ecoPROD

THE ENVIRONMENTAL

impact of audiovisual, film and advertising production

Carbon'Clap and
Label Ecoprod
Statistics

Ecoprod mars 2025

ecoPROD

Introduction

Pervenche Beurier
Executive Director of Ecoprod

Since its creation in 2009 and the introduction of Carbon'Clap in 2010, Ecoprod has played a pivotal role in integrating environmental concerns within the film and tv industry. In recent years, this dynamic has gained momentum and efficiency thanks to the increasing commitment of professionals, as well as significant backing from institutions and leading audiovisual organizations.

At the core of Ecoprod's mission lies the development of tools to help the industry adopt more sustainable production practices. Its members - which include both public and private stakeholders - commit to using standardized methods to assess the carbon impact of their productions through the carbon calculator Carbon'Clap. Moreover, they commit to reducing their environmental footprint by following the Ecoprod Label guidelines and certifying their productions. In France, the CNC (French National Film Fund) has made carbon calculation mandatory as part of their sustainability initiative *Action Plan.* Carbon'Clap has been certified as one of the tools that can be used to comply with this regulation.

In addition to the commitment of institutions and broadcasters, sustainability practices and tools have been adopted by industry professionals. Practical guides, online resources, and training programs are experiencing growing popularity. This progress reflects a significant commitment to transforming the industry through more responsible practices.

In 2024, Ecoprod released an extensive study on green production to evaluate its financial, organizational, and environmental effects. The data from Carbon'Clap and the Ecoprod Label, presented in this report, are an extension of these findings: it includes the carbon data from Carbon'Clap and examines the measures taken by the productions that have received the Ecoprod Label.

We are pleased to share this data with you. Conducting this assessment is a key step in understanding, clarifying, and collectively reducing the environmental impact of the film industry.

Ecoprod in 2024

Established in 2009, Ecoprod's mission is to unite the stakeholders of the film, TV and advertising industries and provide them with the tools and resources to assess and minimize their environmental impact.

The association, which marked its **15th anniversary** in 2024, serves as a hub for collaboration. By the end of 2024, it surpassed the milestone of **400 member organizations**, representing over 10,000 employees actively dedicated to the sector's transition!

At the core of Ecoprod's initiatives lies the development of tools that enable professionals to better comprehend and mitigate the impact of production at every stage. The year 2024 represented a significant milestone in the adoption of **Carbon'Clap, which surpassed 10,000 carbon footprints** and boasts users globally. Concurrently, the **Ecoprod Label was granted to 120 films, shows, and advertisements** that have made tangible and certified commitments to minimize the environmental impact of their production processes.

To effectively implement this transition to more sustainable production methods, **training** is essential and contributes to raising awareness and engaging professionals in the field. Through its network of partners and skilled trainers, over 2,000 students and professionals have received training in green production topics.

Carbon'Clap

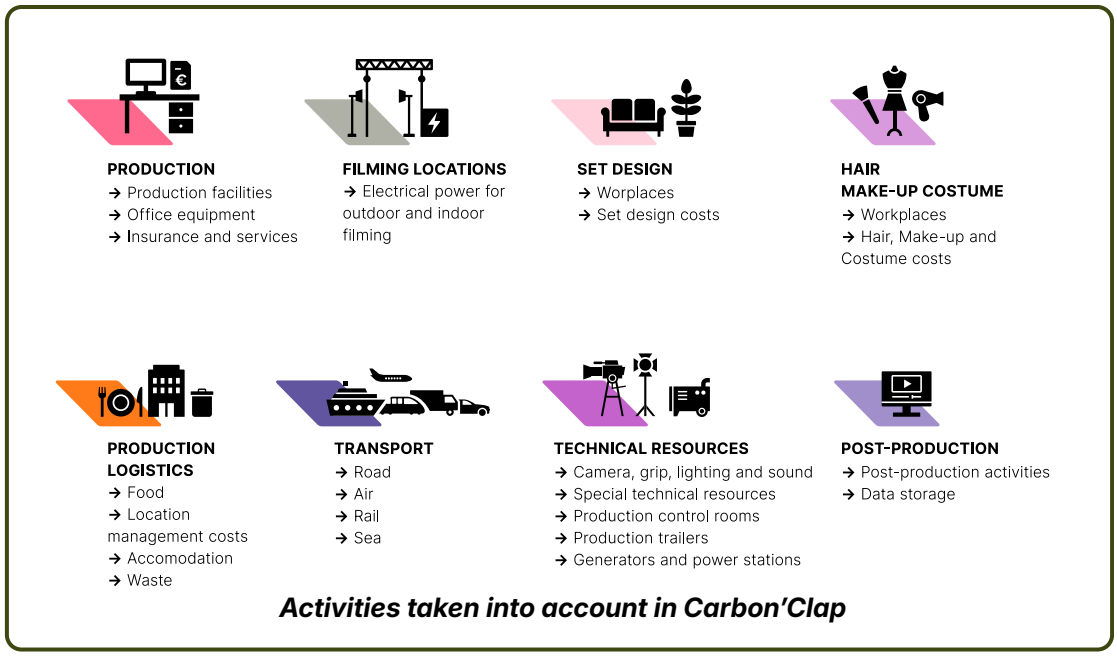
Carbon'Clap enables users to assess and reduce the carbon footprint of audiovisual productions. It is free, intuitive, and reliable, making it a key tool in facilitating the ecological transition within the industry.

Carbon'Clap is a versatile platform that enables you to:

- MEASURE: assess the projected and actual carbon footprint of productions
- REDUCE: follow the guidelines of the Ecoprod Label and estimate the green production score of your projects
- MANAGE: consolidate the outcomes of all your productions at a company level to monitor your overall environmental strategy

Carbon'Clap's methodology, created in collaboration with environmental and film specialists, is based on international emission factor databases and has received approval from the **CNC** (French National Film Fund) and the **UDM** (Union des Marques).

Carbon'Clap assesses the **carbon footprint** of a project, television program, or advertisement. It considers all production-related activities, from the development stage to the final delivery of the master.



Activities taken into account in Carbon'Clap

CARBON'CLAP METHODOLOGY

THE CARBON FOOTPRINT IS CALCULATED BY MULTIPLYING THE ACTIVITY DATA BY THE EMISSION FACTOR

Users input physical activity data (km, kWh, kg, liters, etc.) or financial data (derived from the production estimate).

Sector estimates are provided for certain activities to facilitate data entry.

Carbon'Clap links this activity data with emission factors: each activity is associated with a corresponding carbon equivalent (CO_2e).

Thanks to its global database, Carbon'Clap is suitable for international productions.

This calculation enables the evaluation of the carbon footprint associated with the production of the work and helps identify the items with the highest emissions.

Carbon'Clap integrates the recommendations from the Ecoprod Label to assist users in their impact reduction journey.

Carbon'Clap receives support for technical industries from the CNC

Carbon'Clap corporate account

To facilitate the development of a global green production strategy, Ecoprod has created the company space. Exclusively for Ecoprod members, this space enables the aggregation of carbon footprints and green associated with the Ecoprod Label for all of a company's productions. This comprehensive perspective assists companies in analyzing their impacts holistically, allowing them to manage their carbon trajectory and commit each project to an impact reduction strategy.

