



GREEN CINEMAS:

Focus on France and a round tour of the most significant experiences in Europe

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

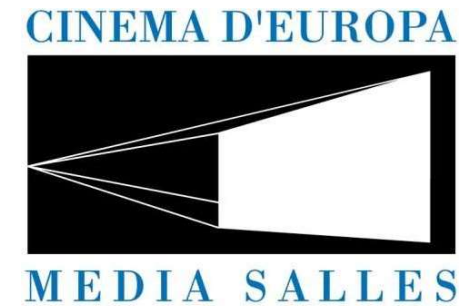
**at the “Joint meeting of the art cinema association
and the national association of cinema exhibitors”**

**Miskolc – Hungary
8 September 2023**

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FOCUS ON FRANCE:



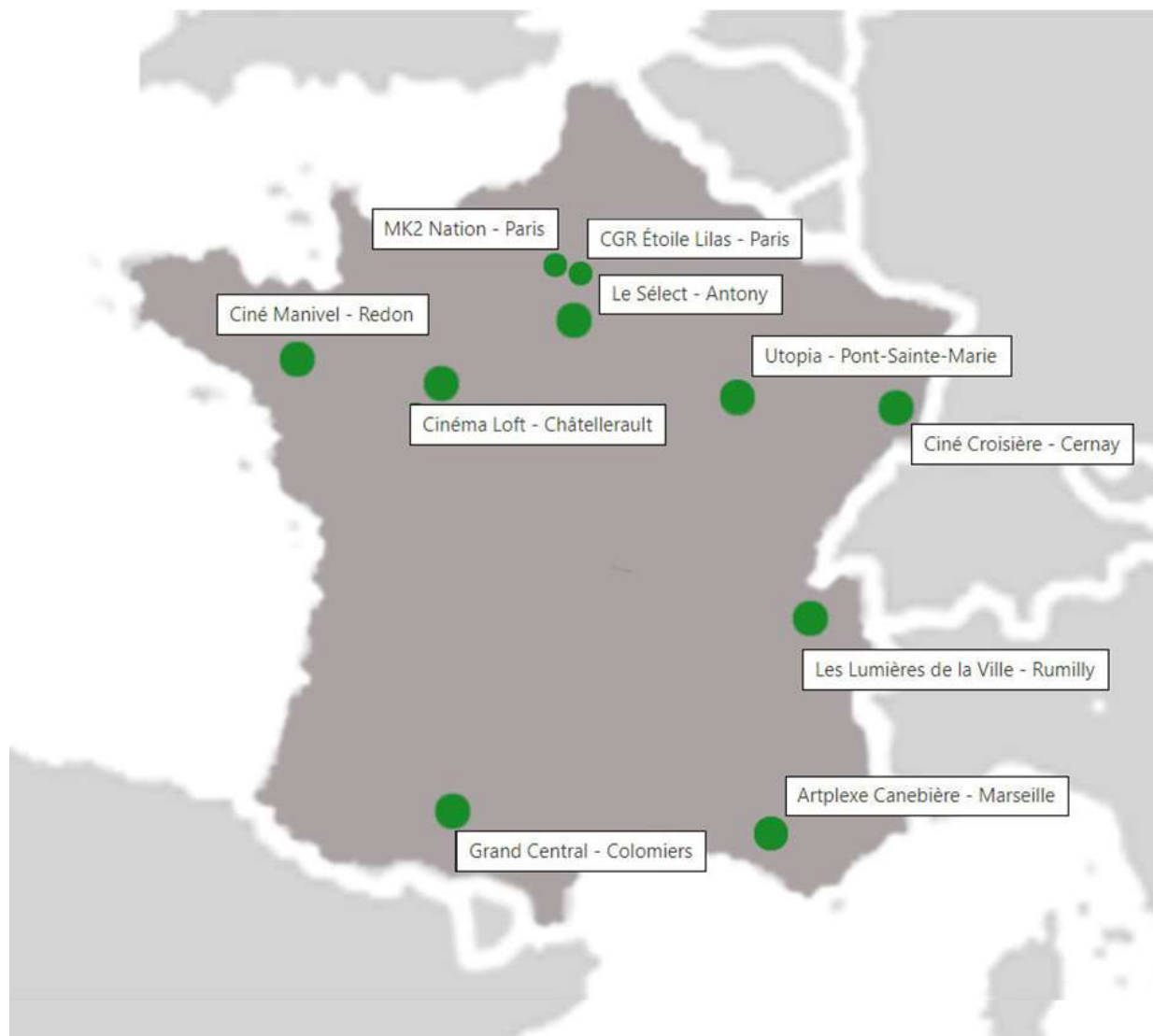
Public institutions support and facilitate the ecological transition in cinemas:

