



## PRESS RELEASE

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### WINNER OF THE ECOPROD AWARD

[Registration and program of the Ecoprod day at the CST pavilion](#)

On Sunday 21 May, the Ecoprod prize was awarded for the second time at the Cannes Film Festival on the CST Pavilion. Created by Ecoprod in 2022, the award **rewards feature films produced in the most sustainable way**.

Since 2009, Ecoprod has been supporting the environmental transition of the film and TV industry and has seen great initiatives emerge that deserve to be put under the spotlight ! Ecoprod brings together more than 280 companies and takes concrete action by offering free resources and tools such as Carbon'Clap, a carbon calculator certified by the CNC, green production guides, studies etc. It recently launched the Ecoprod Label with Afnor Certification (first films to be certified this summer). Ecoprod also provides training in green production for film professionals and students.

The Ecoprod award jury featured actor **Jérémie Rénier**, actress and director **Audrey Dana**, environmental activist **Camille Etienne**, set manager and sustainability steward **Alexis Giraudeau** and producer **Barbara Letellier** (Haut et Court). The jury reviewed the applications of the 11 selected films and decided to hand out two awards :

- The International Ecoprod Award went to the team of **La Chimera** directed by Alice Rohrwacher and produced by Tempesta, Ad Vitam Productions, Amka Film Productions and Rai Cinema.
- The Ecoprod France Award went to the team of **Acide** directed by Just Phlipot and produced by Bonne Pioche Cinema.

The jury was pleased to acknowledge the long-standing commitment towards more sustainability of the production companies Bonne Pioche Cinéma and Tempesta.

### INTERNATIONAL ECOPROD AWARD : LA CHIMERA

The jury singled out **La Chimera**, Italian film directed by Alice Rohrwacher and produced by Tempesta, Ad Vitam Productions, Amka Film Productions and Rai Cinema, presented in the Official Competition.

**The jury appreciated the fact that the very ambitious sustainability strategy was truly anchored in the territory. The teams worked in close cooperation with the local community, especially with environmental and social associations. The jury praised the commitment of the director, Alice Rohrwacher, alongside the production team, to onboard the entire team in the effort to reduce the environmental footprint of the film.**

Production was supported by EcoMuvi, a green production consulting firm. One of the challenges for the production was access to energy, the majority of the filming taking place in remote areas. To avoid the use of diesel generators, more than 20 temporary connections to the grid were installed, which reduced the energy-related carbon footprint by 45% and saved approximately €28,800. The majority of the costumes were rented or bought second-hand and, at the end of filming, 75% of the costumes were donated to charity or other film projects to ensure their re-use. The catering was handled by a local company using seasonal and regional



ingredients. The food options always included a vegetarian dish and once a week a meat-free day was instituted for the whole team.

*"Receiving the Ecoprod award is a great achievement, not only for the production and the work it has been doing for years around environmental, social and economics issues, but also for the very territory in which La Chimera was filmed. People often think that it is difficult or impossible to shoot in a sustainable way in rural areas, but in reality, hard work and passion can lead to excellent results. Our film proves it ! La Chimera also proves that limiting one's ecological impact is a team effort and an adhesion question. Convincing is essential to create commitment."* Carlo Cresto-Dina, Tempesta General Manager

Set in the 1980s, *La Chimera* will follow Arthur, who returns to a small seaside village by the Tyrrhenian Sea. He is a hunter of Etruscan remains, an illegal activity he practices with a group of merry bandits. Arthur has a gift: he can feel emptiness. An emptiness that was left inside him by the memory of his lost love, Beniamina...

## ECOPROD FRANCE AWARD : ACIDE

The jury presented the Ecoprod France award to *Acide* directed by Just Philippot and produced by Bonne Pioche Cinema, selected for the Midnight Screening section, to highlight its ambitious and integrated environmental commitment. **The jury praised the strong involvement of the entire team : from the director to the technical team, everyone, including the production manager, the actors, the stage management and the set design, agreed to participate actively in limiting the environmental impact of the film.**

To achieve an overall sustainable production, much importance was given to raise awareness throughout the shooting and to include team members in the decision making process, through regular meetings with the heads of departments. In collaboration with Secoya, a consultancy firm for green production, numerous actions have been implemented. For the set table, bulk bins and organic products were available to the team and the catering used mostly seasonal organic products and offered entirely vegetarian meals on certain days. The team also reused set equipment from previous Bonne Pioche shoots and purchased second-hand products. When shooting on natural outdoor locations, the teams took care to protect the wildlife and plants. Rather than destroying buildings or natural elements, digital visual effects were used. Once filming was finished, the waste was separated and prepared for recycling by a specialized service provider, Fin de Déchets : no less than 76kg of chemical waste were cleaned up and recycled.

*"The Ecoprod Award is a wonderful recognition of the efforts of the entire film team and a huge encouragement for Bonne Pioche to do even better with a maximum of stakeholders in our network. Our responsibility as producers, beyond the artistic and economic ambitions of a film, is to be citizens. Without pretending to be perfect, we are committed to ensuring that all our shoots integrate this desire to limit our carbon footprint. Beyond the artistic success of a film, the team is also proud to be part of the commitment to green production filming."* Yves Darondeau and Clément Renouvin, producers at Bonne Pioche Cinema.

*Acide* takes place in a world that is about to go under. Clouds of devastating acid rain are descending on France. Selma, 15, is growing up with her two estranged parents, Michal and Elise. This fractured family will have to unite to face this climatic catastrophe and try to escape it.

By awarding these distinctions in Cannes, Ecoprod intends to bring increased visibility to green-production and to spread sustainability at all stages of a production, for all kinds of films. The Ecoprod Award also demonstrates that creativity and environmental responsibility are not mutually exclusive !

Audrey Dana, member of the Ecoprod jury, explains : "I think that cinema is essential, it awakens, it transforms. But it is a polluting industry, and today, we cannot forget that. So rather than stop making films, we need to find solutions to make cleaner ones... Ecoprod is working on solutions to reduce the carbon footprint of films.

# ecoprod

Now it's up to us producers, actors, technicians to get involved! Change is frightening, but it can also fuel imagination and offer new possibilities."

## ABOUT ECOPROD

Ecoprod is the leading initiative on sustainable film production in France, promoting and highlighting films and crews working towards reducing the environmental footprint of the film and TV industry. Its founding members Audiens, Canal+, CST, Film Paris Region, France TV and TF1 have been recently joined by more than 80 new members, ready to get involved for a more sustainable industry. Ecoprod gathers on its website many free resources and tools such as [practical guides](#), [studies](#), a [carbon calculator](#), a green [production guide](#), etc. It also offers [training](#).

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