The Carbon'Clap business environment enables you to:

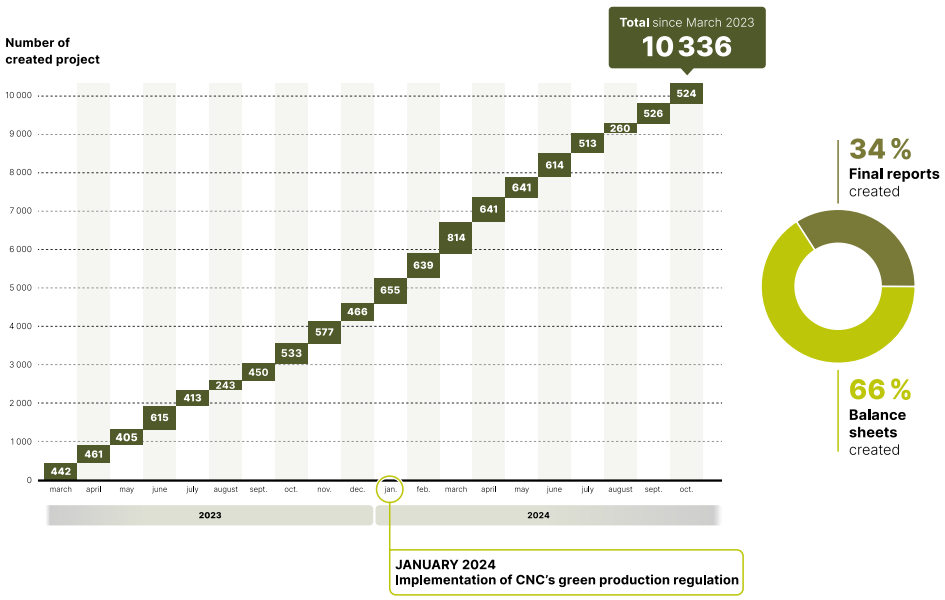
- Oversee your green production process at the structural level
- Have your employees tag your company in your projects
- Access the carbon footprints of all your projects quantified in Carbon'Clap
- Create your customized statistics
- Export project information
- Develop APIs to integrate Carbon'Clap with your internal tools (by quote)
- Identify your categorized productions
- Facilitate the initiation process and take advantage of tailored technical assistance

A total of 50 member companies have established their Carbon'Clap corporate account. Ecoprod member? Claim yours!

Widespread adoption in the film industry: 10,000 carbon footprints recorded

Since its redesign in 2023, Carbon'Clap has gained significant traction among professionals in the film, audiovisual, and advertising industries. By the end of 2024, it had documented 10,000 completed carbon assessments.

An increasing number of projects in Carbon'Clap



Growth in the number of projects initiated in Carbon'Clap since March 2023

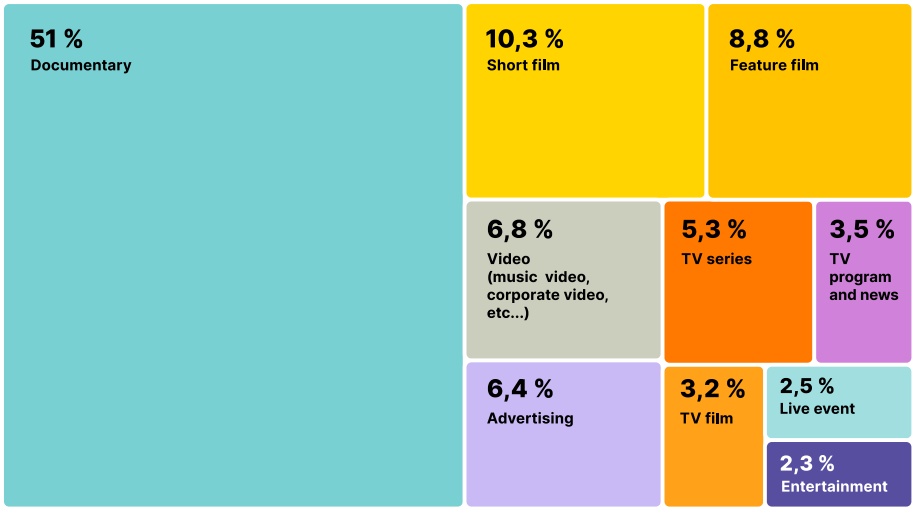
The quantity of new projects is consistently rising in Carbon'Clap. Two-thirds of the evaluated carbon footprints are preliminary assessments, enabling professionals to pinpoint the primary impact before the project's production phase.

Professionals embraced the tool before the implementation of the eco-conditionality of CNC aid on January 1, 2024. This adoption demonstrates a commitment to assess and comprehend the impact beyond regulatory requirements, especially for projects that are not subject to the CNC's green production regulation.

Documentaries make the most use of Carbon'Clap.

Documentaries account for the largest share of Carbon'Clap use (51%), followed by both feature and short films, as well as series, which together make up 27%.

Broadcasts, such as magazines, news, entertainment and advertisements, each account for 6% of Carbon'Clap reports.



Breakdown of editorial genres featured in Carbon'Clap projects

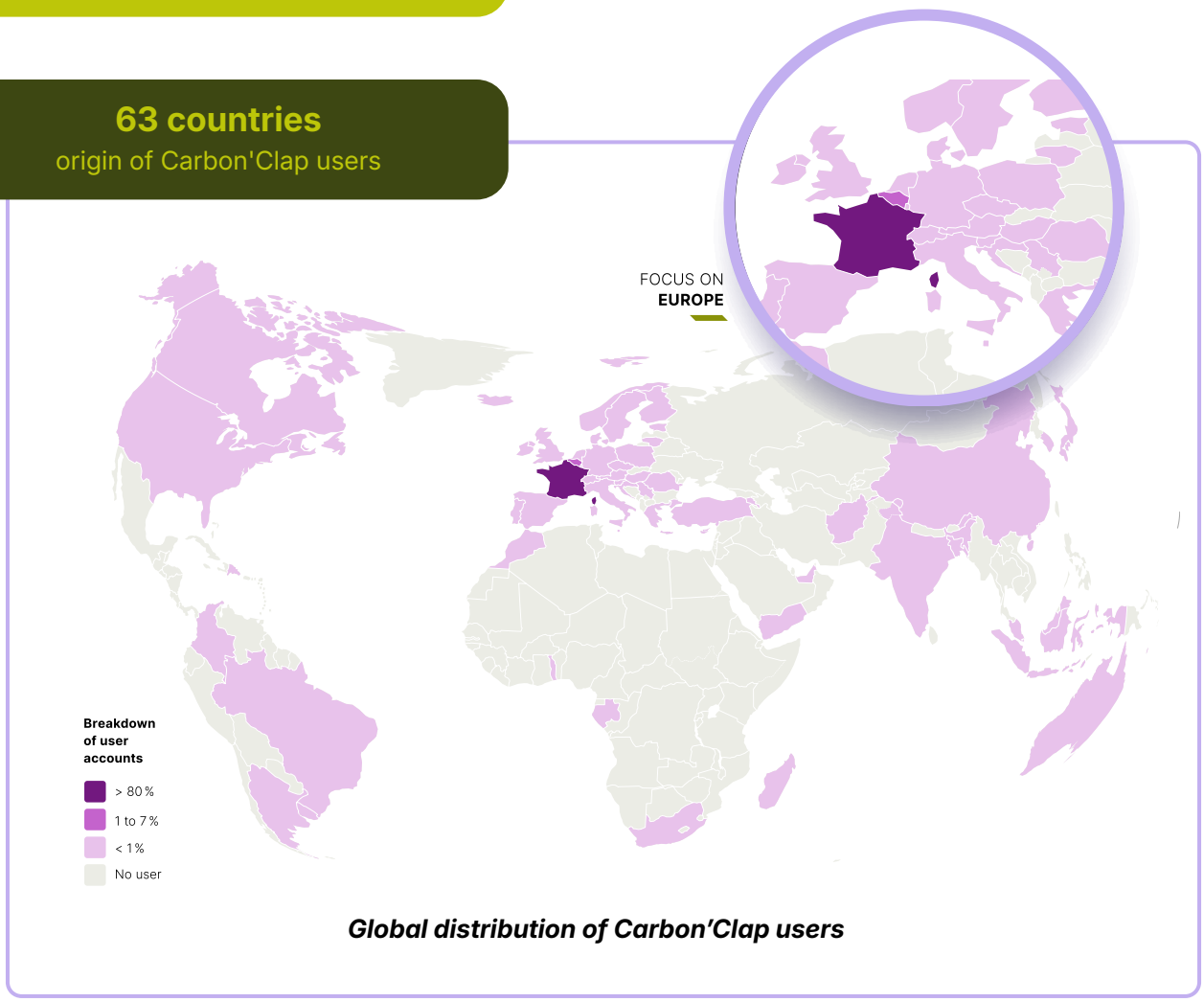
A tool used worldwide

Carbon'Clap is experiencing a consistent rise in its user base, spanning 63 countries worlwide On average, 250 new accounts are created each month.

The distribution of user accounts in Carbon'Clap shows that the tool is primarily used in France, with 80% of users located there. At the same time, we are observing increasing international adoption, especially within Europe.