- [ADCR action](#), which aims to accompany and sustain cinemas opting for sustainability by providing information and meetings on specific themes;
- financial support by [ADEME](#) (The French Agency for Ecological Transition) and local authorities, that make available grants;
- the possibility for cinemas to access loans from the [BPI](#) to finance the green revolution;
- intervention by the CNC, which covers some of the costs connected to the transition and has recently published a report entitled “[Ecological practices in the cinema and audiovisual sector](#)”, the first stage of a policy whose objective is “to make the cinema and audiovisual supply chain an engine for ecological and energy transformation in the country”.



FOCUS ON FRANCE:

Best practices: 10 cinemas, 51 screens



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FOCUS ON FRANCE:

Utopia, Pont-Sainte-Marie

arthouse cinema - 4 screens – 300 seats

Opened end of 2022:

- self-sufficient in terms of energy consumption thanks to photovoltaic panels and biomass heating;
- equipped with composting toilets;
- co-financed by European funding (300,000 euros) and by the regional council (200,000 euros), as well as crowdfunding (100,000 euros).



<http://www.cinemas-utopia.org/pontsaintemarie/>



FOCUS ON FRANCE: Ciné Croisière, Cernay

This cinema, equipped with 7 laser projectors, was inaugurated on December 3, 2021.

- There are photovoltaic panels on all the surfaces covering the cinema, which make it possible to sell to third parties the same amount of electricity needed for its operation;
- in June 2022 it organized the first «À venir sur Terre» festival on ecological and social issues.

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<https://www.cinecroisiere.fr>

<https://www.cinecroisiere.fr/>

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FOCUS ON FRANCE:

Artplexe Canebière, Marseille

7 screens



Designed by Jean-Michel Wilmotte, this cinema, equipped with 7 laser projectors, was inaugurated in the heart of Marseille on November 29, 2021;

- its roof top restaurant offers local food;
- the «brasserie» too offers local food and uses 100% renewable electricity;
- water is purified and carbonated on site;
- waste management has been conceived to limit the building's environmental impact.



<https://artplexe-canebiere.com/>

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FOCUS ON FRANCE:

Grand Central, Colomiers

municipal cinema – 5 screens

Inaugurated on 23 October 2021, it replaces the cinema «Le Central» which had been in operation for 40 years.

It can be reached by public transport and has no disability barriers, obtaining HQE (haute qualité environnementale) certification, thanks to the use of materials such as wood and raw earth and the re-use of 140 tons of earth from building work in a nearby parking lot (less than 5 km.).



The outside walls in raw earth, 50 cm. thick, make it possible to regulate the temperature and humidity in the lobby naturally, obtaining significant energy saving on heating and air conditioning.



<https://www.veocinemas.fr/grand-central-colomiers/>

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FOCUS ON FRANCE:

MK2 Nation, Paris

6 screens



After a complete refurbishment this cinema reopened in 2019 with two additional screens and less seats (from 900 to 531);

- the cinema offers organic pop corn and sodas, as well as local and organic ice-cream thanks to the collaboration of Raimo, the family-owned company that has been operating in the same Paris district since 1947;
- cups and drinking straws are made from biodegradable material;
- spectators are encouraged to sort waste thanks to a communication campaign and an array of specific containers.



<https://www.mk2.com/salle/mk2-nation>

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FOCUS ON FRANCE:

Les Lumières de la Ville, Rumilly

Inaugurated in 2017 this cinema features 3 auditoriums (90 + 150 + 280 seats);

- it is conceived as a zero-impact building;
- construction materials include locally sourced wood;
- the lobby is lit thanks to natural daylight.



<https://cinerumilly.fr/>



FOCUS ON FRANCE: CGR Étoile Lilas, Paris 7 screens

This cinema was designed by architects Hardel and Le Bihan who installed two rainwater harvesting systems for supplying toilets and watering the outdoor areas.



