



The distribution questionnaire

Screens of tomorrow Collective

Screens of tomorrow is a movement initiated by a hundred French audiovisual and film professionals who want to tell stories that highlight a more inclusive and sustainable society. These works of fiction, whatever their form, are not necessarily militant or dogmatic in nature. They preserve the narrative arc of stories that are captivating, intriguing, moving, compelling, and successful. They take inspiration from current concerns to normalize sustainable behavior on the screen and contribute to raising awareness in the general public.

This non-profit approach, initiated by Sparknews (environmental and social storytelling expert) and Get the Moon (film industry expert), was funded by industry stakeholders and several foundations. None of the participants had a private interest in this collaborative project, but all have found it to be of collective interest for their work and their teams.

Screens of tomorrow Guide

This guide, created by and for TV and film professionals, serves as a means for reflecting upon writing and story line development routines to create new reference points for viewers. It includes a questionnaire and resource center containing studies and expert advice. Three versions of the guide are available for writing, production, and distribution professionals, so everyone can take action within their own context as part of a collective industry-wide approach.

The distribution questionnaire

As a broadcaster or distributor, you want the stories you bring to the screen to reach the widest audience. You choose content that can entertain, fascinate, or challenge viewers, and you have the power to include new references that are more in line with the concerns of today.

This guide provides questionnaires based on the cornerstones of the stories you bring to the screen (the characters' profiles and mission as well as the societal model that serves as a backdrop for the film) and the sustainability of your distribution and communication methods.

The full guide includes approximately twenty questions and is available for download. Its quick and easy-to-use format allows you to better understand the impact of the content you broadcast and to initiate conversations with the production and communications teams.

You will find a summary of the guide on this page. This questionnaire is not an exhaustive list. Feel free to make it your own and use it to guide you in your goals and needs.

1. How can you take environmental and social issues into account with the stories you distribute?

This first chapter aims to identify if and how environmental and social issues are addressed in the script, treatment, or bible you receive, or in the brief you write.

This quick analysis will allow you to direct production teams toward possible changes to the story line and verify that you want to support the same issues.

It also provides an opportunity to initiate conversations about sustainable film production and communications so the approach will be supported by all trades involved.

A few figures on how issues are represented on the screen:

- *95% of characters with disabilities in the top 10 TV shows in the US are played by able-bodied actors. (Source: The Ruderman White Paper, On employment of actors with disabilities in television, 2016)*
- *38.9% of lead actors in theatrical and streaming Hollywood films produced in 2021 are people of color. They have maintained their proportional representation, which was achieved for the first time in 2020. (Source: UCLA, Hollywood Diversity Report, 2022, Part 1: Film)*
- *12,715 is the number of times “climate change” was mentioned in UK TV shows in 2020, which is 9,590 more times than in 2018. (Source: WE ARE ALBERT, Subtitles to Save the World: An Analysis of How UK Broadcasters Are Exposing Audiences to Climate Change Through Their Content, 2021)*
- *20.8% of films released in 2021 met the challenge set by GLAAD of reaching 20% LGBTQ inclusion, down from 23% the previous year. (Source: GLAAD, Studio Responsibility Index, 2022)*

- While reading story presentation documents (the script, treatment, bible, etc.) or writing your brief, did you pay special attention to the following items and how they might be perceived by your viewers?

> Character profiles:

- ↳ whether they include diversity in gender, sexual orientation, geographical origin, perceived origin, occupation, physical features, age, intersectionality, disability, etc.
- ↳ the stereotypes that may be associated with these character profiles

> Character mission:

- ↳ the characters' aspirations (their search for power or wealth, what money represents to them, what makes them happy, etc.)
- ↳ their awareness of environmental and social issues and the impact of this awareness on their behavior and relationships with others

> Societal model:

- ↳ the role of consumption (the characters' behaviors and emotions associated with consumption)
- ↳ how consumption is represented (lifestyle, on-screen accessories and their environmental impact, etc.)?
- ↳ the role of nature and how characters interact with it (does it just serve as a backdrop or is it part of the story, role and treatment of animals, etc.)?

- Have you spoken with the production team to form a collaborative sustainability effort, including sustainable film production, teams that reflect the values of parity and diversity, eco-friendly communications strategy, etc.?
- Does the story specifically address an environmental or social issue? Or does it normalize sustainable behaviors and inclusive representation on the screen?

2. How can you use sustainable communication strategies during distribution ?

Sustainability efforts implemented by the production team (which can be spearheaded and supported by you) during the filmmaking process should extend to the communications campaign and tools used to enhance the film's distribution. By paying special attention to these elements prior to broadcasting/distribution, you contribute to the establishment of a collaborative and coherent approach to sustainability.

These 5 questions allow you to ensure that your campaign's communications elements (displays, events, digital elements, etc.) have been designed with sustainability in mind in order to limit their carbon footprint.

A few key figures:

- 24% is the percentage contribution of air travel to the overall carbon footprint of big-budget films, across all productions studied between 2016 and 2019. (*Source: Sustainable Production Alliance, Close Up: Carbon Emissions of Film and Television Production, 2021*)
- 125% is the percentage increase in sales of chess sets following the release of *The Queen's Gambit* on Netflix. This boosted production for the only remaining French manufacturer, and the number of players increased by 500%. (*Source: The Good Goods article, Comment les séries influencent-elles notre consommation ?, 2022*)
- Have the teams responsible for promoting the work been informed of the project's sustainability commitment?
- Has the number of copies been optimized for the items that must be printed (posters, complimentary tickets, etc.)? Is the print shop eco-friendly (sustainably-sourced/recycled ink and paper, etc.)?
- Has film promotion-related travel (press junket, premiere tours, on-set interviews, etc.) been optimized to limit its carbon footprint (soft mobility, travel by train, electric car, etc.)?
- If an event/cocktail party will be held, is the caterer eco-friendly (local/organic/short supply chain products, recycled/bio-based/recyclable trays, etc.) and/or socially engaged (staff with disabilities, food made by refugee chefs, etc.)?
- Have you planned to use eco-design in your digital communications campaign (site design, limiting the size and number of videos shared, etc.)?

