

## **SUSTAINABLE PRODUCTION PRACTICES**

Environmental care, conservation, and corporate responsibility have prompted many in the production community to search for solutions that are kinder to the planet. Many AICP member companies, agencies and clients, are adopting responsible, regenerative practices to effectuate behavioral changes in the way they, and their vendors, do business. By taking steps to reduce expended resources and waste, companies will maximize production efficiency.

The guidelines that help fulfill this call to action are outlined in three sections – communication with your production crew or staff; basic practices your company can implement directly; and advanced recommendations for companies interested in engaging their vendors in environmental stewardship.

While some circumstances in production make it more difficult for certain guidelines to be followed, AICP strongly encourages member companies to implement responsible production practices.

As we all know, efficiency is inherently green! Production can be unpredictable but there are still times when giving a day's activities extra thought can result in greater efficiency. Thank you for adopting sustainable practices on-set and in the office.

### **GENERAL COMMUNICATION**

- Engage the production team and department heads before each project to develop and deploy the environmental impact reduction strategy.
- Hire a sustainability coordinator for each shoot who is responsible for overseeing and assisting with best practices. Make sure PAs know they are supporting the coordinator in sustainability actions.
- In the body of the introductory email and on the call sheets, give prior notice of recycling, composting, and water stations and everyone's requested participation in these efforts.
- Use the safety meeting on the first shoot day to remind everyone about the no idling policy.
- Install clear signage emphasizing sustainability initiatives and orienting your team.

### **STEP ONE: THE BASICS**

#### **WATER**

- Instead of using plastic water bottles in the office and for the production meeting, provide glasses and a water pitcher.
- Set up water stations instead of purchasing individual plastic water bottles. Encourage crewmembers to bring their own reusable water bottles and distribute cups made with plant-based compostables. When possible, encourage office staff, cast and crew to drink filtered tap water or from the hydration stations.

AICP's official Hydration Partner is S'well, which offers AICP members a discount on customized bottles. See the resources links below for more details.

## **DIGITAL VS. PRINTED MATERIALS**

- Keep preproduction books and call sheets digital as much as possible. Promote electronic communication and limit paper offering to when it's specifically requested including production books and maps. Print double sided. Use scratch paper.
- Use a shared drive or Dropbox to share location photos and art reference photos, avoiding printing whenever possible.
- When items must be printed, choose post-consumer recycled binders, envelopes or folders to hold them. Look for more than just a "recycle" symbol, check for 50% or more recycled content. For all office products, look for the Green Seal.
- Look for water-based markers that have been approved by the Art and Creative Materials Institute (ACMI).

## **RECYCLING, MATERIALS & ELECTRONIC USAGE**

- Provide all runners and PAs with reusable shopping bags to be used on all runs. Ask the same of vendors.
- Never use Styrofoam and avoid single-use plastic. Use reusable, recycled or organic/plant-based alternatives.
- Avoid using foamcore for storyboards or reuse existing foam core with removable glue stick.
- Replace chemical cleaning products with non-toxic, biodegradable alternatives that won't pollute indoor air or local waterways.
- Ordering supplies with minimal and/or sustainable packaging.
- Tape petty cash receipts to used/scrap paper only.
- Keep all unused equipment unplugged. Use power strips, smart plugs/switches to turn off when not in use, especially at the end of the day.
- Use LED lighting.
- Turn lights off when leaving a room.
- Disable screensavers and program computers to enter sleep mode after five idle minutes.
- Set up recycling and compost bins next to all trash containers with clear signage detailing the materials appropriate for each bin.
- Create e-waste recycling/donation receptacle for batteries, broken electronics and printer cartridges. Sustainability coordinator will sort and donate/recycle properly.
- Fluorescent light bulbs are hazardous waste and must be disposed of with a certified hazardous waste vendor (Home Depot accepts).
- Use rechargeable batteries where possible and provide recharging resources.
- Properly dispose of paint and solvent materials as a hazardous material. Do not dump down the drain, into dirt, or into a trash bin.

