

Screen Ireland Sustainability Plan



Fís Éireann
Screen Ireland

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Foreword

Fís Éireann/Screen Ireland (Screen Ireland) is committed to the principles of sustainability – social equality, environmental protection and responsible economic growth – and is dedicated to championing best practice, both within our own operations and across the screen industry. Sustainability is right at the heart of our Building for a 'Creative Future 2024'.

As we emerge from the COVID-19 pandemic, we want to support the recovery and continued growth of Ireland's screen industry and at the same time encourage the widespread adoption of more environmentally and socially sustainable practices. The urgency of the climate crisis demands that we rapidly embrace new ways of operating in order to reduce our environmental impacts. In parallel we must continue to create new job opportunities, support skills development and enhance the culture of our industry by promoting wellbeing, diversity, equity and inclusion.

We are proud to launch our new COVID-19, which we have developed in consultation with industry stakeholders and with colleagues from across Screen Ireland. It's a holistic plan that covers the sustainability issues that are a priority for us and our industry. It sets out a clear framework and ambitious goals and actions that we will work to achieve over the coming years, including being net-zero carbon across our own operations by 2025.

Foreword

We are building on a lot of good work that's already happening. Over the last few years we have had a strong focus on gender diversity and Screen Ireland is an active member of the Screen Greening coalition and the Broadcasting Sustainability Network. Internally we have established a Green Group to look at ways we can 'green' our practices and change behaviours. We have also established an internal policy group and an Industry Working Group led by the Equality & Diversity Sub-Committee to the Board, encouraging a 'whole-of-industry' approach. Externally, we are one of the first countries in Europe to link the film tax credit to skills development plans, which also encourages diversity, equity, inclusion and environmental sustainability initiatives to be in place in order to avail of the credit.

With these strong foundations in place, at Screen Ireland we are excited about where our new plan will take us. We look forward to working with all of our stakeholders to empower Ireland's screen industry to be a leading example of sustainability around the world.

Susan Bergin,
Chair, Fís Éireann/Screen Ireland

Désirée Finnegan,
Chief Executive, Fís Éireann/Screen Ireland



Introduction

Introduction

A Defining Decade of Change

At Screen Ireland we recognise that urgent and transformative action needs to be taken on climate change by all sectors of the economy and at the same time we need to create a fairer and more equal world. We believe that the screen industry has an important role to play across both of these areas. As well as changing how we operate we can leverage the power of film and TV to engage audiences and change mindsets and behaviours.

Ensuring ‘Good Growth’

The screen industry in Ireland is experiencing a wave of expansion and growth. In 2021, across feature film, documentary, animation and TV drama, the total production spend in the Irish economy was €500 million – 40% higher than 2019’s previous record spend. Over 12,000 are employed in the industry across direct, indirect and induced employment.

As we emerge from the COVID-19 crisis and look ahead, we have a unique opportunity to shape a screen industry that is fit for a sustainable future. This is not just the right thing to do, it is essential if Ireland’s screen industry is to continue to compete on the world stage and attract inward investment from international film and television studios.

Introduction

Screen Ireland's Sustainability Ambition

Screen Ireland's ambition is to make Ireland a leader in sustainable film and TV production. Achieving that ambition starts with getting our own house in order, for example taking steps to reduce our own carbon footprint and create a more inclusive workplace. Beyond that, we want to support and encourage the whole of Ireland's screen industry to be more environmentally sustainable, equitable and resilient.

This Sustainability Plan which we have developed sets out our overarching goals and commitments across the social and environmental sustainability agenda. The actions contained within it are fully aligned with the priorities set out in our strategy 'Building for a Creative Future 2024'. We recognise that the sustainability agenda and what constitutes best practice is changing all the time. So achieving our ambition will be a journey - one that we know will require us to learn and adapt as we go.

The screen industry is a creative industry, full of passionate, talented people who care about sustainability issues. Screen Ireland wants to harness that creativity and collaborate with people and organisations across our industry, both nationally and internationally to, deliver meaningful change in this most crucial of decades.



