



## A Note to Producers

### Getting Started with Sustainable Production

Welcome! Congratulations on choosing to implement sustainability on your show. Read on to learn about the Green Production Guide Toolkit and how to make your production as “green” as possible.

The basic principles behind “greening” a production include conserving fuel and energy, avoiding toxins and pollution, saving water, reducing plastics and preventing landfill waste. Implementing these principles on set, where time is money and daily life is fast-paced, can be tricky. The key is to identify priorities and challenges before production begins. See below for the tools that can help, including the PEACH (Production Environmental Actions Checklist) which lists best practices for each department, and the PEAR (Production Environmental Accounting Report), a carbon calculator.

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

1. Engage the filmmakers and funders in the conversation early, and ask everyone to commit to the show being a sustainable production. When hiring key positions on the film, create an awareness that it is a sustainable production.
2. Appoint an existing crew member and/or hire a separate position to be a Sustainable Production Representative (SPR) to manage and track all sustainable production efforts. Responsibilities can include:
  - i. Locating vendors and products made with sustainable materials
  - ii. Circulating educational information, resources, and interim updates
  - iii. Meeting with departments heads to help them achieve their goals
  - iv. Monitoring waste diversion strategies and results
  - v. Managing the PEACH (Production Environmental Actions Checklist)
  - vi. Participating in weekly walk-throughs with departments
  - vii. Managing the PEAR (Production Environmental Accounting Report)
  - viii. Submitting the application for the EMA Green Seal along with any other location specific initiatives
3. Review the GPG Toolkit to understand which tools you’ll be utilizing throughout the production (checklists, memos, flyers, etc.).
4. Call a meeting with the production team (Line Producer, UPM and Production Supervisors, POCs, Location Managers, ADs) to discuss the sustainability plan.
5. Determine where your production’s biggest environmental impacts will be. Typically, the most carbon emissions are from fuel and the biggest biodiversity impact comes from plywood. These increase/decrease based on location/stage work.





A few questions to consider:

- Will your show be construction heavy? Multiple set builds?
  - Are you primarily on stages or on location?
  - How many stages? Will they have adequate power or are generators needed?
  - How many locations?
  - Will you be in any one location for a significant amount of time? Is a grid tie-in possible/feasible?
  - Are any of the locations in a sensitive environment? (e.g., parks, beaches, adjacent to water)
  - Will you have a lot of extras?
6. Hold a pre-production meeting with department heads to announce the sustainability plan and to introduce the 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.
  7. 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.
  8. Include sustainable production updates throughout the production. Conduct a mid-point evaluation and share lessons learned to keep crew engaged.
  9. Outline a waste management plan for wrap with department heads and reach out to other productions that might be interested in purchasing or reusing any bulk materials.
  10. Collect wrap data, feedback, and carbon information using these tools. These will help inform your goal-setting for your next production.

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## Green Production Guide Toolkit: Breaking It Down

### 1. Production Environmental Actions Checklist (“PEACH”)

- a. To be completed in prep and wrap, the PEACH is broken down by department and offers requirements and recommendations for sustainable practices.
  - i. This should be distributed to HODs as they are hired on during a review meeting. Decide what is possible on this show; set goals. Have HODs relay information to their crew and deliver back their completed section.
  - ii. The PEACH doubles as the show's Environmental Media Association ([EMA](#)) Green Seal application. The EMA Green Seal is a recognition program honoring progress in sustainable production. Completing the PEACH will automatically update the checklist. Just copy the EMA tab of the PEACH into a separate Excel file and [submit to EMA](#). If you earn enough points, the show will be recognized!

### 2. Production Environmental Accounting Report (PEAR)

- a. Our Production Environmental Accounting Report (PEAR) (aka Carbon Calculator) allows you to assess the environmental impact of your production based on utilities, transportation and travel. Further, the tool tracks waste, donations, and other environmentally-impactful purchases like water and paper.





- b. Multiple departments contribute information to complete the PEAR:
  - The Production Office/Travel can assist with flights and hotels;
  - Transportation can provide logs for fuel amounts;
  - Locations and facilities can provide utility information;
  - Accounting can help track paper and water purchases.
- c. Ask for waste diversion reports from all haulers; request receipts for food and material donations.

### 3. Production Lumber Materials worksheet (PLUM)

- a. Purchase sustainable plywood (i.e. FSC Lauan/Meranti) or alternatives (e.g. RevolutionPly) when available. You should NOT purchase NON-FSC Lauan if these are available locally. The PLUM worksheet should be completed by the Construction Department at wrap, listing all ply and ply-alternative purchases, including use of repurposed walls and total of all lumber FSC purchases.
- b. Totals on this worksheet can then be input into the PEAR.

### 4. Infographics

- a. Use these visual representations of sustainable location, office and stage set ups to as a tool to review practices with your crew. You can also hang around workspaces.

### 5. E-memo Templates, Tips, and Signage

- a. Communication is key! Use these e-memo templates and tips to communicate with your crew as they are hired on and throughout production.
- b. Clear, bold signs are necessary to communicate waste and water systems. Adapt the sample flyers to reflect your waste streams (recycling, compost, landfill, etc.).
  - i. See also [Recycle Across America](#) for additional signage options.
- c. Have fun! Engage cast and crew to make custom signs holding their own refillable bottle and post at hydration stations.
- d. Use flyers to educate crew on the impacts of idling, water bottles and food.

### 6. Food and Material Donations

- a. You can reduce landfill waste by discovering opportunities to recycle or, better yet, reuse or donate material goods. Reuse not only avoids the emissions associated with sending items to the landfill but also can provide social good by helping local communities, individuals or non-profit organizations. Diverting materials from the landfill can also save your production money.
- b. Plan ahead for material re-use and donations that will happen at strike.
- c. Refer to the Food Donation document to set up a local recipient for your excess catered food. Track how much you are donating and where, which can also help identify how much waste the production was able to divert from the landfill.
- d. Food donations are covered under Good Samaritan Acts in North America! See local regulations in other regions. Use the Food Donation Agreement if applicable.

**Thank you for being engaged and interested in sustainable production. Good luck!**

