

ADGREEN RESOURCES GUIDE

MAY 2021

CONTENTS

Welcome to the AdGreen Resources Guide! Here are the key bits of information you'll find within:

THE ADGREEN RESOURCES GUIDE

How to use this guide

Your sphere of influence

Before you get started...

Creative, production, post-production

Advice by department

Further resources

OTHER BITS AND PIECES

Further support

Creative Energy

Creative Offsets

Join the community

HOW TO USE THIS GUIDE

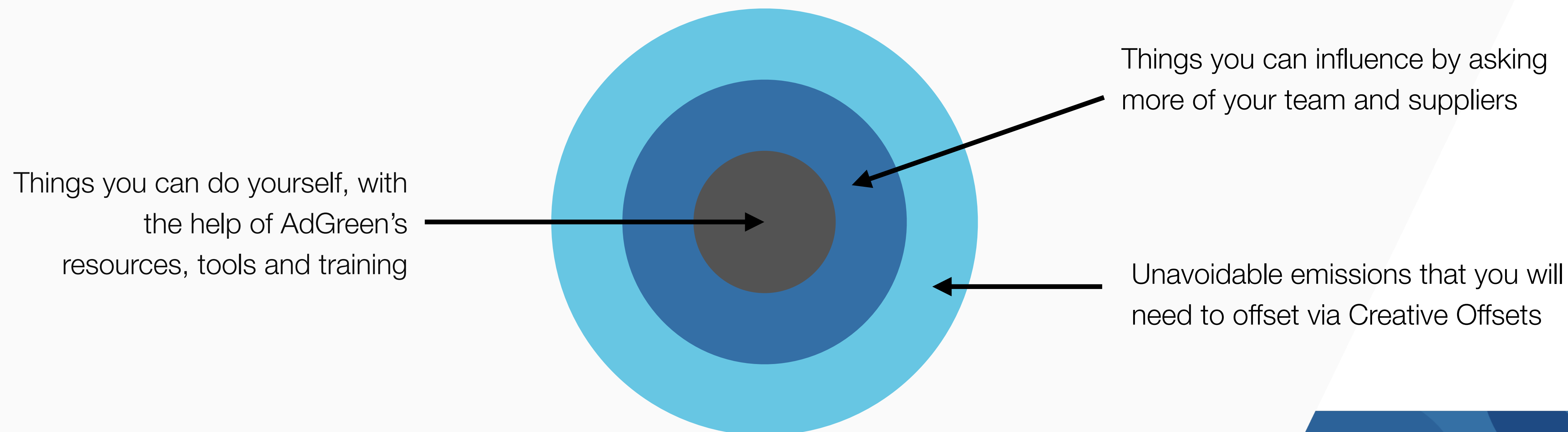
AdGreen unites the advertising industry to eliminate the negative environmental impacts of production, and enable the community to measure and understand waste and carbon impacts. This guide is for those in the creative and production departments at agency level, production company teams, post-production companies and those working as a supplier or in the crew - look for the actions where you can make an impact.

To get the most out of the guide, you should:

- Take time to read it all through, following the web-links where necessary
- Start working with the resources guide as early as possible on each project
- Send the resources guide to heads of department and team members who will be supporting you
- Be mindful of changes you could make beyond your current project - like switching to renewables for your space, opening an account with a more sustainable supplier, or creating a company policy to encourage permanent behaviour change

YOUR SPHERE OF INFLUENCE

This is a team effort. Whoever you are, you will only be able to do so much - the average production manager can only remove 15-20% of the carbon from a project's carbon footprint*. Do what you can, use your influence elsewhere, and offset what you are unable to remove using Creative Offsets.



BEFORE YOU GET STARTED...

When a production's footprint is being recorded, everything falls into one of these activity areas. Throughout the guide you'll see each action point will reduce the impact in one of these areas. Reducing transport needs will often have the biggest impact, then energy needs for spaces, then materials, and finally disposal.