Informing Our Thinking



Prioritising the Issues

To inform our thinking and ensure our Sustainability Plan is in line with the needs and expectations of our stakeholders, we conducted a series of interviews and an online survey to gather views and opinions on a range of relevant environmental and social issues. We engaged with Irish and international studios, with the Screen Guilds of Ireland, Screen Producers Ireland, and with a wide range of other organisations and individuals across the screen industry. Based on this, we completed a 'materiality assessment' to prioritise the issues that are most important to Screen Ireland and to our stakeholders. These are the issues that our Sustainability Plan focuses on.

Environmental Issues

- Decarbonisation – reducing the carbon impact of our activities
- Resource efficiency – using energy, water and materials efficiently
- Green procurement – purchasing 'green' goods and services

Social Issues

- Health, safety and wellbeing
- Diversity, equity and inclusion
- Fair working conditions across our industry and its supply chain
- Human rights across our industry and its supply chain
- Industry skills and talent
- Job creation and economic growth

Informing Our Thinking

Listening to what Stakeholders told us

We received lots of rich insights from the interviews and survey we conducted about what people across the industry think about sustainability challenges and the role they would like to see Screen Ireland play. Below are some examples of the kinds of things we heard and have taken into account when developing our plan.

Informing Our Thinking

We need to embed sustainability into our productions but to do that we need to teach people.

The social sustainability of crew and industry is a challenge – there are long hours and burn-out happens.

One of the main challenges is bandwidth: everyone is doing so much and is so busy, so if sustainability is added to someone's list, they are going to resent it.

Having a sustainability manager or green crew on set would help to facilitate each department to do things more sustainably.

Excess food is almost always one of the things that crews point out. For them, knowing excess food is being donated to the community and not wasted is important.

I would love to see Screen Ireland appoint a person who looks after sustainability for the industry. Designs workshops and establishes processes and protocols and develops strategies to help production crews do things sustainably.

Materials are a big challenge – sets and props etc. We use them for such a short time and that's a high carbon count. Is there a way to design circularity into the set builds?

The biggest weakness at the moment is that we don't have a narrative of 'here's where it's been done before' in Ireland. There's no sustainability culture nor a sustained communications campaign. Screen Ireland could help to change that.

Screen Ireland could make it a condition of funding for productions to develop a sustainability plan and submit reports at different stages to show they are following through.

The background features a dark blue gradient with several overlapping, semi-transparent geometric shapes in shades of blue and purple. These shapes are outlined with thin, glowing lines. Light rays and lens flare effects emanate from the right side, creating a sense of depth and movement. The overall aesthetic is modern and futuristic.

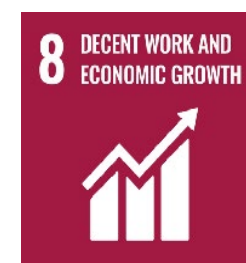
Contributing to the Global Goals

Aligning with the Global Goals

Making a Meaningful Contribution

The United Nations Sustainable Development Goals (UN SDGs) or 'global goals' are a set of 17 goals that provide a blueprint to achieve a better and more sustainable future for all. They address the global challenges we face as a society, including poverty, inequality, climate change, environmental degradation, peace and justice. Agreed in 2015 by UN member states, the goals provide a global 'to do' list for action on social, environmental and economic issues.

Screen Ireland assessed its impact on the UN SDGs, and identified six goals that we can make a meaningful contribution to, and that are aligned with our sustainability ambitions. These are:



Environment

Social

Economic



Through implementing our Sustainability Plan and reporting on our progress over the coming years we aim to demonstrate how our actions, and those of the screen industry, support these goals.

The background features a dark blue to black gradient with scattered white specks, resembling a starry sky. Overlaid on this are several translucent, overlapping geometric shapes in shades of blue, purple, and pink, creating a sense of depth and movement. The shapes appear to be parts of a larger, curved structure, possibly a stylized globe or a futuristic architectural element.

Measuring Our Carbon Footprint

Measuring Our Carbon Footprint

What We Did

To understand where our biggest climate-related impacts are, and where we should focus our efforts to reduce our carbon emissions, we needed to get a baseline measure of Screen Ireland's carbon footprint. With the help of external consultants, we conducted a carbon footprinting exercise, using the internationally recognised 'Greenhouse Gas Protocol Corporate Standard' to guide our approach.

