



# Sustainable Tourism Observatory of Málaga

Sustainable production



International Network  
of Sustainable Tourism  
Observatories



UNIVERSIDAD  
DE MÁLAGA



INSTITUTO ANDALUZ  
DE INVESTIGACIÓN  
E INNOVACIÓN EN TURISMO

Financiado por:



Financiado por  
la Unión Europea



Plan de  
Recuperación,  
Transformación  
y Resiliencia







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# Context

Series and films have become an integral part of people's daily routine, and their consumption continues to grow steadily.

The number of features that are produced, which has increased exponentially as a result of the streaming boom, have environmental and economic impacts on the region.

These productions not only have an impact on the local economy during filming, but also after filming. This is due to the exponential growth of film tourism, especially due to the rise of globally successful series such as Game of Thrones. The tourism industry has seized on this phenomenon and packages are now being sold to get to visit the most famous locations on film tours. It is also a powerful tourism promotion tool that allows regions to set themselves apart and improve their image and positioning.

According to figures in the 2021 report by the Sustainable Production Alliance the emissions associated with audiovisual productions in the US ranged from 391 tonnes of CO2 for small productions, to 3,370 tonnes of CO2 for tentpole productions. In Europe, producing one hour of TV content has a carbon footprint of 9.2 tonnes of CO2, according to Albert's 2019-2020 report, or almost double Europe's annual emissions per capita.

The impact of tourism, which can cause land damage and degradation, should also be highlighted. Visitor numbers may double in some locations after they have been featured in a film or series. Therefore, they must be managed properly to prevent overcrowding and avoid exceeding the carrying capacity of certain areas.



Hence, these audiovisual productions could be seen as a tool to disseminate messages related to sustainability, thereby helping to raise awareness on issues such as the climate crisis.

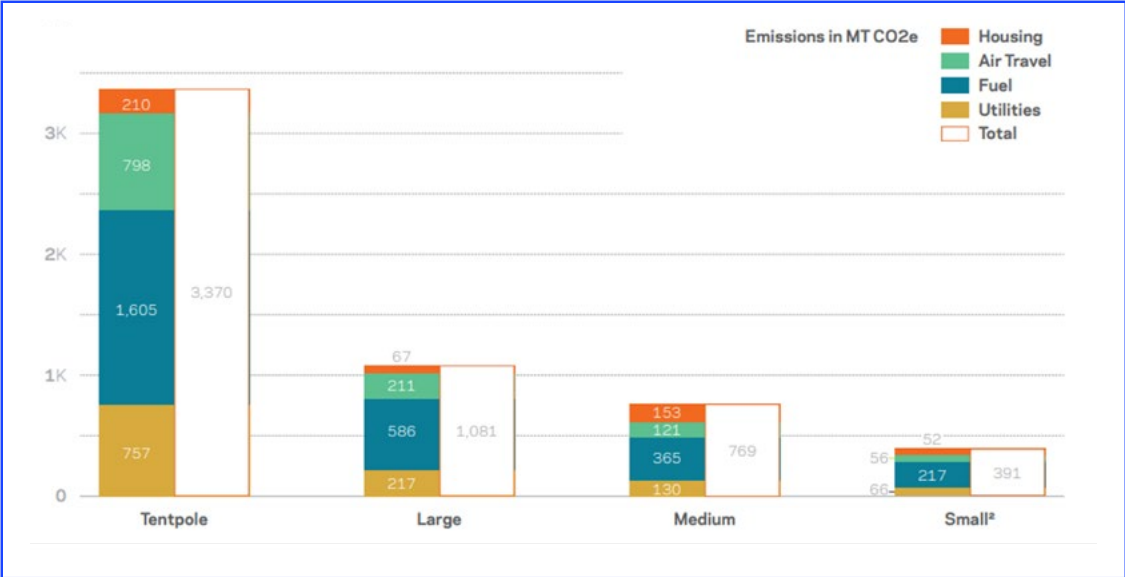
In Europe, there is a project called Green Screen, in which various European institutions are involved, including from Spain, with the aim of developing good practice guidelines to reduce the carbon footprint of European film and television productions. There is also an association of independent film and television producers (European Producers Club (EPC)), whose members are committed to adopting sustainable solutions to reduce the impact of their productions.

