



A PRACTICAL ENVIRONMENTAL
TOOLKIT FOR THE SCREEN
PRODUCTION INDUSTRY

www.greeningthescreen.co.nz





Greening the Screen

AN ENVIRONMENTAL TOOLKIT
FOR THE NEW ZEALAND
SCREEN PRODUCTION INDUSTRY

The Greening the Screen Environmental Toolkit was developed and written by Ann Smith and Emma McConachy, Landcare Research.

The development of the Toolkit was funded by the Ministry for the Environment, Landcare Research (FRST Building Capacity for Sustainable Development) and Waitakere City Council, developed in association with South Pacific Pictures and the Screen Production and Development Association of New Zealand, and supported by the screen production organisations listed on these two pages.



Manaaki Whenua
Landcare Research



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Actors Equity

Our support for this initiative is based on one of our goals – to improve the working lives of actors. Respect and care for our environment and acting in a responsible manner is a philosophy we can build on in all aspects of our members' lives.



Film Auckland

Film Auckland is New Zealand's only industry-elected film office. We support Greening the Screen and its work with the screen production sector in New Zealand.



Film New Zealand

Preserving New Zealand as one of the world's best screen production destinations is fundamental to Film New Zealand's core business as the national film office. Greening the Screen represents an important and very practical cornerstone for all working in screen production in this country.



New Zealand Film and Video Technicians Guild

Our members are in the forefront of screen production activities and are all too aware of the industry's environmental impacts. We commend the practical suggestions Greening the Screen offers to all who are involved in screen production including the many self-employed professionals who make up the core of our industry.



New Zealand Film Commission

The breathtaking landscape of this country sets the tone for our stories and our creative arts. It underpins what we do and how we tell our cinema stories and plays a main role in many of our most celebrated films. A dedicated commitment to our unique environment is vital to the wellbeing of this industry and of all New Zealanders.



New Zealand Screen Council

The New Zealand Screen Council supports the development of Greening the Screen and congratulates the partners on its instigation. As a mass communication medium, the screen production sector has a key role in portraying environmental responsibility to the world. It can only do so credibly if its own backyard is in order. This document guides practitioners through both considerations.



New Zealand Writers Guild

This world of ours is a gift that should be treasured. It's vital that everyone, including those of us in the screen production industry, realise the need to live and work in a sustainable way.



Screen Directors Guild of New Zealand

Responsible and ethical environmental practices within the screen production sector are essential to the healthy future of New Zealand. These need to be more than lip service ... they should be taken to the heart of our industry work practices.

WIFT NZ



Women in Film and Television Auckland

Greening the Screen is a thought-provoking document which serves as a timely reminder that we are all responsible for the health of our planet, whatever our calling. The toolkit provides practical and helpful suggestions as to how companies and individuals can "green" their businesses, at the same time as improving their bottom line. It also reminds us of the screen production industry's ability to "green" its audiences with subtle social messaging and through the example of screen personalities and characters. We commend the parties who have contributed to this project.

Women in Film and Television Wellington

As part of a worldwide network of screen practitioners, Women in Film and Television Wellington applauds the work of Greening the Screen in protecting our environment for many more generations of filmmakers.

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JOHN BARNETT, SOUTH PACIFIC PICTURES

We all recognise the importance of preserving and protecting our environment. South Pacific Pictures exposure to Greening the Screen has brought home to us how we can actually make a difference. With very little effort, we can make significant improvements in the way we use resources while we reduce our waste. And to our surprise we have realised that whilst we make these improvements and reductions we are going to save money. We're very excited to have lead the Greening the Screen project and we're absolutely committed to achieving results that will help us and the environment.

ANDREW SHAW, PRIME TELEVISION

I urge you to read carefully and consider the advantages to this industry of embracing the Greening the Screen process. Efficiency comes in many forms. New opportunities to improve the bottom line as well as the environment in which we all produce are to be found in this document. Individuals and companies will find different opportunities depending on their industry position. The most important thing is that we own the process whether we be self-employed or running significant screen production companies. An open mind is your greatest asset.

PENELOPE BORLAND, SCREEN PRODUCTION AND DEVELOPMENT ASSOCIATION OF NEW ZEALAND (SPADA)

This best practice toolkit is a work-in-progress, a collaborative attempt to provide helpful practical advice and information for production companies that has been trialled in the industry. Trialling shows that the environmental management practices suggested are going to improve both environmental sustainability and the bottom line. The guidelines are open for adaptation by production houses depending on the size and nature of projects. SPADA commends these guidelines to our industry members and thanks the Ministry for the Environment, Landcare Research, Waitakere City Council and our board member Chloe Smith for the work and resources put into this future-focussed project. Examples of good practice will continue to be added to this toolkit, which is not intended to be static, and the authors welcome your feedback.

A MESSAGE FROM THE MINISTER FOR THE ENVIRONMENT

Over the years New Zealanders have come to expect the New Zealand screen industry to be ground breaking, market savvy and hard working. This Greening the Screen toolkit you are holding is a good example of the industry at its best in all these aspects.

Our national screen industry already excels in many areas. Greening the Screen will assist in adopting excellence in managing another vital aspect of production – the environment.

All parties in the screen industry have quickly understood the benefits of embracing the Greening the Screen principles, not only for themselves but also for New Zealand as a whole. I applaud them for that.

As the screen industry strongly affects and reflects New Zealand life, it is pleasing to see this leadership in establishing good environmental practices. Greening the Screen also gives the industry the opportunity to show the way on environmental standards and practices for overseas productions that come here.

Although Greening the Screen is being launched now, one success factor has already been determined – the enormous support from across the whole industry. It can only mean that adopting good environmental practices is something that appeals to everyone. The good practices that already exist in the screen industry are proof of this. These guidelines are the next step on the journey to extend good environmental practice into the many activities involved around production.

The Ministry for the Environment and partner organisations Landcare Research, South Pacific Pictures, the Screen Production and Development Association and Waitakere City Council have received strong endorsement and support from all the screen sector organisations. Many individuals have worked hard to make this document what it is. My special thanks go to John Barnett for having the vision that this is 'good business' and for allowing us to do much of our learning at South Pacific Pictures.

Together we will ensure that the screen industry's fantastic work has a minimum impact on our spectacular New Zealand environment.



Hon David Benson-Pope
Minister for the Environment

Read. Act.

Read. Act.

Read. Act.



SECTION 1:

Introduction

- The environmental toolkit
- Purpose of the environmental toolkit
- Structure of the environmental toolkit
- Use of the environmental toolkit
- The Greening the Screen project
- Concept and vision
- The business case
- Screen production in New Zealand
- Screen production and the environment

⇒ CARING FOR THE ENVIRONMENT IS INTUITIVE TO NEW ZEALAND SCREEN PRODUCTION PROFESSIONALS

SOUTH PACIFIC PICTURES TRIALS ENVIRONMENTAL TOOLKIT

South Pacific Pictures is a leading New Zealand screen production company. During 2005, South Pacific Pictures collaborated with the Ministry for the Environment, Landcare Research and Waitakere City Council to identify and implement opportunities for improving environmental performance and practices. South Pacific Pictures was involved in ten productions ranging from feature films and dramas to reality television. This provided an excellent opportunity to draw on experiences from a range of screen production activities while developing the proposed environmental toolkit for the New Zealand screen production industry. Contracted professionals working on these productions would later go on to other projects where they would infect their new production teams with the enthusiasm for environmental responsibility that they caught at South Pacific Pictures.

SUSTAINABLE DEVELOPMENT

Former Norwegian Prime Minister Gro Harlem Brundtland describes sustainable development as:

Development that meets the needs of the present without compromising the ability of future generations to meet their own needs. (WCED 1987)

A popular way of understanding sustainability is the concept of the triple bottom line. The idea proposes that an organisation's licence to operate comes not just from satisfying shareholders through improved profits but by improving its environmental and social performance and contributing to local, national and regional economies.

Others believe that the rate of consumption of natural, human and social capital must be controlled. Sustainable development should focus on maintaining and increasing these assets. Environmental sustainability must be paramount as, without it, the other bottom lines can't exist.



This is a high impact industry where there is a perception that film makers don't care about the environment. In fact, they do care – they are talented professionals with a passion for their craft and a natural affinity for matters environmental.

TIM CODDINGTON,
INDEPENDENT PRODUCER

1. INTRODUCTION

Screen production¹ is recognised as one of New Zealand's key economic growth areas with significant potential to attract foreign investment and enhance the success of other sectors such as tourism. That such an iconic industry should be challenged to join other business leaders in safeguarding New Zealand's "clean green" identity will come as no surprise.

There are indeed great examples of environmental responsibility to be found in screen production in New Zealand but the industry itself is the first to admit that a lot more needs to be done.

The screen production industry in New Zealand is characteristically a competitive high pressure work environment where a large number of small companies and individuals come together for the duration of a production. Each new production involves a new set of companies and individuals and management of these projects has more in common with event management than with business management. Apart from a small number of studio-based screen production companies, most productions hire studios and film on location. Larger screen production companies are operating in international markets where some of their competitors have already adopted environmental and social standards.

Many of the environmental improvements required are not "rocket science" but, in the screen production environment, they will challenge both screen production professionals and environmental managers.

The ephemeral nature of the industry in New Zealand presents particular challenges for the introduction of environmental management practices to the industry. Success requires commitment from the industry and flexibility from environmental advocates to achieve environmental objectives within the constraints of filming schedules. The professionals (writers, producers, directors, actors and technicians) involved in screen production are receptive to environmental and social messages. Greening the Screen is a concept that fits well with the ethos of an industry that strives for innovation and excellence.

¹ The term "screen production industry" is used throughout to refer to the sites and business activities of film and television companies. In some publications, these are also referred to as the "media and entertainment" industry.

1.1 THE ENVIRONMENTAL TOOLKIT

The Greening the Screen environmental toolkit is full of ideas and examples intended to encourage companies and productions to use their creativity to seek win-win solutions that deliver both screen success and protection of New Zealand's natural, historical and cultural heritage. Recognising the constraints faced by the industry, the toolkit is designed to help screen production companies think smarter, work better and add value to their business. It contains practical environmental improvement measures that can be implemented by any screen production company regardless of size.

The toolkit encourages all users to focus on what matters most to their business. Case studies are used throughout to tell stories from real companies that illustrate both the environmental and business benefits. The very nature of screen production in New Zealand, where groups of professionals come together for a few months and then disperse to other projects, provides a great opportunity for Greening the Screen practices to spread throughout the industry.

