

The audio-visual industry has a significant impact on the environment, including emissions of harmful gases, fuel consumption, water usage, and waste generation.

Green production aims to mitigate this impact through sustainable practices, setting new standards in the Balkans in line with global eco-sustainable models.



The Manifesto of the Institute for Ecological Standardization and Innovation represents the vision and code of signatories dedicated to green production of audio-visual works in the Balkans.

The intention of the signatories is to contribute to the protection of the planet, reduce the adverse environmental effects of the audio-visual industry, change the conventional approach, and implement environmentally positive solutions in practice.

# Manifest IESI

Verzija: 3.0

Datum: 07/09/2023

As signatories of this Manifest, we commit to a shared vision of long-term sustainable audio-visual production and dedication to achieving the Sustainable Development Goals (SDGs).

We promote a green approach at all stages of production, from planning to execution, with the aim of reducing our ecological footprint.

During planning and production, in line with the Eco Calculator, we pledge to:

1. Reduce the consumption of non-biodegradable materials and use recycled and renewable resources.
2. Adopt methods and strategies to reduce CO2 emissions, encouraging the use of low-emission vehicles, renewable energy, and promoting energy efficiency.
3. Embrace digital work and communication models to reduce paper usage and facilitate efficient communication.
4. Implement energy-efficient measures and utilize renewable energy sources to reduce energy consumption and rely on sustainable sources.
5. Promote circular economy principles by reducing waste and encouraging recycling and reuse of materials and resources.
6. Use safe and environmentally friendly materials during production to minimize environmental impact.
7. Decrease energy consumption through the use of energy-efficient appliances and lighting, contributing to the preservation of natural resources.
8. Manage wastewater in compliance with laws and regulations to avoid pollution and preserve water resources.
9. Work with local suppliers and services that support green practices, promoting the local economy and reducing carbon emissions.

10. Engage the local community and promote inclusivity in our projects to support the development and integration of local communities.
11. Educate our collaborators about ecological practices and sustainability principles to ensure understanding and commitment to these values.
12. Promote responsible advertising and marketing to support authentic environmental protection efforts.
13. Respect laws and regulations related to environmental responsibility and sustainable production to ensure consistent compliance with standards.
14. Continuously work on improving our environmental practices and adapting to the latest technologies and innovations to stay at the forefront of sustainable development.
15. Promote green principles through our projects and actively raise awareness among audiences about sustainability and environmental responsibility to collectively make a positive impact on society and the planet.

By signing this Manifest, we commit to consistently implementing the above principles throughout our audio-visual productions.