In Spain, the Academia de Cine (Academy of Motion Picture Arts and Sciences) is currently working on creating a Green Stamp, that certifies the implementation of sustainable production measures. In a similar vein, the Instituto de la Cinematografía y de las Artes Audiovisuales (ICAA) (Film and Audiovisual Arts Institute) publishes calls for applications for grants for audiovisual projects that comply with sustainability measures and criteria in order to encourage good practices in the audiovisual sector.

Malaga is becoming an ideal setting for the big screen. With its special charm, few have managed to capture its unique light and essence as well as film lovers over the years. Recently, global hits like Toy Boy (2021) and The Snow Girl (2022) have been filmed on the streets of the city. It also hosts prestigious festivals such as the Malaga Film Festival and offers intangible appeal through actors such as Antonio Banderas, further promoting and positioning the city of Malaga as a film destination.

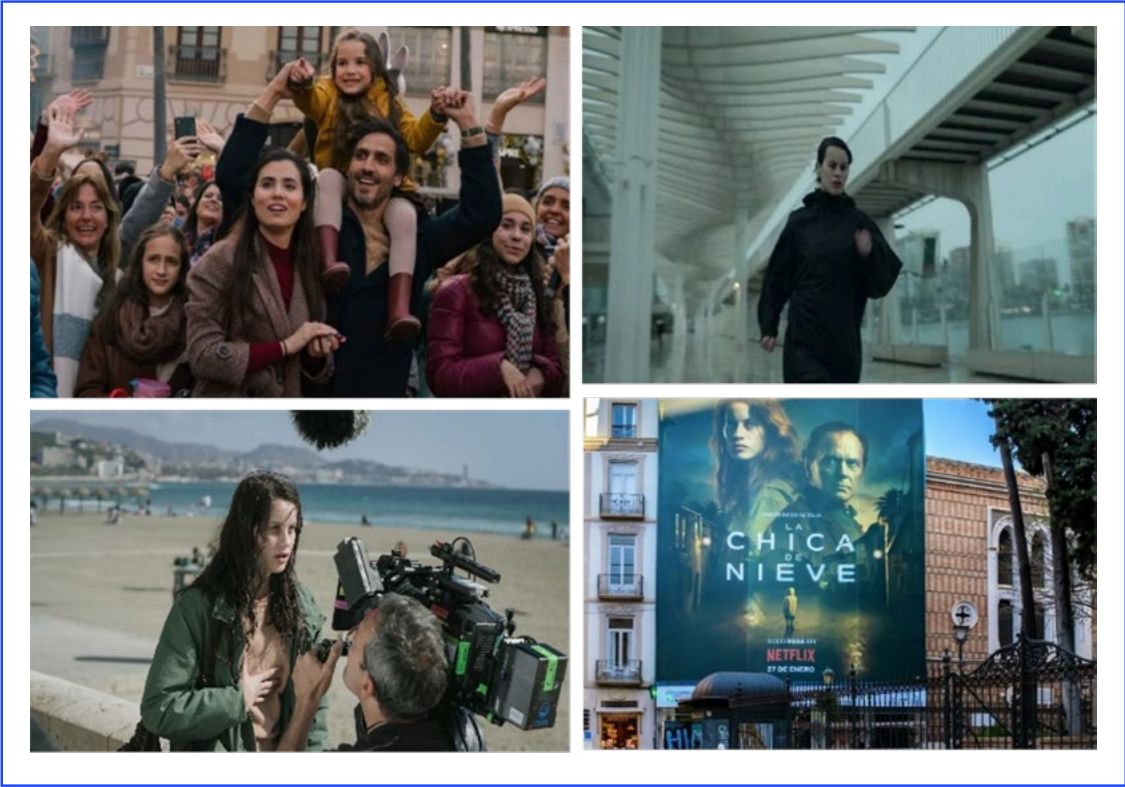
The Malaga in films brand has already led to tourism products being created such as the tour for the series “The Crown”, featuring the filming locations in Malaga and its province. This is just one example of the potential that this industry can have for a destination. The destination is not seeking to attract large numbers of production companies for filming, it is geared towards achieving sustainability as part of a consistent and responsible approach to its environment. One illustration of this is the “Rueda en Verde” (green filming) scheme, the green stamp and the PROMÁLAGA commandments, which we will look at in this report.

