



# TRANSATLANTIC INNOVATION WEEK 2022

Thursday, April 28, 2022, 6.30 pm CET

## Green Shooting

### Sustainable Film Production Across the Atlantic



Emellie O'Brien  
CEO and Founder  
Earth Angel



Merle Rueffer  
Green Film Advisor  
HessenFilm



Anna-Sophie Philippi  
Lecturer / Green Student Initiative  
Film University Babelsberg

While the film industry might not be the first player that comes to mind, it is in fact one of the bigger contributors to carbon emissions: Each production with an average \$70 million budget produces a carbon footprint of approx. 3,370 metric tons. In recognition of its impact, the global film industry is taking on the challenge of drastically reducing the carbon footprint on their sets. U.S. Mission Germany brings together the expertise of Merle Rueffer, who leads the Green Film division and film commission of State of Hesse's film fund with Emellie O'Brien, CEO and founder of the Brooklyn-based company Earth Angel that advises small to large-scale film, VoD and TV productions. Emellie O'Brien and Merle Rueffer will present best practices from the private as well as public sector perspective in Germany and the U.S. and discuss the challenges and opportunities of meeting these standards when working on international co-productions. The discussion is moderated by Anna-Sophie Philippi, PhD candidate at Film University Babelsberg KONRAD WOLF (Potsdam) and head of the university's Green Student Initiative.

**[Click here to watch the livestream on YouTube](#)**



FILMUNIVERSITÄT  
BABELSBERG  
KONRAD WOLF

