



GUIDE FOR
SUSTAINABLE
FILM PRODUCTION
& EVENTS

Why

Whether you are an agency, a producer or a consumer, you must know that all activities that demand energy and materials and produce waste, emit greenhouse gases that are causing the current climate crisis.

As members of this industry, **we want to lead the path onto a better way of doing things**, even when we know that beginnings can sometimes be hard.

This guide has been specially crafted to share applicable solutions on the environmental sustainability of productions and events, that will in no way affect the artistic quality delivered but perform the creative vision in a sustainable way. From the highest-budget film sets to the smallest stands in local fairs, commitment matters and makes a difference. **The challenge is to face it as one of the non-negotiable aspects involved in achieving your goal, and to embrace it collectively.**

Even when it might raise your budget or when it can make you save thousands, the true cost at stake is the environmental one. And for that reason, it is time to take a step forward, stop acting as if we were rehearsing and take real action.

PLEASE, FOLLOW US INTO A NEW ERA OF SUSTAINABLE PRODUCTION

→ This document has a dark background to save energy on devices with OLED screen. **Please, do not print.**

How

Governance

✔ Identify low hanging fruits (**actions that you can easily start implementing**). To do this, take into account that costs and difficulties will find you in the way. Things take time, don't mind the baby steps leading onto change.

For example, you can start by installing recycling bins, but getting people to correctly sort their waste will require a bit of training and effective communication. Now, reducing waste material at the source will involve researching and demanding changes to your suppliers which is more complex.



✔ Provide a **guideline with the sustainability practices to your crew and staff**. Better yet, provide a brief training before the event or shooting. You can add it to your Pre Production Meetings and Call Sheets.

✔ **You can't manage what you don't measure**. Set goals and record your sustainability initiatives. Benchmark your performance and aim for continual improvement. Tracking your progress will depend on the data you collect. You can start with straightforward metrics such as electricity consumption and volume of waste produced.

The carbon footprint indicator translates energy and materials data to greenhouse gas emissions (GHGs). Measuring this might be trickier. The Greenhouse Gas Protocol establishes three scopes for measuring GHGs. 'Scope 1' is direct emissions from on-site operations: power generators and gas used for cooking and heating showers. 'Scope 2' is emissions from grid power. 'Scope 3' is indirect emissions, such as transport, waste, water treatment.

How

Transportation

- ✔ When choosing a venue or a set location, **consider if it is the closest for most participants and check if it is easily accessible by public transport.**
- ✔ **Promote riding a bike to the locations and use bike dispatchers to move small things.** If cycling is not an option, promote public transport, walking, buses and car pooling.
- ✔ To promote public transport, **communicate the travel options** on the registration information and pre production meetings.
- ✔ If hiring vehicles, look for a **hybrid or EV option.**
- ✔ As for flights, **go economy** rather than business or first/upper class.
- ✔ To keep track of data, add a column to your budget spreadsheets to **register distances and vehicle types to measure transport emissions.**



How

On site electricity consumption

✔ Create a policy and educate your staff to **keep non essential equipment off when not needed.**

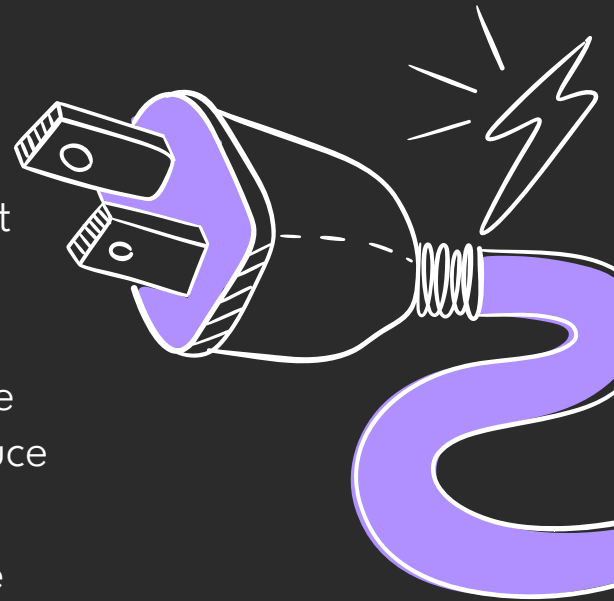
✔ Install sensors and timers for lights.