3. How can you implement an impact strategy to connect fiction with concrete actions in the real world ?

An impact campaign is a set of actions carried out in connection to a film with the goal of creating bridges between the topics seen on the screen and real life. It aims to challenge the viewer, lead them to take action, and provoke debate. It can also contribute to the work's visibility. It is created in collaboration with relevant civil society stakeholders and decision-makers and extends the film experience by giving viewers tools to take action. It is complementary to a traditional marketing campaign that accompanies the film's release in theaters or on TV.

These 7 questions aim to help you identify, understand, and optimize your impact strategy by accentuating the issues addressed in your film and their communication, while identifying the networks and partners to include.

A few key figures:

- *46% of the French population had heard of marital rape after the broadcast of an episode of Plus belle la vie devoted to this subject versus 35% before the broadcast (Source: Observatoire des images)*
- *\$400,000 is the amount raised in the US as a result of Marvel Studios' 2018 "Black Panther Challenge" impact campaign, which allowed thousands of young people from disadvantaged backgrounds to see the film for free (Source: CBR.com - Black Panther Challenge Collectively Raises Over \$400,000, 2018)*
- What environmental or social issue(s) does your story address?
- What types of debate and concrete changes could this story provoke in society, and who is the target audience? What impact do you want to have on your viewers?
- Have you identified how (by creating a website, organizing an event, creating a communications campaign, etc.) you would like to implement this impact campaign?
- Do you want to make this issue a major element in your communications strategy through one or more awareness initiatives to bring it into the public debate?
- Have you identified partners (scientific experts, institutions, members of civil society, etc.) and/or stakeholders involved in this issue who can relay your content "off screen" and extend the film's message into the real world?
- If applicable, have you considered deploying the campaign outside of France, accompanying the work's international distribution?
- Have you budgeted for this impact campaign and the tools you plan to develop? Have you identified who will finance (private partners, the producer, the distributor, etc.) and coordinate it (internally or externally)?

Lexicon

Carbone footprint

A carbon footprint is an indicator that measures the impact of an action or activity on the environment. It is based on the amount of greenhouse gas (GHG) emitted during the action or activity, whether it is performed by a person, an organization, a company, a government, an object, or a process. Contrary to popular belief, the carbon footprint doesn't only measure CO₂. It actually includes the combined emissions of three greenhouse gases: carbon dioxide (CO₂), methane (CH₄), and nitrous oxide (N₂O). However, to simplify its understanding, we express the carbon footprint in tons of CO₂ equivalent (CO₂e). (Source: Les Horizons)

Disability

“Persons with disabilities include those who have long-term physical, mental, intellectual, or sensory impairments which in interaction with various barriers may hinder their full and effective participation in society on an equal basis with others.” (Source: United Nations)

The World Health Organization classifies disabilities into 5 broad categories:

- Motor disability
- Sensory disability (visual and auditory)
- Psychological disability (illnesses affecting personality)
- Cognitive disability (intellectual disabilities)
- Disabling illnesses

Diversity

All persons who differ from one another in terms of geographical, sociocultural, or religious origin, age, sex, sexual orientation, etc., and make up the national community to which they belong. (Source: Larousse)

Environmental and social issues

This expression represents the challenges related to planetary limitations and social justice perceived as needing to be taken into account to promote a sustainable society that respects living beings. These challenges include climate change; biodiversity preservation; the transition to sustainable agricultural and food systems; sustainable mobility; well-being, health, and quality of life; the commitment to equality, parity, and inclusion for all; the fight against poverty and exclusion; waste reduction; etc.

Lexicon

Intersectionality

Theorised by Afro-feminist activist and lawyer Kimberlé Williams Crenshaw, this sociological term refers to the situation of people who simultaneously experience several forms of discrimination or domination in a society. For example: A Black, lesbian woman is likely to experience three types of discrimination related to her gender, her perceived origin, and her sexual orientation.

Parity

Parity means that each gender is represented equally in institutions. It is an instrument for achieving equality that consists of ensuring that women and men have access to the same opportunities, rights, ability to make choices, and material conditions while respecting their individual characteristics. The concept of parity is at the foundation of policies that combat inequalities between women and men. (Source: INSEE)

Perceived origin

Involves dividing individuals according to common categories based on whether they are perceived as being "white," "Black," "Asian," or "other."

Stereotypes

A ready-made opinion reducing individual characteristics. Synonyms: clichés, prejudices. (Source: Le Robert)

Sustainable film production

Approach to organizing environmentally responsible film production to reduce greenhouse gas emissions. This approach takes into account all film production roles and attempts to limit their carbon impact by reducing waste and energy consumption, optimizing transportation, preserving natural filming locations, sustainable or second-hand set and costume sourcing, implementing a recycling policy, using local food, sustainable materials sourcing, etc. It also includes raising awareness of these issues and promoting parity, diversity, and inclusion within production teams. This approach should be used as much as possible, starting with the screenwriting stage, to identify elements with a carbon impact that could be modified.