



GREEN CINEMAS: WHY and HOW?

LEARNING FROM BEST PRACTICES

**Presentation by Elisabetta Brunella,
Secretary General of MEDIA Salles,**

**at the “Joint program of the art cinema association and the national
association of cinema exhibitors”**

**Miskolc – Hungary
17/09/2021**

MEDIA Salles for GREEN CINEMAS



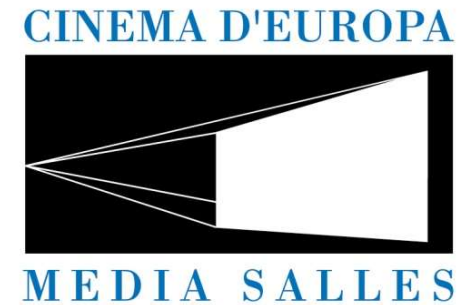
**To prevent severe climate change, we need to rapidly reduce global greenhouse gas emissions.
The world emits around 50 billion tonnes of greenhouse gases (CO₂e) each year.**

The CINEMA INDUSTRY is responsible for 2% of total CO₂ emissions.



2%

**it may seem a low percentage
but as there is no single
or simple solution
to tackle climate change
each sector has to do their part.**



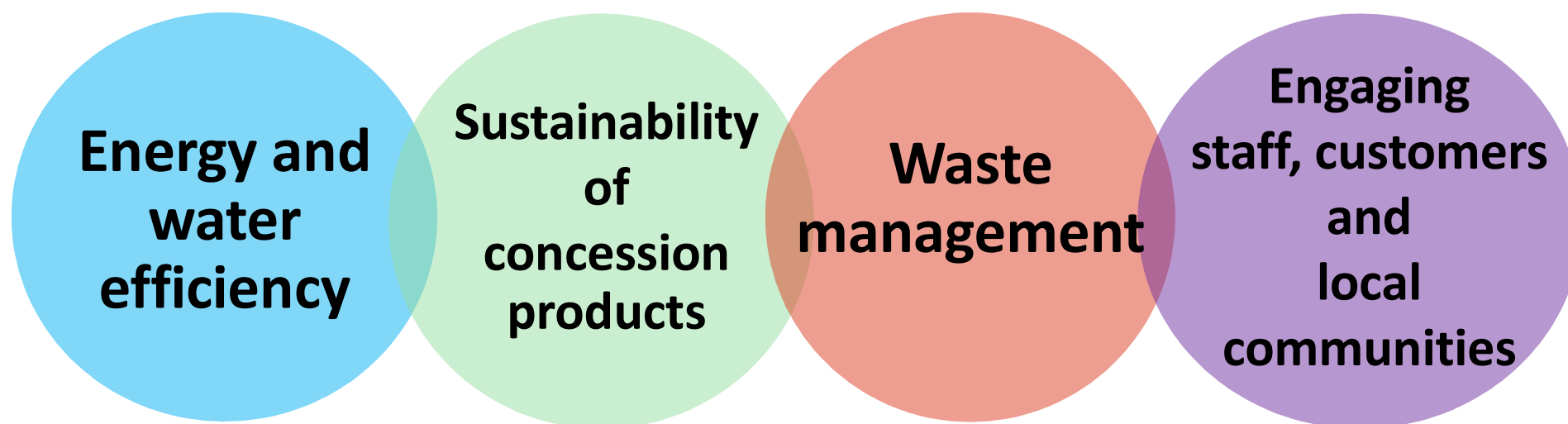
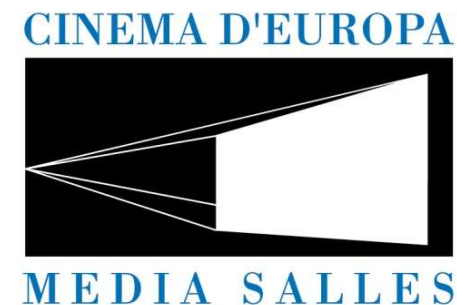
**A variety of solutions
is needed to decarbonize the economy
of the cinema sector.**

Let's focus on CINEMAS!

MEDIA Salles for GREEN CINEMAS



MEASURES AND TOOLS TO REDUCE THE CARBON FOOTPRINT OF CINEMAS



MEDIA Salles for GREEN CINEMAS



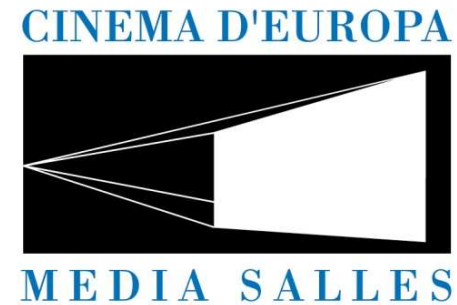
ENERGY AND WATER EFFICIENCY

– ENERGY –

- **Install laser illuminated projectors;**
- **Prefer non-physical delivery of films;**
- **Use LED bulbs to increase energy efficiency;**
- **Adopt automated systems for internal and external lighting;**
- **Use a 100% renewable electricity supplier;**
- **Ensure regular maintenance;**