TRANSPORT

Trains, planes and automobiles... even helicopters and boats!
And not just for people - for product too



SPACES

Power for all the (home) offices, locations, studios and accommodation involved in an advertising project, and the energy needed to run and charge equipment in them



MATERIALS

Set construction right down to paper, and all the water, drives, catering, batteries, costume and makeup in between



DISPOSAL

Recycling, composting and energy recovery

CREATIVE, PRODUCTION, POST-PRODUCTION

CREATIVE DEPARTMENT - THE SCRIPT

Great creativity can be achieved on a reduced carbon budget - here are a few things to consider...

Avoid baking air travel emissions into the script with specific locations and casting:

- ✈️ Develop scripts which can be shot locally, or remotely if abroad
- ✈️ Allow for seasonal weather advantages to keep shoots in your own hemisphere/country

Avoid baking an excessive use of materials into the script with specific set ups:

- 🪣 Doing repeats will significantly increase material use, and in many cases, waste too
- 🪣 Wet downs/weather FX use large volumes of water
- 🪣 Large set builds should use sustainably sourced materials (and reuse old items if possible), meaning things like poly carving are a big no no. Could VFX be considered?

CREATIVE DEPARTMENT - ON SCREEN

You can also use script locations and props to promote and encourage sustainable behaviours. Here are some examples:

- ☐ Have characters use reusable coffee cups, water bottles and canvas bags
- ☐ Have characters eat with real cutlery, on real plates (i.e. having lunch at the office)
- ☐ Have characters turn off lights as they leave rooms, turn off taps, and put appropriate waste in recycling and compost bins
- ☐ Use electric and hybrid cars as prop cars
- ☐ Show solar panels on homes/businesses in exterior shots
- ☐ Show wind turbines in landscape shots/GVs

Discuss this with the director/photographer and production designer at the earliest stage possible.

PRODUCTION DEPARTMENT

Whether at an agency or production company here are some key tips to get started. Select production partners and heads of department who are open to collaborating on carbon reduction, understand what they're able to achieve, and add proposed offset costs to your budget. Stock footage/imagery will keep the carbon footprint down, as it's already been created.

- ✈️ Work with creatives and directors/photographers to remove/rework carbon intensive script elements
- ✈️ Use local talent (cast and crew) and remote monitoring to reduce/remove the need for travel
- ✈️ Consider location distance, reducing where possible if you cannot monitor remotely
- ✈️ Use trains before planes, and hire/use/book electric and hybrid vehicles
- ✈️ Consider VFX before live product to avoid shipping transport
- ⚡ Power your own spaces with 100% renewable energy - see [Creative Energy](#)

continued...




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PRODUCTION DEPARTMENT CONT.

- ⚡ Select suppliers, facility vehicles, studios and accommodation running on 100% renewable energy
- ⚡ Encourage reduced energy needs in the lighting dept., and alternative energy sources
- ⚡ Encourage generator suppliers to inform you of fuel litres used
- ⚡ Enquire as to whether your cloud storage and remote servers for short term storage are powered by 100% renewable energy - consider switching if not
- 🗑️ Store long term, infrequently accessed data on LTO tape (two copies in two separate locations) to avoid carbon from cloud servers and consumption of hard drives
- 🗑️ Encourage reduction of materials in art, costume, makeup and food styling depts
- 🗑️ Discuss reuse/rehoming plans for any set build items, props, costume, food - aim for zero waste
- 🗑️ Consider CG/VFX before set builds
- 🗑️ Cut meat from the catering

continued...

PRODUCTION DEPARTMENT CONT.

-  Go paperless
-  Establish a no-poly policy in the catering, lighting and art departments
-  Avoid single use, and recycle/compost where possible

You may also like the general [checklist](#) for your office space and supplier contracts, as well as the template [call sheet additions](#). See further resources for more online support, and a list of questions to send the caterer and studio.

POST-PRODUCTION SUPPLIERS

If you're a post-production supplier, here are the priorities to think about.

- ✈ Investigate remote attendance or local teams to avoid travel emissions
- ✈ Discuss with production whether VFX could be used for product shots
- ⚡ Power your own spaces with 100% renewable energy - see [Creative Energy](#)
- ⚡ Make use of energy efficient computers, render farms etc, reducing energy needs where possible
- ⚡ Enquire as to whether your cloud storage and remote servers for short term storage are powered by 100% renewable energy - consider switching if not
- 🗄 Store long term, infrequently accessed data on LTO tape (two copies in two separate locations) to avoid carbon from cloud servers and consumption of hard drives
- 🗄 Discuss with production whether VFX could be used for set builds

You may also like the general [checklist](#) for your office space and supplier contracts.