<https://www.cgrcinemas.fr/paris-lilas/votre-cinema/>



FOCUS ON FRANCE:

Cinéma Loft, Châtelleraut

7 screens

This cinema

- uses renewable energy (wind, solar and hydroelectric) thanks to a green energy purchasing group;
- calculates its environmental impact each year and compensates by financing the planting of trees through reforestACTION;
- taps are fitted with timers; toilet paper is produced from recycled milk containers;





- the café offers organic drinks in glass bottles only; cups and drinking straws are made from biodegradable bamboo;
- printer cartridges and xenox light bulbs are all delivered to organizations that recycle them;
- advertising material is printed on recycled paper;
- customers are encouraged to buy tickets on their smartphones to reduce the use of papers.



<http://loftcinemas.com/FR/103>



FOCUS ON FRANCE:

Le Sélect, Antony

4 screens

A municipal cinema rebuilt in 2014, partly heated and air conditioned thanks to a geothermal system using 8 probes situated in the subsoil.

The energy recovered is transferred to a heat pump which transforms it for use in the lobby, the play centre and the offices which together occupy a total surface area of 650 sq. m.



<https://www.leselect.ville-antony.fr/histoires-du-select/>



FOCUS ON FRANCE:

Ciné Manivel, Redon

7 screens

In 2018 it received the CNC award for innovative cinemas;

- following its construction in 2004, it now boasts 30 sq. m. of photovoltaic panels;
- it has gained its HQE (haute qualité environnementale) certification;
- in 2017 it experimented a car-sharing service accessible from its website when selecting the screening time slot, thanks to a collaboration with the local association «Mobilités Partagées en Pays de Vilaine»;





- it makes use of biodegradable cleaning products;
- it sorts waste products, including inks, and has created a space for compost, used by the Ciné Café;
- the Ciné Café offers locally sourced, organic products, whilst the popcorn is guaranteed to be GMO-free. The evening menu includes vegetarian and vegan dishes.



<https://www.cinemanivel.fr/>



WHAT ABOUT THE REST OF EUROPE?



**An overview of best practices in European
cinemas, grouped by 4 areas of action**



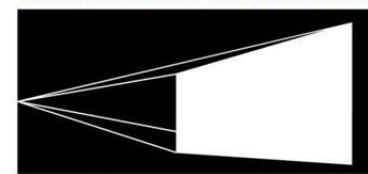
Energy efficiency

- Laser projector to reduce electricity consumption;
- solar panels to reduce reliance on grid power;
- LED bulbs to increase energy efficiency;
- use of energy from renewable sources;
- adoption of automated systems for internal and external lighting;
- installation of a «Building Management System» that allows for real-time regulation of heating and ventilation.



Energy efficiency

CINEMA D'EUROPA



MEDIA SALLES

Central Filmtheater, Ludwigsburg, Germany

Display windows, neon signs, lights in the lobby are turned on and off by light sensors, avoiding wasteful energy consumption.

The cinema draws electrical energy from a photovoltaic system installed on the roof in 2018: this solution generates revenue, considerably reducing monthly energy bill.

To know more about Central Filmtheater, [read the article by Birgit Heidsiek in DGT online informer no. 185](#)

Sources:

<https://central-union.cinster.com/>

<https://grueneskino.net/blog/ueber-das-buch/>



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Energy efficiency

Cinecittà, Nürnberg, Germany

This complex which, thanks to its 23 screens is the largest in Germany, has installed a cogeneration plant and reached two objectives:

- less 40% of power consumption
- less 50% of power costs.



Cinecittà is a partner of [RECUP](https://www.recup.de/), the countrywide system that allows for the reuse of ecological to-go cups and bowls up to 1,000 times.