We selected 2018 as our baseline year. This year was chosen as it aligns to the 2016-2018 time frame that the Irish Government and the Sustainable Energy Authority of Ireland (SEAI) ask public sector bodies to use as a baseline in order to report against statutory targets. It also represents a 'normal' year of activity for Screen Ireland as compared to 2020 or 2021 with the disruptions from the COVID-19 pandemic.

We looked at our Greenhouse Gas (GHG) Emissions across Scope 1, 2 and 3 where:

- Scope 1 are direct GHG emissions from sources controlled or owned by an organisation (e.g. fuel combustion in furnaces, boilers, or company owned vehicles).
- Scope 2 are indirect GHG emissions from electricity purchased.
- Scope 3 are GHG emissions from all other upstream and downstream activities across an organisation's value chain (e.g. business travel, employee commuting, waste disposal, purchased goods and services, transportation and distribution).

Measuring Our Carbon Footprint

The Results

Our overall carbon footprint for 2018 across Scopes 1, 2 and 3 was 88.87 tonnes of carbon.*

Screen Ireland has zero scope 1 emissions. We do not have gas fired boilers in our office (all heat is electric), and we do not own a fleet of company cars.

Our scope 2 emissions come from the purchase of electricity for our Dublin and Galway offices and generated 37.47 tonnes of CO₂e, representing 40% of our overall footprint.

The scope 3 emission categories that were relevant to Screen Ireland and that we were able to measure include travel for business reasons (flights, hotels, road mileage, taxi, bus, and rail transport), and waste (wastewater only). These generated 55.38 tonnes of CO₂e representing 60% of our overall footprint.

Other scope 3 emission categories that were identified as relevant include employee commuting and the use of couriers. However, there is more work to be done to collect data for these categories in order to incorporate them into our baseline calculation. At a practical level, we don't expect that, even when incorporated, these categories will significantly alter Screen Ireland's overall carbon footprint.

Now that we have our baseline measure we will track our impacts across Scopes 2 and 3 going forward, aiming to reduce our impacts in line with defined targets.

*The term carbon is used as shorthand for carbon dioxide equivalent (CO₂e). Carbon is the primary greenhouse gas emitted through human activities.

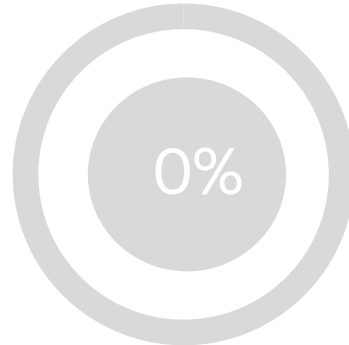
Carbon Footprint in Numbers

Carbon Emissions Across Scopes 1, 2 & 3

Total footprint:
88.87 tonnes
of carbon

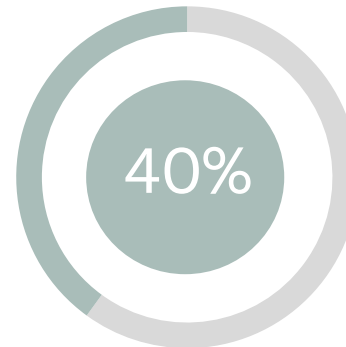


Scope 1:
0 tonnes



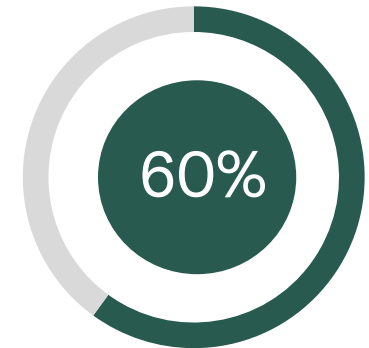
Screen Ireland has zero scope 1 emissions.

Scope 2:
37.47 tonnes



Our scope 2 emissions represent 40% of our footprint and come from purchasing electricity for our Dublin and Galway offices.

