

MEMORANDUM ON THE ESTABLISHMENT OF THE CZECH PLATFORM FOR SUSTAINABLE AUDIOVISUAL PRODUCTION

1. Preamble

In response to changing social trends and the corresponding need for responsible transformation of the audiovisual industry at the European and global levels, the undersigned institutions of the Czech audiovisual sector have initiated the establishment of the Czech Platform for Sustainable Audiovisual Production (hereinafter referred to as the "Platform").

The Platform will focus on coordination of efforts in the field of sustainability in audiovisual production, with the aim of contributing to an effective reduction of the negative impact of audiovisual production on the environment and raising awareness of sustainability in the sector.

2. Purpose and objectives

The Platform aims to synergize efforts in the following areas of the Czech audiovisual market:

- Promotion of sustainable production practices: Supporting the implementation and dissemination of sustainable processes and technologies in the production of audiovisual works with the aim to minimize the negative impact of audiovisual production on the environment.
- Information interchange and training: Creation of a knowledge resource on sustainability, and organizing training programs for key professions in the audiovisual industry.
- Collaboration on carbon footprint reduction: Support and coordination of decarbonization activities, improvement of environmental practices, including standards for measuring, demonstrating, and evaluating environmental impact in the audiovisual industry.
- Innovation and development of a database: Supporting innovative approaches for sustainability in audiovisual production; creating a directory of sustainable suppliers.
- Interaction with other entities and institutions on systemic decarbonization and transformation of the creative industry.

3. Obligations of the parties

The founding parties agree to:

- Work together to achieve the objectives set out in this Memorandum and actively participate in the development and implementation of sustainable practices in the audiovisual industry.
- Support and participate in education and communication activities that raise awareness and knowledge of sustainable practices among key players of the audiovisual industry.

4. Founding members

The Platform is being established with the participation and support of the following key members:

- APA (Audiovisual Producers' Association)
- ARAS (Association of Czech Directors, Screenwriters, and Script Editors)
- Czech Television
- FAMU (Film and TV School of Academy of Performing Arts)
- FTV Prima
- TV Nova

5. Structure and Operation

The Platform will initially operate as an informal forum with regular meetings four times a year. Over time, the Platform may evolve into a more formal structure as agreed by the founding members. The detailed planning and implementation of the various initiatives will be carried out by working groups whose activities and composition will be determined by consensus of the founding members.

6. Conclusion

This Memorandum expresses the common interest in improving environmental standards in the Czech audiovisual industry. The founding members express their willingness and readiness to work together for the benefit of positive changes for society and the environment.

In Brno, 27 September 2024