Figure 1: Average emissions per feature in the US 2021



Source: Sustainable Production Alliance

Figure 2: The Snow Girl, a hit series filmed in Malaga 2022



Sources: Repsol Guide, Traveller & Costa del Sol Online



## 02.

# Targets

*“A total of 576 audiovisual projects were registered in Malaga in 2022, of which 257 were completed, generating 14.2 million euros in economic investment.”*

Malaga wants to be at the forefront of the audiovisual market, spearheading the trend towards sustainable productions. Therefore, its main objective is to increase the number of TV and film shoots in the municipality, raising awareness and engaging with the audiovisual sector about the need to implement measures to protect the environment with the “Sustainable Production” certification.







## Results

### Sustainable measures in audiovisual productions

Malaga Film Office has been Malaga City Council's film office since 2001, and is attached to the Department of Culture. Its efforts to create value in the city have made it a strong, efficient and key supporter of the industry today.

It regards these productions as a tool for promoting the image of the municipality, the province and the region, and as a direct driver of wealth in the tourism sector. A total of 576 audiovisual projects were registered in Malaga in 2022, of which 257 were completed, generating 14.2 million euros in economic investment.

The "Rueda en Verde" eco-friendly and sustainable production approach aims to develop sustainable practices that prevent or minimise the environmental impact derived from the audiovisual activities carried out in the city.

Therefore, there are tools in place to help mitigate and prevent any negative impact of such activities, such as:

- Promálaga 10 commandments for sustainable production. This is a list of ten rules with overarching measures (Figure 3).
- Malaga Sustainable Filming Guide, developed as part of Green Screen, a European project that is working to reduce the carbon footprint of film and television productions.



- This initiative receives European Regional Development Fund (ERDF) funding, and aims to raise awareness about sustainable and environmentally responsible practices among companies in the audiovisual sector.
- Eco-friendly suppliers is an initiative to ensure that suppliers that are aligned with environmental policies are chosen in Malaga.
- Report by the Environmental Advisory Centre, which aims to establish sustainable measures before starting a production, through detailed information on the project that is to be carried out in the city.
- Stamp for sustainable production in Malaga, after obtaining the relevant permits and environmental certification, the Malaga Film Office assesses whether to award this stamp, which endorses sustainable practices in audiovisual productions.
- Tools such as Eureka (the European Environmental Calculator) and Promálaga's Environmental Footprint Calculator are provided to measure the carbon footprint of audiovisual productions, offering resources to raise production companies' awareness of the impact of their projects on the environment, assisting them in their planning, including the foremost scientific CO2 conversion factors.
- Access to the closest recycling centres to the filming location, to dispose of recyclable materials.

Tourism services related to film tourism

Since 2001, Malaga City Council's film office has been bolstering its actions for the audiovisual industry, viewing it as a valuable ally for promoting the image of the tourism destination and, equally, as a driver of wealth, both for the tourism sector (hotels, restaurants, catering companies, etc.) and for employment via the direct hiring of professionals from the audiovisual sector.

The European project called Euro Screen (2014-2016) attempted to attract a significant number of shoots to the municipality, although with little success. It was after this project that a shift in momentum saw more production companies being drawn to the streets of the city and the province.

Figure 3: The 10 commandments of sustainable filming, an initiative of the Malaga Film Office.