Scope 3:
55.38 tonnes



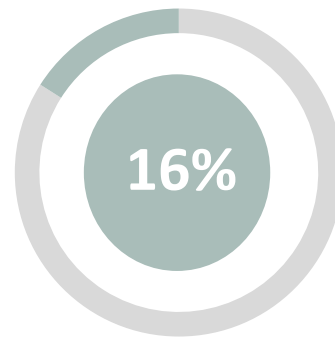
Our scope 3 emissions represent 60% of our footprint and are mostly from business travel.

Carbon Footprint in Numbers

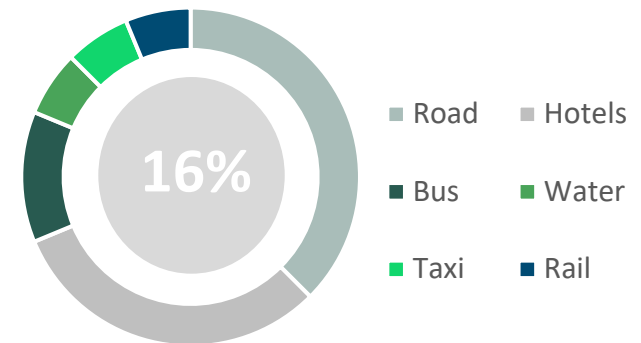
Breakdown of Scope 3 Emissions



84% of our Scope 3 emissions are from air travel.



The remaining 16% comes mostly from other forms of business travel.



It splits out across road mileage, hotel stays, bus, rail and taxi travel, and a small amount of emissions from wastewater.

Carbon Footprint of Productions Screen Ireland funds

Understanding the impact of the productions we fund

Although not counted as part of Screen Ireland's carbon footprint, it was important to us to understand the carbon footprint of the television and film productions that we fund.

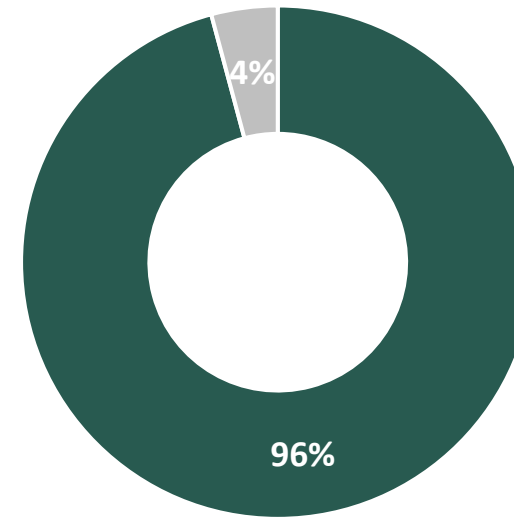
To get an estimate of this, we used data from the UK's BAFTA/albert 2019/2020 report where they provide the average carbon impact of a range of different on-screen genres, from dramas, to documentaries, to animations. This is UK data, not Irish-specific data, but we can assume a broadly similar level of impact in Ireland.

What the calculation showed us is that Screen Ireland funded productions, across the drama, animation, factual and shorts categories, generated approximately 2,039 tonnes of carbon* in 2018. This is based on a total of 4,812 minutes of on-screen content that was produced.

Clearly, this figure dwarfs our own carbon footprint of 88.87 tonnes of carbon and highlights that where Screen Ireland can really have an impact in terms of influencing climate action is through promoting and supporting carbon emissions reductions across our industry.

Note that the figure of 2,039 tonnes is only representative of productions that were funded or part-funded by Screen Ireland in 2018. It does not represent all production that happens in Ireland, including inward international film and TV production. Clearly this would be a much higher figure. Establishing this baseline figure for the wider industry and working with the industry to reduce it will be a key focus of our Sustainability Plan over the coming years.

* The term carbon is used as shorthand for carbon dioxide equivalent (CO2e).



Screen Ireland funded TV and film production footprint

In 2018, Screen Ireland funded 4,812 minutes of TV & Film production across the drama, animation, factual and shorts categories, which emitted approximately 2,039 tonnes of carbon.

96%

Screen Ireland carbon footprint

By comparison, Screen Ireland's own activities emitted 88 tonnes of carbon in the same year.