5,500 users
have created a Carbon'Clap account

63 countries
origin of Carbon'Clap users



Global distribution of Carbon'Clap users

Industry average

Across all genres, one hour of content generates 16 tonnes of CO2e, or 0.27 tonnes of CO2e for each minute produced. This statistic is derived by averaging the emissions from all recorded productions and dividing them by their total duration.

The processes involved in creating one hour of live-action film content generate carbon emissions equivalent to driving 70,000 kilometers in a gasoline-powered vehicle (1.8 times the circumference of the Earth), or the annual carbon footprint of 1.7 people in France.

Carbon footprint of producing one hour of content (all genres)

16
tCO2e/h

The carbon equivalent of

70 000 km

Source: Ademe

1.8 full trips around the Earth in a gasoline-powered vehicle.

1.7 French individuals per year

Source: Ademe

Average impact of a French person: 9,1 tCO2e / year

WORLDWIDE COMPARISON

The British organization *Albert* estimates that the carbon footprint of one hour of content is 16.6 tonnes of CO2e.
(Source: Albert Annual Report, 2023).

In the United States, a *SEA study estimates that feature films have an average carbon footprint ranging from 3,370 tonnes for major productions to 39 tonnes for low-budget films.**
**(Source: Carbon Emissions of Film and Television Production, Sustainable Entertainement Alliance, 2021)*

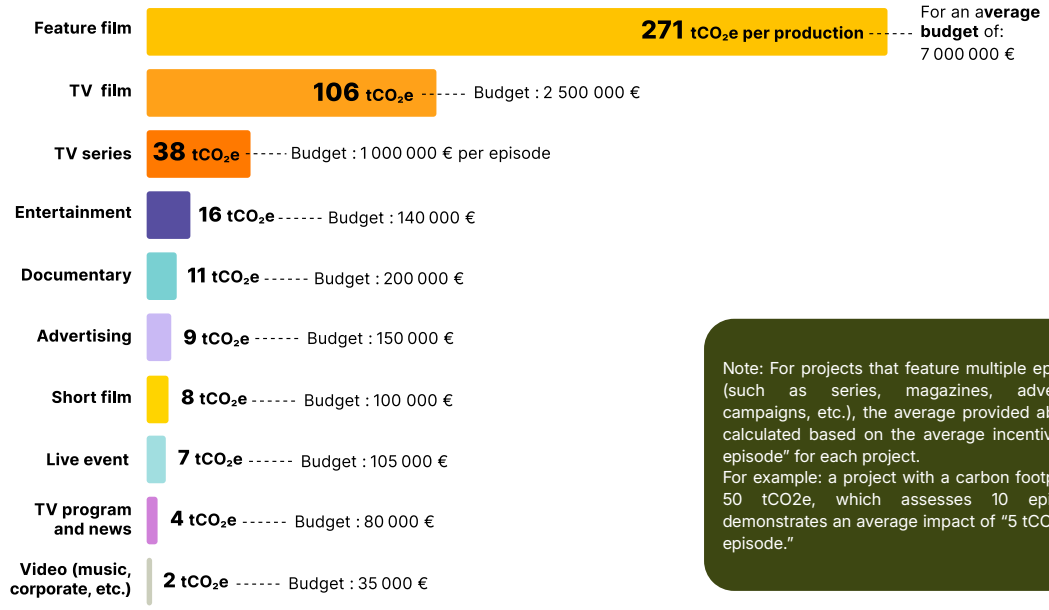
***AdGreen* estimates that the carbon footprint of an advertisement ranges from 6.2 tonnes to 13.9 tonnes of CO2e, depending on its scale and budget.**
(Source: AdGreen annual report, 2023).

Average impact of an audiovisual production

The average carbon footprint of a project varies significantly depending on the production format. Film and television fiction tend to have higher emissions compared to other genres.

A correlation is emerging between the budget and the carbon footprint: the most costly productions (such as fiction) tend to have greater environmental impact, while smaller budget formats result in a lower carbon footprint. However, the significance of the "budget" factor needs to be nuanced, as a high budget does not automatically equate to significant pollution if green production measures are implemented.

Fiction is the genre with the highest carbon emissions.



Note: For projects that feature multiple episodes (such as series, magazines, advertising campaigns, etc.), the average provided above is calculated based on the average incentive "per episode" for each project.
For example: a project with a carbon footprint of 50 tCO2e, which assesses 10 episodes, demonstrates an average impact of "5 tCO2e per episode."

Carbon footprint and average budget of a production (or average carbon footprint per episode), based on editorial genre in Carbon'Clap.

Diving deeper, we notice significant variations in the carbon footprint of the balance sheets depending on the projects.
For **feature films**, the range of impact varies from 40 tCO2e for smaller productions to 2200 tCO2e for the largest projects assessed.
For **series** and **entertainment**, the impact ranges from less than 1 tCO2e to as much as 190 tCO2e per episode.
In **documentaries**, the carbon footprint varies from less than 1 tCO2e to 620 tCO2. This variation is primarily attributed to the number of trips associated with specific projects.
Advertising has the highest carbon intensity per minute. Due to their brief duration, the production of advertisements results in a comparatively significant impact relative to the final minute produced. The most impactful advertising projects can reach up to 280 tCO2e, with an average production duration shorter than that of other editorial genres (approximately 1 minute per project).

Which activities produce the highest levels of CO2 emissions?

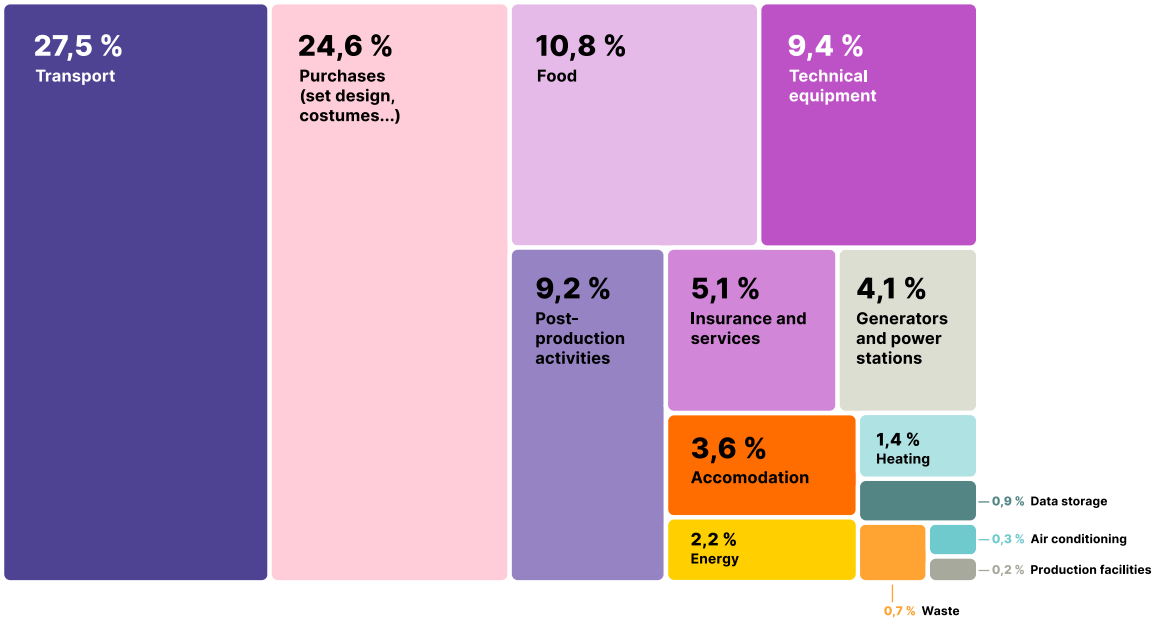
Carbon footprint assessment seeks to pinpoint impact areas to effectively guide green production efforts towards the most polluting activities. Analyzing the distribution of carbon impact by emission source highlights the most significant activities, thereby establishing clear priorities for the actions to be taken.

On average, when considering all genres, transportation accounts for the largest share of emissions at 27.5%, followed by the purchase of goods at 25% —which includes sets and costumes— food at 11%, immobilization of equipment at 9%, and energy at 8% across all sources.

