



Carbulator Goes European: The First Carbon Calculator for Animation Expands Internationally with Ireland

Paris, Dublin – October 15th, 2025 – The animation industry is taking a major step forward in its ecological transition. [AnimFrance](#) and [Animation Ireland](#) today announce a partnership to deploy [Carbulator](#) across Europe: the first carbon calculator designed specifically for animation — with the backing of [Animation in Europe](#).

A tailor-made tool for animation

Launched in March 2025 in France, *Carbulator* quickly became **the only carbon calculator accredited by the CNC**. Its unique methodology combines two levels of measurement: the carbon footprint of studios as permanent infrastructures, and that of productions, which often span several years and involve multiple sites. This pioneering approach **has already delivered over 100 carbon assessments and brought together more than 400 active users**. *Carbulator* received technical support funding from the CNC, as well as support from Procirep, the Spi and Magelis.

“With Carbulator, we are giving animation a practical tool adapted to its specific needs. Our ambition is now to go further, by building a shared methodology that strengthens both the competitiveness and responsibility of our studios,” said **Hanna Mouchez and Jean-Baptiste Wery**, members of the Board of Directors of AnimFrance.

Towards a European measure

With the financial support of Screen Ireland, **Animation Ireland has initiated the translation and localization of *Carbulator* into English**. A first pilot project with Cartoon Saloon, the Kilkenny-based studio, has already confirmed the tool’s suitability for Irish studios.

This milestone marks the beginning of *Carbulator*’s European rollout. The aim is clear: by 2027, to establish a common version offering studios a harmonized, recognized framework — and laying the foundations for a future international standard.

This initiative builds on a wider European momentum. Since 2024, Animation in Europe — the federation of producer associations from 27 countries — has been running a dedicated working group on the ecological transition of animation. Its “Green Animation” taskforce already recommended the adoption of *Carbulator* as the reference carbon calculator across Europe.

“The support of Screen Ireland in launching the English language version of Carbulator is a decisive step,” said **Moe Honan, Chair of Animation Ireland, and Board Member of**



Animation In Europe. *"We are convinced that only a coordinated European approach can establish a reliable, recognised measure — one that will benefit the entire industry."*

According to **Philippe Alessandri, President of Animation in Europe:** *"European animation has always been a laboratory of innovation. With Carbulator, it now has a concrete tool to tackle environmental challenges and set an example on the international stage."*

Spotlight at MIPCOM

This dynamic will be highlighted during a workshop hosted by the European Commission, in cooperation with Relais Culture Europe and Animation in Europe, at **MIPCOM Cannes on 14 October 2025**. The event will bring together studios, institutions, and partners with a shared ambition: to equip European animation with a common, reliable tool to drive its green transition and prepare for future international regulations.

About AnimFrance

Founded in 1989, AnimFrance is the professional trade union for the animation film and audiovisual production sector. Creator of the first National Collective Bargaining Agreement for the industry, it now brings together over 70 production companies and studios representing 96% of the French animation workforce. In constant dialogue with authors, directors, technicians, broadcasters, and institutions, AnimFrance promotes the artistic and economic development of the sector, while defending creative diversity, equal opportunity, gender parity, and environmental responsibility.

<https://www.animfrance.fr/>

About Animation Ireland

Animation Ireland is the representative body for the animation industry across the island of Ireland. It brings together forty-four leading studios employing over 2,500 full-time professionals. Its members are at the forefront of global animation, producing award-winning content that reaches audiences in over 180 countries. From animated films and series to innovative digital content, its studios are recognized as international leaders, generating high-value jobs and significant investment across Ireland.

<https://animationireland.com/>

About Animation in Europe

Animation in Europe is the federation of animation producer associations from 27 EU countries. It promotes the growth of the European animation industry and defends the interests of independent producers and distributors of animated series and films. Its mission is to ensure that every network and video platform targeting a European audience invests in original European content, to safeguard public funding at European, national, and local levels for animation production, and to maintain an ongoing, constructive dialogue with European authorities on the regulation and financing of the sector.

<https://www.animationineurope.eu/>

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