4%

Screen Ireland's Sustainability Plan

Screen Ireland's Sustainability Plan

Screen Ireland's vision - for a vibrant, creative and sustainable Irish film, TV and animation industry, with diverse voices, talent and opportunities, which speaks to and connects Irish film culture with audiences at home and abroad – guides our approach to sustainability. Our ambition is to inspire and empower our industry to be economically resilient, socially inclusive, and environmentally responsible.

Our new Sustainability Plan is focused on four key themes that are strategically important to Screen Ireland and the Irish screen industry: two are aimed at helping to decarbonise our sector and make it more environmentally sustainable; two are aimed at creating a more inclusive and equitable screen industry.

These themes are supported by four 'levers of change' that we will use to implement our plan:

(1) partnerships, (2) skills, (3) engagement, and (4) incentives. Underpinning everything is governance –being accountable and transparent in all we do.

Screen Ireland's Sustainability Plan



Net-zero

We will decarbonise our own operations and support the screen industry to reduce its carbon impact, with the ultimate aim of getting to net-zero carbon.

Circular

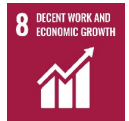
We will reduce our waste and consumption and develop initiatives to enable a circular screen supply chain.

Fair

We will accelerate equal opportunities for all and promote an inclusive workplace culture.

Kind

We will champion wellbeing and mental health and give back to the local communities where we live and work.



Partnerships: forging strategic partnerships and collaborations will enable us to make change happen quickly and at scale.

Skills: training and development will empower people across our industry to drive and deliver change on the sustainability agenda.

Engagement: proactive communication and engagement internally and externally will provide know-how and inspire action.

Incentives: financial and non-financial incentives will help to encourage and reward the right behaviours.

Governance: Accountability and Transparency



Levers of Change

Levers of Change

Partnerships

We believe that forming partnerships with organisations across the screen industry and outside will be essential to delivering the ambitions set out in our Sustainability Plan. This could include partnering with national or local government, businesses, NGOs, social enterprises or charities. We see an important role for Screen Ireland as a convenor – consulting with our industry to understand the need, then bringing together the right partners and facilitating the development of workable solutions.

Screen Ireland is already a member of a number of industry coalitions including the Broadcasting Sustainability Network, established by the Broadcasting Authority of Ireland (BAI), and the Screen Greening Coalition, which we are a founder member of along with the BAI, RTÉ, Screen Producers Ireland, TG4 and Virgin Media Television. The Screen Greening coalition introduced the BAFTA Carbon Calculator to the Irish screen industry in 2019, tailoring it for use by Irish production companies, launching it to the industry, and holding training sessions to facilitate uptake.

Levers of Change

Skills

Nurturing talent and developing skills is a major focus for Screen Ireland in our current strategic plan. We recognise that there is an opportunity and an urgent need to ensure that sustainability is embedded in skills development initiatives so that people working in the industry understand important social and environmental issues and can take action on them in practical and applied ways. The Screen Ireland skills team, the Screen Guilds of Ireland and Screen Producers Ireland already have an increasing focus on these areas and this will ramp up further as we deliver our Sustainability Plan.

Engagement

If we are to change mindsets and behaviours and inspire our industry to embrace sustainability, we will need to engage people through conversation and communication. Telling stories of the good work that is happening on sets, in offices, and in studios, will be a big part of this. As Screen Ireland, we will turn up the volume on sustainability in our communications both internally and externally, and will provide forums and opportunities for important conversations to happen.

Incentives

As a funding agency, we can provide incentives to encourage the adoption of more sustainable behaviours. Building on the success of Section 481, we are committed to exploring other incentives in the future, both financial and non-financial.



Net Zero

Net Zero

We will decarbonise our own operations and support the screen industry to reduce its carbon impact, with the ultimate aim of getting to net-zero carbon.



* In line with government targets for public sector bodies.

** Target to be set following further scope 3 footprint analysis (see action on next page).

*** We are aware that offsets are a temporary solution and our aim is to continue to make absolute reductions in our emissions to minimise our reliance on offsets. As currently required by government, we will continue to contribute to the Climate Action Fund to compensate for our emissions from flying where these funds are used to boost domestic activity to reduce Ireland's greenhouse gas emissions.