ADVICE BY DEPARTMENT







ACTIONS FOR ALL DEPARTMENTS

Here are some starting points that everyone can be thinking about. Again, planning is key - start as early as you can on each project and make sure all of your team members are aware of what you're trying to achieve and how you're going to support production.

- ✈️ Ask if the kit supplier's transport is hybrid/electric, and make sure your own is too (prop, costume etc)
- ✈️ Use public transport or a bike where possible
- ✈️ If you drive, do not idle your vehicle whilst stationary as this contributes to localised air pollution
- ⚡ Source kit from suppliers running on 100% renewable energy
- ⚡ Source 100% renewable energy for your own space, and turn things off when they're not in use
- 🗑️ If you're purchasing anything for the project, try to think about what will happen to it once it's over. Do you really need it? Can it be **rehomed** afterwards? If not, can it be recycled?

Continued on the next page...

ACTIONS FOR ALL DEPARTMENTS CONT.

-  Use mains power first, but purchase/use rechargeable batteries if needed, not disposable
-  View documents digitally, use digital POs
-  Use a reusable bottle and coffee cup and use reusable/canvas bags when purchasing anything
-  Recycle any used disposable batteries - [recycling tips here](#)
-  Recycle broken hard drives and other small electricals - [recycling tips here](#)
-  Sort waste appropriately as per the waste/recycling/composting collection

Now scroll through the following pages and find your specific department for more targeted advice. There's additional support at the end too.

LOCATION DEPT.

- ✈ Discourage all attendees from idling engines
- ⚡ Use grid power or rechargeable batteries before turning to generators to power location services
- ⚡ If required, select generators which use a proportion of fuel from renewable sources (ideally 100%), such as bio-diesel, solar or natural gas
- ⚡ Ask the generator company to provide litres of fuel used to production (as applicable)
- ♻ Use reusable location protection (mats etc)
- ♻ Organise a waste collection that offers a recycling and food waste collection and provides weight data and confirm details with production
- ♻ Set up bins in groups with signage first thing

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FACILITIES

- ✈️ Avoid idling engines - switch off whenever possible
- ⚡ Use grid power or rechargeable batteries before turning to generators
- ⚡ If required, select generators which use a proportion of fuel from renewable sources (ideally 100%), such as bio-diesel, solar or natural gas
- ⚡ Provide litres of fuel used to production (as applicable)
- ⚡ Switch off aircon/heating when vehicles are not in use
- 🚰 Supply a refillable cooler and glasses for water
- 🗑️ Set up bins in groups with signage first thing

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ART DEPARTMENT

- ✈ Hire hybrid/electric prop trucks where possible
- 🪣 Hire props rather than buying and consider how props encourage sustainable behaviour in viewers
- 🪣 Discuss your reuse/rehome plan for any makes or purchased items such as props and set pieces with production
- 🪣 Use sustainably sourced and reusable materials for set decoration
- 🪣 Explore VFX options with production for set builds where appropriate
- 🪣 Source environmentally friendly options for SFX and avoid wet downs
- 🗑 Allow for legal disposal of any solvents used

