



## A Note to Producers

### Getting Started with Sustainable Production.

Movies and television shows have a great opportunity to model practices for reducing carbon footprints. Studio sustainability representatives and PGA Green have been working together since 2008 to develop strategies to engage producers and production teams to lead the way. We are excited to introduce a new and improved Best Practices Guide and checklist called PEACH (Production Environmental Accounting Checklist), using a point system which can lead to EMA (Environmental Media Association) Green Seal recognition.

The basic principles behind “greening” a production include conserving fuel and energy, avoiding toxins and pollution, saving water, and preventing landfill waste. Implementing these principles on set, where time is money and daily life is fast-paced, can be tricky. Many environmentally harmful behaviors happen when we don’t know, can’t find, or simply don’t have time for the better option. The key is to identify priorities and challenges before production begins. The **PEACH** and the **PEAR** (Production Environmental Accounting Report), a free carbon calculator, exist on the [greenproductionguide.com](http://greenproductionguide.com) – we have the tools to measure our environmental impact and work together to reduce it.

Here are some steps to get started working toward a sustainable production:

1. Engage the filmmakers and funders in the conversation early. Ask everyone to commit to the show being a sustainable production. When interviewing key position on the film create an awareness that it is a sustainable production.
2. Set achievable goals for yourself and the team, and lead by example.
3. Call a meeting with the production team (Line Producer, UPM and Production Supervisors, POCs, Location Managers, ADs) to discuss the sustainability plan and to determine how to best communicate it to department heads at point of hire.
4. Hold a pre-production meeting with department heads to announce the sustainability plan and to introduce the Sustainable Production Representative (SPR). Solicit input from department heads regarding ways to make their department sustainable. Identify key members of the cast and crew to collaborate and lead as a team on the sustainable production initiative.
5. Communicate sustainable production goals and strategies for the production to all cast and crew at the start of production meeting and later at on-set meetings.
6. Include sustainable production updates in weekly production meetings. Conduct a mid-point evaluation: compute progress statistics and share lessons learned to keep crew engaged and to re-energize the team. Resources and templates are available on [greenproductionguide.com](http://greenproductionguide.com).





7. For ideas on how to effectively communicate sustainable production goals to your team, download the sample memos at [greenproductionguide.com](http://greenproductionguide.com). Have your Sustainable Production Representative keep thorough notes and progress reports to email to cast and crew periodically throughout production and after wrap.
8. Outline a waste management plan for wrap with department heads, and reach out to other productions that might be interested in purchasing any bulk materials.
9. Familiarize yourself with the green vendor guide and the PEAR (aka carbon calculator) at [greenproductionguide.com](http://greenproductionguide.com) and consider measuring and offsetting your carbon footprint at the end of your production.
10. Hire a Sustainable Production Representative or assign a crew member to serve as your SPR as early as possible in pre-production to help cast and crew implement sustainability practices. Responsibilities should include:
  - a. Locating vendors and products made with sustainable materials
  - b. Circulating educational information, resources, and interim updates
  - c. Meeting with departments heads to help them achieve their goals
  - d. Monitoring waste diversion strategies and results
  - e. Managing the PEACH (Production Environmental Actions Checklist)
  - f. Participating in weekly walk-throughs with departments
  - g. Managing the PEAR (Production Environmental Accounting Report)
  - h. Submitting the application for the EMA Green Seal along with any other location specific initiatives

Utilizing practical solutions and changing behaviors around sustainability will hopefully lead to greater action to help the communities where we work, and in the long-term to help to save our planet.

Thank you for being engaged and interested in sustainable production!