1.2 PURPOSE OF THE ENVIRONMENTAL TOOLKIT

The purpose of the environmental toolkit is to:

- > encourage screen production companies to strive to improve environmental performance
- > help protect New Zealand's natural, historical and cultural heritage and the value of the "Clean Green New Zealand" brand
- > contribute to sustainable economic growth in the screen production industry
- > enhance the reputation and competitiveness of the screen production industry
- > support the adoption of environmentally responsible practices
- > demonstrate sector-wide leadership in corporate environmental responsibility.

1.3 STRUCTURE OF THE ENVIRONMENTAL TOOLKIT

The toolkit is designed in stand-alone sections intended for different audiences.

- > Section 1 on The Business Case explains the importance of corporate environmental responsibility for senior managers and business leaders and may help to secure commitment to environmental responsibility from top level management.
- > Section 2 on Managing Environmental Impacts and Section 8 on Environmental Information provide instructions for identifying and managing environmental impacts and encourage a systematic approach integrated with existing business management practices for studio and location managers.
- > Sections 3-7 are Environmental Tools where each section provides simple explanations, suggestions for improving environmental practices and a menu of common-sense tips for different screen production activities – operational (in the office, behind the screen, and on location) and strategic (in front of the screen in the story line and off screen in promotional materials and activities).

Throughout the toolkit, screen production examples illustrate environmental opportunities and benefits in practice. The appendices provide a range of environmental management templates and resources tailored for the screen production industry.

1.4 USE OF THE ENVIRONMENTAL TOOLKIT

The toolkit is intended to be used by:

- > individuals
- > companies
- > productions
- > industry bodies.

Users are encouraged to use all or part of the toolkit as appropriate to their needs or situation. Each set of tools can be pulled out and used as a stand-alone document by different crafts within a production.

It is intended that the toolkit will be recognised as best practice in environmental management for New Zealand's screen production industry. It may also be used as a standard for international companies while filming in New Zealand.

USING THE ENVIRONMENTAL TOOLKIT

Build your own approach by taking those parts of the toolkit relevant to your business. A senior manager may read the entire document, a unit assistant may use only the four-pages for working on location, an individual contractor may choose a few handy tips.

WHO ARE THEY FOR?

WHAT ARE THEY ABOUT?



⇒ CARING FOR THE ENVIRONMENT IS ESSENTIAL TO THE REPUTATION OF THE NEW ZEALAND SCREEN PRODUCTION INDUSTRY

THE BUSINESS CASE FOR CORPORATE ENVIRONMENTAL RESPONSIBILITY

In making the business case for corporate environmental responsibility, the New Zealand Business Council for Sustainable Development states that operating within a well-defined framework of sustainable development helps companies to:

- > be more efficient and competitive
- > engage in responsible entrepreneurship
- > increase their financial return and reduce risk for shareholders
- > attract and retain employees
- > improve customer sales and loyalty
- > grow supplier commitment
- > strengthen community relations
- > contribute to environmental sustainability.

SCREEN PRODUCTION, MEDIA AND ENTERTAINMENT INDUSTRIES UNDER SCRUTINY

The degree of engagement in social and environmental issues by the screen production, media and entertainment industries has been under scrutiny by a number of leading international bodies, including:

- > United Nations Environment Programme – call for media and advertising sectors to promote more sustainable consumption and production patterns
- > Morley Fund Management – have produced media sector guidelines
- > Just Pensions (UK Social Investment Forum) – identify social, ethical and environmental risks that could affect media company shareholder value.

Evidence of increasing pressure for these industries to accept wider corporate responsibilities has been presented in two influential reports Good News & Bad (SustainAbility, 2002) and Through the Looking Glass (SustainAbility and WWF-UK 2004). Specialist groups, the so-called media “watchdogs”, such as FAIR (Fairness and Accuracy In Reporting) and Adbusters, have added social and environmental issues to their demands for accountability in the media and entertainment industries.

1.5 THE GREENING THE SCREEN PROJECT

The Greening the Screen project was funded by the Ministry for the Environment, Landcare Research (FRST Building Capacity for Sustainable Development) and Waitakere City Council, and developed in association with South Pacific Pictures and the Screen Production and Development Association of New Zealand. The project has been supported by Actors Equity, Film Auckland, Film New Zealand, the New Zealand Film and Video Technicians Guild, the New Zealand Film Commission, the New Zealand Screen Council, the Screen Directors Guild of New Zealand, the New Zealand Writers Guild, and Women in Film and Television. The development of the environmental toolkit was informed by:

- > a desk study review of international best practice
- > an environmental review of South Pacific Pictures
- > implementation of environmental opportunities at South Pacific Pictures
- > observations on location
- > interviews with industry associations, experts and employees
- > consultation with a cross section of the screen production representatives.

1.6 CONCEPT AND VISION

The concept for Greening the Screen almost certainly originated with the Environmental Media Association (EMA), a Los Angeles non-profit organisation whose mandate is to educate the entertainment industry on environmental issues and encourage it to incorporate "green messages" in feature films and television productions. Given the power of media in contemporary life, EMA believes its efforts will lead to more environmental awareness and action in real life.

Elsewhere in the world, individual screen production companies and broadcasters have developed environmentally responsible practices to help them meet corporate environmental and social responsibility commitments. The issues and practices covered in the toolkit reflect their adoption by the screen production industry throughout the world as well as feedback from the sector in New Zealand.

The environmental toolkit is anchored in the belief that there should be credible and defensible environmentally responsible practices at all levels of the industry, starting with top management commitment and including practices behind the screen as well as on and off screen and in the public eye.

This glorious country has just so much to offer and I urge the industry to embrace the recommendations in the toolkit and protect our simply wonderful natural environment.

⇒ FOCUS ON THE ENVIRONMENTAL IMPACTS THAT MATTER MOST TO YOUR BUSINESS AND REAP THE WIN-WIN BENEFITS

ENVIRONMENTAL IMPACTS OF SCREEN PRODUCTION

Some of the general environmental impacts of the screen production industry in studios include:

- > energy consumption
- > water consumption
- > resource consumption especially paper use
- > waste generation
- > discharges and emissions.

Some of the environmental impacts of the screen production on location include:

- > vehicle use
- > damage to natural landscapes
- > damage to wildlife habitats
- > overexposure of sensitive and protected environments
- > modifications to natural landscapes
- > noise and artificial-light pollution
- > damage to infrastructure such as historic buildings and monuments.

BENEFITS OF ENVIRONMENTAL RESPONSIBILITY

For companies:

- > environmental compliance
- > risk management
- > efficiency gains
- > cost savings
- > staff motivation
- > enhanced reputation
- > improved community relations
- > innovation and creativity.

For the environment:

- > reducing consumption of energy and water
 - > reducing the use of natural resources
 - > reducing emissions and discharges
 - > reducing waste to landfill
 - > protecting natural, historical and cultural heritage
 - > raising awareness of environmental issues
 - > promoting good environmental practices
 - > leveraging further investment in environmental improvement.
-

Where corporate responsibility reports have been produced, they focus primarily on companies' direct environmental "footprints" rather than the far larger "brain-prints" that they leave on their audiences.

(SUSTAINABILITY & WWF-UK 2004)

1.7 THE BUSINESS CASE

All organisations have an impact on the environment and the screen production industry is no exception. The industry consumes large amounts of energy and natural resources as well as generating waste and emissions. Productions take on particular risks and responsibilities for environmental protection through their use of both natural and built environments.

There is growing recognition by the business community that long-term sustainable development requires it to address the three pillars: economic growth, social progress, and environmental protection. Initially businesses addressed environmental issues for reasons of cost savings, risk management and liability avoidance. Today it is much more for reasons of competitive advantage and reputation, including increased access to financial markets.

Environmentally responsible practices often mean businesses can do more with less, thus reducing costs and making them more competitive. The screen production industry stands to make significant gains from environmentally responsible practices, for both economic and social reasons.

Internationally, a number of high-profile screen production companies and broadcasters are working towards sustainable development through the adoption of voluntary standards for:

- > **environmental management** – setting and achieving transparent and challenging targets for continual improvement in environmental performance
- > **corporate social responsibility** – demonstrating corporate leadership in labour and social relations, human rights, combating bribery, good governance and transparency as well as addressing environmental impacts.

The screen production industry has the ability to influence audiences drawn from a wide cross-section of society. Some claim that film and television companies have an unwritten responsibility to use their influence for a greater good such as sustainable development.

⇒ THE SCREEN PRODUCTION INDUSTRY IS NOT EXEMPT FROM THE CORPORATE RESPONSIBILITY ISSUES THAT FACE ANY COMPANY

THE BIG PICTURE

The World Electronic Media Forum (WEMF) was organised by the United Nations Department of Public Information and the European Broadcasting Union with Switzerland as the host country. WEMF is aimed at both public and private radio and television broadcasters.

The World Summit on the Information Society (WSIS) was held in Geneva in 2003 under the auspices of the Secretary-General of the United Nations, Kofi Annan. A common vision and guiding principles for a Declaration will be translated into a Plan of Action at Tunis in November 2005. The action plan is intended to advance the achievement of the internationally agreed development goals, including those in the Millennium Declaration, the Monterrey Consensus (on funding development), and the Johannesburg Declaration and Plan of Implementation. The International Federation of Film Producers Associations participates in WSIS as an accredited civil society organisation. The New Zealand Screen Production and Development Association is a member of FIAPF.

The Millennium Goals include:

- > Eradicate extreme poverty and hunger
- > Achieve universal primary education
- > Promote gender equality and empower women
- > Reduce child mortality
- > Improve maternal health
- > Combat HIV/AIDS, malaria and other diseases
- > Ensure environmental sustainability
- > Develop a global partnership for development.

The Johannesburg Plan of Implementation has five priority action areas, known as the WEHAB initiatives:

- > Water and sanitation
 - > Energy
 - > Health
 - > Agriculture
 - > Biodiversity protection and ecosystem management.
-



There is a compelling business case for the New Zealand screen production industry to adopt more sustainable practices because of its unique relationship with New Zealand values and its ability to influence local and overseas audiences. The New Zealand screen production industry has an opportunity to demonstrate leadership in environmental sustainability by:

- > understanding the environmental impacts of screen production
- > implementing appropriate environmentally responsible practices.

Good environmental management has positive effects on the environment and delivers a wide range of business benefits. By introducing energy, water and other resource conservation measures and reducing waste, screen production companies can reduce the costs associated with areas of high consumption and contribute to environmental protection.

1.8 SCREEN PRODUCTION IN NEW ZEALAND

The screen production industry plays a vital role in New Zealand and is identified in the Growth and Innovation Framework as one of the sectors with significant future economic implications for New Zealand.