<https://www.cinecitta.de/>

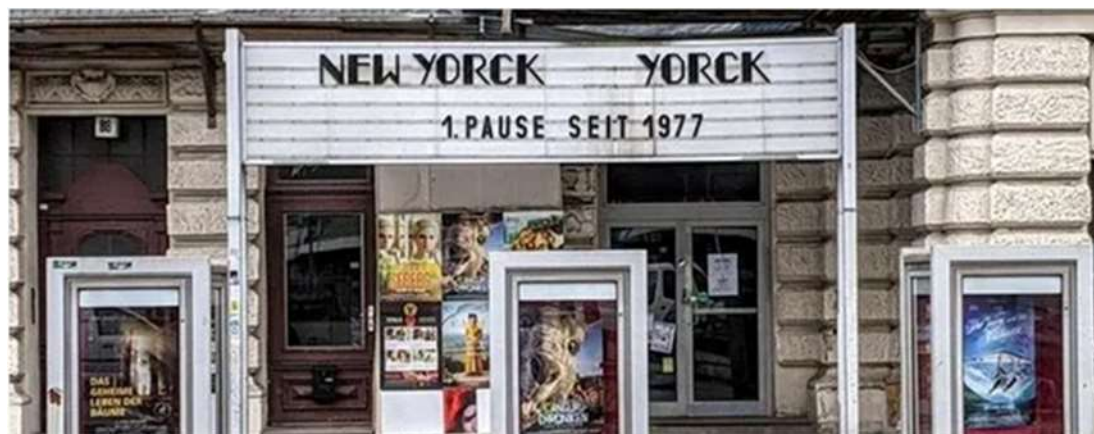


Energy efficiency

Yorck Kinogruppe, Berlin, Germany **38 screens in 14 sites + 2 open air cinemas**

Agreement with Naturstrom, supplier of biogas as well as of energy produced entirely in Germany, from solar, hydro and wind sources: customers choosing Naturstrom receive a gift of free cinema tickets.

The Yorck chain has also joined the programme “Kino: Natürlich” promoted in 2018 by AG Kino-Gilde.



<https://yorck.de/>



Energy efficiency

Garbo Kino, Regensburg, Germany

Agreement with Naturstrom, supplier of biogas as well as of energy produced entirely in Germany, from solar, hydro and wind sources: customers choosing Naturstrom receive a gift of free cinema tickets.



<https://www.altstadtkinos.de/>



Energy efficiency

Arcadia, Stezzano (Bergamo), Italy

This new cinema, in the vicinity of Bergamo, was inaugurated on 27 October 2021. All its 7 4K projectors are laser illuminated.



<https://www.arcadiacinema.com/stezzano/>



Energy efficiency

Odeon, Florence, Italy

At this historical cinema electrical power is totally produced by renewable sources, thanks to the collaboration with Dolomiti Energia.



<http://www.odeonfirenze.com/>



Energy efficiency

Cinema Sabrina, Bardonecchia, Italy

The cinema produces power thanks to the installation of photovoltaic panels.

During the day the electricity supply flows into the network whilst at the evening screenings the cinema recovers it.



https://torino.repubblica.it/cronaca/2010/11/01/news/bardonecchia_e_il_cinema_che_funziona_grazie_al_sole-8628650/

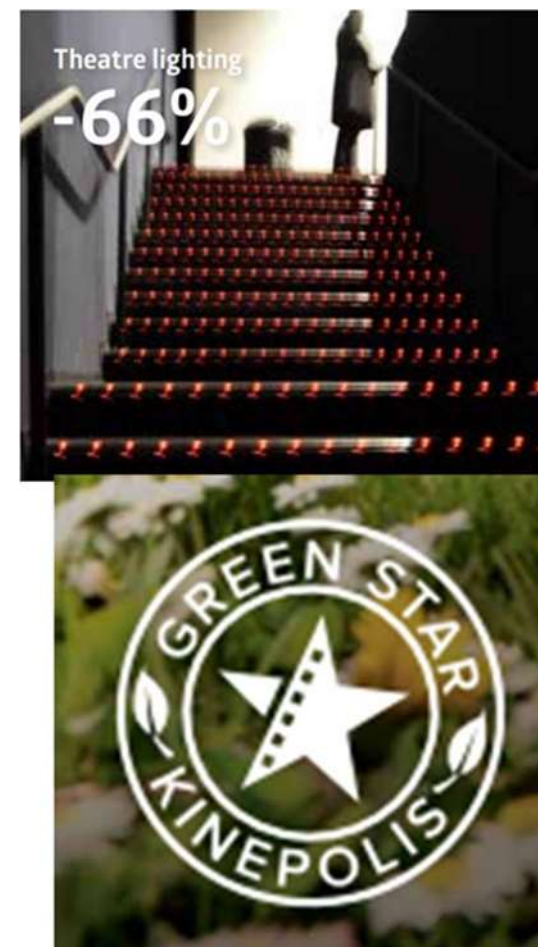
<https://www.bardonecchia.it/strutture/cinema-sabrina/?msclkid=b396d7e6c53311ec83005ac231b7adf1>



Energy efficiency

Kinepolis international cinema chain

- Energy saving techniques such as Optivolt and BaOPT air conditioning system;
 - Progressive adoption of innovative LED lighting systems, consuming 40% less energy than regular LEDs.
- The Kinepolis Breda car park is already using this new technique.