Breakdown of observed categories:

- **Transport:** land, air, rail, and maritime
- **Purchase of goods:** sets, costumes, makeup, special effects, and management
- **Meals:** food
- **Immobilization of equipment:** filming equipment, lighting, machinery, audio, video production management, and specialized technical tools.
- **Purchases of post-production services**
- **Services and insurance:** intellectual services and coverage
- **Generators:** diesel generator consumption
- **Accommodation:** overnight lodging in hotels
- **Heating:** heating usage (gas, fuel oil)
- **Electricity:** electricity consumption from the mains
- **Digital data:** data storage and archiving
- **Waste:** food, packaging...
- **Air conditioning:** fugitive emissions from air conditioning
- **Immobilization of buildings:** use of work surfaces

Transportation is the most significant activity of a production



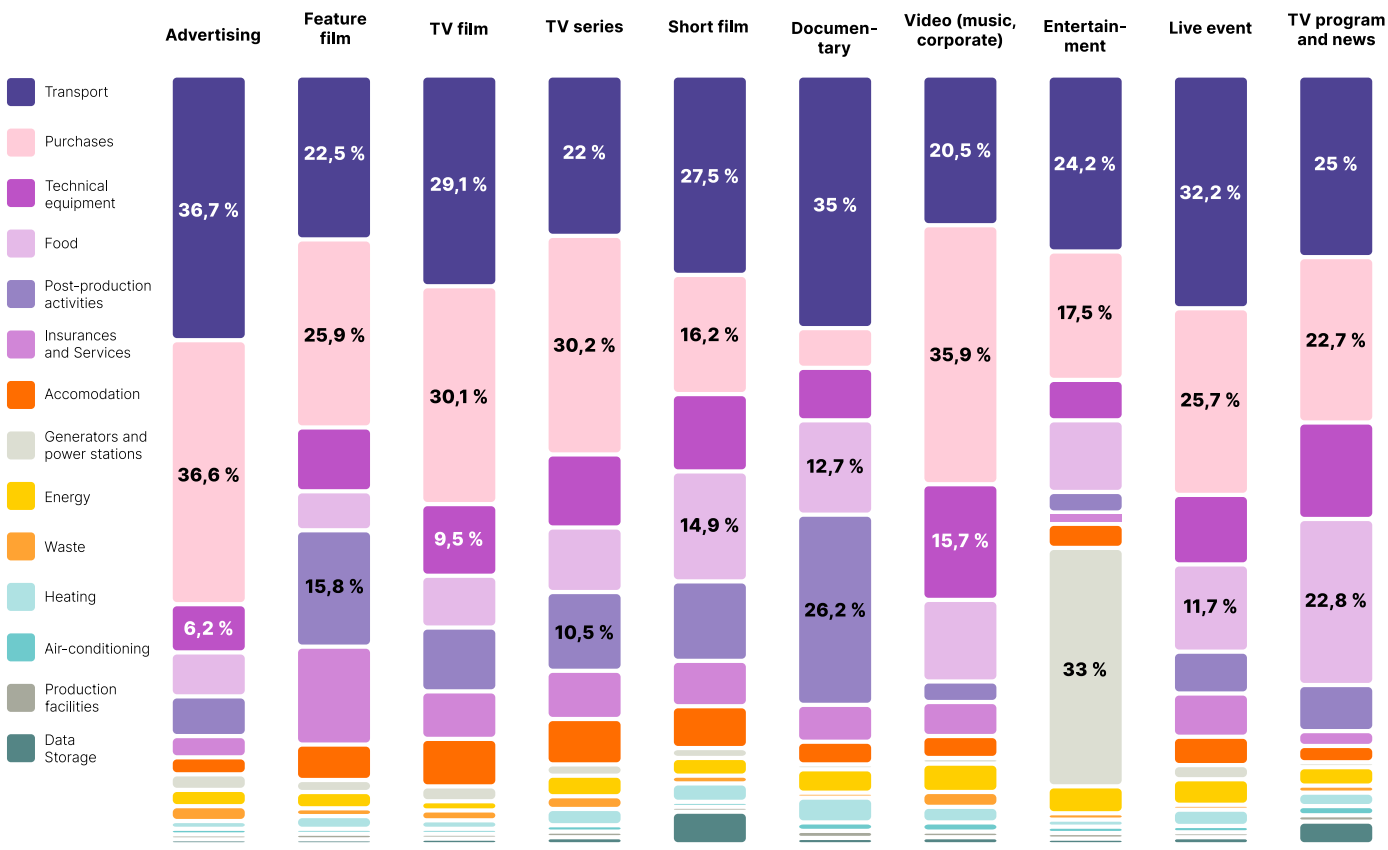
Breakdown of the average carbon impact across the 14 Carbon'Clap emission categories (all genres combined)

Breakdown of emission categories by editorial genre

The variation in the primary impact activities shows a predominance of transportation and purchases of goods. Other items fluctuate depending on the editorial genre.

Important note: the entertainment genre has a substantial carbon impact from the *"generators and power stations"* category, accounting for one-third of the recorded emisions. This is due to certain projects within the entertainment sector relying heavily on diesel generators, particularly for live broadcasts. As a result, large-scale productions can have a significant influence on the overall averages.

A relatively homogeneous ranking of emission sources across editorial genres



Breakdown of the average carbon impact across the 14 Carbon'Clap emission categories (by editorial genre)

FOCUS: transportation

The airplane is the mode of transportation that accounts for the highest number of kilometers traveled: of the 167 million kilometers documented in Carbon'Clap, 40% were covered by airplane. This proportion is unsurprisingly reflected in the overall carbon impact, where the airplane accounts for 42.6% of the carbon impacts recorded in Carbon'Clap.

However, productions often utilize rail transport, which accounts for 27.5% of the distances traveled and represents only 0.5% of the overall transport footprint. The train is undoubtedly the preferred low-carbon transport option whenever circumstances allow.

Technical vehicles, particularly trucks, exhibit the greatest carbon footprint per kilometer traveled. Consequently, it is crucial to enhance the efficiency of these transports by consolidating truck usage or arranging for storage directly at filming locations to avoid unnecessary round trips.

The Ecoprod impact study shows that following the Ecoprod Label's recommendations (such as implementing a low-carbon transport strategy and promoting carpooling) can lead to a **potential impact reduction of -34%***, effectively dividing the carbon emissions from transportation by three during a shoot.

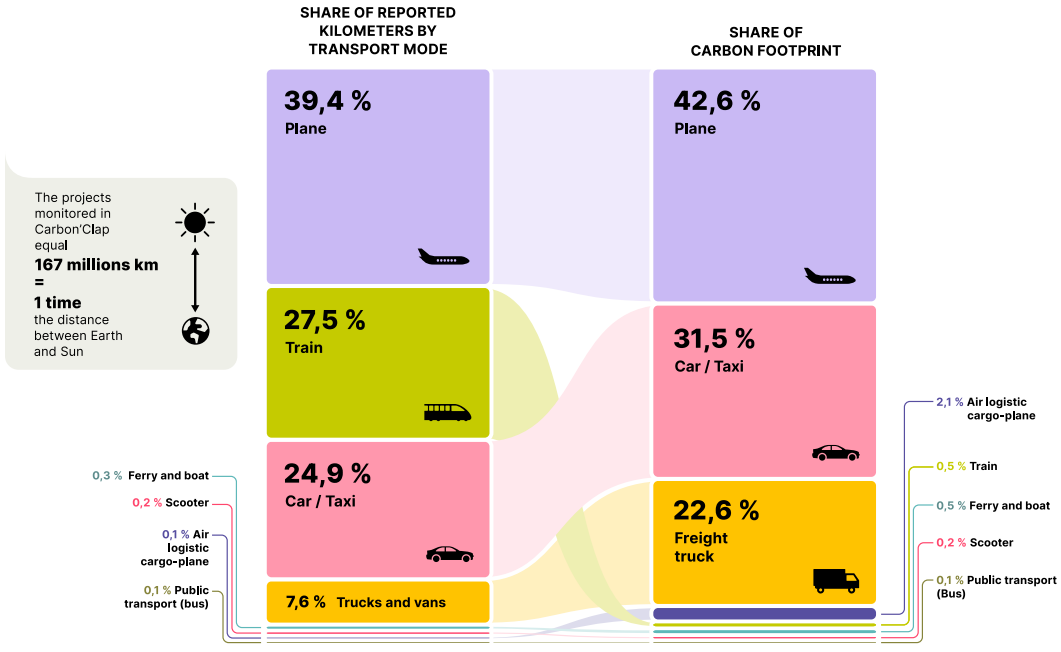
*Green production impact study - Ecoprod 2024

Orders of magnitude of carbon impact

For an individual's journey, TGV (High Speed Train) produces 70 times fewer carbon emissions than a gasoline-powered vehicle. An electric car is roughly half as carbon intensive as its thermal counterpart, considering both vehicle production and energy consumption.