The screen production industry is a major vehicle in the marketing of the nation as “Clean Green New Zealand”. It is the vision of New Zealand captured on film that attracts many international production companies and tourists to visit New Zealand every year. The key organisations that support the screen production sector include:

- > **Creative New Zealand**, a Crown entity established in 1994 as the national arts development agency including the performing arts.
- > **Film New Zealand**, an independent trust established in 2003 to promote New Zealand as a location for overseas investment in film production
- > **Investment New Zealand**, a specialist investment promotion agency established in 2002 within New Zealand Trade and Enterprise. It matches high growth businesses in strategic sectors to international investors. Screen production guides are available on its website.
- > **New Zealand Film Commission**, a Crown entity established in 1978 to encourage productions made in New Zealand by investing in New Zealand film makers

Film and television make a significant contribution to New Zealand’s economy and export earnings, as well as being very powerful media through which we express our national identity and assert our unique brand.

CLARK & TIZARD 2003

- > **NZ On Air**, a Crown entity, established in 1989 to promote and foster the development of New Zealand's culture on the airwaves by locally-made television programmes, public radio networks and access radio, and to promote New Zealand music by funding music videos and radio shows.
- > **New Zealand Screen Council** established in November 2003 to facilitate sustainable growth within the New Zealand screen production sector.
- > **New Zealand Trade and Enterprise**, the national economic development agency established in 2003 to grow the New Zealand economy by boosting the capability of businesses and regions, and facilitating participation in overseas markets. It works with screen production within the creative industries sector.
- > **Te Māngai Pāho**, a Crown entity established in 1993 to make funding available for the production of Māori language television programmes, Māori language music CDs and to the national network of Māori radio stations.

Film New Zealand and the Regional Film Offices offer support and assistance to screen production companies to help them understand and access New Zealand locations. This is especially helpful for international companies unfamiliar with New Zealand and its regulatory requirements. Film New Zealand, Local Government New Zealand and Industry New Zealand (now New Zealand Trade and Enterprise) developed the NZ Local Government Filming Protocol through which some 28 local councils have been accredited with "film friendly" status.

New Zealand screen production organisations ensure that filmmakers are aware of Department of Conservation (DOC) and local authority consent requirements.

National parks and conservation lands help to make New Zealand a special filming destination. We encourage you to work closely with DOC on your filming projects, and to treat the land with respect. That way, our treasured locations can continue to be appreciated worldwide through the moving image.
(Film New Zealand 2003)

In addition to landscape protection and conservation issues, New Zealand has special indigenous cultural issues to be considered. Screen production companies are required to respect Māori sites and communities and are expected to seek expert guidance to ensure accurate and appropriate interpretation of culturally significant images and knowledge.

Relevant codes of practice for Commercial Filming on Public Conservation Lands and General Guidelines and Protocols for Filming within Iwi (Tribal) Boundaries are referenced in appropriate sections of the toolkit. Other codes of practice for Animal Welfare, Engagement of Cast (the Pink Book) and Engagement of Crew (the Blue Book) developed by the New Zealand screen production industry, are not specifically used in the toolkit but are available on the Screen Production and Development Association of New Zealand website.



1.9 SCREEN PRODUCTION AND THE ENVIRONMENT

A major part of the screen production industry relies on the beauty and imagery of dramatic unspoilt natural landscapes. If these landscapes are not protected and cared for, the screen production industry will lose the stunning backdrops for its productions. It is vital that these images relate to reality.

Many of the negative environmental impacts associated with the screen production industry relate to location filming and how production companies treat sites. In many countries, including New Zealand, environmental regulators and/or local authorities have implemented regulations for productions using sites protected for their environmental, historical or cultural importance.

However, negative environmental impacts are not restricted to filming on location. Studio operations also have their own environmental impacts, even though there may be fewer environmental compliance issues than when filming on location. Often it will be up to the production company to introduce voluntary measures for improving the management of the environmental impacts for studio productions.

The screen production industry has a particular dependency on technical equipment, media and information technology. These have associated environmental impacts but also have the potential to provide and promote solutions to environmental problems.

The availability of film and television to audiences has grown tremendously over the past 50 years. Although entertainment is the main purpose for most films and programmes, screen production has the potential to profoundly influence the attitudes, beliefs and behaviours of audiences in their day-to-day lives. Convincing and effective portrayal of environmental and social issues through film and television plays an important role in raising public awareness especially in educational programmes and campaigns of governmental and non-governmental organisations.

Just as the screen and broadcast media have been used to promote social change with respect to the dangers of smoking and drink-driving, better public awareness of environmental issues will lead to positive changes in people's day-to-day environmental behaviour. It may mean that someone who has never recycled may begin to do so, or somebody else may decide to take the bus instead of the car or purchase "environmentally friendly" products.

Lets face it. If we
mess up Planet Earth
too much, it isn't
like making a movie.
We don't have a
backup location.

ENTERTAINMENT INDUSTRY
DEVELOPMENT CORPORATION 1999

Cut. **Your waste.**



SECTION 2:

Taking Action

Identifying your environmental impacts
Assessing your environmental impacts
Addressing your environmental impacts

ADOPT THE PRACTICES THAT FIT BEST WITH YOUR COMPANY SIZE AND SCREEN PRODUCTION SPECIALITY

2. TAKING ACTION

2.1 IDENTIFYING YOUR ENVIRONMENTAL IMPACTS

Before taking action, screen production companies need to become aware of their environmental impacts. i.e. the ways in which the company may cause damage or harm to the environment. Many of the impacts will already be known or be obvious to you and quick gains can be made by starting with the common-sense tips for your screen production activity in Sections 3 – 7.

However, to get the complete picture, an environmental review or audit is the best starting point. This is essentially an information gathering exercise that provides the baseline about the company's current environmental performance. The review normally covers three key areas:

- > the environmental performance of the company itself
- > environmental compliance issues
- > opportunities for improving environmental performance – based on the company's significant environmental impacts.

Screen production companies can employ an external consultant or appoint a member of staff to undertake an environmental review or audit. It may be possible to provide work experience for a student from a local university or polytechnic or to arrange a staff exchange with an environmental organisation.

With simple instructions and an interest in environmental matters, many aspects of the review can be done without environmental management experience; however, technical expertise may be needed for investigations into aspects such as air conditioning systems, lighting, hazardous substances etc.

It is important to inform managers and staff about the environmental review, to be willing to fit in with busy production schedules, to keep staff informed during the review, and to provide feedback at the end of the review.

2.2 ASSESSING YOUR ENVIRONMENTAL IMPACTS

In order to assess the significance of the environmental impacts found in the environmental review, further investigation, measurement, and monitoring may be required. You will need to create tables and graphs for electricity, fuel, water, paper etc. consumption to identify trends. For some activities, it may be useful to draw up checklists to help gather information when observing activities such as filming on location. During the environmental review, you will be talking to a wide range of staff; they know their business areas/activities best and may well have their own concerns about particular environmental impacts and good ideas for addressing them.

Factors that help determine whether it is important to reduce an impact include the cost in terms of procurement spend, the amount consumed (e.g. number of disposable cups purchased) and the amount of emissions, discharges or waste going to landfill. If you have a large number of suppliers, start by identifying the top 20 spends and work out whether any are associated with high resource consumption or high waste generation. High spend and significant environmental impacts usually indicate an opportunity for cost savings.

When options for reducing environmental impacts are being considered, gather as much information as possible about the activity causing the impact. Although capital expenditure may be needed to introduce an alternative option, the payback may be quite reasonable when all the possible savings are considered. For example, the savings that could be made by introducing paperless scripts include not only the costs of purchasing the paper and disposing of waste paper to landfill, but also the fuel used to deliver the paper, the space needed to store paper, the labour involved in photocopying, the space occupied by waste paper, and the labour involved in removing waste paper from offices to the waste collection point.



POSSIBLE ENVIRONMENTALLY RESPONSIBLE PRACTICES BY COMPANY SIZE

LARGE CORPORATIONS	
Environmental/sustainability policy	
Environmental management system	
Energy and water conservation	
Offsetting emissions	
Pollution prevention and stormwater protection	
Waste minimisation	
> Waste reduction at source	
> Repair and reuse	
> Recycling	
Responsible procurement	
> Preferring products with environmental labels	
> Preferring products with recycled content	
> Requiring contractors and suppliers to have environmental credentials	
> Greening the supply chain	
Corporate social responsibility	
Environmental/sustainability report	
Ethical investment	
MEDIUM-SIZED COMPANIES	✓
Environmental policy	✓
Environmental management system	
Energy and water conservation	
Offsetting emissions	
Waste reduction and recycling	✓
Pollution prevention and stormwater protection	✓
Preferring products with environmental labels	
Encouraging suppliers and contractors to be environmentally responsible	
SMALL COMPANIES	
Environmental policy	
Energy efficiency	
Offsetting emissions	
Pollution prevention and stormwater protection	
Recycling	
Preferring products with environmental labels	
INDIVIDUAL CONTRACTORS	
Stormwater protection	
Recycling	
Preferring products with environmental labels	

WHAT IS AN ENVIRONMENTAL REVIEW?

An environmental review or audit will investigate:

- > legislative compliance
- > other environmental requirements, e.g. in studio leases and contracts
- > environmental commitments, e.g. in policies and standards
- > energy and water use
- > resource use
- > waste, emissions, and discharges.

It will identify:

- > significant environmental impacts associated with business activities
- > opportunities for improving environmental performance
- > costs, savings, and pay-back periods
- > examples of best practice
- > business benefits
- > environmental benefits.

UNDERTAKING THE ENVIRONMENTAL REVIEW

Depending on the range of screen production activities, the environmental review will involve some or all of the following steps:

- > notify all staff about the purpose, range of investigations, and timescales for the environmental review
- > describe all the departments, business units, or activity areas within the company, their main functions and responsibilities and the physical space they occupy; building plans and drainage maps will be useful here
- > identify the products and suppliers for each department
- > identify any environmental initiatives currently in place
- > interview staff about their roles, responsibilities, and environmental initiatives and seek any observations they have to offer
- > conduct a waste audit by separating and weighing the different types of waste
- > gather data for resource consumption, e.g. electricity, water, paper etc.
- > gather data on number and type of vehicles and fuel use by each vehicle
- > gather data on outgoing couriers, taxi use, and air travel
- > apply an appropriate tool to measure emissions
- > contact local authorities to identify any relevant issues or requirements in the district or regional plan
- > inspect building leases and contracts for any environmental clauses
- > examine health and safety documentation and any policies or other voluntary agreements for environmental commitments/requirements.

Help may be available from cleaner-technology staff at local councils, the Energy Efficiency and Conservation Authority, and the Sustainable Industries Group at the Ministry for the Environment.