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CONSTRUCTION

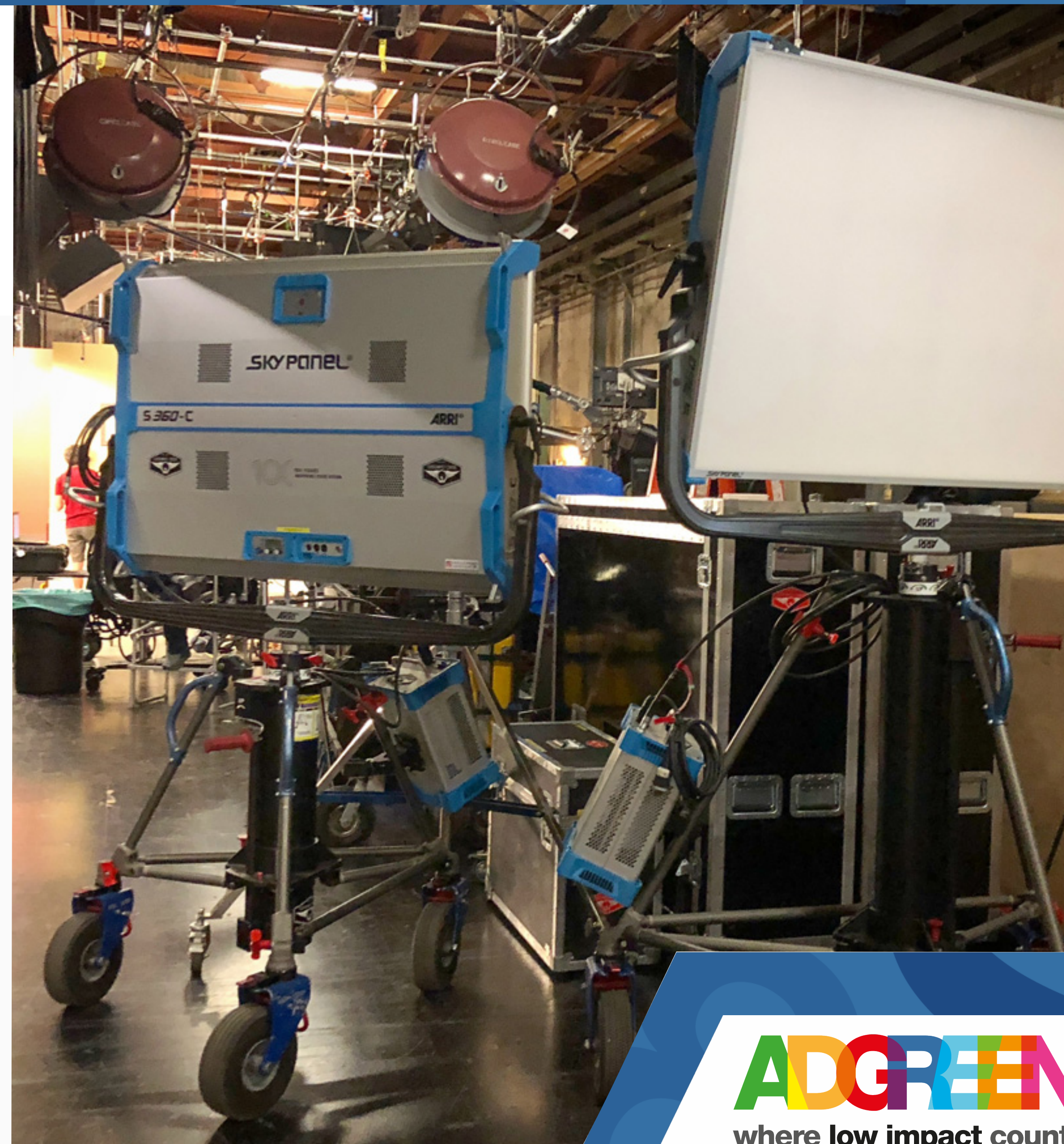
- ✈ Hire hybrid/electric prop trucks where possible
- 🪴 Use sustainably sourced and reusable materials for set building (e.g. FSC wood) and discuss budget implications with production
- 🪴 Avoid polycarving - it's not a recycled or recyclable material
- 🪴 Reuse flats
- 🗑 Allow for legal disposal of any solvents used



LIGHTING DEPT.

- ⚡ Reduce energy needs with LED lighting
- ⚡ Use grid power or rechargeable batteries before turning to generators to power lighting setups
- ⚡ If required, select generators which use a proportion of fuel from renewable sources (ideally 100%), such as bio-diesel, solar or natural gas
- ⚡ Ask the generator company to provide litres of fuel used to production (as applicable)
- 🪣 Reduce consumables where possible (poly, gels, croc clip, black wrap)
- 🪣 Set up a bucket for crew to drop croc clips in
- 🪣 Return reusable consumables to the supplier

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CAMERA DEPT.

