

01/12/2020

The Ecoprod collective publishes a study to reconcile Environment and Actors of the audiovisual sector

#ODD13 #Groupe TF1 #France TV

"Environment and Climate: new lessons for the audiovisual industry".

The "Ecoprod" collective, created in 2009 by actors of the audiovisual sector, published on 23 November 2020 a study to better understand the environmental impacts of the sector. This study reveals the economic, regulatory and climatic need to adapt to environmental issues.

Solutions are presented in this study and are being implemented by a growing number of players in the sector who are mobilising.

The footprint of the sector and the main issues :

Compliance with the Paris Agreement requires all sectors of our economy to reduce greenhouse gases (GHGs) in order to limit the rise in temperature to between 1.5° and 2°C.

Europe is stepping up its regulations in this respect, and its Green Deal provides in particular for the contribution of all economic sectors to climate neutrality.

At the French level, the objectives are known: - 40% of GHG emissions by 2030 (compared to 1990) and carbon neutrality by 2050.

This implies for France to reduce its emissions by 2.16% per year until 2030 and then by 3.7% until 2050.

Although considered less impacting with its 1.7 million tonnes of carbon equivalent emitted each year, the audiovisual sector (including streaming video distribution, cinema, advertising, television, archiving and projections) will nevertheless have to follow this reduction trajectory.

At a time when digital technology is revolutionising the audiovisual sector, the growing use of equipment that requires a lot of critical material and the increase in energy consumption linked to the growth in services and uses (e.g. 8K broadcasting requires 32 times more data to be processed than High Definition) are likely to increase the sector's ecological footprint.

And we can expect an increase in the price of this equipment given the growing scarcity and predicted shortages of certain raw materials.

Taking these issues into account is a necessity but above all a real opportunity for the sector to organise its resilience.

A first answer :

An adaptation scheme that could be based primarily on a form of sobriety, which is at once technical, organisational and behavioural.

The Ecoprod collective, through this detailed study, takes stock of the current situation and proposes concrete

solutions to move forward: better energy efficiency of equipment, extension and reuse of equipment, optimisation of systems and spaces, reduction of waste and transport.

Other avenues and tools are available and made available by Ecoprod that meet the demand of a growing number of players, testifying to the growing awareness that is becoming widespread, including in a sector that must also set an example.

Further information

 [Summary of the Ecoprod study](#)

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