Another way to determine whether environmental impacts are significant is to draw up a list of all the possible impacts identified in the environmental review and allocate scores for risk factors such as the level or size of impact, its probability or frequency, and the degree of concern or interest likely to be associated with the impact. The individual scores are added up and totals over a predetermined amount are considered significant. If there is the possibility that an activity could result in non-compliance with an environmental regulation, then that impact is deemed significant, as it could lead to enforcement action. The factors and the scoring system can be varied to reflect the issues relevant to a particular company, as this is simply a tool for comparing and prioritising environmental impacts. It may be useful to involve a number of staff from different parts of the company in the scoring. This may be done by the company environmental group/committee if you have one. Assessing the significance of your environmental impacts will help you to determine which impacts should be addressed.

2.3 ADDRESSING YOUR ENVIRONMENTAL IMPACTS

The environmental review will identify opportunities for reducing environmental impacts. Where a number of options for improving environmental performance have been identified, the way forward may be clear. Where capital expenditure is required, it may be necessary to present a business case to senior management. This may include:

- > baseline information and data about the impact
- > explanation for the environmental issue of concern
- > potential environmental improvements
- > comparison of options
- > costs, savings and pay-back periods
- > business and environmental benefits.

Many improvements can be made with little or no cost through good housekeeping measures, resource efficiency or by adopting best practice. There are many resources and tools available through government agencies, local councils and business support organisations to assist companies in addressing particular issues such as energy efficiency, water conservation, and waste minimisation. Many of these are listed in the Appendices along with sources of assistance and funding.

An understanding of your company's business activities, and the way these are managed, may help you identify ways of introducing environmental improvements into existing procedures, processes, and systems. In many cases, environmental criteria can be incorporated into health and safety systems, purchasing procedures, and operational plans in the office, studio and on location. The toolkit provides many examples of environmental criteria that can be incorporated into screen production activities.

Useful resources are signposted throughout this guide and in the appendices; however, there are many other tools and methods and it is best to consider the more specialist resources available when investigating particular environmental impacts.

The environmental impacts of some activities, processes, products, or services may not be apparent without further research and there are many examples of practices found to be unacceptable after new scientific discoveries have been made. Joining a business support organisation such as the New Zealand Business Council for Sustainable Development or the Sustainable Business Network will help you keep up to date with environmental issues and best practice. These organisations produce sustainable business tools and guidance and organise networking events and conferences.

GETTING STARTED AT SOUTH PACIFIC PICTURES

In 2005, South Pacific Pictures carried out an environmental review of their offices and one of their key productions – Shortland Street. South Pacific Pictures gathered data on fuel, electricity and water consumption, and completed several waste audits to get a clear picture of what they were sending to landfill. They also monitored crews working on location. South Pacific Pictures were able to correlate increases in resource consumption to particular activities, e.g. electricity use related to studio lighting. This gave a clear picture of where improvements could be made. The environmental review helped South Pacific Pictures to devise environmental initiatives that specifically targeted their environmental impacts.



IDENTIFYING, ASSESSING AND ADDRESSING ENVIRONMENTAL IMPACTS AT SOUTH PACIFIC PICTURES

OBSERVATIONS	IMPACT/ BENEFIT	OPPORTUNITY	RESOURCES
Cleaners use citrus-based environmentally responsible cleaning products	The cleaning products being used do not have adverse health and environmental impacts	Develop environmental criteria for future cleaning contracts	Green Office Guide – cleaners and cleaning services
Paper towel used is chlorine-free and carries Environmental Choice label	Paper towel used is suitable for composting	Develop environmental criteria for purchasing cleaning products	NZ Police cleaning services contract with key performance indicators for reducing environmental impacts
Recyclables in bins emptied to general waste skip by cleaners	Resources that could be recycled going to landfill	Improve placement and signage for recycling bins	Govt ³ Guide to Office Recycling Systems
The waste audit found that 53% of general waste was paper, metal and glass that could have been recycled and 37% was food waste that could be composted	In landfill, organic material mixed with inorganic materials, in the absence of oxygen, produces harmful leachates that pollute waterways and produce methane, a greenhouse gas	Investigate the possibility of composting organic waste on site in a wormery Monitor daily weight of food waste in order to calculate size of wormery needed Estimate costs, savings and payback period for installing wormery	Worm farming or vermiculture converts organic waste to garden compost. Cooked and uncooked food wastes, animal manures, hand towels, lunch paper, corrugated cardboard, and mulched green wastes can be composted in this way

IDENTIFYING, ASSESSING AND ADDRESSING PAPER USE AT SOUTH PACIFIC PICTURES

OBSERVATIONS	IMPACT/ BENEFIT	OPPORTUNITY	RESOURCES
High paper consumption	Paper used per year is equivalent to 150 to 400 trees per year depending on the size of trees harvested to make paper	Include the number of trees consumed in staff awareness raising programme	Paperless scripts as used by Disney writers and producers in the comedy series According to Jim
Some staff could receive electronic documents	Single-sided scripts are bulky and heavy for staff to take them away to read at home or while travelling	Monitor amount of paper used by writers and producers – estimate costs, savings and payback period for use of paperless scripts	It takes 10 to 24 trees to produce one tonne (400 reams) of printing and office paper
Some staff could receive documents that are reduced and double sided	Reduces this paper use by 75% and lightens load of paper carried	Paper with 35% recycled content is available	
Paper purchased does not have any recycled content Paper with recycled content is too expensive	Use of paper with recycled content reduces the number of trees consumed and its manufacture uses significantly less energy and water		
50% of the general waste was paper that could have been recycled	Resources that could be recycled going to landfill	Include the amount of waste that could be diverted from landfill in staff awareness raising	Govt ³ Guide to Office Recycling Systems

ENVIRONMENTAL TOOLS FOR THE NEW ZEALAND SCREEN PRODUCTION INDUSTRY

office | behind the screen | location | on screen | off screen | management

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downloads
case studies
links

print page
view checklist

In the office

Much of the work involved in screen production is office-based. As with any business, there are environmental impacts associated with the day-to-day activities of an office, such as paper use, energy and water use, waste and transport. Screen production offices are no different. Below are suggestions for minimising the environmental impacts associated with many office-based activities.

- Unit
- Energy
- Catering
- Urban/Rural locations
- Protected Locations
- Special Effects
- Wrap

SEARCH

Paper & Scripts

Think before you print – is a hardcopy of that document necessary?

Where possible print documents double sided and reduced.

⇒ **Set computers to select double-sided printing by default.**

When script changes are made, print the affected pages only.

⇒ **Print extra scripts on demand only.**

⇒ **Encourage the electronic use of scripts where appropriate.**

The screen production industry uses large amounts of paper for scripts and other documents and these are often single-sided. Depending on the size of trees at harvest, it takes around 17 trees to produce one tonne of printing and office paper. One tonne of recycled paper uses 64% less energy, 50% less water and emits 74% less air pollutants than one tonne of paper products made from virgin wood pulp. Increasing demand for wood products and paper has meant that more and more land is taken up by pine plantations and this places increasing pressure on

www.uksif.org
www.landcareresearch.co.nz
www.lgnz.co.nz
www.lbg-online.net
www.msc.org

COMMENT TITLE

by printing some documents double-sided and reduced to A5 size for crew. This not only reduces this paper consumption by 75% but also significantly lightens carry while working.

POST NEW COMMENT

SUBMIT

REDUCTION OF PAPER USE AT SOUTH PACIFIC PICTURES

Shortland Street now prints double-sided scripts for the majority of staff including the staff. Previously a weeks worth of single-sided scripts represented approximately one ream of paper per person. Doubled-sided printing reduces this paper consumption by 50%. Shortland Street has further reduced paper consumption, by printing some documents double-sided and reduced to A5 size for crew. This not only reduces this paper consumption

PAPERLESS SCRIPTS AT THE WALT DISNEY COMPANY

Disney introduced tablet PCs with networking based on wireless technology for the half-hour comedy series According to Jim. This initiative saved 300,000 sheets of paper per year for this one production in addition to reduced labour and disposal costs.

Produce less.

Act more.



SECTION 3:

In the Office

Paper and scripts

Energy: lighting

Energy: equipment and appliances

Water: heating, appliances, wastewater

Waste and recycling

Purchasing: suppliers and contractors

Screen production uses large amounts of paper for scripts and other documents and these are often single-sided. Office paper used in New Zealand is imported, much of it from Australia where it comes from plantation forest or recycled paper. Depending on the size of trees at harvest, it takes around 10 trees (Australia) to 24 trees (other countries) to produce one tonne of printing and office paper. One tonne of recycled paper uses 64% less energy, 50% less water and emits 74% less air pollutants than one tonne of paper products made from virgin wood pulp. Increasing demand for wood products and paper has meant that more and more land is taken up by tree plantations and increases pressure on ecosystems and biodiversity. The growing demand for paper cannot be sustained without recycling.

One of the major consumers of electricity in the screen production industry is lighting. For some production houses, studio lighting costs amount to as much as 90% of the company's operating costs. Scientists agree that one of the most likely causes of abnormal weather events or climate change is man-made emissions. Generation of electricity from fossil fuels is a major source of carbon dioxide emissions (CO₂), one of the most common of the so-called greenhouse gases. The cost of electricity is rising year on year. So reducing your energy use saves money and the planet.

3. IN THE OFFICE

Much of the work involved in screen production is office-based. As with any business, there are environmental impacts associated with the day-to-day activities of an office. These are usually paper use, energy and water use, waste generation and travel. Screen production offices are no different. Below are suggestions for minimising the environmental impacts associated with many office-based activities.

3.1 PAPER AND SCRIPTS

- > Think before you print – is a hardcopy of that document necessary?
- > Where possible print documents doubled sided and reduced.
- > Set computers to select double-sided printing by default.
- > When script changes are made, print the affected pages only.
- > Print extra scripts on demand only.
- > Encourage the electronic use of scripts where appropriate.
- > Ensure document destruction and paper recycling bins are readily available to all staff.
- > Investigate purchasing paper with recycled content.
- > Investigate the use of paperless script opportunities such as tablet PCs.

3.2 ENERGY: LIGHTING

- > Turn off non-essential and decorative lighting, especially in unoccupied areas.
- > Clean fixtures and diffusers regularly.
- > Colour-code or mark light switches and circuit breakers that can be turned off when not needed.
- > Use task lighting to directly illuminate work areas.
- > Lower the height of light fixtures, if possible, to increase usable light.
- > When replacing office lighting, replace with lower-wattage lamps or energy-efficient alternatives such as fluorescents.
- > Use natural lighting when possible.
- > Install dimmer or occupancy switches where appropriate to lower energy use in stairwells and restrooms.
- > Use a minimum number of lights when cleaning.
- > Colour-code switches that should remain off when crews are cleaning.
- > Trim bushes and trees away from outdoor lighting to maximise illumination and prevent shadows.

