

Press Release

Ecoprod and Eurimages launch **StepUP**, a new international toolkit and E-learning platform for Green Production

Ecoprod and **Eurimages** announce the launch of **StepUP**, a new e-learning platform and innovative toolkit dedicated to advancing green production practices in the film industry. This project stems from a **Eurimages** initiative and is developed by the non-profit association Ecoprod, in collaboration with leading European experts.

StepUP addresses the growing need for accessible, standardized training on sustainable production by offering multiple e-learning courses. It bridges significant disparities in the availability of such education across countries and provides a comprehensive, practical solution tailored to the unique challenges of the international film industry.

The platform offers a curated learning experience, covering the principles of green production. It focuses on practical applications, from understanding international regulations to implementing sustainable workflows. Interactive features such as quizzes, exercises, and case studies enhance the learning process.

StepUP adapts to the needs of professionals in diverse regions and roles such as producers, film commissioners and staff working on set. Providing them with precious knowledge and tools, StepUP allows film professionals to integrate necessary sustainable practices into their productions. The platform is accessible to all film professionals, regardless of their level of expertise or prior knowledge.

StepUP is not only a tool for skill-building, but also a means of fostering greater awareness regarding the environmental impact of film production. By providing centralized access to reliable resources (including a mapping of sustainability initiatives), clear guidance on regulations, and strategies for anticipating future industry evolutions, the platform aims to elevate sustainability standards across the sector.

StepUP will officially launch at the Berlinale on **February 14, 2024 at 3:30 p.m.** at the Producers Hub (Gropius Bau, 2nd floor). The event is open to all market-badge holders.

This launch event will provide film professionals and industry stakeholders with an opportunity to discover the platform and its pivotal role in advancing sustainable practices across the sector. Environmental experts and producers will share their experiences implementing sustainability measures for international co-productions and share hands-on insights to kickstart the journey towards green filmmaking.

For more information, please contact : stepup@ecoprod.com

About Eurimages

Eurimages, the Council of Europe's cultural film fund, has supported more than 2,500 international co-productions since 1989. Operating across 38 European member states and Canada, the Fund provides financial backing for feature-length fiction, animation and documentary films made as co-productions. Eurimages also supports exhibition and promotes early-stage marketing and project co-development whilst championing gender equality and environmental sustainability in filmmaking. Recently supported works include 'Vermiglio' by Maura Delpero, 'Flow' by Gints Zilbalodis and 'The Girl with the Needle' by Magnus von Horn. The Fund is financed by its member states and governed by a Board of Management, with day-to-day operations based in Strasbourg, France.

About Ecoprod

Ecoprod is a pioneering non-profit association, driving the shift towards sustainability in the film, TV, and advertising industries. Through its comprehensive resources, training and certification program, Ecoprod empowers industry professionals to reduce the environmental impact of their productions and implement sustainable practices.

Established in 2009 by key industry stakeholders, Ecoprod acts as a catalyst for collaboration and innovation. Bringing together over 400 companies, Ecoprod paves the way for a greener future in media production.