Energy efficiency

Aims

GPR certification for all newly built complexes in NL.

Achievements

Kinepolis Dordrecht and Kinepolis 's-Hertogenbosch, that have been equipped with BaOPT air conditioning system, have already earned their GPR certificate.



<https://corporate.kinepolis.com/en/about-kinepolis/sustainability>



Energy efficiency

IMC cinema chain, Ireland 147 screens in 19 sites across Ireland (Republic of Ireland and Northern Ireland)

In May 2022 IMC Cinemas teamed up with Energia, Ireland's greenest energy provider, to supply all their cinemas with 100% renewable energy.



<https://imccinemas.ie/>



Energy efficiency

Omniplex cinema chain, Ireland

34 sites across Ireland

(19 in the Republic of Ireland and 15 in Northern Ireland)

In June 2022 Omniplex Cinema Group signed an agreement with CinemaNext to upgrade 51 screens in 9 sites with laser light upgrades. This is the second phase of the chain's upgrade that started in 2019 involving 29 screens.

Upgraded projectors use 78% less power vs Xenon lamp projectors.



<https://omniplex.ie/company>

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;
- 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.



Sustainability of concession products

Cinecitta, Tilburg, The Netherlands

Added wing with solar panels,
heat generated by the projectors
reintroduced into the heating
circuit, thanks to a system that
is unique worldwide

CRICKET BURGER

This sustainable burger is based on crickets and is therefore rich in protein and has a very low footprint. It comes with cole slaw, onion marmalade, tandoor mayo, lettuce, tomato, pickle and fries.

€ 16.50



Menu including cricket
and seaweed burgers,

paper and cups from agricultural waste as part of a precise strategy that aims to set up an authentic circular economy.

<https://cinecitta.nl/>

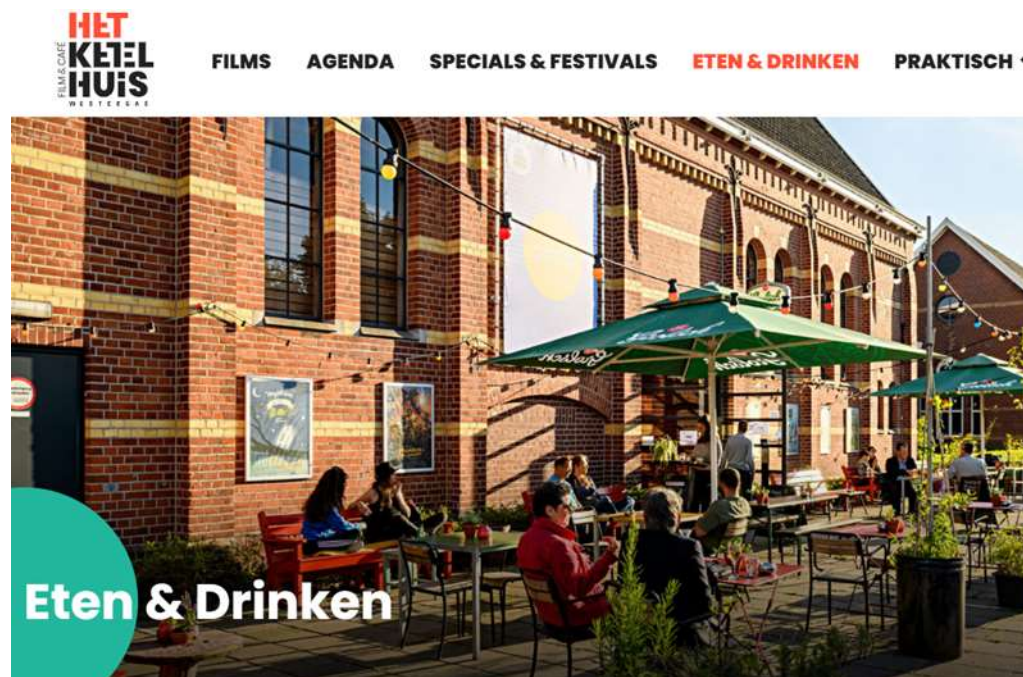


Sustainability of concession products

Het Ketelhuis, Amsterdam, The Netherlands

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



<https://www.ketelhuis.nl/>



Sustainability of concession products

Olympic Studios, London, United Kingdom

The Café and Dining Room menus take advantage of seasonal produce, sourced from local suppliers, predominantly from British farms and fishermen;



