



Case study

Methodology taking Green Screen, the online film production environmental programme, to Silver, the intermediate level.

www.green-screen.org.uk



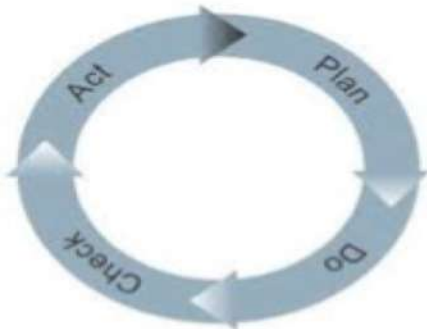
Introduction

The Green Screen programme was originally launched in 2008 by Film London. At the time it was a ground breaking initiative to inspire the filming industry to consider the environment when filming across the UK's capital city.

In 2009, The British Film Institute in collaboration with The British Standards Institute carried out extensive industry consultation on how the interpretation of ISO 14001 (the international family of environmental standards) could be integrated into a film version. In 2011, the British Standard BS 8909 – A Specification for a Sustainability Management System for Film was launched. The take up of the standard was not encouraging though, owing to the fact that it was a hard process to understand for time poor producers and film makers.

The Green Screen online platform was developed using the principles and framework of ISO 14001 and the learnings of the BS 8909 but bespoke for the filming industries. Over three levels (Green, Silver, Gold), the philosophy behind the programme was for the filming sector to grow and collaborate with the programme. Productions start with green, the first level based on the principle, PLAN – DO – ACT check list for the user to understand that small changes can have big impacts. This is coupled with key mandatories - employment of a green runner, no use of polystyrene, no vehicle idling – the aim being to reach a level that qualifies them to be certified, along with evidenced based reporting from the Green Runner.

So far nearly 250 productions have engaged with Green Screen.



Carbon v Cost Savings



To date nearly 250 high end TV, low budget shorts and features and advertising commercials have gone through Green Screen. Nearly 220 achieved the certification level. London based series, The Crown Season 2, saved 64,500 single use plastic water bottles showing a financial saving of £16,000 and reduced their carbon footprint by 17.60 tonnes of CO₂e.



Green Screen also provides industry education to the next generation of film makers. Online platform resources offers energy saving campaigns and tips by department. One day courses offer a more in-depth review on the effects of climate change, with production case studies, industry guidance on how we can prepare each film, TV or advertising commercial to move to a low carbon economy.



Independent film, The Dark Mile carried out production preparation and post production in London saving over £1,300 by not printing or using paper. Adopting a digital system of distributing call sheets, risk assessments and contracts – saved the team over 45 reams of paper from being purchased with a carbon saving of 1.34 tonnes of Co₂e.

Methodology tracking production processes at Silver level

PLASTIC Reducing single use disposable water bottles

Like the UK the EU is committed in fighting the rising tide of plastic pollution in the world's oceans. Despite high-profile pledges the UK currently uses five million tonnes of plastic every year, each house hold producing 55kg of it a year. After a consultation period with UK productions who use the Green Screen platform it was decided to extend the tracking of single use plastic bottles on all productions using the SILVER level. This offers a reporting process back to each production, showing savings in their carbon footprint and bottom line. A tracking form has been designed for the SILVER level to account for savings on single use plastic bottles, with information provided from industry accountants and line producers. ***An average UK production will budget two x 500ml bottles of water per day for each cast and crew member.*** Our methodology and process for SILVER, includes tracking daily crew numbers to find carbon and cost savings with 100% accuracy.

TRANSPORT Reducing fossil fuel across the capital city

In the UK's capital City, thousands of Londoner's are dying prematurely from long-term exposure to air pollution. Mayor Sadiq Khan is implementing tough measures to reduce London's deadly air pollution and to protect the health and wellbeing of all Londoners. In consultation with Green Screen users, it has been agreed to track staff commute to work, coupled with the size of the car and fuel used. The process for SILVER is to offer on-set education on how we can reduce cars on the road by encouraging staff commuting together by department OR by taking public transport. The process had been designed to track each crew members home postcode to location unit base daily. Mileage, car size and fuel is entered allowing us to accurately report mileage and CO2e back to production and interested parties, thus enabling discussions on how we may encourage collaboration and unite to reduce car travel on our roads.

ENERGY Supporting a reduction in fossil fuel use through energy 'SWITCH OFF' campaigns

Reducing fossil fuel is vital in moving towards a low carbon economy. Energy management is the process of monitoring, controlling, and conserving energy in a building or organisation. At the Silver level, the process involves the following steps; tracking through metered consumption via the national grid, or through on-set generators and their fossil fuel consumption. Tracking energy consumption will offer a baseline assessment for each production to improve on their production over time. Green Screen offers resources through energy 'SWITCH OFF' campaigns to support this methodology.

WASTE Moving the industry to 'ZERO waste to landfill'

Zero waste is an immediate goal for all SILVER users by diverting waste to landfill by 90% and promoting the circular economy. Paper back to paper products for example. By tracking waste we can continue to develop our processes and learnings we have developed from the first level, GREEN.

Moving to SILVER – Intermediate Level two

Why?

The Silver level is the intermediate level of the Green Screen programme. Compared to the Green entry level it requires more engagement, not just from those in the production office but from the whole crew.

What is different?

At its heart it is a tracking form that asks each department to implement a number of simple environmental strategies. Each strategy achieves a certain number of points. If the production as a whole accumulates over 65 points they will be awarded the Silver level certification.

Benefits

It means the whole production, across all departments, can realise a potential reduction in cost and carbon emissions. The education of crew becomes more wide spread as departments have to engage.

Silver Level Tracking Form (1st page)

M donates a MANATORY for tracking SILVER LEVEL.

PRODUCTION OFFICE & BEST PRACTICE		Pts Available	Mid - shooting check list	Final	Notes
1 - M	The producer/line producer completes the Environmental Policy which generates the Crew Memo. This goes on the 1st days call sheet.	M			
2 - M	Appoint a Green Steward to oversee the environmental programme.	M			
3 - M	A full recycling programme to be set up throughout all offices (eliminating desk side bins), construction and on-set. Adhere to all relevant environmental legislation. See Resources.	M			
4 - M	Communicate at tender stage to catering dept. that polystyrene will not be used for any catering supplies. (It cannot be recycled and is a potential carcinogen.)	M			
5 - M	Set up a donation programme for unwanted production supplies, props, food and clothes. See Resources section for list of charities and educational centres.	M			
6 - M	Implement a 'Switch Off' energy reduction campaign. Please see GS resource section.	M			
7 - M	Implement a vehicle no-idling policy.	M			
8 - M	Water management campaign during prep, shoot and strike that eliminates use of plastic disposable water bottles.	M			
9 - M	Distribute all call sheets, MOs and RAs electronically.	M			
10 - M	Appoint a Green Contact in each listed department.	M			

Conclusion

Moving Green Screen to the intermediate level of Silver offers the filming industries a broader methodology, engaging every film department, creating a sense of collective responsibility. Though the time implications of implementing the Silver level for the crew are minimal, it promotes the feeling that everyone is working towards a more sustainable production, and industry.

Offering the filming industries a more in-depth tracking process will be beneficial from an environmental perspective allowing each production to see real carbon reduction, which will also show financial savings across water management, waste & energy management, paper purchasing and supply chain management.

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www.greenshoot.com



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