3.3 ENERGY: EQUIPMENT AND APPLIANCES

- > Turn off computers, monitors, printers and photocopiers when not in use, overnight and on weekends. If unable to switch off the entire computer, turn off the monitor and printer. Don't use screen savers.
- > When buying computers, monitors, printers, and photocopiers, favour models with good energy-efficiency ratings that can switch to a power-saving mode when not in use.
- > Use a laptop computer instead of a desktop computer.
- > Unplug chargers for mobile phones, cameras and other equipment when not in use.
- > Unplug video players, television monitors and other similar equipment with stand-by mode when not in use.
- > When purchasing or hiring technical equipment, ask about energy-efficient alternatives or enquire about more efficient ways to use technical equipment.
- > Ensure that refrigerators and freezers operate efficiently by defrosting regularly and check that they are set to the optimum temperature.

3.4 WATER: HEATING, APPLIANCES, WASTEWATER

- > When purchasing appliances, favour those with good water-saving ratings.
- > Ensure that washing machines are used with full loads or use economy settings.
- > Ensure that washing machines and dishwashers are used with full loads or use economy or half-load settings where appropriate.
- > Where possible use the cold wash setting.
- > Discourage staff from leaving water running.
- > Encourage staff to report leaky taps and fittings.
- > Investigate the viability of installing a solar hot water system.
- > Identify and prevent hazardous substances entering wastewater and stormwater systems, including for emergency situations.
- > Provide spill kits and stormwater drain covers and train designated staff in their use.

Running well-maintained appliances at optimal performance reduces down time, reduces costs and reduces your impacts on the environment.

- > Flat screen monitors use one-third of the energy of a conventional monitor.
- > Laptop computers use 90% less energy.
- > Typically 95% of the energy used in mobile phone chargers is wasted.
- > Only 5% of energy consumption of equipment with stand-by mode occurs during use, i.e. during recording or playing video cassettes.

Water is a precious resource even in New Zealand. Wasting water costs money and wasting hot water is even more expensive as electricity was used to heat and pump the water. In domestic situations, hot water and heating can be responsible for up to 60% of a home's energy consumption. A simple check meter on the hot water cylinder can tell you how much electricity is being used. A solar hot water system could provide 50–70% of your hot water requirements with a pay-back of less than one year.

There are three main environmental impacts for a laundry: electricity, water and chemical use. Few laundry and cleaning products are truly environmentally responsible. They can contain chemicals that cause eutrophication or nutrient enrichment of lakes and coastal waters. Environmental regulators recommend laundry products with lower toxicity, more rapid biodegradation, and lower bioaccumulation potential.

⇒ COUNTING THE HIDDEN COSTS MAY REDUCE PAY-BACK FOR ENVIRONMENTAL IMPROVEMENTS REQUIRING CAPITAL INVESTMENT

REDUCTION OF PAPER USE AT SOUTH PACIFIC PICTURES

Shortland Street now prints double-sided scripts for the majority of staff including the cast. Previously a weeks worth of single-sided scripts represented approximately one ream of paper per person. Doubled-sided printing reduces this paper consumption by 50%. Shortland Street has further reduced paper consumption, by printing some documents double-sided and reduced to A5 size for crew. This not only reduces this paper consumption by 75% but also significantly lightens the load the crew must carry while working.

PAPERLESS SCRIPTS AT THE WALT DISNEY COMPANY

Disney introduced tablet PCs with networking based on wireless technology for the half-hour comedy series According to Jim. This initiative saved 300,000 sheets of paper per year for this one production in addition to reduced labour and disposal costs. The initiative also saved time and money as staff did not have to wait for updated paper copies of scripts at the end of each day.

PAPERLESS POST-PRODUCTION AT NZ IDOL

During the filming of NZ Idol series 1, judges were able to log their observations on each performance using an Internet-based media management tool called LogIT that related their comments to the position on a particular tape. In the edit-suite, editors received the comments in real time and could locate the tape and shot very quickly. This speeded up the post-production process and not one piece of paper was used.

EFFICIENT LIGHTING AT THE WALT DISNEY COMPANY

Disney changed incandescent light bulbs to more efficient compact fluorescent lights or high-intensity charge lamps. These gave the same illumination but used one-fifth of the energy and provided \$US19,000 cost savings per year.

3.5 WASTE AND RECYCLING

- > Measure the amount of waste going to landfill and know what waste you produce by undertaking a waste audit.
- > Set targets for diverting waste from landfill and provide regular feedback to staff on progress.
- > Provide staff with adequate facilities for recycling paper, glass, aluminium, plastic and cardboard.
- > Raise staff awareness about recycling facilities in the office and on location.
- > Collect organic waste and convert it to compost in a composting bin or wormery.
- > Support products with recycled content over those made from virgin materials.
- > Ask suppliers to take back packaging for large items such as computers and furniture.
- > Where possible reduce, repair and reuse materials – recycle as a last option.
- > Recycle printer cartridges.
- > Recycle redundant computers, monitors and printers.
- > Return redundant mobile phones, batteries and paint to retailers for recycling.
- > Dispose of any unavoidable waste safely.

3.6 PURCHASING: SUPPLIERS AND CONTRACTORS

- > Identify how many of your suppliers and contractors have environmental credentials.
- > Develop a responsible procurement policy (see template 10.4 on page 81).
- > Develop an environmental questionnaire for your suppliers and contractors.
- > Favour suppliers and contractors who have environmental credentials.
- > Advertise your environmental policy to suppliers and contractors to ensure they are aware that the environment is important to your company.
- > Include environmental criteria in tenders, contracts and specifications.
- > Favour products where the product and its packaging have recycled content.
- > Choose products that have a recognised environmental label.
- > Where possible, ask suppliers about a refill service for consumables to reduce the need for packaging.
- > Question suppliers about responsible disposal of their products, particularly for hazardous goods such as batteries and paints.
- > Where no appropriate disposal methods are available return used products to suppliers to indicate the need for change.

Waste has many hidden costs in addition to landfill charges. Reducing waste at source by using resources more efficiently can lead to fewer deliveries and associated transport impacts, and less storage space may be needed. Reduced waste to landfill through better recycling and take-back of packaging by suppliers can also lead to less general waste collections and associated transport impacts, fewer skips on site and less staff time taken up removing waste from offices to the skips.

Many of a company's environmental impacts are due to the activities of contractors and suppliers. Working with your contractors and suppliers to improve their environmental performance reduces your risks.

Products with recycled content create the market for recycle. This market will not work unless consumers make conscious choices to buy products with recycled content.

An environmental label identifies the overall environmental preference of a product or service within a specific product/service category based on life-cycle considerations. To be credible, environmental labels are awarded to products and services by an independent certifier within a national or regional eco-labelling programme.

⇒ **MANY COST SAVINGS CAN BE MADE AT LITTLE OR NO EXTRA COST AND THE ENVIRONMENT BENEFITS AS WELL**

RECYCLING PLASTIC BOTTLES AT THE WALT DISNEY COMPANY

Disney's backstage waste-sorting activities doubled the number of plastic bottles diverted from landfill. Bottle redemptions gained \$US123,000 in revenue and cost savings of \$US13,000 due to disposal costs avoided.

RECYCLING BROADCAST TAPE AT THE BBC

One of the BBC initiatives is a disposal and restoration service set up to deal with the huge quantities of professional broadcast tape that previously went to landfill. The new service allows business units within the BBC to generate income by selling unwanted tape. So far this initiative has generated £5,000 in revenue and £30,000 savings by not purchasing new tape.

COMPOSTING ORGANIC WASTE AT SOUTH PACIFIC PICTURES

A waste audit at South Pacific Pictures revealed that on average some 20 kg per day of organic waste (37% of total general waste), paper and other recyclable materials were going to landfill. Improved awareness and facilities for recycling and an on-site composting facility (wormery) will help South Pacific Pictures divert at least 50% of its waste from landfill and reduce costs. The payback period for the costs of installing the wormery was less than one year. The resulting compost is made available to staff for their home gardens.

ZERO WASTE IN THE COMPANY, IN THE COMMUNITY, IN THE PROGRAMMING

Staff at TVNZ started their own recycling scheme and, with the help of their waste contractor, carried out waste audits of entire skips. The results were shocking and a video of the audit was screened to all staff on their internal network. Since then, a Zero Waste group has been formed within the company and, with the Zero Waste Trust, they are encouraging local schools to participate. They have also commissioned programmes to spread the environmental responsibility story to their audiences.



SECTION 4:

Behind the Screen

Make-up

Wardrobe

Art

Lighting

Sound and camera

Post-production

The environmental impacts of make-up are mainly due to the packaging waste created. However, there are also ethical concerns around animal testing and ingredients sourced from the sperm whale, from petroleum, from abattoir by-products and from foetuses. Environmentally responsible products contain raw materials from sustainably managed sources that do not damage or contaminate the environment during harvesting, processing and disposal.

Many different fabrics may be used to create costumes. Environmentally responsible fabrics are grown and processed without the use of synthetic chemicals or pesticides. Organic cotton is one of the fastest-growing sectors of the clothing market. Environmental groups are also concerned about labour conditions, fair trade issues and the use of materials from endangered species. It is possible to hire materials made from endangered species under special licence from authorised organisations for productions that require historical and cultural accuracy. The relevant licence should be obtained e.g. under the Convention on International Trade in Endangered Species.

4. BEHIND THE SCREEN

Many of the environmental impacts associated with the screen production industry relate to activities behind the screen, such as makeup, wardrobe, art (sets and props), lighting, technical equipment (sound and camera) and post-production. Post-production involves the manipulation of images and sound e.g. editing, the addition of visual and special effects, production of the final print ready to be screened. Office activities, catering, laundry and waste disposal also take place behind the screen. Below are suggestions for minimising the environmental impacts associated with many of the behind screen activities.

4.1 MAKE-UP

- > Favour make-up, hair and personal care brands with environmental credentials.
- > Where possible select make-up, hair and personal care brands committed to avoiding animal testing and the use of ingredients that cause adverse health effects e.g. cruelty-free and meet the criteria of the Compact for Safe Cosmetics.
- > Where possible purchase local products.
- > Where possible use refills to avoid disposing of non-recyclable make-up containers.
- > Investigate organic alternatives for make-up, hair care and personal hygiene products.
- > Have recycling bins readily available to make-up staff.
- > Avoid the use of aerosols containing ozone-depleting substances.
- > Where possible purchase in bulk to avoid unnecessary travel.

4.2 WARDROBE

- > Where appropriate purchase second-hand or recycled clothing and accessories.
- > Where appropriate select products with environmental labels.
- > Where appropriate select New Zealand designers with environmental credentials.
- > Avoid the use of garments and accessories made from endangered species.
- > Where appropriate, mend and alter garments rather than replace them.
- > Where possible, choose clothes that don't need dry cleaning.
- > Prefer dry-cleaners that have good environmental management practices, use energy-efficient machines and do not use the solvent perchloroethylene
- > Where possible re-use coat hangers and plastic garment covers.
- > Store, sell or donate redundant clothing and accessories.