We understand that to achieve net-zero carbon in a meaningful way requires a phased approach that involves a number of key steps: (1) reducing emissions to as close to zero as possible through changing practices and behaviours and investing in efficiency measures/technologies, (2) switching to 100% renewable energy, and (3) investing in nature-based solutions to offset any unavoidable emissions. Achieving this will take time, commitment, and collaboration both within Screen Ireland and across the wider sector.

Targets

We aim to be net zero carbon across our own operations by 2025 through:

- Reducing GHG emissions by 25% by 2025 from our direct operations (scope 1 & 2), increasing to 51% by 2030 (versus 2018 baseline)*
- Making meaningful reductions in our Scope 3 emissions (including from business travel)**
- Investing in nature-based solutions, or other appropriate mechanisms, to offset any emissions we cannot avoid, ensuring that we use verified offsets that are high quality and additional***

To support a move towards net-zero across the wider screen industry:

- From 2022, all Screen Ireland funded productions are to use the Carbon Calculator to track and measure the carbon impact of their production, with a view to implementing carbon saving actions.

Net Zero

Key Actions – Screen Ireland Operations

Implementation of these actions will be coordinated by Screen Ireland’s Green Team – a cross-functional internal policy group.

- Complete energy audits of Screen Ireland offices to identify opportunities for energy efficiency savings and investments.
- Procure 100% renewable energy to power our offices.
- Analyse emissions from business travel and other scope 3 categories (e.g. taxi travel, courier use). Identify opportunities for reductions via changes to working practices and behaviours and/or switching to more sustainable service providers. Set Scope 3 emissions reduction target and track and report on progress.
- Conduct employee commuting survey to understand the carbon impact of staff commuting. Update 2018 baseline to incorporate commuting and track as part of future carbon footprint monitoring and measurement.
- Develop remote working policy to enable the continuation of the flexible working that started during the COVID-19 pandemic.
- Run staff awareness campaign to encourage positive behaviour change on environmental issues by staff at work and at home.
- Investigate best options for verified carbon offsets in order to achieve net-zero by 2025.

Key Actions – Supporting the Screen Industry

- Continue to be an active member of the Screen Greening coalition and the Broadcasting Sustainability Network, working alongside fellow members to promote a Carbon Calculator, look for opportunities to join forces on collaborative projects and other ‘green screen’ initiatives.
- Introducing a pilot funding uplift programme which aims to encourage productions to take further steps reduce their carbon footprint.
- Mandatory use of a Carbon Calculator as a minimum requirement on all Screen Ireland funded production, together with providing practical supports to use the carbon calculator (e.g. on-site ‘sustainability advocates’).
- Calculate the carbon footprint of the full screen industry in Ireland (not just those productions funded by Screen Ireland) to get a complete picture of the industry’s impact so we can determine how best to support decarbonisation efforts.
- Explore opportunities for collaborative initiatives that will solve common industry-wide challenges (e.g. lack of access to renewable energy generation for on-location shoots). Consult within the industry and with relevant organisations outside the industry and convene strategic partnerships to deliver scalable solutions.
- Investigate the feasibility of establishing a screen industry offsetting scheme to enable the industry to invest in high-quality, verified offsets, ideally in Ireland, in the short term while working to reduce emissions to as close to zero as possible over the medium to long-term.

The image features a dark blue background with a subtle starry pattern. Overlaid on this are several abstract, curved white lines that create a sense of depth and movement. A prominent white line curves from the top left towards the center, while another curves from the top right towards the center. These lines intersect and overlap, creating a dynamic composition. The word "Circular" is centered in a clean, white, sans-serif font.

Circular

Circular

We will reduce our waste and consumption and develop initiatives to enable a circular screen supply chain.



Targets

Within our own operations we aim to:

- Continue to ensure all single use plastic convenience items (e.g. polystyrene food containers, single use coffee cups, plastic water bottles) from Screen Ireland offices in line with government policy,
- Install food recycling bins in all staff kitchens and ensure 100% of food waste is recycled.
- Reduce non-recycled waste sent to landfill by 25% by 2025.
- Adopt a zero waste to landfill policy.

