



## LEADING FILM SCHOOLS FORM THE GREEN FILM SCHOOL ALLIANCE TO CREATE SUSTAINABLE PRODUCTION PRACTICES

**UNDER EMBARGO – August 16, 2021 10am PDT**, Los Angeles, CA –

A cohort of leading film schools across the country announced today the launch of the Green Film School Alliance (GFSA), an organization united to integrate industry-level sustainable production practices into their programs, committing to bring common language, standards, and tools to their institutions. This alliance is built around specific actions aimed to reduce the impacts of physical production on the environment, a willingness to share best practices and a pledge to further sustainable initiatives at their schools. “PEACHy,” a comprehensive list of relevant sustainable production actions broken out by department and category, is available as of today, open-sourced, at [GreenProductionGuide.com](https://www.greenproductionguide.com).

In June of 2020, the Sustainable Production Alliance ([SPA](#)) teamed up with the founding member schools dedicated to incorporating sustainability into their production programs and develop resources for all film students, creating GFSA. Modeled after the industry standard Green Production Guide best practices and American Film Institute’s (AFI) internal Green Initiative and Green Seal programs, PEACHy is aligned with [Environmental Media Association’s Green Seal](#) program, to which a specific category for students to earn this third-party recognition has been added.

For their soft-launch, GFSA and SPA partnered with the Motion Picture Association to produce the online panel, “[Film School Friday: Sustainability from Studios to Students](#),” which aired in October 2020. Shortly thereafter, PEACHy was piloted.

“SPA and PGA Green have been working toward sustainable production solutions for more than a decade. Collaborating with the GFSA founding schools to get these aligned principles and practices into their programs is an exciting and significant next step,” says Heidi Kindberg, Director of Sustainability, HBO & HBOMax. “As these and future film students graduate, they can finally make ‘sustainable production’ a misnomer – it’ll just be ‘production’.”

GFSA includes representatives from eleven film schools:

American Film Institute ( <a href="#">AFI</a> )	<a href="#">Hussian College</a> at LA Center Studios
California Institute of the Arts ( <a href="#">CalArts</a> )	New York Film Academy ( <a href="#">NYFA</a> )
<a href="#">Chapman University</a>	New York University ( <a href="#">NYU</a> )
California State University – Long Beach ( <a href="#">CSULB</a> )	University of California – Los Angeles ( <a href="#">UCLA</a> )
California State University – Northridge ( <a href="#">CSUN</a> )	University of Southern California ( <a href="#">USC</a> )
<a href="#">Emerson College</a>	

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