- ⚡ Use grid power or rechargeable batteries before turning to generators to power DIT and CCTV vans, and camera cars
- ⚡ If required, select generators which use a proportion of fuel from renewable sources (ideally 100%), such as bio-diesel, solar or natural gas
- ⚡ Don't leave items on charge overnight
- 🗑 Complete digital camera reports rather than paper ones, and supply them to the DIT
- 🗑 Reuse hard drives
- 🗑 Shoot digitally rather than on film
- 🗑 Cut unnecessary consumables then source eco-friendly options: recycled blu-roll, non plastic tape

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COSTUME DEPT.

- ✈ Request low carbon transport if needed
- 🧺 Hire robes and towels, rather than new
- 🧺 Discuss your reuse/rehome plan for any makes or purchased items with production
- 🧺 Avoid fast fashion (where returns are often sent to landfill), and look to sustainable fashion brands
- 🧺 Source reusable/compostable 'single use' items
- 🧺 Avoid single use plastic bags, using reusable bags instead and buy recycled laundry bags and cloth garment bags
- 🧺 Return hangers and dry cleaning bags
- 🧺 Use ecological detergents and soaps

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MAKEUP & HAIR DEPT.

- ♻️ Discuss lighting with the DOP - LED will be cooler and require less product for touch ups
- ♻️ Hire robes and towels, rather than new
- ♻️ Discuss your reuse/rehome plan for any makes or purchased items such as wigs with production
- ♻️ Use UK based, cruelty and microbead free, natural and organic brands, with biodegradable/compostable packaging
- ♻️ For continuity, use **Continuity Pro** to avoid paper
- ♻️ Source reusable/compostable 'single use' items



FOOD STYLING

- ⚡ Ask how the mobile kitchen is powered - can it hook up to the mains? If not, is the generator powered by renewables?
- 🗑️ Consider the amount of food required, and try to limit over-ordering and waste where possible
- 🗑️ Discuss your reuse plan for surplus food with production, organising a collection or drop off with a local charity as needed
- 🗑️ Request compost bins for food waste and recycling bins for packaging



A.D. DEPT & RUNNERS

- ⚡ Monitor set temperature, avoid air con/heating
- ⚡ Remind everyone on set to turn everything off at lunch time/during set watch
- 🗑️ Avoid poly when displaying storyboards etc
- 🗑️ Make sure the **reuse and refill signage** is put out on the tea table near the water cooler
- 🗑️ Name water bottles you give out, don't number
- 🗑️ Wash up mugs so they can be reused
- 🗑️ For continuity, use **Continuity Pro** to avoid paper
- 🗑️ Help set up recycling and waste bins first thing and don't tie bin bags up anywhere else
- 🗑️ Monitor and remind cast and crew about waste separation

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SOUND DEPT.

- ⚡ Use grid power or rechargeable batteries before turning to generators to power sound vans
- ⚡ If required, select generators which use a proportion of fuel from renewable sources (ideally 100%), such as bio-diesel, solar or natural gas
- 📁 Complete digital camera reports rather than paper ones, and supply them to the DIT
- 📁 Reuse any memory cards, once data has been transferred to the DIT



FURTHER RESOURCES

MORE HELP ONLINE

There are other resources on the website to help you with each activity type:

- ⚡ Low energy lighting and renewable power for locations
- 🗑️ Going paperless
- 🗑️ Rehome your leftover materials to avoid waste
- 🗑️ Five easy ways to reduce waste
- 🗑️ Printable signage for your set
- 🗑️ Waste management on set

Plus a general [checklist](#) for your office space as well as some template [call sheet additions](#).

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QUESTIONS TO ASK THE STUDIO

- ✈ What public transport options are nearby?
- ⚡ Is the studio powered by 100% renewable energy?
- ⚡ Could you give us a cost per kWh unit and detail total units used on our invoice?
- 💧 Do we have access to drinking water/water cooler for cast and crew to refill water bottles
- 💧 Can you supply reusable cups/glasses for cold drinks/water? If not, compostable is preferred
- 💧 Can you supply reusable mugs for hot drinks? If not, compostable is preferred
- ♻ Do you offer recycling and/or food waste composting?
- ♻ What set disposal options do you have, and what costs are involved?