(Source: Ademe)

Airplane accounts for 40% of the transport impacts of a production



Breakdown of the "Transport" category based on the total kilometers traveled and the carbon equivalent of the transportation modes, covering all projects.

FOCUS: Food

Although nearly a quarter (24%) of the meals eaten on set are vegetarian, they contribute only 5% to the overall carbon footprint of the teams' diet. In contrast, meals that include red meat account for more than half (55%) of the carbon emissions associated with this category.

Reducing animal-based proteins in favor of plant-based proteins is an effective strategy for minimizing the impacts of production.

Applying the criteria of the Ecoprod Label to meals enables a reduction of the footprint linked to this carbon emission item by -40%*.

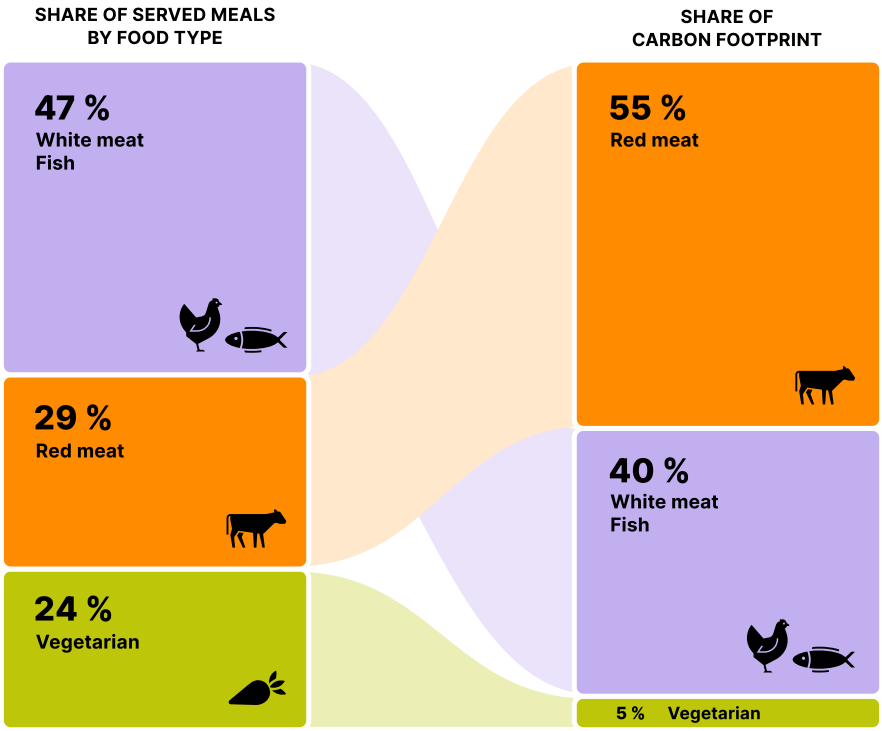
*Green production impact study - Ecoprod 2024

Orders of magnitude of carbon impact

A vegetarian meal has a carbon intensity that is up to 10 times lower than that of a red meat meal. A chicken meal is already 5 times less carbon-intensive compared to a beef meal.

(Source: Ademe)

Red meat meals account for 55% of the impacts



Breakdown of the "Food" category based on the total number of meals consumed during filming and the carbon equivalent of the diets, covering all projects

FOCUS: energy

In the footprint related to energy consumption, nearly two-thirds (64%) of the impacts are attributed to the use of diesel generators during filming. This method of electricity generation is highly polluting, and viable alternatives are available to reduce reliance on these generators.

France's electricity mix is characterized by low-carbon production, making it the second-lowest carbon-emitting country in the EU for electricity generation (Statista). Connecting shoots to the electricity grid is the most effective solution to minimize the environmental impact of filming.

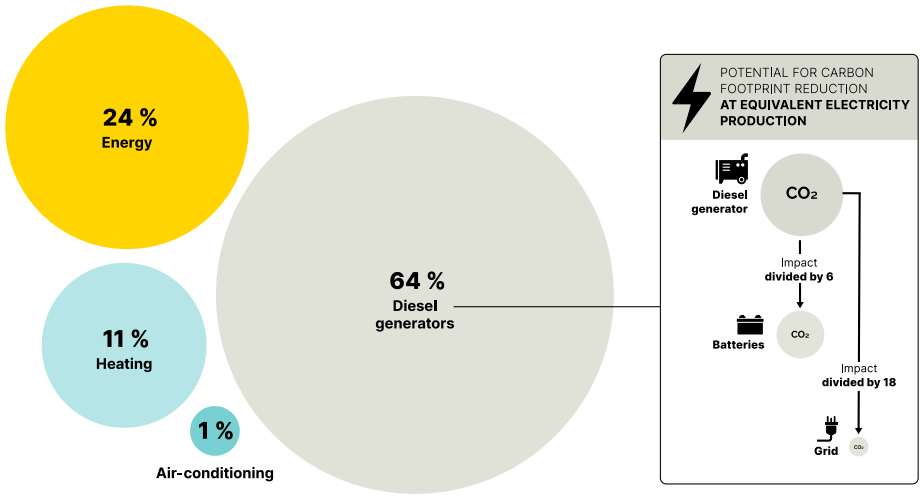
By following the Ecoprod Label criteria, which encourages using power grids and alternatives to diesel generators, it is feasible to **reduce the carbon footprint associated with energy by 55%.**

Orders of magnitude of carbon impact

Alternatives to diesel generators that help reduce impacts:

- **Grid power:** footprint reduced by a factor of 18
- **Batteries:** footprint reduced by a factor of 6
- **Biofuel-powered generators:** footprint reduced by a factor of 3

Diesel generators account for 64% of the carbon emissions related to energy use in production



Breakdown of the carbon footprint across different emission sources within the "Energy" category.

The Ecoprod Label

The Ecoprod Label certifies that a film, tv, or advertising project has been produced in an environmentally responsible manner.

Developed by Ecoprod, it addresses the film&tv industry's ambition to improve its practices while reducing the environmental footprint of productions. The Label is based on a framework of criteria that outline the key elements of a sustainable production.

These criteria were developed in collaboration with industry professionals and environmental experts, leveraging the knowledge, research, and data collected by Ecoprod and its partners over the past decade. The 2024 impact study on green production in the film industry conducted by Ecoprod assessed their effectiveness, demonstrating a reduction in greenhouse gas emissions of up to 41%.

Each validated criterion of the Label contributes to a point-based system, which determines the green score of an film&tv production. The weighting of these criteria follows a results-driven approach, taking into account the actual environmental impact of the measures implemented. Productions that reach a green score of 65% or higher qualify for an audit by AFNOR Certification to obtain the Ecoprod Label.

THE ECOPROD LABEL FULFILLS A DUAL PURPOSE

Self-assessment
by evaluating the green score of your project

Certification
through an audit conducted by AFNOR Certification

Launched in 2023, the Ecoprod Label has gained significant traction across the sector, encompassing various types of programs. Currently, almost 120 productions have been labeled or are in the process of certification since the initiation of the audit by AFNOR Certification.

Updated in 2025, the Ecoprod Label aligns with international green production labels in the film industry and adheres to the criteria of SPEC 2308 – *Responsible film, tv, and advertising production*. Developed with the support of the CNC and the Ministry of Culture, this benchmark was also shaped by Ecoprod's active participation in its creation within AFNOR.

The Ecoprod Label is recognized and validated by ADEME and certified by AFNOR Certification, an accredited independent third-party organization.

