

# EkoFilm Sustainable Production Platform

## 2025 Highlights

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*Research · Education · Policy · Collaborations · International Visibility*



## Overview of 2025

2025 was a year of significant progress for EkoFilm Sustainable Production Platform across research, education, policy development, sectoral collaborations, and international visibility.

Efforts to mainstream environmental sustainability in the film and media sector reached a wide sphere of impact through partnerships with universities, cultural and arts institutions, festivals, civil society organisations, and international networks.

This report is an end-of-year review summarising the key activities, events, and collaborations carried out throughout 2025.



## Environmentally Friendly, Sustainable Content Production Guide

A guide prepared for the film and media sector was published, sharing foundational principles, recommendations, and actionable methods on sustainable content production and storytelling practices with the industry.

Going beyond production-side green practices, this guide specifically addresses how environmental and climate considerations can be meaningfully embedded into the creative development process itself — from concept and script to the choices made in storytelling, representation, and narrative framing.

As one of the first resources of its kind in Türkiye to bring together both the "what to tell" and "how to tell it" dimensions of sustainability, the guide is offered as an open-access reference for filmmakers, content creators, educators, and students alike.



## Sustainable Film Production Training

Training sessions on Sustainable Film Production for students were held online three times, offering free education to nearly 50 students. Through these sessions, young talents pursuing careers in cinema and media gained sectoral knowledge and practical skills, supporting their readiness for employment.

At EkoFilm Platform, we consider strengthening young people's capacity to enter the workforce with a sustainable production mindset as a core priority; accordingly, we plan to extend our training programmes to wider audiences in the coming years.

## Sabancı Foundation Changemakers

EkoFilm Platform was selected for the Sabancı Foundation Changemakers Programme in recognition of its social impact-driven work. Running since 2009, this programme selects only those producing concrete and sustainable solutions from among nearly 20,000 applicants, making them visible at national scale.

Selected Changemakers have the opportunity to work one-on-one with the Sabancı Foundation and Impact Hub Istanbul, strengthen their capacity with mentors, and develop collaborations with other agents of change. Being selected confirms EkoFilm Platform's work is recognised as a meaningful and credible model within a broader social transformation movement.



## Cinema and Sustainability Programme with Akbank Sanat

The programme carried out in collaboration with Akbank Sanat was completed; events centred on the relationship between film, environment, and sustainability reached a broad audience. Through a series of screenings, talks, and discussions, the programme fostered critical engagement with ecological issues in the context of audiovisual storytelling. It created a dynamic platform for dialogue among academics, industry professionals, and the public, encouraging the exchange of knowledge and good practices in sustainable filmmaking.

Overall, the programme contributed to raising awareness, strengthening interdisciplinary collaboration, and expanding the visibility of environmentally conscious approaches within the cultural and creative sectors.



## Sustainable Production Consultant Occupational Standard Study

In collaboration with Başıkent University's Creative Culture Industries Research and Application Centre, work has been initiated for the first time in Türkiye towards developing an occupational standard for "Sustainable Production Consultant." As leading international film industry organisations have made sustainable production guidelines mandatory, this profession has rapidly become institutionalised and sought after in many countries, particularly in the United Kingdom, Europe, and the United States.

The fact that an occupational standard in this field is being defined for the first time in Türkiye marks a historic step towards grounding the sector's green transition on a legal and professional basis, while also opening the way for the national workforce to be trained to international standards in a field widely identified as one of the green jobs of the future.

## Cultural Expressions and Creative Industries Diplomatic Forum

EkoFilm Platform participated in a diplomatic forum focused on cultural policy and creative industries. Hosted by Ankara Social Sciences University with the collaboration of UNESCO Türkiye and the support of the Ministry of Culture and Tourism, this forum was a pioneering strategic gathering designed to bring together leaders from Türkiye's dynamic creative sectors with representatives of the international diplomatic community and key public institutions. With 61 country representatives and 27 ambassadors in attendance, the forum addressed the contribution of Türkiye's creative industries to cultural diplomacy. The Platform's core purpose in participating was to bring the sustainable production perspective into the cultural diplomacy agenda and to strengthen the foundations of our global partnerships by conveying the green transformation in the film sector to international stakeholders.

## Green for Youth – Sustainable Culture Week

At the Sustainable Culture Week organised by the Green for Youth initiative — aimed at strengthening young people's sustainability awareness — sustainable film production was addressed in sessions held with secondary school and university students from various cities across Türkiye.



## Rumija Documentary - Sustainable Production Support

The Rumija documentary has been set in motion as an environmentally friendly production model with the sustainable production consultancy support of EkoFilm Platform. In this process, EkoFilm Platform is conducting the first-ever international sustainable production certification process for a production in Türkiye, actively pursuing the Green Film certification, an initiative that has been operating since the early 2000s in Europe and North America, including Italy, France, and the United States, to reduce the carbon footprint of the film and television sector.