See also questions for the caterer if your canteen is on site at the studio.

QUESTIONS TO ASK THE CATERER

- ✈ Can you estimate travel time/mileage to the location? How are your vehicles powered?
- ⚡ What kind of fuel do you use for your generators? Can you plug into the grid if access is available?
- 🍽 Can you cater vegetarian/vegan only?
- 🍽 Do you source food sustainably and seasonally? What about free range eggs?
- 🍽 Do you avoid products made with palm oil?
- 🍽 What dishware and cutlery do you supply? China/enamel/metal is preferred, then compostable
- 🍽 Can you supply coffee, ketchup etc in bulk as opposed to individual packets/sachets, and no straws
- 🍽 Can you supply water coolers so that cast and crew can refill bottles?
- 🍽 Do you supply meals in individual boxes? If so, compostable boxes are preferred
- 🗑 If the location department supply the correct bins, can you separate your waste, recycling and food waste/compost?
- 🗑 Can you make arrangements to donate any leftover edible food to a local charity/shelter?

FURTHER SUPPORT

FREE TRAINING

Want a bit more context? Join one of AdGreen's free 2-hour online training sessions which cover environmental basics, the industry's impact, carbon calculation basics, production case studies, tips and tricks.

Sessions run as follows:

Mondays @ 2pm

Wednesdays @ 2pm

Tuesdays @ 10am

Fridays @ 10am

See all available slots [here](#).

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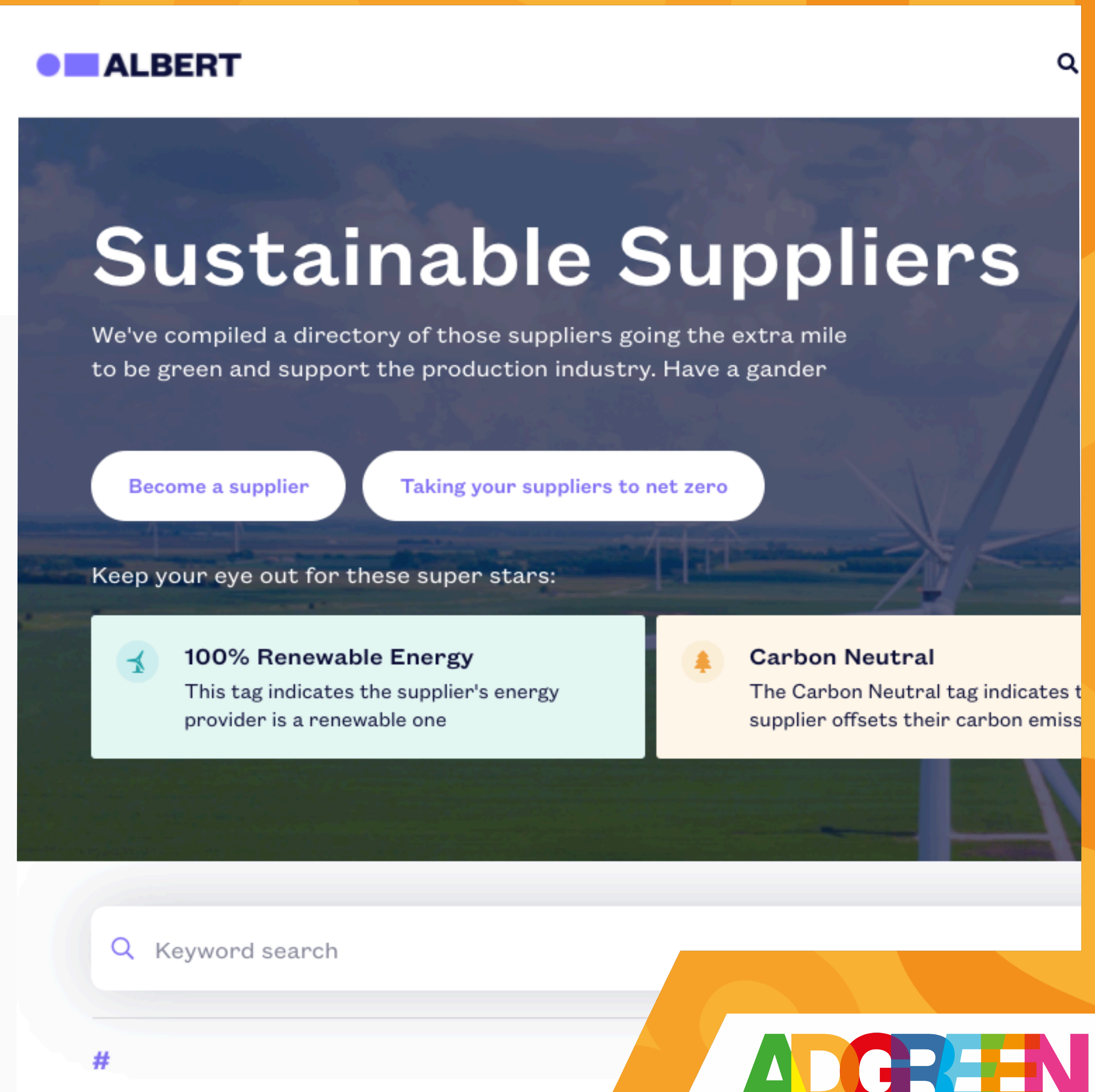
SUPPLIER LISTINGS

