressure:
 - Green Production is mandatory for German co-productions Example: SRF Drama series «Davos» 2023
 - TV5 has warned that they will only show productions with Green Production standards, which would affect RTS
- Climate change is the most challenging issue of our time
 - The film & media industry has the power to educate people on climate change and inspire them to make sustainable choices.
 However, if we don't apply those principles to ourselves, we risk a loss of credibility and trust

The future is starting now...

SRF is testing the VW ID Buzz as an ENG vehicle and the feedback we get when we turn up with it is really positive.



Appendix

TRAINING

Green Consultants

- Certified green consultant: 10 days + exam. Courses available in English, French, German Based on the German standards
- Cost: 900 € per course day, remote

Basic In-house Training

- Green consultants design a 2 hour basic online training in French, German, Italian
- This could be held once a month in each language, open for everyone who works on productions (producers, directors, crew, dispo, etc.)

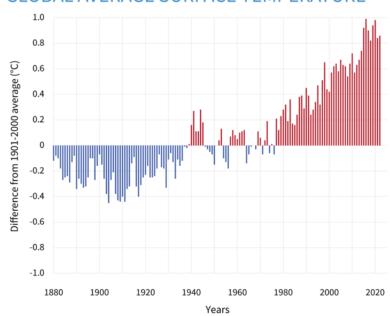
CONSULTANCY

• Even with in-house Green consultants it is necessary to verify data and get an expert opinion

Topic	myclimate Support	Costs
Carbon Footprint/ CO ₂ -Calculator		
•Tool maintenance	•Review of the emission factors, •expansion/adoption of the tool	2 workdays/ CHF 3'000
•Review process	•Review the data entry and calculation of the productions •Analysis of the reduction measures effectiveness and advice in adapting/developing additional reduction measures •Provide short documentation of the review results including carbon footprint visualization of each production (ppt.)	0.75 workdays per production/ CHF 1'125 15 workdays for 20 productions / CHF 22'500
Total Costs	•	17 workdays/ CHF 25'500

REASON WHY

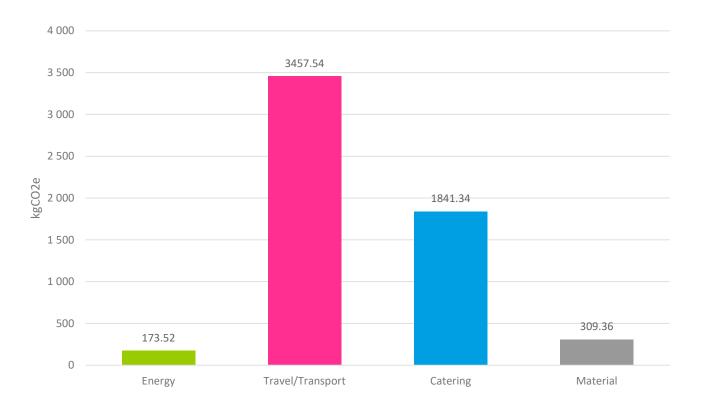
GLOBAL AVERAGE SURFACE TEMPERATURE





Carbon Footprint per Production

1 gegen 100 Staffel 75 - 77



Total Carbon Footpring (in kgCO2e)	5'781.76
Length [min]	55
Number of episodes	12
Shooting days	12
Days construction & deconstruction	8
Travel days	0
Post-production (days)	26
kgCO2e per Broadcast minute	8.8



- About 60% of the total GHG emissions are caused by Travel/Transport. Passenger transport (>100 candidates) makes up 90% of the total transport/travel emissions. Distance and transport mode for candidate's travel was modelled based on assumptions.
- Catering accounts for 1/3 of the total GHG emissions. It includes the meals for the > 100 candidates for six days.
- Less than 10% of the total GHG emissions source from material (costumes of the presenter) and energy/electricity consumption (studio and office energy/ electricity). Low energy/electricity consumption due to inhouse production at Leutschenbach.