## **STEP TWO: VENDOR COLLABORATIONS**

### **PROPS/WARDROBE**

- Think of wrap during prep.
- For props and wardrobe, work with rental houses to eliminate unnecessary purchases and disposal.
- Request wardrobe and props to consider sustainable material and ethical manufacture of purchased clothing.
- Request that Wardrobe use environmentally friendly dry-cleaners, avoiding the chemical perchloroethylene (perc) at all times.
- Line up schools, theatres or arts organizations to take donations of used sets, props and wardrobe.
- Sustainability coordinator will work with local non-profit organizations to coordinate donations and any potential tax receipts.

### **VEHICLES**

- Choose vehicle vendors that have sustainable options. (Hybrid or EV, solar assisted vehicles, for example.)
- Engage Transportation Captain to enforce a strict "No Idling" policy at all times for all vehicles. In addition to creating unhealthy air quality and wasting fuel, in many jurisdictions idling a vehicle is against the law and you may be fined.
- Turn off heating, AC and lights when leaving trailers.

### **CONSTRUCTION & DISPOSAL**

- Careful and creative planning can reduce set-related waste dramatically. Design and build with strike and wrap in mind.
- Protect interior locations with corrugated cardboard made with post-consumer recycled content or, better yet, reclaimed.
- Set up all construction and shop spaces with detailed waste management systems, and make sure the waste hauler is tracking and reporting landfill waste versus recycling/compost.

If available, use eco-friendly materials:

- ✓ 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.
- ✓ Request that sets be built with FSC (Forest Stewardship Council) and/or reclaimed materials.
- ✓ Re-use materials where possible, and donate props, paints and other materials to organizations in need.
- ✓ Request Art & Scenic departments to avoid using polystyrene.

## **CATERING/CRAFT SERVICE**

- Use reusable plates, glasses, mugs and cutlery. For any “to-go” needs, use plant-based compostables, and chlorine free products.
- Eliminate plastic straws and stirrers and replace with compostable options.
- Properly stored food can be donated to local shelters and charities. The Good Samaritan Food Donation Act protects those who donate in goodwill. Partner with hunger relief organizations such as The Entertainment Industry Hunger Project, [www.teihpi.org](http://www.teihpi.org). Sustainability coordinator will manage.
- Request that your caterer reduce waste by pre-planning, portion size, and composting any food waste.
- Request a plant-based entree option for all meals.
- Where possible, shop for Craft Service at local farmers markets. Go to <http://search.ams.usda.gov/farmersmarkets/> to search for one near you.
- Look for the Fair Trade Certified label before purchasing imported food products.

## **STEP THREE: OFFICE/OTHER**

### **EFFICIENCY**

- Coordinate and minimize runs and pickups/returns. Avoid having three separate PAs from three separate jobs go to the bank on the same day, for example.
- Provide all runners and PAs with reusable shopping bags to be used on all runs.
- Incentivize carpooling (i.e with preferential parking) and promote the use of public transportation. Consider installing electric car chargers to incentivize EV use.
- When possible, order a group lunch for the entire office, rather than having each project do a separate order (this will also reduce packaging).

### **REDUCE CONSUMPTION AND WASTE**

- When ordering take-out food, specifically request no napkins, plastic utensils or straws. If you do end up with ‘single-use’ plastic items (including resealable containers), use them, or store for future use.
- If your company provides lunch to staff employees, consider giving employees a lunch stipend, and encourage them to bring their own lunch. This could reduce waste from over ordering, packaging, and eliminate a delivery.
- Stock staff kitchen with reusable plates, glasses and utensils. For food items, consider minimal and sustainable packaging.
- Use all of the features of your thermostat including timers to turn off your air conditioning when you’re not in the office (especially over the weekends).
- From office supplies to kitchen supplies, create a digital inventory system to reduce over-purchasing and waste. Organize physical supplies so that everyone at your company knows where things are, and they don’t keep buying more.
- Boxes and other packing supplies can easily be stored and reused. Make sure your production teams know where to find available boxes before they send someone on a run to purchase more of what you already have. Excess boxes can be donated or sold.
- Purchase reusable lightweight presentation boards to reduce consumption of non-reusable foamcore boards.



- Print only what you have to and print double sided when practical. Use scratch paper.
- Assign responsibility to an individual at your company, making them the steward of your company's ongoing sustainability goals.