With the support of

Audited by

The Ecoprod Label

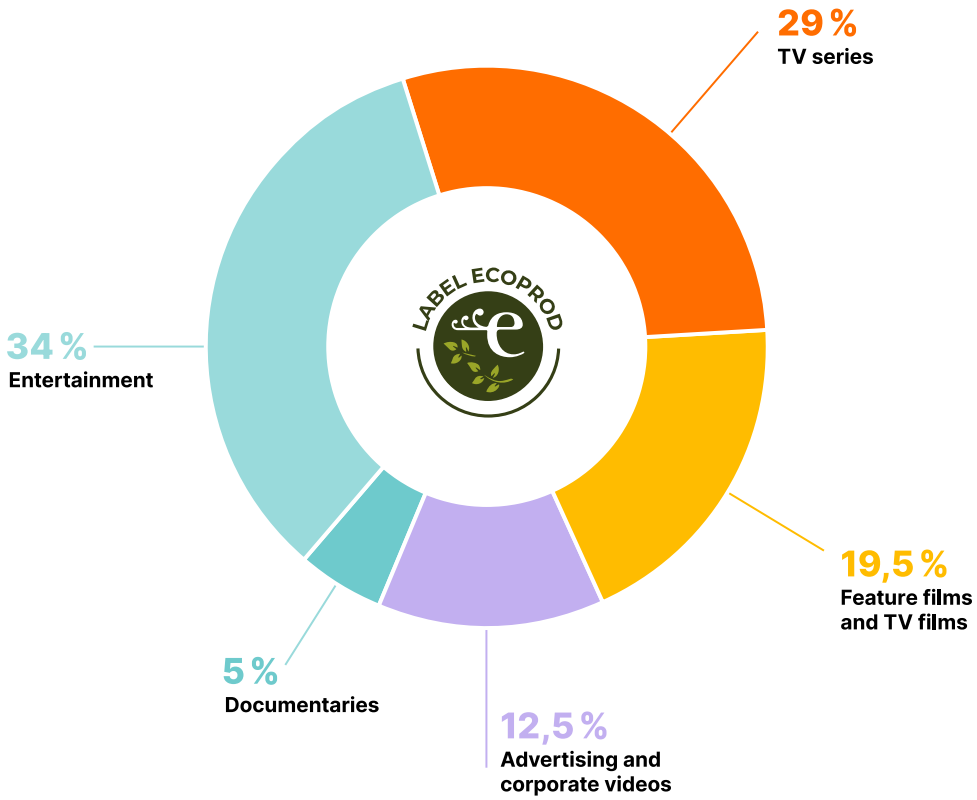
The productions labeled in 2024 are equally divided between fiction and other production formats.

A detailed examination shows that fiction and streaming programs are the most prevalent: fiction (including feature films, series, and TV fiction) accounts for 50% of labeled productions, while streaming programs follow with 34%. Together, these two categories represent 84% of labeled productions.

Advertising, however, hold a significant position (12.5%), indicating that the industry is becoming increasingly proactive in the labeling of its productions.

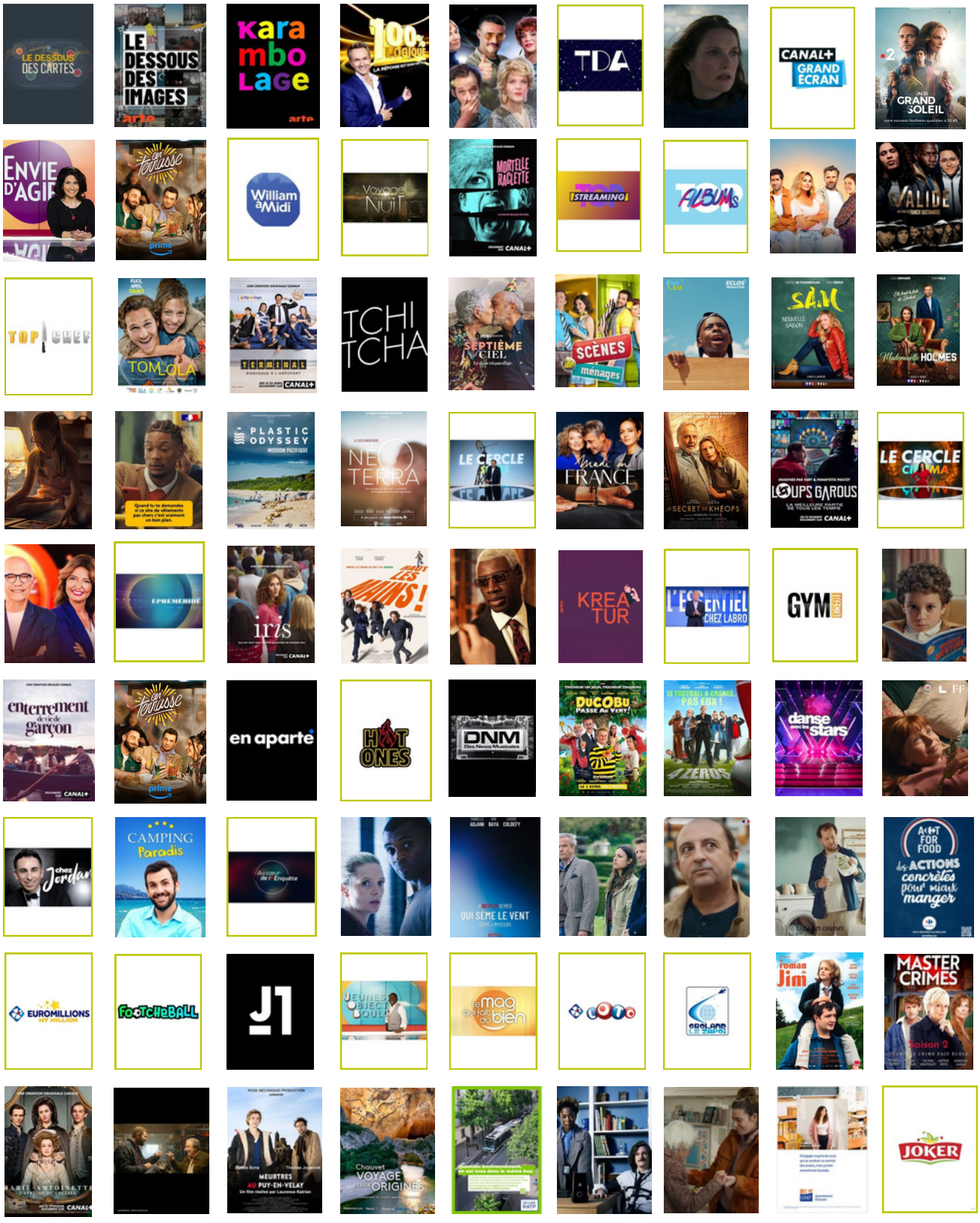
Documentaries, which are inherently more sustainable in their practices, make up a smaller portion (5%) of the labeled productions.