ENERGY AND WATER EFFICIENCY



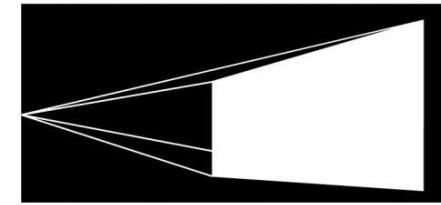
– ENERGY –

- **Read meters and review energy bills, perhaps with the help of an energy consultant;**
- **Install a «Building Management System» that allows for real-time regulation of heating and ventilation.**



ENERGY AND WATER EFFICIENCY

CINEMA D'EUROPA



MEDIA SALLES

– ENERGY EFFICIENCY IN NEW BUILDINGS (or during refurbishment) –

- Install a Ground Source Heat Pump, a long lasting heating system which relies on heat from the ground. The system sustains underfloor heating, cooling and hot water;
- Install solar panels to reduce reliance on grid power;
- Adopt additional building insulation.





ENERGY AND WATER EFFICIENCY

— WATER —



- **Periodically and regularly inspect the water system to detect leaks;**

DURING THE UPGRADING OR THE REFURBISHMENT OF THE BUILDINGS

- **Install flow restrictors, aerators and/or mixers in all taps;**
- **Choose percussion or timed taps;**
- **Install a smart meter to monitor water use.**



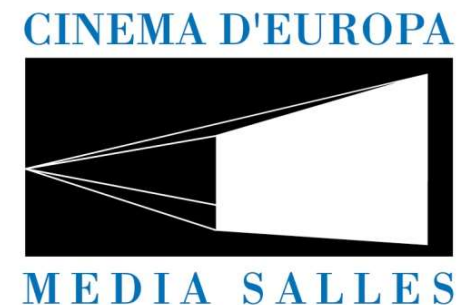
SUSTAINABILITY OF CONCESSION PRODUCTS

- Choose local supplies for meat, beer and wine, dairy products;
- Use catering providers which demonstrate sustainable practices, such as using organic or fair trade produce, sustainably sourced fish;





SUSTAINABILITY OF CONCESSION PRODUCTS



- Offer a choice of more environmentally friendly options, such as vegetarian or vegan food;
- Prioritise traders that adopt reusable containers for stock and deliveries;
- Offer free water refills to customers.





WASTE MANAGEMENT

- Minimise single use materials;
- Choose biodegradable single use materials, such as cups;
- Increase the waste streams to maximise recycling capability;
- Recycle batteries and printer cartridges;



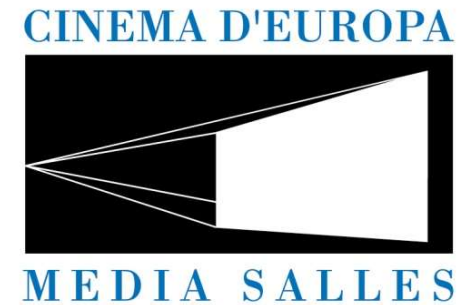


WASTE MANAGEMENT

- **Set increasingly demanding targets f.i. for recycling rates;**
- **Minimise print orders for marketing/promotions;**
- **Use environmentally friendly cleaning products.**



ENGAGING STAFF, CUSTOMERS AND LOCAL COMMUNITIES

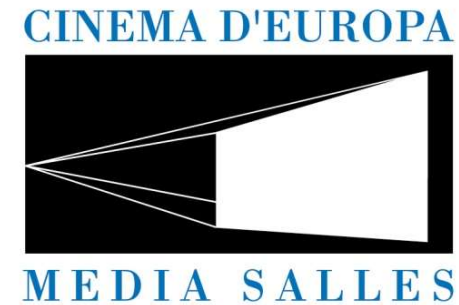


- Inspire your audiences with regular environmental themed screenings;
- Train the in-house staff and help them to incorporate environmental measures in their everyday routine;





ENGAGING STAFF, CUSTOMERS AND LOCAL COMMUNITIES

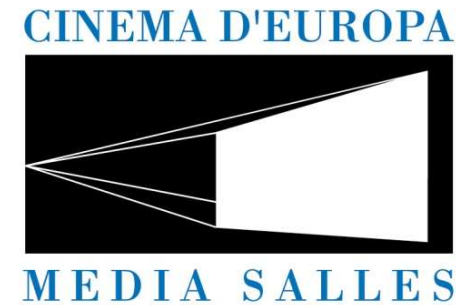


- **Deliver presentations within the cinema sector and the local communities;**
- **Use your communication tools to raise awareness of the need to reduce carbon footprint and to share the environmental measures you have adopted;**