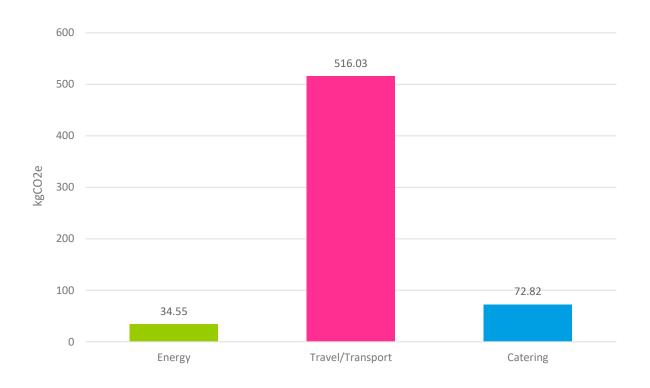
Potential GHG emission reduction measures

1 gegen 100

	Area	Reduction measures
f	Energy	 External offices/film and television studio: When booking external offices/film and television studios, pay attention to the energy/power source (prefer renewable energy sources, e.g., MINERGIE standard) Improve data quality of energy consumption by using data loggers Effective electricity consumption Rechargeable solution for 100 game controllers Equipment could be switched off overnight, saving 20 kwh between 21:00 – 10:00 (total about 250 kwh per night, saving almost a Megawatt for the whole series)
	Travel/Transport	 Improve data quality by doing a mobility-survey Use of public transport: Advise or even incentivize (with public transport voucher) candidates that they should travel by public transport instead of by car OR that they should form carpools Equipment transport: Ensure low fuel consumption when purchasing new vehicles OR considering electric vehicles as an alternative
• ₩	Catering	 Improve by using bio, local, seasonal and plant-based products Avoid single use plastic packaging and fountains instead of PET bottles
4	Material	 Multi-recycling bins in all locations Less printing of run-downs
	General	

Kunstturnen Schweizer Meisterschaften (on-site)





Total Carbon Footprint (in kgCO2e)	623.40
Length [min]	180
Number of episodes	1
Shooting days	1
Days construction & deconstruction	2
Travel days	
Post-production (days)	0
kgCO2e per broadcast minute	3.46

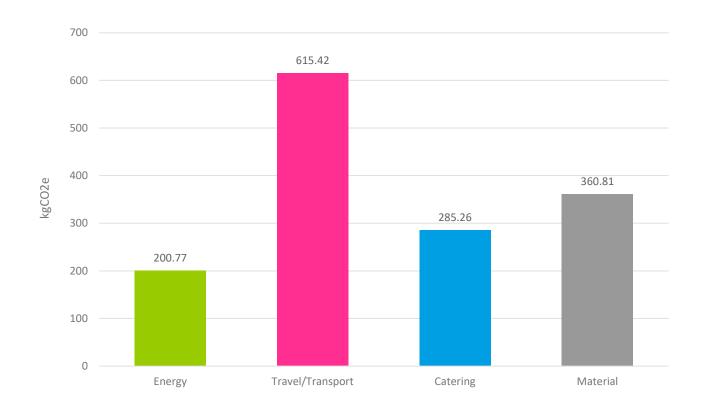
- Broadcast production took place onsite (9 crew members on site)
- 83% of total GHG emissions source from travel/transport including arrival and return journey of the crew with the VW crafter and OB van (HD7).
- Catering causes 12% of the total GHG emissions and raised from the meals for the crew on site.
- GHG emissions from energy/electricity consumption source from the on-site consumption of the OB van and the offices at Leutschenbach.