⇒ ENVIRONMENTAL INITIATIVES ARE NOT THE SOLE DOMAIN OF LARGE STUDIOS; SMALL COMPANIES AND INDIVIDUALS CAN MAKE A DIFFERENCE TOO

ENVIRONMENTALLY RESPONSIBLE SETS ARE A GROWING HOLLYWOOD TREND

Before Gary Pearl, executive producer of the 2004 NBC mini-series 10.5, set out to cinematically destroy the environment with a massive earthquake, he wanted to make sure the set didn't contribute to destroying the environment. To that end, his production company, Pearl Pictures, used only sustainably harvested wood, reusable instead of disposable dishes, and required workers to refill their water bottles.

ENVIRONMENTAL ACTIVISTS FORCE HOLLYWOOD TO CHANGE ITS PRACTICES

In October 1992, Rainforest Action Network, Greenpeace and Earth First! made headlines when they boarded an Indonesian freighter in Long Beach harbour and disrupted the unloading of its cargo of rainforest lumber. In November, the same groups bought a full-page advertisement in the Hollywood Reporter imploring the entertainment industry to "Get tropical wood out of Hollywood."

Finally, Warner Brothers Studios announced that it would no longer use tropical timber in set construction. Warner's Vice President of Studio and Production Affairs, Lisa Rawlins, says the decision to use Medite (a medium-density, urea-formaldehyde-free fibreboard made from wood scraps) will actually save the company money. Warner's had been paying \$US10.40 a sheet for tropical timber plywood, while Medite sells for \$US 6.90 a sheet.

UP TO 80% OF SET MATERIALS ARE RECOVERED AND REUSED IN HOLLYWOOD

ReSets is a company dedicated to dismantling sets from completed productions and reusing the timber by selling it to furniture makers and pallet manufacturing companies, or giving it away to non-profit groups such as Habitat for Humanity, which uses it to build low-income housing and schools.

The non-profit group, Safe Sets, also coordinates the reuse of sets and materials, rerouting resources from the landfill to schools, theatres, nonprofits, and student and low-budget film projects.

Some of the largest environmental impacts of the screen production industry take place during set construction and demolition. Many different materials are used including adhesives and paints. Environmentally responsible construction materials will avoid the use of non-renewable resources and hazardous substances and obtain timber from recycled or sustainably managed sources.

Changing from tungsten to fluorescent lamps and cool lights especially designed for film studio work can reduce electricity use for lighting by up to 80%. The lamps last 10 times longer and are cooler. Staff working under lights are more comfortable reducing the need for air conditioning.

4.3 ART

- > Store, sell or donate unwanted set materials to local theatres, high schools and acting schools before opting for disposal.
- > Collate a list of charities who would be willing to pick up unwanted set materials and props at short notice, make this list readily available and keep it updated.
- > Use paints with an environmental label.
- > Dispose of paints and other hazardous materials in a responsible manner, e.g. returning paints to retailers, storing paints for future use.
- > Do not allow paint or the washings from paint brushes to enter stormwater drains.
- > Where appropriate select products with environmental labels or New Zealand designers with environmental credentials.
- > Use recycled wood or wood from sustainably managed forests.
- > Investigate loaning or hiring larger props such as furniture, white-ware and computers as an alternative to purchasing them.
- > Where appropriate purchase second-hand or recycled furniture and equipment.

4.4 LIGHTING

- > Keep records of the number and wattage for each type of light including the replacement frequency, costs, labour and downtime for changing lamps.
- > Replace flickering, dim and burned out lamps.
- > When replacing studio and portable lighting, replace with lower-wattage, longer life, cool lamps or energy-efficient alternatives such as fluorescents.
- > Use dimmers to rest lights between scenes rather than switching individual lights on and off.
- > When planning a location shoot, investigate whether it is possible to use locally available power sources to reduce the use of generators.
- > Encourage the Unit to carry fluorescent lights for work areas on location e.g. wardrobe, art etc.
- > Use textiles stretched on frames instead of sheets of polystyrene to bounce light.
- > Provide clearly labelled containers for consumables such as polygel that can be used by the next production.

⇒ BETTER PERFORMANCE WITH REDUCED RUNNING COSTS, LESS ELECTRICITY USE, LONGER LIFE WITH LESS MAINTENANCE, WITHIN THE SAME FOOTPRINT

A COST EFFICIENT FOOTPRINT AT DREAMWORKS

The 500,000 square-foot Dreamworks animation studio in Glendale, California, was the first new studio to be built in Los Angeles in 75 years. The studio was developed to provide a comfortable, cost-effective interior environment. Three chillers provide chlorine-free, energy-efficient, environmentally responsible comfort to the studio.

Dreamworks used a massive server farm to create the movie Shrek, and installed more efficient work stations. This technology enabled Dreamworks to enjoy 40 times the performance of its previous system, in the same physical footprint, for less money than it did with its earlier setup, and it also helped it to save costs in overtime, in hardware, and in energy consumption.

AN ACADEMY AWARD® FOR LIGHTING

Kino Flo's True Match™ cool lights for TV news broadcast work are the only softlights of their kind distinguished with an Academy Award® for uniquely superior designs and colour quality. A True Match™ set was nominated for an Emmy® for TV news lighting, a first for fluorescent lighting in television. The energy-efficient studio lighting was able to provide the rich primary colours and subtle hues of tungsten-lit studios without the heat or energy costs. The fluorescent lighting provided 10 times more light per watt and was expected to last up to 10,000 hours compared to 500 hours for tungsten lamps.

ENVIRONMENTAL INITIATIVES AT TVNZ

- > The main TVNZ studios and Newsroom have been converted to run on fluorescent lighting. The installation of Lowell lights (Kino Flo lights) has lowered the load from 220 amps to 50 amps and reduced the heat in the studio.
 - > Scripts are recycled through the TVNZ recycling programme.
 - > Around 10 operators in the control room and on the studio floor now use PC tablets as part of a software upgrade. These replace paper scripts.
 - > Care is taken to make sure that equipment is switched off after use. This not only saves energy but also it lengthens the life of the equipment.
-

A feature film may use some millions of feet of film and its processing uses chemicals that contain silver. Silver is toxic to wildlife and humans and its disposal is highly regulated. Wet-gate printing to minimise scratching uses perchlorethylene, a strictly regulated solvent suspected to be a carcinogen. Good environmental management is necessary when handling this chemical. For any feature film, there will be considerable waste film generated. When no longer required, the film content can be destroyed and the film base recycled or burnt as an alternative source of clean energy.

Although there is little evidence of environmentally responsible technical equipment on the market, some energy-efficient studio sound recording equipment is available. If enough companies ask the hire companies about energy-efficient equipment, suppliers will get the message. The latest post-production techniques involve digital processing and electronic transfer of images and sound. This reduces the use of tape and film as well as the use of chemicals for their manufacture and processing.

4.5 SOUND AND CAMERA

- > Unplug video players, television monitors and other similar equipment with stand-by mode when not in use.
- > When purchasing or hiring technical equipment, ask about energy-efficient alternatives or enquire about more efficient ways to use technical equipment.
- > Where quality allows, use digital processes for filming and sound recording.
- > When using film, check that your suppliers have end of life management programmes compliant with local regulations for disposal of photographic processing chemicals.
- > Avoid sending waste film to landfill by asking your supplier about recycling options.

4.6 POST-PRODUCTION

- > If available and appropriate, use tapeless post-production workflow systems.
- > Make use of the energy saving features for technical equipment and computers.
- > Where compatible with customers, distribute projects and demonstration reels on DVD.
- > Apply the purchasing, energy efficiency, water conservation and waste reduction tips given for the office.

⇒ GOOD ENVIRONMENTAL PRACTICES COST MONEY BUT THAT IS PART OF A SCREEN PRODUCER'S RESPONSIBILITIES

VERTICAL LIMIT SETS NEW ENVIRONMENTAL STANDARDS AND SETS A PRECEDENT FOR WORKING WITH THE DEPARTMENT OF CONSERVATION (DOC)

As Vertical Limit begins, an eagle glides gracefully over the stunningly filmed mesas of Utah. Its shadow falls on a vertical rock face being climbed by a father, son and daughter. Suddenly a backpack hurtles by, followed rapidly by two climbers whose ropes tear the remaining climber from the rock face. The excruciatingly tense sequence ends in tragedy.

Principal photography for the film was in New Zealand and the locations used were in the mountainous regions around Mt Cook and Queenstown. There were two days of filming at Nazomi Ridge and the movie's K2 base camp was set up in the upper reaches of the ski field in The Remarkables, a mountain range near the resort town of Queenstown. The location for the Pakistani Military Base was Turret Head near Mt Earnshaw which was only assessable by helicopter. A number of significant locations were created in Aoraki/Mt Cook National Park in such places as the Annette Plateau and Mt Hamilton. As well as the extensive location shooting, some sequences for the movie were created in a 20,000 square foot refrigerated sound stage that was built near Queenstown.

The choice of some of the locations for Vertical Limit was not without controversy and environmental groups kept the production under scrutiny. Some of the environmental initiatives used during Vertical Limit included:

- > A contractor employed by DOC as well as members of staff from DOC monitored all the filming on location.
 - > Excellent world-renowned New Zealand mountaineers and imported Canadian film safety crew broke new ground on how to work in environmentally sensitive areas.
 - > On location, a site was set up specially for refueling vehicles. This was designed so that all fuel spillage was contained in one area with an impervious lining so that only a small amount of covering soil was contaminated and could be easily disposed of in an appropriate way.
 - > Holes created by the climbers in the rock faces on Mt Cook were repaired with resin made with ground up rock.
 - > Specific loading pads were created by laying an absorbent blanket underneath the snow to collect helicopter residue.
 - > All items that were not commercially sensitive were sold off at the end of the production. The most commercially sensitive items were retained by the studios. A very small number of items were destroyed.
-



SECTION 5:

Location

Unit

Vehicles

Catering

Urban/rural environments

Protected environments

Special Effects

Wrap

The unit assistant is responsible for resourcing, logistics and trouble shooting for productions on location including catering, transport, waste management, facilities for cast and crew, and cleaning up the set when filming is complete. Educating and supporting the unit assistant is key to minimising the environmental impacts of your production.

5. LOCATION

The ephemeral nature of New Zealand's screen production industry presents particular challenges for the introduction of environmentally preferable practices. One of these challenges is reducing the environmental impacts associated with working on location including special effects that may involve the use of fire, explosives, water and artificial snow. With no fixed office or studio base, it can be difficult for productions to develop and maintain environmental management systems. The suggestions below have been developed to assist screen production companies in managing their environmental impacts on location.