ENGAGING STAFF, CUSTOMERS AND LOCAL COMMUNITIES



- **Encourage green travelling such as the use of local transport and of bicycles, by providing racks and info on bus and train schedules.**

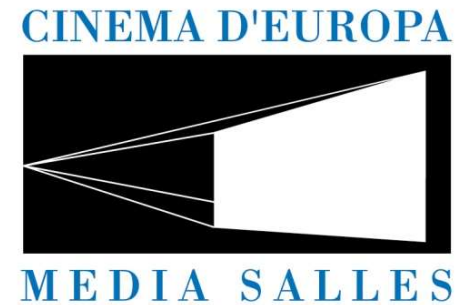




BEST PRACTICES:

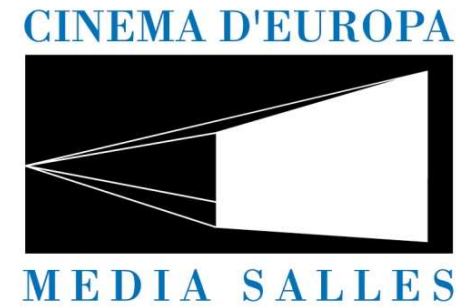
GERMANY

- Organic beer at Garbo Kino, Regensburg;
- Recharging stations for electric bicycles at the Cineplex cinemas;
- Recharge stations for electric cars at Cinexx, Hachenburg;
- Fritz-Kola sold in glass bottles, recyclable up to 50 times, in Hamburg.





BEST PRACTICES: UNITED KINGDOM



At Depot Cinema, Lewes

- a living roof has been created using local plants, fed by rainwater, which also makes the building more attractive to the eyes of its neighbours;
- monitors have been installed where audiences can check the local transport schedules in real time.
- 80% of the screenings are based on films delivered via LANsat.





BEST PRACTICES: UNITED KINGDOM

At Home in Manchester

- two honeybee colonies on the roof of the cinema

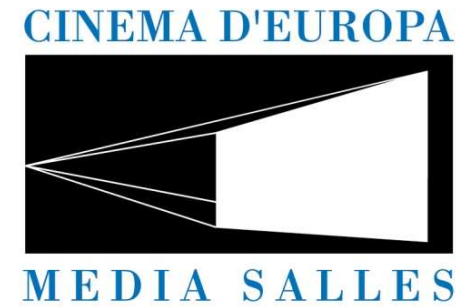
HOME

CINEMA THEATRE ART
WHAT'S ON





BEST PRACTICES:



THE NETHERLANDS

At Het Ketelhuis, in Amsterdam

Organic milk and coffee are served at the cinema's restaurant.

The coffee is roasted by a company that employs motivated (ex-)prisoners giving them a second chance.



FILMS AGENDA SPECIALS & FESTIVALS ETEN & DRINKEN PRAKTISCH ▾





SUPPORT TO EXHIBITORS: INFORMATION AND TRAINING



UK

- **How to build and run a sustainable cinema**

<https://www.independentcinemaoffice.org.uk/advice-support/green-cinema-toolkit/>

- **Environmental sustainability in the film exhibition sector**

<https://www.bfi.org.uk/get-funding-support/bring-film-wider-audience/environmental-sustainability-film-exhibition-sector>

GERMANY

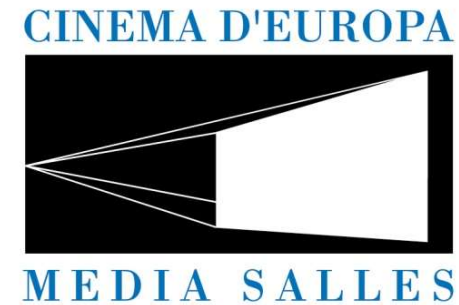
- **DAS GRÜNE KINOHANDBUCH**

<https://grüneskino.de/blog/ueber-das-buch/>

<https://grüneskino.de/newsletter>

[Green Cinema | Green Film Shooting](#)

MEDIA Salles for GREEN CINEMAS



SUPPORT TO EXHIBITORS:

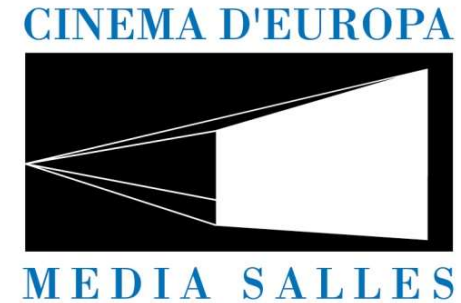
FINANCIAL AID

ITALY

The Italian Government has allocated 300M euro to support sustainability in the culture sector, including cinemas



To know more and to stay updated,
consult the column



GREEN CINEMAS

in our newsletter
DGT online informer



http://www.mediasalles.it/dgt_online/DGT_online_informer.htm

MEDIA Salles for GREEN CINEMAS



Thank you for your attention!

www.mediasalles.it



MEDIA Salles for GREEN CINEMAS