Source: Malaga Film Office

Figure 4. Image of the route for Malaga City Centre, Film Destination.



Source: Malaga Film Office

*“Malaga currently has three routes for film tours: El Camino de los Ingleses (Summer Rain), The Crown and Malaga City Centre: Film Destination.”*

A global success story emerged when the municipality of Júzcar, in Serranía de Ronda, mimicked the Smurf Village. To promote a film, the entire village, which is traditionally white, transformed its image and painted itself blue, the colours of the Smurfs. The region was back in the spotlight and this started to have a positive economic impact.

Following on from the success brought to New Zealand by the filming of the Lord of the Rings, Promálaga designs and promotes a range of products based on filming locations in Malaga on the big screen. One of the reasons why the Malaga Film Office publicises film shoots is to promote the image of Malaga as a destination, and as a result of this, film or film set tours have been created, called “movie maps”, showing the exact locations and itineraries of film shoots. Malaga currently has three routes for film tours: El Camino de los Ingleses (Summer Rain), The Crown and Malaga City Centre: Film Destination (Figure 3).

List of sites/locations that are available for productions

The locations that are registered in the Malaga Film Office are grouped in the following categories:

- Former provincial prison
- Streets and squares
- Roads, bridges, tunnels
- Culture and leisure centres
- Transport centres
- Contemporary
- Green spaces
- Historical
- Sports facilities
- Other municipal buildings
- Panoramic
- Beaches, promenades
- Ports and marinas
- Private - other institutions

Environmental Awareness Certification Stamp

Currently, the public production company Malaga Film Office offers relevant parties the option of obtaining a certificate that recognises their commitment to maintaining environmentally friendly standards in the recording and production of audiovisual content.

It created the stamp for sustainable production in Malaga, with the first one being awarded in 2021. Its procedure, an adapted version of the model provided in London and Paris, is as follows:

- The production company contacts the Film Office to receive assistance with the resources offered by this organisation in the city. During this initial contact, the company is given information about certification and asked if it is interested in obtaining the certificate.
- If the production company agrees, a customised environmental impact report tailored to that specific production is prepared free of charge. Everything from consumption, waste, water, communication, transport, etc. is analysed and factored in.
- Based on this report, recommendations are made on a table of indicators in Excel or a similar format.
- If the company that owns the audiovisual product fulfils 80% of these recommendations, they are awarded the stamp and it can be shown in the film.

Table 1: Sustainable production stamps awarded

Year	Production company	Type	Title
2021	Plano a plano	Series	Toy Boy (2nd series)
2021	Madre Tierra	Documentary	Héroes en la sombra
2023	Áralan Films	Feature film	How to become a modern man
2022	Atípica Films	Series	The Snow Girl
2022	Fresco Film Services	Series	Kaos
2022	Montape	Institutional video	I feel guilty
2023	Fresco Film Services	Series	We were the lucky ones
2023	Shine Iberia	TV programme	Celebrity Masterchef
2023	Fresco Film Services	Series	Rivals

Source: Malaga Film Office



# Conclusions

Malaga is the sunshine city. Where the rain mystically appears on some winter evenings, even during those wet hours, a special light shines on it as it falls.

*“Malaga Film Office offers relevant parties the option of obtaining a certificate that recognises their commitment to maintaining environmentally friendly standards in the recording and production of audiovisual content.”*

. This great opportunity to produce audiovisual works is the reason why Malaga has achieved the position it is in today. Year after year, more and more of our city's streets and faces are being broadcast into living rooms all over the world. Malaga is in fashion, thanks to the initiatives of a government that is committed to making the capital beautiful and prestigious.

It is worth highlighting the fact that the city of Malaga is unlike anywhere else when it comes to sustainable production certifications, because its service is completely free of charge. Perhaps it is the fact that sustainable production leads to a virtuous circle, where social and economic sectors intertwine their interests and mutually benefit each other through projects such as “Rueda en Verde”, which has driven these initiatives.





<https://sto.malaga.eu/indicadores/produccion-sostenible/>