Our partners at BAFTA's albert have done all the heavy lifting by compiling a list of sustainable suppliers serving those in advertising, TV and film production. The list can be filtered, making it even easier to find what you're looking for - and if you know of a great sustainable supplier who's not on the list, [get in touch](#).

Look out for those powered by 100% renewable energy, and those who offset their carbon emissions!

Take a look through the list [here](#).

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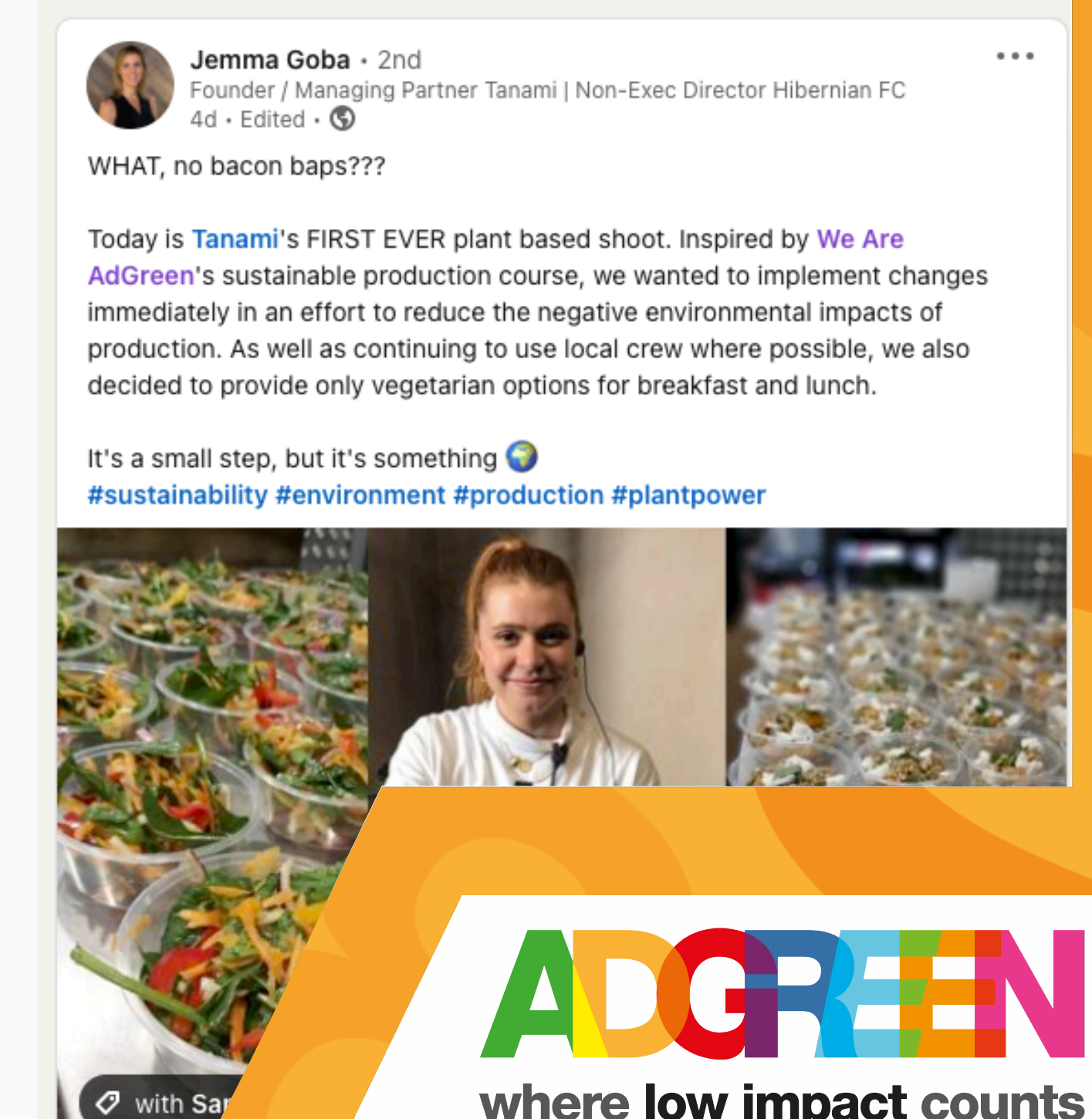