To support circularity across the wider screen industry we aim to:

- Establish and roll-out at least one industry-wide initiative that will help the Irish screen industry move towards greater circularity.

Circular

Key Actions – Screen Ireland Operations

Implementation of these actions will be coordinated by Screen Ireland’s Green Team.

- Install food recycling bins in all Screen Ireland staff kitchens.
- Formalise policy on single-use plastics (cups, cutlery and straws) as mandated by government, and ensure this implemented across Screen Ireland offices. Ensure good availability of ceramic kitchenware and cutlery, glass water etc. in staff kitchens to make it easy for staff to avoid single use items.
- Review any paper-based processes, and evaluate the possibilities for digitisation so it becomes the default approach.
- Develop and implement green procurement policy for purchasing goods and services. Advocate with government for any goods and services purchased under framework agreements to be with sustainable providers.
- Run staff awareness campaign to encourage positive behaviour change on environmental issues by staff at work and at home.

Key Actions – Supporting the Screen Industry

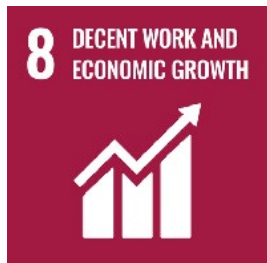
- Raise awareness of the existing ‘Sustainability Department Directory’ on the Screen Ireland website, encouraging production companies to use environmentally sustainable suppliers of various goods and services. Continue to expand and improve this directory.
- Support the adoption of circular economy principles by all Screen Ireland funded productions by providing practical supports to those productions (e.g. on-site ‘sustainability advocates’; training on circular economy practices for production companies).
- Upskill key screen industry suppliers on sustainability to encourage them to green their products and services in order to meet the growing demands of the industry.
- Explore opportunities for collaborative initiatives that will solve common industry-wide challenges regarding consumption and waste. Consult within the industry and with relevant organisations outside the industry and convene strategic partnerships to deliver scalable solutions.



Fair

Fair

We will accelerate equal opportunities for all and promote an inclusive workplace culture.



Targets

Screen Ireland will strive to give voice to the full diversity of Irish cultural life. It is vitally important that we represent a contemporary Ireland with all of its uniqueness, originality of voice and cultural diversity. We aim to provide a breadth of storytelling and serve a wide range of audiences ensuring there are fair and authentic representations on-screen and behind the camera. This will contribute to creative excellence and support industry sustainability as we encourage open access and opportunities for all.

We acknowledge that there is more to be done and we are striving to ensure that these principles become embedded at all levels of our industry.

Screen Ireland will provide continuous support to new, diverse and evolving industry talent in addition to established creative voices. Skills and lifelong learning will continue to be a major focus of the evolution of our industry to drive creative excellence, enable growth and ensure long-term sustainability. The ambition for the recently established National Talent Academies is to drive greater talent evolution at all levels whilst maintaining a constant discovery remit in finding new career access points to the industry.

Building on the success of regional development supports to date, we will champion a national approach to regional production support and promotion, co-ordinating a cohesive set of supports and development opportunities.

Fair

Key Actions – Screen Ireland Operations

- Screen Ireland will work with the newly established National Talent Academies, crew hubs, industry and key community groups to evolve next generation talent.
- Continue to support ongoing professional development opportunities for all staff, encouraging learning and development at all levels.
- Provide training and resources to deliver on diversity, equity and inclusion policy and targets.
- Build internal cross-departmental policy groups to provide open access to all staff and encourage open dialogue on key priorities.
- Develop a digital platform to capture workforce data, supporting the principles of diversity, equity and inclusivity.
- Build stronger links between Screen Ireland, industry and education to establish more structured and certified work-based learning programmes, at new entrant and senior career progression levels.