A balanced distribution of labeled productions by editorial genre



Breakdown of labeled productions across editorial genres

A few labeled productions in 2024



Breakdown of labeling by genre

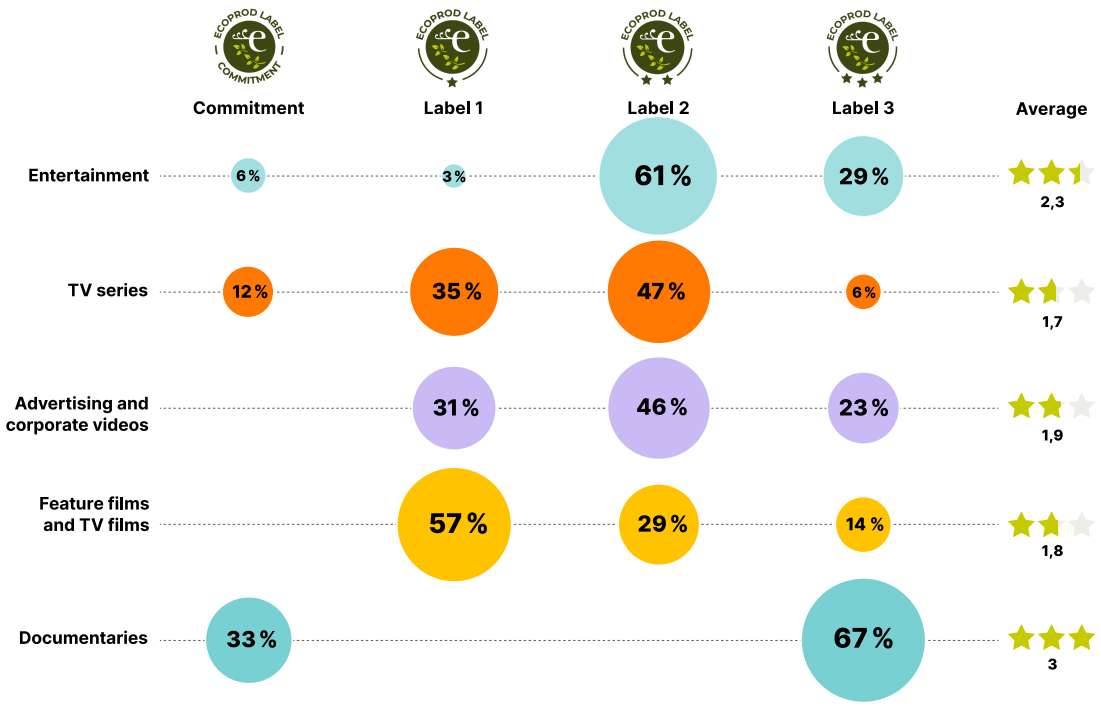
The analysis of labeling levels reveals particularly strong results for documentaries and streaming programs, with a significant presence in the realm of fiction, despite the inherent challenges of this type of production.

Documentaries achieve the best results, with an average of 3 stars, which can be attributed to their inherently more resource-efficient approach. Streaming programs also perform well, with an average rating of 2.3 stars, and 61% of them receive the 2-star label. Fiction works follow, with 43% of feature films receiving the 2- or 3-star label, as well as 53% of TV series.

These findings show that green production practices can be effectively implemented across all types of productions.

These results are particularly significant for fiction productions, given that their average carbon impact per minute is the highest, as demonstrated by data from Carbon'Clap (page 9).

Scores achieved for the Ecoprod Label by genre



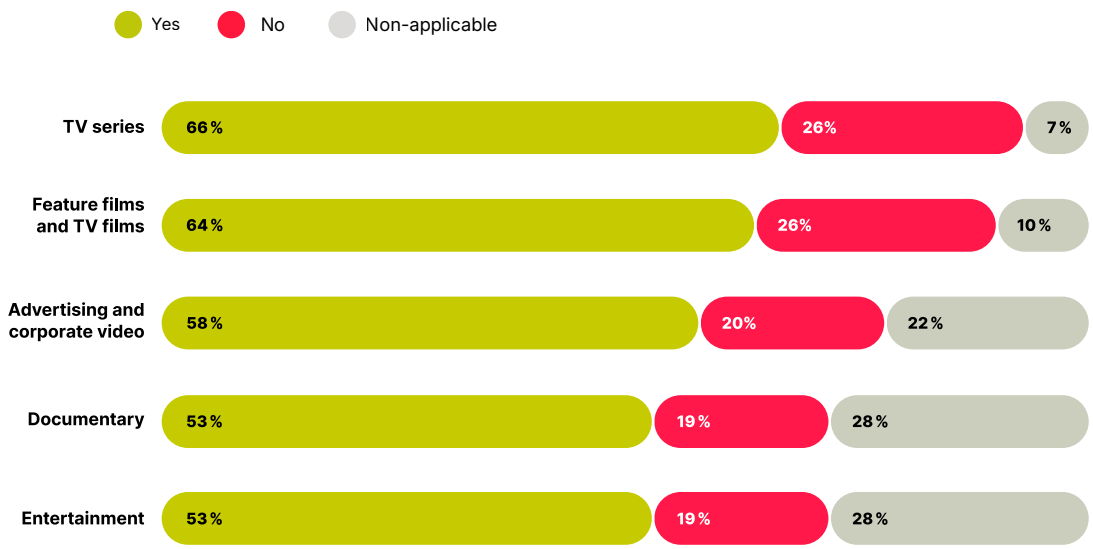
Labeling levels by editorial genres

Implementation of best practices

The Ecoprod Label demonstrates considerable flexibility, effectively adapting to various types of live-action audiovisual productions. Its broadly applicable criteria encourage the widespread adoption of more sustainable practices.

To accommodate differences between productions, the Ecoprod Label allows certain criteria to be marked as non-applicable (N/A) if they are not relevant to a particular project. For example, documentaries can exclude questions related to set construction when completing the evaluation questionnaire.

Criteria validation rate (including N/A)



At least 53% of the criteria are met for each project, regardless of genre.

Non-applicable criteria account for a maximum of 28%, meaning the Label's criteria are highly relevant across all types of programs.

Excluding non-applicable criteria, the average validation rate of the criteria is very similar across editorial genres.

Implementation of best practices

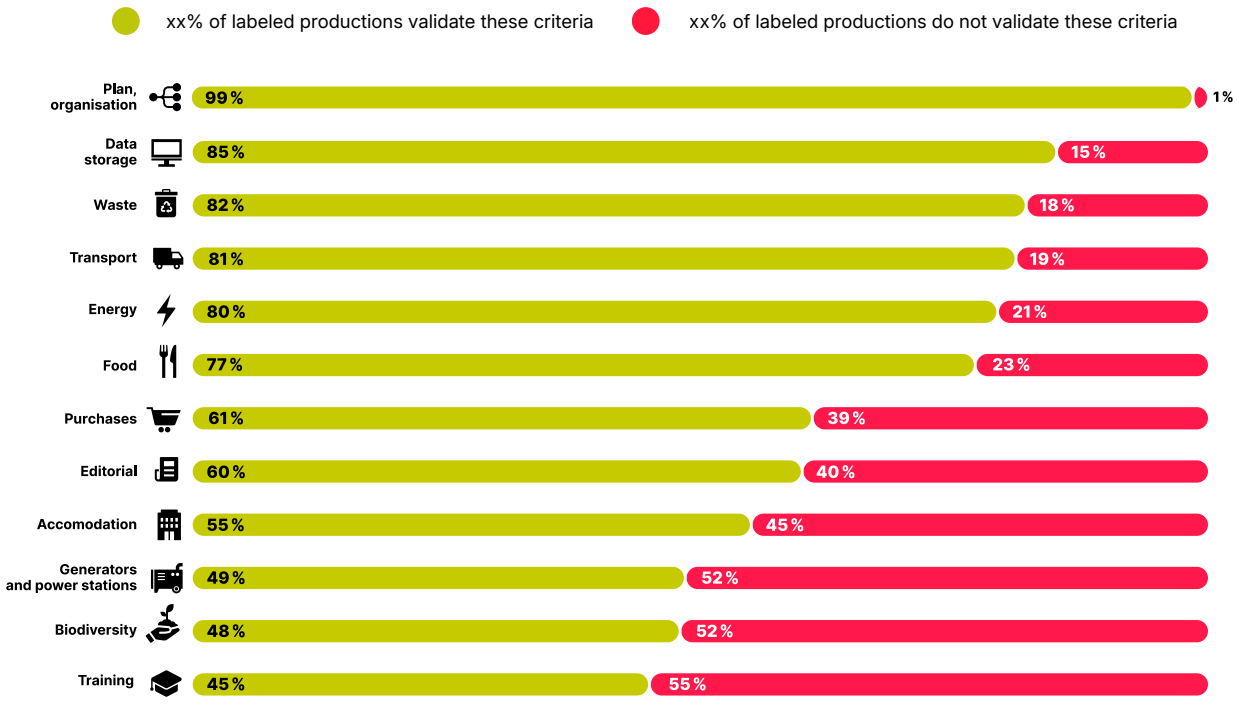
By examining the applicable criteria by theme, across all genres, it is clear that certain actions are becoming more widespread, while others are more challenging to implement.

The criteria related to the *"planning and organization"* category are consistently implemented, as they are mostly mandatory to receive the Label and help structure the green production process. Following these are the criteria related to digital data, as well as waste reduction and sorting.