GET INSPIRED

Sometimes a bit of inspiration from those who've been there and done it goes a long way.

Read real life experiences from production teams and suppliers [here](#). If you'd like to help inspire others by sharing your own experiences, [get in touch](#).

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FAQ

Got a question? Check out the FAQ [here](#) - it might have been asked already.

The FAQs cover a range of topics including:

- The basics of sustainable production
- Cost implications
- Recycling and waste
- Printing and insurance
- Data storage and management
- Getting the right on-set supplies
- Carbon offsetting

Think an answer is missing? [Get in touch](#).

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CALCULATOR TOOL

The online carbon calculator will launch in September, which will be free at the point-of-use for the advertising production community. The tool will enable advertising agency and production teams to collaboratively log their production activities and see where changes can be made, and it will allow the related advertising agency parent companies, production consultants, brands and brand parents to review the footprints and get reports.

Sign up for the [newsletter](#) for calculator updates direct to your inbox.

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CREATIVE ENERGY

GET CLEAN ENERGY

Along with transport (both on the ground and in the air), how spaces are powered is a big part of a production's carbon footprint. Our partnership with BAFTA's albert initiative means that companies working in advertising production (including suppliers) can access the Creative Energy programme.

Every year, albert find the greenest supplier to suit your needs. Creative Energy is pre-negotiated access to the cleanest, greenest, planet-protecting business electricity tariff on offer. Find out more [here](#).

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CREATIVE OFFSETS

GET CARBON NEUTRAL

There are likely to be unavoidable emissions in almost every advertising production footprint and to be carbon neutral you will need to offset them. Our partnership with BAFTA's albert initiative means that companies working in advertising production can access the Creative Offsets programme.

Offsetting is the act of purchasing carbon credits to compensate for greenhouse gas emissions released into the atmosphere. Each carbon credit represents one tonne of carbon that has been reduced by a verified carbon finance project. Find out more [here](#).

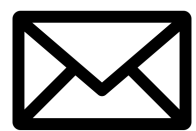
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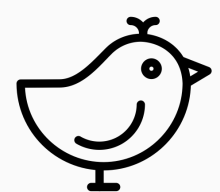
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JOIN THE COMMUNITY

CONNECT WITH US



For updates on tools, resources and training as well as latest events, [sign up for the newsletter](#).



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Join the community, and use the hashtag #sustainableproduction and tag AdGreen into any posts so that they can be shared. Feel free to talk about your experiences with AdGreen's resources, tools and training, and at Adgreen's events.

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