✔ Prioritize hiring/purchasing equipment with **the highest energy efficiency label qualification.**

- This also applies to cameras! A device with a higher light sensitivity will reduce the need for artificial lighting.
- Don't forget small appliances too, like kettles and coffee makers.

✔ Check if there's access to grid power to avoid using diesel generators.

✔ If you need to use power generators anyway, look for a generator supplier who uses a renewable energy like solar panels or biodiesel.



How

On site electricity consumption

✔ Make sure to set your HVAC systems (heating, ventilation and air conditioning) in **the recommended thermostat temperature setting** to prevent it from overworking.

✔ An **energy efficient building will consume less electricity.** Look for venues, studios and sets with good insulation, natural ventilation and natural light to reduce the need for air conditioning and artificial lighting. Some even have building certifications to back this up.

✔ Only when you cannot reduce your electricity consumption anymore, **measure your kWh and then purchase its equivalent in renewable energy credits.**



How

Digital Services

Every time we work on connected devices, the electric power feeding them entails emissions. Therefore, **designing, editing, writing and all pre and post production tasks like cloud saving, online meetings and even browsing for references and information adds up in the scale.**



✔ Select **Carbon Neutral data servers and digital providers** for data transfer and other online and cloud based digital activities.

✔ Delete unnecessary files, such as emails, drafts and duplicates.

How

Materials and waste

✔ When writing a script, brainstorming a photoshoot concept or planning an event, **consider how can you achieve your desired vision with minimum materials.** This means considering set, costumes, props, decor, structures, and marketing items.

✔ **Avoid buying if you can loan.** Prioritize venues and studios that provide different props and decor to rent in site.

✔ If you must buy stuff, **prioritize second hand materials, local contractors and goods produced under fair labour conditions.**

✔ If you bought stuff that you won't likely reuse in future productions, **donate it to the studio, art schools or a local art community center.**



**The best waste
is no waste!**

How

Materials and waste

PAPER



✔ **Think before you print!** Before printing invitations, call sheets and documents, **consider sharing this information via mail or through QR codes.**

✔ When using paper and cardboard stationery and packaging, **use FSC certified and/or post consumer recycled.**

→ This also applies to wood used for decor and props.

✔ **Create a policy so that all paper is used both sides for printing, reducing margins and using draft mode in one ink whenever possible.** Reuse misprints to make notepads.

✔ Offer links to download presentations post event.

How

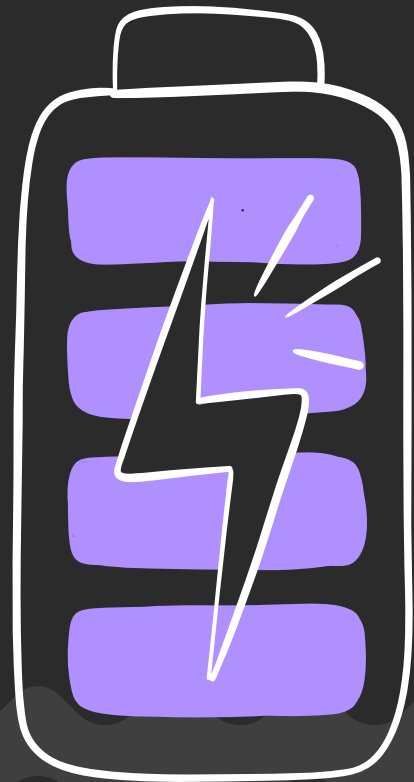
Materials and waste

HAZARDOUS MATERIALS

✔ **Batteries, light bulbs, electronic waste and toxic chemicals like paints and solvents should be collected for proper disposal.** As this is a special kind of waste, you might have to contact a specialised company.

