

Greening Potential of Digital Production

May 27, 2025 - 09:00-13:00 (CEST) - Online via Zoom

- 9:00 **Welcome and Introductions**
Babette Dieu, *Erich Pommer Institut (Germany)*
- 09:05 **Digital Production & Sustainability: Emissions, Efficiency, and Innovation**
In this introductory session we'll explore the evolution of digital production pipelines/ data-centric workflows and their potential impact on emissions. We'll look at aspects of data creation as one factor to influence carbon footprint and how virtual production (previz/ techviz/virtual studio) can influence shooting ratio. The potential of market drivers like cloud production and machine learning/ AI will also be introduced.
Michael Reuter, *The Post Republic (Germany, UK)*
- 10:00 **Break**
- 10:15 **Carbon Footprint of Digital Technologies - Understanding the environmental Impact of digital tools and technologies**
This session explores carbon footprint methodologies and regulations, with a particular focus on the footprint of digital technologies. Training provides deep understanding on Life Cycle of digital equipment and the new challenges of AI in film and TV industry.
Adrien Roche, *Ecoprod (France)*
- 11:00 **Break**
- 11:15 **Virtual Production - A Sustainable Solution or Greenwashing?**
Based on existing studies, we will examine the true environmental impact of virtual production. How does it compare to traditional on-location shoots? What methodologies and best practices should be adopted? A practical toolkit will be shared to help implement a more responsible production process.
Lucas Boubel, *Ecoprod (France)*
- 12:00 **Break**
- 12:15 **Sustainable VFX - Case study**
This session examines how real-time rendering and innovative VFX workflows can reduce production times, costs, and carbon emissions compared to traditional pipelines. A case study will highlight challenges, quality considerations, and how film schools can integrate sustainable practices into their curricula.
Jonas Trottnow, *Filmakademie Baden-Wuerttemberg (Germany)*