

Green Screen Interreg Europe project

Stakeholder consultancy brief

Project overview

Green Screen is a five-year partnership project between eight EU regions, aiming to improve policies and practices to reduce the carbon footprint of the film and TV industries. It is funded by Interreg Europe, part of the European Regional Development Fund, from 2017-2021.

Film and TV production is a successful driver for growth across Europe, and an important contributor to the creative industries within the European economy. 7,769 feature films were produced in the EU from 2010 - 2014. Five of the world's top 10 markets for film production are European - the UK, France, Germany, Spain and Italy.

Green Screen aims to share and standardise good environmental practices in film, TV and audio-visual production (AVP) across Europe and improve regional policies to encourage the adoption of sustainable measures. Through Green Screen, participating regions will improve policies to motivate and equip the current and future workforce to adopt sustainable practices and thus reduce CO2 emissions.

Policy objectives

Green Screen will contribute to:

- supporting the shift towards a low carbon economy in all sectors
- promoting energy efficiency and renewable energy in enterprises

At least 50% of the policy instruments improved through the project will contribute to the programmes for Investment for Growth and Jobs and, where relevant, European Territorial Cooperation programmes. The project will therefore promote job creation and workforce development as well as sustainable practices and reductions in CO2 emissions.

Project partners

The project partnership includes regional film agencies, local authorities and regional development agencies from eight EU regions hosting significant film and TV production:

- Film London (lead partner, UK)
- Municipality of Ystad (Sweden)
- Flanders Audiovisual Fund (Belgium)
- Ile-de-France Film Commission (France)
- Bucharest Ilfov Regional Development Agency (Romania)
- Municipal Company of Initiatives of Malaga S.A. – Promalaga (Spain)
- Rzeszow Regional Development Agency (Poland)
- Regional Development Agency Senec – Pezinok (Slovakia)

Stakeholder engagement

Each region will choose local stakeholders for the project, which are likely to include:

- film and TV production companies, from large studios to small producers
- film schools, educating the next generation of film-makers
- trade bodies for the film and TV industries
- agencies representing the film, arts and cultural sectors
- organisations managing key locations for film-making, including historic and protected environmental sites
- local authorities, responsible for environmental and filming policies
- transport agencies
- enterprise agencies supporting local SMEs

SME engagement will focus on SMEs in the film and TV industries and their supply chains, including catering, lighting, equipment and transport.

Each partner will hold four local stakeholder events during the first phase of the project, between July 2017 and June 2019. Partners will also interact with stakeholders in other ways, e.g. via local networks, throughout the project.

Key stakeholders will participate in interregional learning events, provide input for the project's Baseline Study of existing policies and practices between June-Dec 2017 and play a major role in the creation and delivery of Action Plans by each partner by December 2019.

Consultancy brief

The Municipality of Ystad is commissioning consultancy support for the stakeholder engagement activities on the project.

The consultant(s) will be required to work with all eight partners to:

- identify relevant stakeholders for each region
- plan suitable processes for stakeholder engagement and work with each partner to schedule stakeholder meetings
- identify any risks to successful stakeholder engagement and develop contingency plans
- make eight visits to partners between July 2017 and June 2019 to assist in planning and/or facilitating stakeholder meetings
- promote the adoption of improved sustainable policies and practices

- advise on resolving any issues which arise in the stakeholder engagement process
- complete their work with the stakeholder groups by June 2019
- summarise the outcomes of the stakeholder engagement in the partner regions in a report to the Project Steering Group (June – October 2019)
- Present the report to the Project Steering Group in Ystad, currently scheduled for October 2019.

Consultancy work is due to commence in July 2017. Most work will be completed by December 2019, with some continuing reporting responsibility to December 2021.

Skills and experience required

- 1) Expertise and a strong track record in stakeholder engagement for publicly funded projects, ideally across several EU countries.
- 2) Good experience of engaging a wide range of stakeholders including public bodies, large companies, SMEs, trade bodies and not-for-profit organisations.
- 3) Experience of working on multi-partner projects across several European territories.
- 4) Solid background in policy projects.
- 5) Experience in successful planning and delivery of stakeholder events.
- 6) Excellent facilitation and presentation skills in English.
- 7) Experience of working with partners and stakeholders who are speakers of other languages, with interpretation where required.
- 8) Knowledge of the film, TV and AVP industries

Ideally the consultant(s) will also be able to offer:

- 9) Knowledge of sustainable good practice
- 10) Experience of some of the territories or partners involved.
- 11) Knowledge of European languages spoken in partner territories.

Budget

The value of the contract is ca €45,000, plus a travel and subsistence allowance of €4,500. The consultant(s) are asked to indicate how much time will be allocated to each part of the work and how the budget will be divided.

Application process

Applicants should submit a detailed proposal including the following information:

- Company profile and contact details
- An explanation of how the consultant meets the requirements of the brief and specification, including examples of relevant former assignments
- Summary CVs of the team member(s) who would work on this assignment and details of their role(s) within the company
- An outline of how the contract fee would be allocated.

Please submit applications by email or post to arrive by 5pm on 18 May 2017, addressed to:

Petra Rundqvist

Ystads kommun

Nya Rådhuset

Ystad

Sweden

Email petra.rundqvist@ystad.se

Interviews are due to take place in the week commencing 7 June 2017.