



ASSOCIATION OF
INDEPENDENT
COMMERCIAL
PRODUCERS, INC.

AICP Green Production Guidelines

Environmental care, conservation and corporate responsibility have prompted many to search for solutions that are kinder to the planet, and 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. It is important to highlight that there are circumstances in production that do not always allow for individual guidelines to be followed; it is the AICP's desire to promote and encourage member companies to implement as many as possible, whenever possible.

We are also aware that some of these guidelines, if implemented, come with an additional cost. Our recommendation is to quantify this amount and clearly articulate the cost of following the guidelines to your client when associated with their jobs.

OFFICE

- Making every effort to eliminate and/or reduce the use of bottled water in the office. Install filters on taps, and encourage employees to use glasses and mugs, rather than paper or plastic cups.
- In addition to trash cans, place recycling baskets at each desk for paper.
- Make recycling bins available in kitchen areas.
- When available, make sure that your office/stage/studio and other locations have a recycling program.
- Turn off all computers and lights at night.
- Use lighting that cuts energy usage, such as compact fluorescent torchieres and light bulbs. Also, consider natural lighting.
- Make every effort to purchase the most energy efficient computers and other office equipment.
- Order paper products made from recycled materials.
- Minimize DVD packaging, using renewable/recyclable materials whenever possible.
- When possible, recycle DVDs/CDs, their jewel cases and other packaging.

PRE & POST PRODUCTION

- Pre-production books and materials should be in electronic format rather than printed. Books should only be printed upon request.
- Where possible, utilize FTP sites to view reels, locations, cuts, etc. Electronic forms of communication should be used as much as possible.
- When arranging travel, make every effort to arrange for hybrid cars when renting cars or booking car services.
- Where possible, stay in hotels that promote green practices.

PRODUCTION

The following is an overview of production – some guidelines may only be applicable to work shot on a stage or studio, while others may apply only to location shooting.

- Consider hiring a “Green PA” to oversee collection of recycling, and ensuring that set-up/clean-up is environmentally friendly.
- Tape petty cash receipts to used/scrap paper only.
- If possible, use reusable cups, plates and utensils for crafts services, and/or use paper products made from recycled materials, or biodegradable plates and cutlery made from sustainable materials. Use cloth napkins and tablecloths where possible.
- Make every effort to eliminate or reduce the use of bottled water and beverages. Provide refill stations for water, and equip each crew member with their own personal water container, such as a SIGG bottle.
- Reduce idling for production cars, vans, trucks, buses and other vehicles.
- When using diesel-powered generators, use bio-diesel or ultra-low sulfur diesel. Use catalyzed particulate filter to reduce emissions. When possible, turn generators off when not in use.
- For props and wardrobe, work with rental houses to eliminate unnecessary purchases and disposal.
- 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.

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.

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 the Biz

www.greenthebiz.com

This soon-to-launch website aims to be a hub for producers in commercials, film and television to share ideas and insights about environmentally-friendly production, and the implementation of effective initiatives.

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.