Focus on transportation

Among the labeled productions:
94% implemented carpooling
71% avoided air travel
31% predominantly used electric or hybrid vehicles

Validation rate of criteria by theme



Focus: food

Among the labeled productions offering catering services:
100% (as this is a mandatory criterion) provided a fully vegetarian meal one day out of five (if there was a single meal option) or every day (if multiple dishes were available), and served red meat on no more than one day out of five.
82% mostly offered bulk, organic, and/or locally sourced products for the craft table.

3 key challenges identified

1 - Biodiversity overlooked

Around a quarter of labeled productions were filmed in natural environments. Among these, less than half (48%) meet the Label's criteria for biodiversity protection. This low adherence may be explained by increasingly shorter preparation times for teams, which leave little room for planning and gathering information on necessary actions. A lack of awareness and experience may lead to concerns about the complexity and/or cost of implementation. However, without proper consideration of biodiversity, the environmental benefits remain incomplete.

2- The widespread use of diesel generators on set

Half of the labeled productions were able to completely avoid the use of diesel generators during filming. Among the productions that did use generators, 49% implemented measures to reduce their use.
The replacement of thermal generators with alternative ones, particularly electric generators, remains rare. This can be attributed to the limited availability from rental companies and the higher rental cost. However, this trend is expected to reverse in the coming years as new technical solutions are developed.
A greater number of productions reported prioritizing connections to the electricity grid whenever possible, using generators only in locations where grid access was unavailable.
Implementing alternatives to diesel-powered generators is one of the most effective ways to drastically reduce a production's carbon footprint (see page 14). Therefore, it is crucial to continue expanding the use of available solutions on set.

3 key challenges identified

3- Teams insufficiently trained in green production

Production managers and assistant directors are usually the most trained in green production practices, as they lead the projects, coordinate the teams, and are often the key contacts for certification processes. To streamline and optimize this approach, training all stakeholders is essential: it strengthens team commitment and project cohesion.

These figures also highlight a lack of training specifically tailored to certain roles. Following the launch of general training courses and others focused on production and management positions, Ecoprod introduced a training program in 2024 for post-production and VFX roles, in partnership with the CST (Commission Supérieure Technique de l'Image et du Son). In 2025, Ecoprod will offer new modules, including those for set design teams, screenwriters, directors, and technical crews.

Key figures on training

In 2024, Ecoprod delivered 151 training sessions, including 58 for students and 93 for professionals, reaching a total of over 2,000 individuals educated on green production.

Conclusion

The concept of green production first emerged fifteen years ago in the film and tv industry. Since then, significant progress has been made, with the past two years marking a **decisive turning point.**

10,000 carbon assessments conducted in just two years—far exceeding expectations when Carbon'Clap was redesigned in March 2023. This milestone confirms that the process of evaluation is well underway. Institutions, researchers, industry experts, and Ecoprod have successfully collaborated to **measure the sector's environmental impact.** This critical step provides the insight needed to guide future policies, shape action plans, and identify best practices.

The data and observations presented in this study offer **key sector-wide benchmarks** and highlight emerging trends in the implementation of green production practices. While the film&tv has undoubtedly embarked on its environmental transition, **this transformation is only beginning**. We cannot afford to wait for the perfect roadmap or the most ambitious regulations to take action.

The film industry is constantly evolving, and each project is unique : this adaptability is at its core. Institutions and major industry stakeholders play a vital role in accelerating this transition, as demonstrated on the next page, where commitments have already been translated into concrete actions. However, this shift cannot rely solely on top-down directives; it also depends on the commitment of every industry professional, fostering experimentation and innovation. **Creativity and agility** must be harnessed to drive more responsible production.

At the same time, **artificial intelligence** is already disrupting industry practices, posing a major environmental challenge. Its exponential growth comes with substantial energy and resource consumption. While AI is often presented as an opportunity to optimize processes, its unchecked use could significantly increase the sector's environmental footprint. It is therefore essential to assess its true impact as soon as possible.

The environmental challenge is monumental, but the film&tv has always been a space of reinvention. By leveraging **collaboration, bold thinking, and the ingenuity** of its professionals, the sector can not only reduce its impact but also serve as a **source of inspiration** for other industries and society at large—through the stories we tell.

Structural commitments for the industry

CNC's *Plan Action!* has been steadily implemented since its announcement in 2021, introducing key initiatives such as the creation of an Ecological Transition Observatory, a large-scale awareness program to educate students on responsible production, and the gradual rollout of green funding, requiring the submission of a dual carbon assessment. In 2024, the CNC and the DGMIC coordinated the development of the AFNOR SPEC 2308 framework for sustainable production.

The CANAL+ Group has committed to ensuring that 100% of its *Créations Originales and Décalées* produced in France receive the Ecoprod Label, while all French entertainment programs adopt a green production strategy. In 2024, the Ecoprod Label was awarded to numerous CANAL+ productions, including *Marie-Antoinette, Loup Garous, Le Cercle Cinéma, and Le Cercle Séries*.

ARTE has announced its goal of reaching 70% green productions by 2028, for both in-house and external productions. The network also encourages its partners to assess the environmental impact of co-productions, with contracts specifying the requirement for a carbon footprint report. Employees of the group have had access to green production training, and iconic internal programs have been awarded the Ecoprod Label, including *Kreatur, Karambolage, Le Dessous des cartes, and Le Dessous des images*.

As part of its carbon footprint reduction strategy, SND (Société Nouvelle de Distribution), the audiovisual production and rights distribution subsidiary of the M6 Group, has integrated sustainable production practices across all its projects. Within a year, approximately 80% of SND's delegated productions have been labeled. In 2024, the films *4 Zéros, Le Secret de Khéops*, and *Chers Parents* (3 stars) were awarded the Ecoprod Label. On the audiovisual side, M6 is implementing green production practices for both its in-house and external productions, such as *Top Chef* and *Scènes de ménage*.

France Télévisions has launched an extensive initiative to reduce its carbon footprint, both in the production of its in-house content and with its partner producers. This commitment includes the construction of a production studio with a holistic environmental approach and the creation of a dedicated green manager position. Teams undergo role-specific training that allows for the widespread implementation of green production practices on the field. Carbon footprint reports have been incorporated into production contracts, and certification with the Ecoprod Label is strongly encouraged. Productions such as *Un si grand soleil*, the series *Tom et Lola*, and *Le jeu des 1000 euros* were all awarded the Ecoprod Label.

The TF1 group has committed to implementing green production practices for 100% of its productions from Newen and TF1 Production by 2027. As part of this action plan, the group hired Emilie Demanche as green production manager within the Content Division in June. It also established an internal green production charter and included green production clauses in all contracts. The group has implemented training programs to raise awareness of environmental transition issues, with 100% of full-time employees set to be trained by the end of 2024. Additionally, the carbon footprint of productions is being measured, and external producers are being encouraged to adopt green production practices for programs aired on the TF1 channel. In 2024, this commitment led to the Ecoprod Label being awarded to programs such as *Ici tout commence, Mademoiselle Holmes, Danse avec les stars*, and *50' min inside*.

Methodological Note

Carbon'Clap Data

Ecoprod analyzed the data from its Carbon'Clap tool to draw insights for the industry. This document is designed to help productions understand sector-wide averages and identify the key carbon impact areas. The goal is to guide green production actions and prioritize efforts in the sector's transition.

Out of the 10,000 projects created in Carbon'Clap, only the final carbon assessments (conducted at the end of production with actual activity data), completed and displaying consistent data, were used to generate the statistics. These guidelines ensure the exclusion of forecast data, test projects, exercises, and training projects. Therefore, the data included in the averages of this document pertains to 2,500 projects from March 2023 to November 2024.

The results are presented in metric tons (t) of carbon dioxide equivalent (tCO2e), where 1 metric ton (t) = 1,000 kilograms (kg).

Editorial Genre	Number of Projects
Feature film	107
Short film	78
TV Film	79
TV Series	160
Documentary	1386
Entertainment	76
TV Program and News	131
Live Event	74
Advertising	239
Video (music, corporate, etc.)	174

Ecoprod Label Data

The analysis of the Ecoprod Label data aims to identify the most and least implemented green production initiatives, assess the maturity level of productions that have undergone the certification process, and highlight areas needing improvement.

These figures are based on the outcomes of productions that received certification following the audit conducted by AFNOR Certification, from September 2023 to November 2024.