Potential GHG emission reduction measures

Kunstturnen Schweizer Meisterschaften Remote

,	Area	Reduction measures
4	Energy	 Renewable electricity for the operation of the broadcast van Remote production
	Travel/Transport	 Ensure low distance travel for the VW Crafter Ensure low fuel consumption when purchasing new VW Crafter OR considering electric vehicles as an alternative

I Sognatori



Total Carbon Footpring (in kgCO2e)	1'462.26
Length [min]	52
Number of episodes	5
Shooting days	12
Days construction & deconstruction	3
Travel days	26
Post-production (days)	40
kgCO2e per broadcast minute	5.62



- Travel/Transport leads to 42% of the total GHG emissions. Main contributor is passenger transport including camera crew and presenters travelling to four different locations.
- 25% of the total GHG emissions comes from purchased material including the costumes for the two presenters.
- Catering makes up to 20% of the total GHG emissions due to the meals for the crew during the 4 days of production.
- Energy and electricity emissions leads to almost 13%. Production took place at different external locations with conventional electricity source and wood heating.

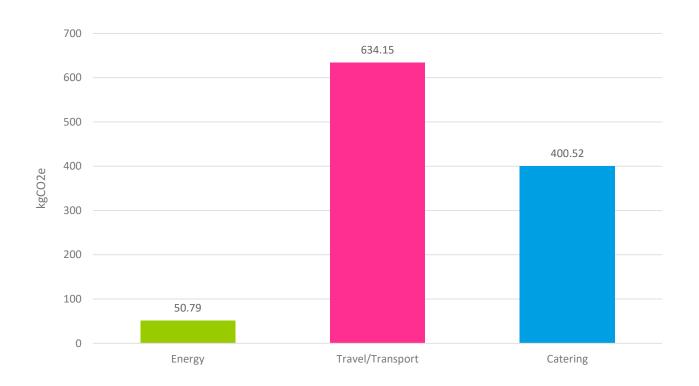
Potential GHG emission reduction measures

I Sognatori



Area	Reduction measures
Travel/Transport	 An electric car for transporting all the crew An electric van for transporting all the materials
Catering	Provide seasonal, regional and vegetarian options
Material	Renting costumes instead of buying

Ding Dong



Total Carbon Footprint (in kgCO2e)	1'085.46
Length [min]	45
Number of episodes	3
Shooting days	12
Days construction & deconstruction	0
Travel days	0
Post-production (days)	35
kgCO2e per broadcast minute	8.04



- With about 60% of the total GHG emissions, Travel/Transport is the main source of GHG emissions. This is due to the 10 days of overnights for 6 persons as well as the daily transport of the production crew.
- 37% sources from the Catering. This includes 66 full-board meals for the production crew during the production time.

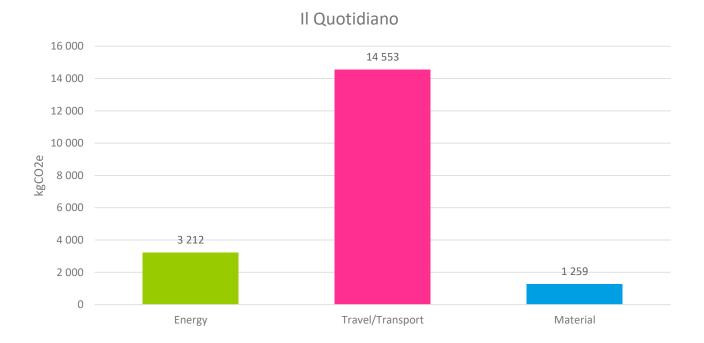
Potential GHG emission reduction measures

Ding Dong



	Area	Reduction measures
)	Travel/Transport	 Instead of the van (Diesel) choose public transport, even the camera person Car with the two protagonists inside is part of the production/ option: move to public transport
	Catering	Only vegetarian meals OR at least inform/ or refer to vegetarian meals

II Quotidiano



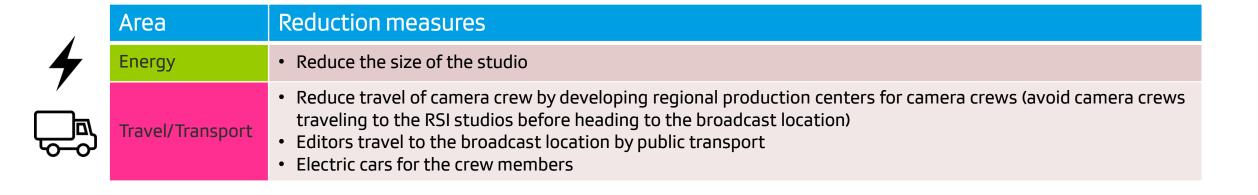
Total Carbon Footprint (in kgCO2e)	19'024.26
Length [min]	40
Number of episodes	365
Shooting days	365
Days construction & deconstruction	0
Travel days	365
Post-production (days)	365
kgCO2e per broadcast minute	1.3