<https://www.olympiccinema.com/>

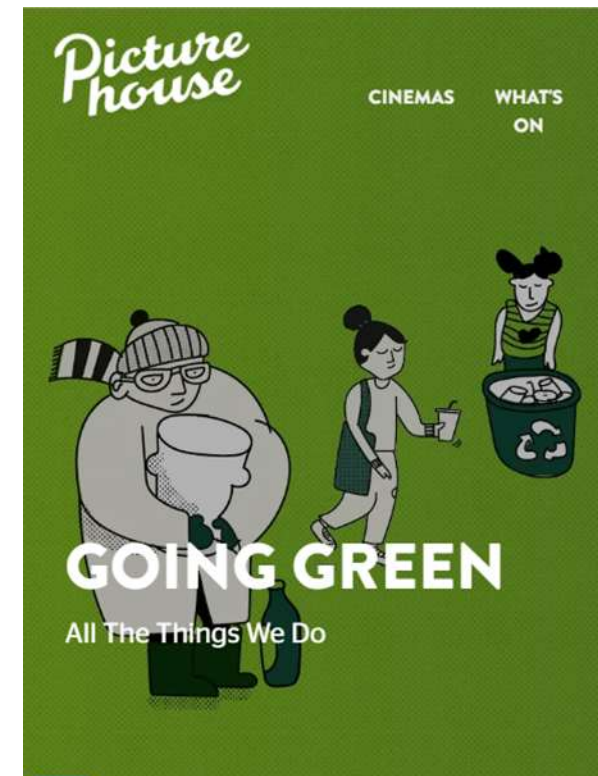


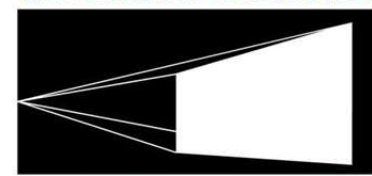
Sustainability of concession products



Picturehouse, United Kingdom 14 sites in London, 12 sites across the UK

- Working with responsible and ethical suppliers;
- sourcing sustainable products and partnering with small, ethical and reputed British business;
- selling «Thirsty Planet water»: with every bottle sold a donation goes to Pump Aid (that brings clean water to communities in sub-Saharan Africa);





Sustainability of concession products

- encouraging people to use tempered glass (Keep Cups) to help reduce the waste caused by single-use coffee cups;
- working with Olleco who collect used oil and convert it into biofuels;
- reducing the use of paper;
- recycling paper, card, cans, glass and plastics;
- encouraging the purchase of paperless e-tickets.



<https://www.picturehouses.com/green>

Waste management and reuse of containers

- Waste management:
 - recycle and reuse of materials;
 - reduce single use materials;
 - choose biodegradable materials for single use objects;
 - maximise recycling capability and set increasingly demanding targets for recycling rates;
 - recycle batteries and printer cartridges.
- Paperless cinemas:
 - reduce print orders for marketing/promotions.
- Use environmentally friendly cleaning products.



Waste management

Trondheim Kino, Trondheim, Norway

This cinema aims to offer “clean entertainment”: since 2017 has significantly reduced the volume of waste, even if concession sales have increased.

Residual waste has gone down from 76 to 50 grams per cinema customer.

Communication is a key factor: before the start of every movie a film clip is screened encouraging spectators to put their rubbish into the right bin.



www.trondheimkino.no



Waste management

BIG BIO, Holstebro, Denmark

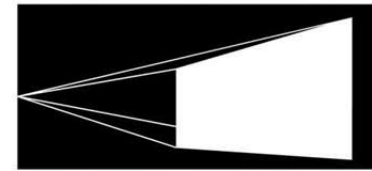
- The cinema has opted for 100% compostable packaging for soda, popcorn, candy and coffee cups.
- Staff clothes is purchased in different recycling shops nationwide.