5.1 UNIT

- > Identify potential environmental impacts when assessing film locations for health and safety risks, and include environmental protection control measures with explanatory notes in the daily call sheets.
- > Include spill kits and stormwater drain covers as part of the standard equipment for working on location.
- > Ensure the unit assistant is well equipped with appropriate recycling facilities for moving between locations and sets.
- > Educate the unit assistant about the environmental standards for your production.
- > Where possible minimise the use of disposable items.
- > Provide the unit assistant with environmentally responsible cleaning products.
- > If a wormery or composting is available, provide the unit assistant with food waste bins for use on set.
- > Offer free compost to staff as an incentive for ensuring that food waste is segregated for composting.

⇒ GOOD ENVIRONMENTAL PRACTICE ON LOCATION IS NOT ONLY AN INVESTMENT IN FUTURE PRODUCTIONS BUT ALSO SOUND RISK MANAGEMENT

DIVERTING WASTE FROM LANDFILL WHILE FILMING SIONE'S WEDDING ON LOCATION

During the filming of the feature film Sione's Wedding, there were occasions when there were more than 200 cast, crew and extras on set. The catering firm provided washable plates, cutlery and serving utensils with all meals. This reduced the disposable items sent to landfill. The cast and crew separated their food waste from general waste and it was collected for pig feed, diverting significant amounts of organic waste from landfill.

PAYING ATTENTION TO DETAIL AT SOUTH PACIFIC PICTURES

After finding that cigarette butts littered on the ground could be washed into the local river through stormwater drains, South Pacific Pictures provided personal/pocket ashtrays made from recycled plastic to over 200 staff. Non-smokers were encouraged to give the ashtrays to family and friends.

NEW ZEALAND GUIDELINES AND PROTOCOLS FOR FILMING ON LOCATION

- > Department of Conservation: Commercial filming on public conservation lands.
 - > Department of Conservation and Film New Zealand: Code of Practice. Filming on Public Conservation Lands.
 - > Local Government New Zealand, Film New Zealand and Industry New Zealand: The New Zealand Local Government Filming Protocol: A Guide to Location Filming.
 - > Ngā Aho Whakaari – Māori in Film and Video: General Guidelines and Protocols for Filming within Iwi (Tribal) Boundaries.
 - > Ngāi Tahu and the Screen Production and Development Association of New Zealand: Guideline for Filming within the Rohe of Ngāi Tahu.
-

The use of vehicles is essential for many of the cast and crew who work on location. The carbon dioxide (CO₂) emissions due to fuel used by these vehicles is one of the largest environmental impacts for the screen production industry. Lost time due to traffic congestion is a real risk to the business. Choosing the cleanest, greenest car that suits your needs could reduce fuel costs, keep our air cleaner and reduce emissions of greenhouse gases. Cheap up front costs may be more expensive over the life of the project.

5.2 VEHICLES

- > Plan the production so that only the trucks and technical equipment needed for the day's shoot travel to the location.
- > Develop environmental specifications for leasing vehicles to include optimum fuel efficiency through model selection and maintenance.
- > Use an alternative fuel vehicle, e.g. a hybrid car, or the most fuel efficient car available.
- > Purchase the cleanest fuel available.
- > Make sure that vehicles are serviced regularly to maintain optimum performance.
- > Check tyre pressures regularly.
- > Record distances travelled and fuel consumption for each vehicle to monitor fuel efficiency.
- > Ask the vehicle hire company to consider offering car rental where the hire company offsets the CO₂ emissions for your car hire.
- > Investigate ways of reducing unnecessary travel, such as telephone or video conferencing.
- > Raise staff awareness of fuel-efficient driving:
 - > Drive smoothly and avoid hard acceleration; pulling away too fast can use up to 60% more fuel.
 - > Change gear efficiently – changing gear at 1500 to 2500 rpm can save up to 15% on fuel.
 - > Don't rev the engine unnecessarily – this wastes fuel and increases emissions.
 - > Keep speeds down to optimise fuel consumption.
 - > Concentrate, look ahead and anticipate road conditions and other people's actions. This reduces the need for hard braking and acceleration
 - > Avoid short journeys and only make essential car journeys. Short journeys on a cold engine use up twice as much fuel as a warm engine, producing more emissions
 - > Plan journeys to avoid peak periods, road works, and getting lost – this will waste less fuel
 - > If stuck in traffic for more than a few minutes, turn off the engine to cut emissions and conserve fuel
 - > Use air vents rather than open windows. This can reduce fuel consumption by 4%. Air conditioning can increase fuel consumption by up to 2 litres per 100 km.



5.3 CATERING

- > Encourage the use of reusable washable cutlery, plates and cups.
- > Avoid disposable catering items.
- > Support organic food.
- > Apply fair trade principles when selecting imported food products e.g. coffee, tea, chocolate and bananas.
- > Encourage the use of locally sourced ingredients.
- > Ensure that recycling facilities are available on location, particularly for plastic, glass and aluminium.
- > Look for suitable places to display posters about environmental issues, e.g. in the catering area or in the trailers for cast and crew.
- > Reduce the consumption of disposable items by encouraging caterers to use washable cutlery and dinner ware.
- > Encourage the use of personal travel mugs to discourage the consumption of disposable waxed paper cups.
- > Separate food waste for organic waste collection or composting.

5.4 URBAN/RURAL ENVIRONMENTS

- > Adhere to local authority regulations and restrictions.
- > Familiarise staff with the Local Government Filming Protocol and where appropriate, the General Guidelines and Protocols for Filming within Iwi (Tribal) Boundaries.
- > Provide recycling facilities.
- > Remove all rubbish.
- > Provide facilities for the disposal of chewing gum and provide personal/pocket ashtrays for cast and crew.

5.5 PROTECTED ENVIRONMENTS

- > Follow the Department of Conservation guidelines and code of practice for Commercial Filming on Public Conservation Lands and ensure that any consents required are in place.
- > Educate staff about why the location is a protected environment.
- > Use transportation and technical equipment respectfully with regard to the landscape and animal habitats.
- > Remove and dispose of all rubbish responsibly.
- > Where possible minimise the number of vehicles and people at any one location.

Catering is an important part of the screen production industry. Often shoots exceed 12 hours and it is necessary to provide catering for large numbers of cast and crew. With advance planning, washable cutlery and crockery can be used to reduce waste from disposable catering ware. Where time is at a premium, compostable plates and cups made from corn or potato starch can be used. Food waste can be collected for composting by providing separate bins with compostable liners.

The arrival of a film crew to a suburban street, shopping centre or farm can be both exciting and disruptive for the local community. Traffic may be diverted, parking restricted and residents unable to move freely around their property. When handled well, the whole experience can be positive for both the company and the community.

Natural, historical and cultural heritage is protected because it is special. For that very reason, these sites are highly desirable as film sets. Working sensitively and collaborating with the Department of Conservation (DOC) is essential for the success of the production. Failure to follow DOC requirements can lead to enforcement action, prosecution, adverse publicity, and spoil it for other producers wishing to use the location – a risk not worth taking.

Many of the rubbers, resins and solvents used to create special effects are toxic materials. Realistic special effects can be created using environmentally preferable materials e.g. based on silicone. Silicone sets at room temperature thus saving electricity; it has low flammability and no adverse health effects. However, it does not break down easily.

Before the party to celebrate the completion of the production, sets are dismantled and the production site is cleaned-up and checked to ensure that it is left clean, tidy and undamaged. There may be a requirement for a representative from the local authority, the Department of Conservation or the landowner to inspect the site to ensure that consent conditions have been met.

5.6 SPECIAL EFFECTS

- > Carry out an environmental impact assessment for the special effect and identify the measures needed to protect the environment including habitats, waterways and stormwater.
- > Put measures in place to contain and collect any materials hazardous to the environment such as fuel, oil, paint, solvents and batteries.
- > Where possible use compostable or recyclable materials for special effects such as snow and contain the area so that the materials can be recovered.

5.7 WRAP

- > Plan to have suitable storage and recycling containers available so that packing up and dismantling sets is fast and efficient.
- > If donating set materials to colleges, schools or other groups, arrange in advance for them to collect the materials from the production site.
- > Audit the site against the environmental protection control measures in the call sheets and lodge a record of the audit with other production records.
- > If the production has opted to offset carbon dioxide emissions, ensure that electricity, fuel, air travel and other relevant fossil fuel consumption data are collected and recorded.
- > Provide feedback to the producer and unit assistant on the resources used, waste generated and any incidents and opportunities for improving environmental performance.
- > Ensure that any post-production events and parties are environmentally responsible by following the suggestions for catering and waste disposal.



SECTION 6:

On Screen

On set

Characters

Storyline

Credits

Funding: sponsors, donors, investors

Publicity

Where it is appropriate within the storyline, environmentally responsible products can be used on set. This can be a subtle way of promoting good environmental practice and decision making even where environmental messages are not part of the storyline.

Environmentally responsible actions by characters can become part of the character's behaviour. Patterns of behaviour over time signal the values of the character and this can influence audiences.

As writers and producers become more environmentally aware, appropriate opportunities for addressing environmental issues within the storyline will arise spontaneously. Environmental messages that flow naturally are likely to influence the audience more effectively than contrived messages. Where a company decides to promote environmental messages as a part of corporate strategy, it may be beneficial to consult key stakeholders to help select the environmental themes that align best with the company's values.

6. ON SCREEN

On screen is the most visible side to New Zealand's screen production industry. The information presented on screen has the potential to influence millions of people. There are a number of opportunities for this influence to have a positive effect on the environment, from a character placing a drink can in a recycling bin to a storyline with an environmental message. The suggestions below were developed to assist writers and producers in assessing when and how environmental messages can be incorporated in productions. Several countries, including New Zealand, organise environmental film festivals to raise awareness of environmental issues and promote environmental responsibility.

6.1 ON SET

- > Where appropriate incorporate the visible use of recycling bins and composting bins.
- > Use environmentally branded products such as appliances and cleaning products.
- > Use cloth shopping bags instead of plastic ones.
- > Use waste office paper for paper requirements on set.

6.2 CHARACTERS

- > Place items in recycling bins.
- > Drive hybrid cars.
- > Use cloth bags as a replacement for plastic bags.
- > Carpool or walk to work/school.
- > Use email/reduce on screen paper consumption.
- > Use video-conferencing instead of travel.
- > Turn off lights when leaving rooms.
- > Buy local organic food.
- > Prefer cleaning products with environmental labels.