The completion of this certification will position Rumija not only as a work of content but as a production model meeting international standards, establishing a concrete and documented example of sustainable production in Turkish cinema.

## "Re: Use – Navigating the Archive Commons for EkoFilmmaking" Project

Supported by the British Council

Our British Council-supported project bringing together the themes of archiving, memory, and sustainability was launched. Within the scope of this creative and environmentally conscious initiative, archive footage will be reused and reinterpreted to promote low-carbon filmmaking; rather than new and resource-intensive shoots, priority will be given to existing visual memory, offering an innovative approach to storytelling.

In this way, how sustainable production can function as both an environmental and cultural practice will be experienced for the first time in Türkiye through a concrete project.

## From Data to Drama: The Climate Onscreen Storytelling Toolkit Project

Supported by British Council and Black Mountains College

In partnership with Black Mountains College and British Council, within the framework of the "Climate Adaptation for Creatives 2025–2026" programme supported by a grant and mentorship, EkoFilm Platform launched the "From Data to Story: The Climate Onscreen Storytelling Toolkit" project.

Conceived as an innovative tool aimed at fostering creativity in screen industries and strengthening climate awareness, the guide will not offer prescriptive instructions; rather, it will consist of questions and tasks that encourage screenwriters, directors, and content creators to rethink climate-focused storytelling. Set to be one of the first comprehensive resources published in this field in Turkey, the guide will be made available free of charge and in open access to a wide audience ranging from industry professionals to students.

## Sustainability Roadmap for Film and Media Education – Workshop Report

Our workshop report for sustainability transformation in film and media education was published. The outcome of a process bringing together academia, industry, and civil society — it compiles concrete recommendations, good practice examples, and policy steps, serving as a reference for lasting sector change.



## Sustainability Management Programme in Vienna

### International Screen Institute

EkoFilm Platform participated in this international training programme to keep pace with current approaches in sustainability management.

Organised by the International Screen Institute in Vienna, this programme offers a comprehensive framework for film and screen industry professionals covering environmental, social, economic, and cultural dimensions of sustainability, including green production standards, sustainable financing models, inclusive leadership, and social sustainability.





### **International Disaster Films Festival**

A presentation on sustainable film production was delivered within the festival programme.



### **Ankara International Wildlife Documentary Film Festival**

The environmental impact of documentary cinema and sustainable production processes were addressed.



### **İKÇÜ Film Festival**

The work of EkoFilm Platform was shared within the festival programme.



### **26th İzmir International Short Film Festival**

Sustainable Production Development Awards presented in collaboration with Serpil Altın Film within İzmir Film Lab. Sustainable production consultancy will be conducted with the two winning films.

### **İzmir Yaşar University**

Communité Now and Then Event — sustainable film production discussed with academics and industry representatives.

### **Fenerbahçe University**

Online seminar on environmentally friendly sustainable film production was organised.

### **Bahçeşehir University**

Knowledge and experience shared with Animation department students through a sustainable film production seminar.

### **İstanbul Aydın University**

Online event in collaboration with the Ethics & Animal Rights Club and Video Production Club.

### **Sustainable Screens Workshop**

Participated in internationally attended academic workshop (Koç University & Johannes Gutenberg University) presenting in the "Sustainable Media Production: Challenges & Opportunities" panel.

### Eurimages STEPUP Platform

The Turkish content for the Eurimages-supported sustainable production training platform was prepared by EkoFilm Platform.

### EcoHub Map

EkoFilm Platform was included in the EcoHub map at the Marché du Film, Cannes, uniting international sustainable production initiatives.

### Creative Industries Pact

Participation in an international pact formed with a focus on sustainability in cultural and creative industries.

### We Make Tomorrow Campaign

EkoFilm Platform became the first organisation from Türkiye to join this campaign strengthening culture's role in climate action.

### Filmmakers for Future Solidarity

Participation in the solidarity network advocating for sustainable cinema production globally.

# GENERAL ASSESSMENT

01

## Knowledge Production

Concrete resources provided to the sector through guides, reports, and tools.

02

## Education

Reached 50+ students and numerous educators and industry professionals.

03

## Policy Development

Contributed to policy processes through occupational standards and workshop report.

04

## Networking

Strong national and international collaborations and networks were established.

*Collaborations established, projects implemented, and content shared at both national and international levels contributed to the wider adoption of a culture of sustainable production.*



**Continuing to work together for a sustainable transformation in the film and media industries.**

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2025 Annual Activity Report