<https://holstebro.bigbio.dk/>



Recycle and reuse of materials



BIG BIO, Nordhavn, Denmark

BIG BIO is the first Denmark's Gold-certified cinema.

- The building is designed with a focus on sustainability.
- It is constructed from materials that are free of unwanted chemicals, are durable, and can be largely dismantled and recycled when the building is one day used for something else, renovated, or demolished.
- The façade is made of aluminum.

<https://www.arkitema.com/en/project/bio-nordhavn>





Recycle and reuse of materials

Cine Lux, Massagno, Switzerland

In this cinema, in the vicinity of Lugano, refurbished in 2021, external insulation (thermal coat) increases energy efficiency and reduces environmental impact.

Reusable glasses and cups have been adopted at the cinema's bistrot.



<https://www.luxarthouse.ch/>



Paperless cinemas

Dream Cinema, Frosinone, Italy

The Dream Cinema has implemented the «Digital Signage Project», based on the installation of LCD monitors and a LED wall in the cinema foyer, lounge, ticket area and bar.

This allows for the supply of better information on the cinema programme and services and for the reduction of the use of paper.



<https://web.dreamcinema.net/>

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Maximise recycling capability

The Alhambra, Keswick, United Kingdom

Radiance solar panels installation in February 2023: the 30-panel array is expected to generate 30% of the cinema's annual electricity consumption;

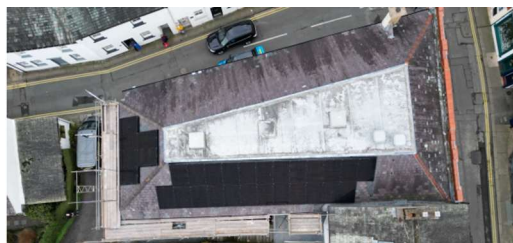
Previous steps:
in 2021:

- screen 2 equipped with energy efficient ventilation/heat recovery unit;
- new gas boiler and underfloor pipework with much better insulation;

in 2018-2020:

- reduction of plastic waste;
- sweet wrappers/popcorn bags recycled;
- energy audit of the building.

<https://www.keswickalhambra.co.uk/>





Waste management, reduce print orders for marketing/promotions



Curzon cinema chain, United Kingdom

The UK based Curzon cinemas adopted their environmental policy in 2017

Aims

- Understand and reduce the cinemas' direct environmental impacts of energy use, water use and waste generation;
- Influence the cinemas indirect environmental impacts in the areas of food and beverages, audience travel, promotional materials etc.





Waste management, reduce print orders for marketing/promotions

Improvement

- Procure 100% renewable energy supply;
- Track measured reductions in water use, waste generation, and energy consumption, and energy-related emissions;
- Work towards achieving year-on-year improvement in Julie's Bicycle's Creative Green certification.



Creative Green Certifications

Nine Curzon venues (four of which in London) hold a creative green certification and rating.

<https://www.curzon.com/>



Engaging staff, customers and local communities

- Inspire your audiences with regular environmental themed screenings;
- train the in-house staff and encourage them to incorporate environmental measures in their everyday routine;
- use your communication tools to broaden social awareness of the need to reduce carbon footprint and to share the environmental measures you have adopted;
- encourage green travelling such as the use of local transport and of bicycles, by providing racks and info on bus and train schedules.



Engaging staff, customers and local communities

Cinexx, Hachenburg, Germany

The Cinexx offers a selection of films dealing with climate issues:

- every month a new title, at the special price of 6 euro;
- free entrance for young people less than 18 years old.

Alliance with local brands engaged for a more sustainable life-style.

<https://cinexx.de/>

<https://grueneskino.net/blog/ueber-das-buch/>





Engaging staff, customers and local communities



KoKi Municipal Cinema, Freiburg im Breisgau, Germany

Since 2014 it has been hosting the Greenmotions Filmfestival that shows films on environment and sustainability as well as other topics such as psychology, sociology and feminism;

- the 2022 edition (November 5 – 13) includes school screenings with students providing power to run the film projector by pedalling their bikes.



<https://www.koki-freiburg.de/>

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Engaging staff, customers and local communities



Tyneside Cinema, Newcastle upon Tyne, United Kingdom

The cinema has dedicated a 'Green Team' of employees from across Tyneside Cinema, Tyneside Bar Cafe, Tyneside Coffee Rooms and Vicolo.