## **ELECTRONICS DISPOSAL AND REDIRECTION**

- Organize office-wide electronics collection days when employees and freelancers can bring unwanted electronics to the office. Once collected, deliver to a certified collection (e.g. [S.A.F.E. Center](#) or Homeboy Electronics Recycling). This promotes proper recycling and offers a service to your employees. This also eliminates the need for each household to drive to a disposal center on their own. Coordinate this for a day when you will already have a PA in a truck doing returns. Place labeled bins in the office for e-waste, printer cartridges and batteries.

## **PAPERLESS AND CLOUD-BASED TOOLS**

- Take steps to reduce the use of ink and paper by transitioning to digital and cloud-based file sharing and collaborative tools when possible. Tablets and laptops can provide the same function as hard copies, only more efficiently.

## **ELECTRONICS AND WASTED POWER**

- Devices that are turned off but remain plugged in still draw power from outlets. By some accounts, this “vampire power” accounts for up to 10% of US power usage and is responsible for 1% of global CO2 emissions, a problem that can be easily fixed. Unplug all devices that use standby power whenever practical. Power strips, smart plugs/switches and timers can make conserving energy easier.

## **DRASTICALLY REDUCE UNWANTED SOLICITATION PAPER MAIL (INCLUDING CATALOGS)**

Though our industry appreciates the value of marketing, unwanted paper mail, including heavy catalogs (not to mention multiples of the same catalog being sent to the same address!) uses trees for paper, and fuel for distribution, almost always ending up in the trash. Read this [article](#) about how to get off mailing lists, which will lead you to the Direct Marketing Association's website where you can proactively request that individuals associated with your [company](#) be removed from unsolicited mailing lists. You can also ask an employee such as your receptionist to collect the catalogs and mail and proactively reach out to companies who you have bought things from in the past and request that they don't automatically send you their marketing materials. Another way to achieve this is also addressed in the article - you can contact Epsilon at [optout@epsilon.com](mailto:optout@epsilon.com) and ask to be removed from their marketing database.

Whenever possible, use electronic versions of magazines and periodicals. And when not, share. [New York Times](#) article about this very thing

## **CALCULATE YOUR CARBON FOOTPRINT**

Knowing your carbon footprint is the first step in reducing your impact on the environment. [UC Berkeley](#) and [www.carbonfund.org](http://www.carbonfund.org) (among others) offer free, web-based carbon calculators for businesses; these can be used to determine which parts of your operation affect the environment the most and where changes can be made to reduce your carbon footprint. Much of our work involves frequent travel and the use of materials that can be high in carbon costs; carbon offsets can be purchased to neutralize your footprint. <https://www.terrapass.com>

## **VOLUNTEER**

- Community cleanup and beautification programs can be joined by individuals or en masse as a company-wide effort. Adopting Volunteer Time-Off programs to incentivize employees can improve community relations, enrich your staff, and also help improve the environment.

## **RESOURCE LINKS**

Sustainable Vendors and Resources via PGA Green: <http://www.greenproductionguide.com/>

Adgreen (UK)

<http://www.adgreen-apa.net/>

California Film Commission/Sustainability Resource Links:

<http://film.ca.gov/production/green-guide/>

Film Miami Resources:

[http://www.filmiami.org/production\\_green\\_guide.asp](http://www.filmiami.org/production_green_guide.asp)

NYC Film Green resources:

<http://www1.nyc.gov/site/mome/resources/nyc-film-green-home.page>

International Society of Sustainable Professionals:

<https://www.sustainabilityprofessionals.org/SustainableFilm-EntertainmentIndustryResources>

Box solution to find or distribute used boxes in good condition:

<https://www.boxcycle.com/>

Smart plugs, as rated by CNET editors:

<https://www.cnet.com/topics/smart-home/best-smart-home-devices/best-smart-plugs-and-switches/>

S'well -

[http://custom.swellbottle.com/application/?utm\\_source=external\\_links&utm\\_medium=link&utm\\_campaign=swell\\_to\\_custom\\_portal](http://custom.swellbottle.com/application/?utm_source=external_links&utm_medium=link&utm_campaign=swell_to_custom_portal) (AICP members receive 25% off all custom orders when using the code AICPMEMBER.)



## **SUSTAINABILITY COORDINATORS**

EcoSet: <http://ecosetconsulting.com/>

Good Planet Innovation: <http://goodplanet.green/>

MovieMind Green: <https://moviemindgreen.com/>