✔ Use **rechargeable batteries** in microphone transmitters and other battery operated devices.

✔ Use non toxic paints and varnishes with **zero VOC emissions**



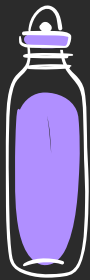
How

Materials and waste

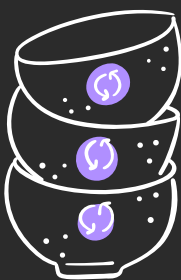
PACKAGING



✔ Implement, plan for and confirm that all relevant departments are **shopping with reusable bags** (PAs, craft, wardrobe, props, etc.).



✔ **Commit your staff and crew to use refillable bottles and cups**, rather than single use disposables. Provide water jugs and glassware.



✔ **Avoid single use plastic containers, plastic straws, plastic cups or single-serve sachets for catering.** Provide reusable dishes and cutlery that can be washed in a dishwasher - make sure it is water efficient!

→ Work with a catering supplier that **provides returnable packaging or paper based alternatives.**



✔ **Provide packaging free food**, such as sugar cubes, water dispensers instead of individual bottles, bowls with snacks bought on bulk.

How

Materials and waste

FOOD

✔ **Plan your catering properly to avoid food waste.** Contact local food banks to know ways and conditions to donate leftover food.

✔ **Choose a plant based catering whenever possible,** as this kind of diets have lower carbon footprint.

✔ Choose a catering provider that works with **local farms and fresh in-season food.**

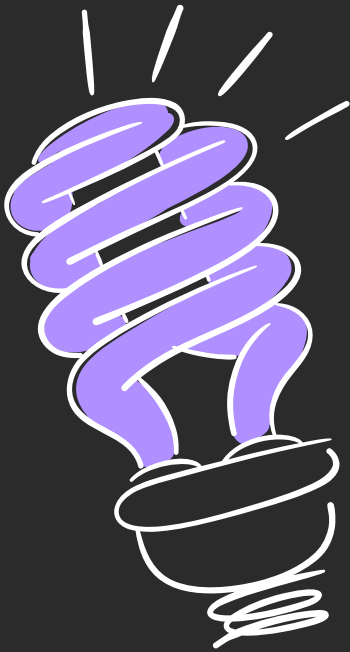


✔ Install a **waste management system** in offices, venues and studios.

- Start with **at least three bins**, one for food waste for composting, another for recyclable materials and a third one for non recyclable materials.
- This will surely require training your staff, **patience is key!**
- Be sure there's proper bold and clear signage on waste bins.
- If your city council doesn't provide separate collection systems, **hire recycling companies or cooperatives.**

How

Communication



✔ **Share your progress on your environmental actions with your audiences and colleagues.** This not only encourages the adoption of these practices but also provides a reputational advantage.

✔ **Pitch the sustainability story to your client as an additional service** you are integrating into your production. Showcase these practices as an added value of your services.

✔ **BE CAREFUL WITH GREENWASHING!**

This is a disingenuous marketing strategy in which a company lies about or exaggerates the environmental benefits or positive impact of their activities or their products, to deceive consumers. Be careful with your claims and make sure the information to communicate is accurate and clear.

✔ Remember, we are storytellers, transitioning towards a more conscious production and consumption not only must rely on data and evidence, **but also powerful stories that engage your audience**, whether that's your supply chain, your clients, your target or your own team to adopt best practices.

SOURCES

Greenshoot Pacific and Republic of everyone. [Good Green Production Bible](#)

Producers Guild of America Foundation's PGA Green committee + Sustainable Production Alliance (SPA). [Green Production Guide \(GPG\)](#)

Meegan Jones. [Sustainable Event Management: A Practical Guide.](#)

Julie's Bicycle. [Sustainable Production Guide.](#)



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