Key Actions – Supporting the Screen Industry

- Convene an Industry Working Group on diversity, equity and inclusion to work together as an industry to build a more inclusive sector.
- Invest in and deliver appropriate professional development programmes and initiatives including the Section 481 skills development plans.
- Require production companies in receipt of Screen Ireland funding to have diversity, equity and inclusion policies and ensure access to all on productions.
- Launch a Schools Outreach programme developing a strong schools network to help attract new talent and audiences from a diverse and nationwide base.
- Create a marketing and communications campaign to promote the depth and breadth of career opportunities that exist within Irish creative screen industries.
- Develop best practice for work placements and empower stakeholders to expand short-film making initiatives for emerging talent across documentary, live-action and animation.
- Work with industry to develop national talent development and inclusion initiatives and provide a dedicated fund to support more access programmes.

The image features a dark blue background with a subtle, grainy texture. A prominent, curved white line sweeps across the upper portion of the frame. On the left side, there is a curved, multi-layered shape in shades of pink and red, resembling a stylized flower or a stack of pages. The word "Kind" is centered in the middle of the image in a clean, white, sans-serif font.

Kind

Kind

We will champion wellbeing and mental health, improve dignity in the workplace and give back to local communities.



Targets

- Screen Ireland will seek to improve dignity in the workplace and wellbeing for all. Workplace health, safety and wellbeing will be a core principle of what we do and requires a 'whole of industry' approach to building a better and more sustainable workplace environment.
- In addition to adherence to Safety, Health and Welfare at Work Acts and compliance with legal obligations, we will partner with other states agencies and support broader cross-sectoral arts and culture initiatives that give support, resources and a voice to injustice.
- We are committed to working with industry to develop optimum workplace wellbeing approaches.
- Ireland will be able to create the sustainable workplace environment it requires to succeed, by driving further progress on dignity in the workplace, with appropriate health, safety and wellbeing support.

Kind

Key Actions – Screen Ireland Operations

- Actively promote and support innovation and creative ideas within the organisation, being open to doing things differently in order to better fulfil our national remit.
- Continue to foster a positive organisational culture: Screen Ireland will be a modern and progressive working environment.
- Promote and encourage staff well-being, professional learning, and development within a culture of continuous improvement.
- In partnership with the wider arts and culture sector, develop policy and provide resources to improve wellbeing and dignity in the workplace.
- Establish a wellbeing program offering for all staff covering key health and wellbeing areas.
- Launch an initiative supporting staff to give back to local communities.

Key Actions – Supporting the Screen Industry

- Set out and adopt an Industry Code of Conduct to support Dignity in the Workplace.
- All organisations in receipt of Screen Ireland funding must have Dignity in the Workplace policies and appropriate grievance procedures in place.
- Promote the work of ‘Minding Creative Minds’ which has been funded as a resource for all individuals across arts and culture in Ireland.
- Support and promote ‘Speak Up Call it Out’ and ‘Speak Up Action’, led by the Irish Theatre Institute, which will help inform policy and provide supports and training to create a safe and dignified workplace for all engaged in the Arts.
- Bullying and Harassment self-led training will be required for all Screen Ireland-funded productions.
- Explore better work life balance approaches with industry and pilot a key initiative.
- Publish a new Health & Safety guide for the sector and a related ‘Screen Pass’ training programme based on the guide.

The image features a dark blue background with several overlapping, semi-transparent geometric shapes. On the left, a large, light blue trapezoidal shape is visible. On the right, there are shapes in shades of purple and orange, some with a gradient effect. The word "Governance" is centered in a white, sans-serif font.

Governance

Governance

Accountability & Transparency

We know that describing high ambitions and grand plans is the easy bit. Taking responsibility and being accountable for our actions is what matters.

As Screen Ireland, we are committed to being transparent in reporting our progress against the targets and actions we have set out in this Sustainability Plan.

This strategic plan will be overseen by the Board and implemented by the Executive, Management and staff of Screen Ireland. Annual progress reports will be published to ensure clear communication and accountability to all stakeholders.

Lights, Camera, Action

Now that we've got our plan in place, It's time to move to action. We look forward to getting started and working with the Irish film, television and animation industry to deliver on our ambitions.

Thank you for taking time to read this document. If you have any queries or comments please contact info@screenireland.ie



Fís Éireann
Screen Ireland