

AICP Green Guidelines

Environmental care, conservation and corporate responsibility have prompted the search for practices that are kinder to the planet, more “green.” Many production companies, agencies and clients are promoting green production in an effort to manage consumption and waste. The guidelines that follow are considerations that may be helpful in fulfilling this quest.

While there are circumstances in production that do not allow for certain guidelines to be followed, it is the AICP's desire to promote and encourage member companies to implement as many as possible. Accordingly, we have organized the guidelines by area of use, along with a carbon neutralization calculator, resources page, and digital checklist for project tracking and gold, silver and bronze certification.

Water & Food



Recycling



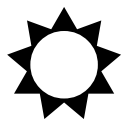
Travel & Transportation



Energy Conservation



Carbon Neutralization + Calculator



Resources & Organizations



[Track Your Production: Click Here For The Green Checklist](#)

[Share The Information: Download PDF](#)

Water & Food:

- Set up 5 gallon water coolers instead of purchasing individual plastic water bottles. Distribute reusable BPA FREE water bottles or cups made with paper or biodegradable, corn-based plastics and encourage office staff, cast and crew to drink municipal tap or filtered water. Glass and stainless steel are always better than plastic.
- Maintain watering stations in the following locations:
 - By the set
 - At the craft service table
 - By trailer/truck parking
- Never use Styrofoam.
- Hire caterers who work with local farmers and use organic ingredients, and who offer USDA organic produce and humanely raise meat and dairy.
- Use non-disposable plates, glasses, mugs and cutlery.
- If disposables are the only option, choose paper products with high percentages of post consumer recycled content, corn-based biodegradable plastics, and chlorine free products.
- Look for the Fair Trade Certified label before purchasing imported food products like tea, coffee or chocolate.
- Replace chemical cleaning products with non-toxic, biodegradable alternatives that won't pollute indoor air or local waterways.

Recycling:

- Ensure staff is informed of office recycling policies and facilities. Try to hire or train a Green PA for each shoot who is responsible for overseeing & assisting with best practices including recycling.
- Set up recycling bins (i.e. Plastic, cans, bottles, paper) next to all trash containers with clear signage detailing the materials appropriate for each bin.
- Protect interior locations with corrugated cardboard made with post-consumer recycled content. When available, consider using reusable, cut-to-size, plastic mats.
- Careful and creative planning can reduce set-related waste dramatically. Design and build with strike and wrap in mind. Set up all construction and shop spaces with detailed waste management systems, and make sure the waste hauler is tracking landfill waste versus recycling.
- If available, use eco-friendly materials for sets, including:
 - ✓ Use paints, sealants and lacquers that are low (or no) emission.
 - ✓ Use adhesives, backings, etc., that are made from organic materials.
 - ✓ Use alternative or renewable/sustainable building materials.
 - ✓ Utilize alternatives to wood, such as steel scaffolding in lieu of wood platforms.
 - ✓ Re-use materials where possible, and donate props, paints and other materials to organizations in need.
- For props and wardrobe, work with rental houses to eliminate unnecessary purchases and disposal.
- Think of wrap during prep, and line up schools, theatres or arts organizations to take donations of used sets and materials.
- Promote electronic communication and limit paper offering when it's specifically requested including production books & maps.

- Choose paper made from at least 30% post consumer recycled content.
- Print double sided.
- Choose a thinner font, such as Century Gothic, which, when printed, can use as much as 30% less ink than thicker fonts. Visit www.ECOFONT.com to download thinner fonts.
- Look for office products made with a high percentage of recycled content, and for products certified by Green Seal or another eco-certifier.
- Look for water-based markers that have been approved by the Art and Creative Materials Institute (ACMI).
- Ask for minimal packaging when ordering supplies.
- Tape petty cash receipts to used/scrap paper only.
- Dispose of batteries and compact fluorescent light bulbs as hazardous waste with a certified hazardous waste vendor, and donate or recycle electronic equipment.
- Consider Big Green Box (biggreenbox.com) for batteries and electronics recycling. Visit earth911.org or 1800recycling.com for other local recycling facilities.

Energy Conservation:

- Use fluorescent, CFL or LED lighting.
- Turn lights off when leaving a room.
- Disable screen savers and program computers to enter sleep mode after several idle minutes.
- Use Blackle, Google's energy saving search interface.
- Keep all equipment unplugged when not in use.
- Lower thermostat two degrees in the winter and raise it two degrees in the summer. The comfort loss is usually minimal when compared with the energy savings.

Travel & Transportation:

- When arranging travel, make every effort to arrange for hybrid cars when renting cars or booking car services.
- Employ bike messengers when possible.
- Use Biodiesel generators when available.
- Whenever possible, tie into the local power grid instead of using a generator.
- Stay at hotels with green/LEED certification or that promote green practices.

RESOURCES & ORGANIZATIONS

The following is a list of resources and organizations that promote green practices and Products that pertain to the guidelines listed above. AICP does not endorse any of these organizations and/or products, but is providing this information for your convenience. Interested in adding a resource or organization? Email green@aicp.com.

Organizations:

Environmental Media Association (EMA)

www.ema-online.org

EMA mobilizes the entertainment industry in educating people about environmental issues, which in turn, inspires them to take action. Its site offers guidelines and an overview of environmentally sound practices.

California Film Green Resources Guide

<http://www.film.ca.gov/GreenFilmmaking/index.html>

Developed by the California Film Commission, this guide offers resources and outlets to help producers minimize their impact on the environment.

Green Production Guide

<http://www.greenproductionguide.com/>

With seed funding and support provided by Disney, Fox, NBC Universal, Sony Pictures Entertainment and Warner Bros., the Green Production Guide was created by the Producers Guild of America Foundation and PGAGreen.org to provide a new resource for film and television professionals looking to turn their productions green. Features a searchable database of resources and vendors.

Carbon Production Quote

<http://www.carbonproductionquote.com>

CARBON FILM QUOTE is a TV commercial budget estimator with an integrated carbon calculator. This lets you identify and evaluate low-emission, environmentally-friendly production options when looking at initial cost estimates.

Resources:

GLASS

www.Giveaglass.org

GLASS is the advertising/post/production effort to decrease waste in the environment and increase clean water supplies around the world. The goal of the organization is to end the purchase of individual plastic water bottles for clients and staff.

Film Biz Recycling

www.filmbizrecycling.com

Based in New York, Film Biz Recycling seeks to take the multitude of re-useable and recyclable items from the completion of Television, Film and Commercial productions to either recycle properly, donate to appropriate low/no budget green film projects, charities and other non-profit groups, or add them to the Film Biz prop house which provides income to sustain operations and fund industry-wide awareness and green initiatives.

Gibby Media Group

www.gibbymedia.com

Produces DVDs and CDs that are more environmentally friendly.

Streetlights

<http://www.streetlights.org/>

The Streetlights Production Assistant Program is a non-profit organization created to promote ethnic diversity on the sets and stages of Hollywood. Streetlights provides free training & job placement for low-income men and women age 20 and over including a new program designed to train Green PAs.