The Green Team regularly meets to discuss ways to work together and meet the aims contained in the cinema's Environmental Policy, such as reduce total waste and recycle more.



The cinema has achieved 3-star Creative Green certification.

The Tyneside Bar Cafe kitchen offers a menu with a focus on locally sourced, organic produce.



<https://tynesidecinema.co.uk/environmental-policy/>



Engaging staff, customers and local communities

Depot Cinema, Lewes, United Kingdom

- 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.



<https://lewesdepot.org/about/sustainability>



Engaging staff, customers and local communities

Home, Manchester, United Kingdom

- Every employee within HOME undertook a carbon literacy training course;
- two honeybee colonies permanently live on the roof of the cinema.

HOME

CINEMA THEATRE ART
WHAT'S ON



<https://homemcr.org/about/sustainability/>



Engaging staff, customers and local communities



Mammoth, Nottingham, United Kingdom

Mammoth intends to

- contribute towards a better, fairer and greener future;
- present world-changing films focused around environmental issues;
- offer grass roots organizations and existing film clubs an opportunity to screen films;
- engage with the community on social and environmental issues;
- encourage debate and inspire action.

<https://mammothcinema.co.uk/>



Greenhouse by Joost

Showing Saturday 15 April

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SOURCES OF INFORMATION



The UK organisations “ICO – Independent Cinema Office” and “the BFI” as well as the Berlin-based “FFA” are at the forefront in providing information specifically aimed at exhibitors wishing to reduce the carbon footprint of their cinemas.

Some of their materials and information have been included in this presentation. MEDIA Salles gratefully acknowledge their valuable contribution to a greener world.

MEDIA Salles for GREEN CINEMAS



PUBLICATIONS

Click on the following links



FRANCE

- **Cinémas verts – fiches pédagogiques**

<https://adrc-asso.org/salles-de-cinema/cinemas-verts-fiches>

- **Ecological practices in the cinema and audiovisual sector**

https://www.cnc.fr/professionnels/etudes-et-rapports/etudes-prospectives/les-pratiques-ecologiques-des-secteurs-cinematographique-et-audiovisuel_1907780

UNITED KINGDOM

- **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://projects2014-2020.interregeurope.eu/fileadmin/user_upload/tx_tevprojects/library/file_1587384779.pdf

GERMANY

- **DAS GRÜNE KINOHANDBUCH**

<https://grueneskino.net/blog/ueber-das-buch/>

<https://grueneskino.de/newsletter>

<https://greenfilmshooting.net/blog/en/green-cinema/>

MEDIA Salles for GREEN CINEMAS



MEDIA Salles is collecting and disseminating information on the green transition in the cinema exhibition sector in Europe



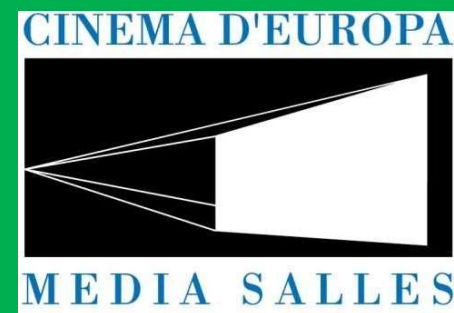
- best experiences
- information tools for cinema exhibitors
- availability of financial support.

Info are accessible on our website from an interactive map, constantly updated.

<http://www.mediasalles.it/ecc/green-cinemas.htm>



MEDIA Salles for GREEN CINEMAS



**To know more and to stay updated,
consult the column GREEN CINEMAS
in MEDIA Salles newsletter [DGT online informer](#)**

http://www.mediasalles.it/dgt_online/DGT_online_informer_205/news.htm#green

http://mediasalles.it/dgt_online/DGT_online_informer_200/news.htm#green

http://mediasalles.it/dgt_online/DGT_online_informer_198/news.htm#green

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www.mediasalles.it/dgt_online/DGT_online_informer_186/news.htm#green2

www.mediasalles.it/dgt_online/DGT_online_informer_185/news.htm#green

www.mediasalles.it/dgt_online/DGT_online_informer_182/news.htm#green

MEDIA Salles for GREEN CINEMAS



MEDIA Salles invites you to pass on news of any significant experiences in the ecological transition of cinemas, by writing to

press@mediasalles.it

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Thank you for your attention!

<http://www.mediasalles.it/>

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