- With 76% of the total GHG emissions, Travel/Transport is the main source of GHG emissions. This is due to the daily transport of the production crew to the locations.
- 17% sources from the energy consumption. This includes the daily studio and server room usage for the broadcast.
- 7% of the total GHG emissions source from waste.

Potential GHG emission reduction measures

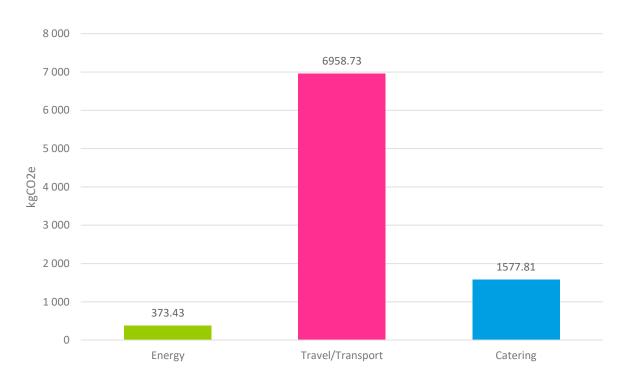
II Quotidiano





Ski Weltcup Adelboden 2023, Slalom und Riesenslalom Herren



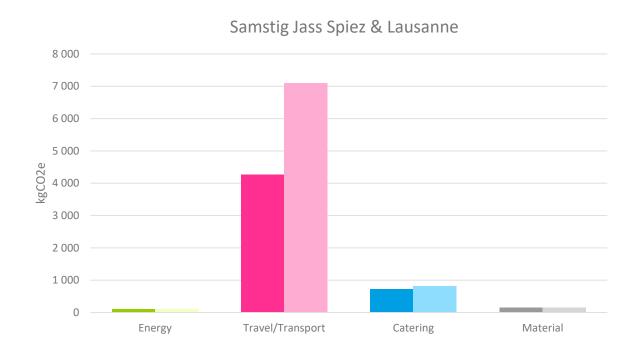


Total Carbon Footprint (in kgCO2e)	8'909.97
Length [min]	480
Number of episodes	1
Shooting days	3
Days construction & deconstruction	8
Travel days	2
Post-production (days)	1
kgCO2e per broadcast minute	18.6

- With 78% of the total GHG emissions, Travel/Transport is the main source of GHG emissions. Main driver is Logistics, including the transport of equipment to the broadcast location by dieselpowered trucks. Furthermore, the production involves about 80 crew members who needed accommodation and shuttle services during the production.
- Less than 20% of the total GHG emissions derives from the catering. They source from the full-board meals for the crew members over one week of production.

Samstig Jass Spiez & Lausanne





Spiez:

- With 84% of the total GHG emissions. Travel/Transport is the main source of GHG emissions. Main driver is personal transport (crew members, actors, audience). Second the equipment including the OB van and the transport of technical equipment.
- 12% of the total GHG emissions derives from the catering including the meals for the production crew over broadcast days.
- <5% derives from energy consumption and waste.

Lausanne:

- The distribution of the emissions is comparable to the production in Spiez
- GHG emissions from transport are higher than in Spiez due to the longer distances for crew members, audience and actors.

Spiez

5'949.54
32
6
3
3
1
3
31.0

Lausanne

Total Carbon Footprint (in kgCO2e)	8'140.47
Length [min]	32
Number of episodes	6
Shooting days	3
Days construction & deconstruction	3
Travel days	1
Post-production (days)	3
kgCO2e per broadcast minute	42.4