6.3 STORYLINE

- > Educate staff about basic environmental issues so that ideas for the set, characters and storyline arise creatively from writers, producers, directors, actors and technicians.
- > Consider appropriate ways of greening the storyline, e.g. a scene involving teenage children taking their parents to task for not separating recyclables from the waste.
- > Take appropriate action where negative environmental messages are inadvertently screened, e.g. soapy water is seen going down a stormwater drain when a car is washed during a reality programme - have an announcer point out that everyone has a responsibility to prevent the contamination of stormwater.

⇒ THE SCREEN PRODUCTION INDUSTRY HAS A POWERFUL ABILITY TO POSITIVELY INFLUENCE PEOPLE'S ATTITUDES ABOUT ENVIRONMENTAL ISSUES

ENVIRONMENTALLY RESPONSIBLE ACTIVITIES ON SET

The Simpsons take out the recycling box.

A hybrid car is conspicuously parked outside the Friends coffee house.

The drama series Interrogation required large amounts of paper to fill filing cabinets used on set. Staff collected used paper from their offices to fill the cabinets. Although this initiative was not obvious to viewers, it demonstrates how recycled props can help to reduce consumption of resources on set.

ENVIRONMENTAL STANDARDS FOR CHARACTERS

The Environmental Media Association (EMA) asked TV shows to depict characters recycling on camera to convey that this can be a simple, routine behaviour in any American household. Home Improvement, Baywatch, Hearts Afire, Lois & Clark, and several other series followed through, and even increased their efforts to recycle on their own sets. Coupled with national public service campaigns on TV, radio, and in print, this effort contributed to unprecedented growth in recycling nationwide in the USA.

ENVIRONMENTAL MESSAGES IN THE STORYLINE

Michael Douglas' character gives a speech on global warming in the movie The American President.

The feature film Whale Rider received great critical acclaim for the strong cultural and environmental messages woven through the storyline and the imagery.

THE MIDDLE-EARTH CONNECTION

The Middle-earth Connection, a series of three half-hour documentaries, was written, produced and directed by Auckland film-maker David Jacobs for the Connected Media Trust. The Lord Of The Rings trilogy was used as a frame of reference for environmental challenges in New Zealand: sustaining native forests, farming as vital to the economy but causing impacts on the environment, and urban and industrial growth contrasted with the wilderness areas that attract growing numbers of visitors.

In the narrative and dialogue the movies encourage us to identify with our environment and to care for it.

The series was produced in association with TVNZ and the Television Trust for the Environment. It was made with support from The Body Shop, the Ministry for the Environment and NZ on Air.

Where the company or the production has met a particular environmental standard or has been accredited with an environmental label, displaying these in the credits sends important signals to the audience and other screen production companies. It is an effective way to promote your commitment to environmental responsibility especially where it is not appropriate to include environmental messages in the programme itself.

Sponsors and donors who provide goods free of charge are nevertheless suppliers with the same risks as any other supplier. To reduce risks, ensure that these are environmentally responsible companies or that the goods and services donated are accredited with an environmental label.

When funding is awarded, it recognises that the successful recipient was the best applicant according to the funding criteria. Environmental criteria in funding requirements help to raise environmental performance standards across the screen production industry including for overseas companies operating in New Zealand.

For many productions, it is not appropriate to include environmental messages on set or through the storyline even though a production has met environmental standards. Including these achievements in publicity material can influence suppliers, other productions and audiences to adopt similar environmentally responsible practices.

6.4 CREDITS

- > Where appropriate include the logos for environmental standards in the credits for productions that are managed to that standard.
- > Include the logo for environmental labels where the programme has been accredited for that label, e.g. paperless or where carbon emissions have been offset.
- > Where the standard or label is not well known, offer sources of further information for the audience through publicity material and on websites for the production.

6.5 FUNDING: SPONSORS, DONORS, INVESTORS

- > Include sponsors and donors of goods and services in your list of key suppliers.
- > Ask sponsors and donors to complete the environmental questionnaire that you send to suppliers and contractors.
- > Favour sponsors and donors who have environmental credentials.
- > Advertise your environmental policy to sponsors and donors and ensure that they are aware of the company's/production's commitment to environmental responsibility.
- > Inform investors about your environmental responsibility initiatives in terms of risk reduction and added value.
- > Include information about the company's environmental commitment and practices when applying for external funding.
- > Encourage funding agencies to acknowledge environmental performance standards and, where appropriate, include environmental criteria in funding guidelines.

6.6 PUBLICITY

- > Ensure that public relations staff are briefed on the commitment made by the company and what was done to achieve the standard or label.
- > Include environmental practices when telling the stories of how productions are made in magazine articles, production websites and the director's cut.
- > Include the logos for environmental standards or labels awarded in the credits and on publicity material.
- > Encourage your publicist to include stories about your environmental initiatives and achievements in publicity packs.



SECTION 7:

Off Screen

Policy and practice

Training

Promotion

Patronage

Awards

Shareholders, local communities and the general public have increasing expectations of good corporate environmental responsibility. The most essential step in getting started is to obtain top management commitment. This ensures that the support and resources needed to improve practices are available, no matter how big or small those first steps.

The basis for professional practice and behaviour is largely determined during courses where future screen production staff gain their qualifications. Including environmental considerations in appropriate parts of the curriculum demonstrates industry leadership and is an important investment in the environment by future generations of film makers.

7. OFF SCREEN

For some productions, it may not be appropriate to include environmental considerations on screen. However, off screen it is possible to promote environmentally responsible practices in stories about the making of the production in magazine articles, on the production's website, or in the director's cut.

There are many other ways in which screen production companies, their writers, producers, directors, actors and technicians can communicate and promote environmental responsibility. They may support appropriate community initiatives and form partnerships with the suppliers of environmentally preferable products and services, using their high public profile to encourage others to take up these opportunities.

7.1 POLICY AND PRACTICE

- > Gain top management and board support for corporate environmental responsibility.
- > Develop an environmental policy for the company.
- > Include appropriate environmental criteria in existing procedures and protocols.
- > Consider implementing an environmental management system.

7.2 TRAINING

- > Ensure that all staff are aware of the environmental issues important to the company.
- > Provide training for staff whose work activities have environmental impacts.
- > Encourage screen production schools to use the Greening of the Screen toolkit in their courses.
- > Encourage relevant bodies to include environmental criteria in the standards for screen production curricula, training and qualifications.

⇒ IF THE COMPANY'S VALUES FEEL RIGHT TO EMPLOYEES,
THOSE VALUES WILL INFUSE ALL BUSINESS ACTIVITIES

YOUNG CELEBRITIES PROMOTE ENVIRONMENTAL RESPONSIBILITY

Environment "gen e" is a programme designed by the Environmental Media Association (EMA) to encourage Young Hollywood celebrities to raise awareness of environmental issues. EMA believes that environmental impacts will impact this age group significantly in the coming years.

In turn, these celebrities can greatly influence the youth who support their talent. The "gen e" Young Hollywood campaign attracts an extremely high media profile promoting environmental awareness and education to millions of young people. The passion that Young Hollywood celebrities can bring to EMA initiatives is priceless.

CELEBRITIES HELP LOW-INCOME FAMILIES OBTAIN
SOLAR POWER FOR THEIR HOMES

Every time a celebrity joins the BP Solar Neighbours™ Program by purchasing a BP Solar Home Solution™, BP donates a solar system to a low-income family in California.

Led by Edward Norton, who proposed the concept to BP Solar while purchasing his own system, celebrities Danny DeVito and Rhea Pearlman, Larry Hagman, Don Cheadle, Daryl Hannah and Alicia Silverstone all bought BP Solar systems for their homes as part of BP Solar Neighbors™ in 2003. As a result, 12 low-income families have received matching systems.

The BP Solar Neighbors™ Program is a partnership between celebrities, BP Solar, the Enterprise Foundation and the Environmental Media Association, with the goal of promoting the benefits of solar power and helping low-income families permanently reduce their energy bills while being environmentally responsible.

SCREEN PRODUCTION INDUSTRY PROMOTES
ENVIRONMENTAL RESPONSIBILITY

The Entertainment Industry Development Corporation (EIDC) and Environmental Media Association (EMA) convey environmental messages to the entertainment industry. They work with production companies to encourage the incorporation of environmental messages in screen productions and they encourage celebrities to support environmental causes. The EIDC has developed an *Environmental Production Guide* for screen production companies to Green behind the Scene. EMA has developed a checklist of "green" initiatives for screen production companies and host the EMA and Green Seal awards. Both provide lists of environmentally friendly vendors on their websites.

Sharing best practice and promoting your environmental achievements is an effective way of encouraging others in the screen production industry to improve their environmental performance. Home-grown efforts are more likely to be self-sustaining and to persuade peers.

The organisations that you sponsor are rather like suppliers, with similar risks. Alignment of your sponsorship with environmental issues important to your company maximises the benefits and adds value to both your company and the recipient organisation.

Environmental awards recognise outstanding environmental achievements. Environmental awards for screen production demonstrate leadership by the industry and send important signals to your peers and to the general public.

7.3 PROMOTION

- > Provide feedback on environmental achievements to staff through a newsletter.
- > Share your good practice with your peers by publishing articles about your environmental initiatives in screen production industry association magazines.
- > Include feedback on environmental achievements in reports to shareholders, clients and customers.
- > Participate in environmental film festivals where your environmental films can
 - > Raise awareness of environmental issues and inspire people to become more involved with environmental causes.
 - > Deliver messages that bridge the gap between business people, scientists, educators, public officials, activists, and media makers.
 - > Increase the credibility of environmental issues and campaigns by delivering informed, intelligent, thoughtful, and well told stories.

7.4 PATRONAGE

- > Encourage organisations that you support through sponsorship to adopt environmentally responsible practices.
- > Develop and sponsor initiatives that align with your environmental policy and with environmental issues important to your company.

7.5 AWARDS

- > Apply for awards that recognise the company's or production's environmental achievements.
- > Nominate productions and individuals for appropriate environmental awards.
- > Develop your own environmental awards for suppliers and contractors.
- > Encourage the screen production industry to develop environmental awards.

⇒ ENVIRONMENTAL AWARDS SEND IMPORTANT SIGNALS TO THE SCREEN PRODUCTION INDUSTRY AND ITS AUDIENCES

AWARDS FOR ENVIRONMENTAL MESSAGES THAT RAISE PUBLIC AWARENESS

The Environmental Media Association (EMA) has made awards available for various categories of environmentally preferable practice since 1991. The awards honour film and television productions that increase public awareness of environmental problems and inspire personal action on these problems. The awards also recognise writers, producers, directors, actors, technicians and others in the entertainment industry who actively express their concern for the environment through their work.

- > Whale Rider, an extremely successful South Pacific Pictures film, won the Environmental Media Association feature film award in 2003 for "conveying environmental messages in the most entertaining and creative way"
- > Jeffrey Hodes, executive producer/writer for The Walt Disney Company, won the Environmental Media Association Green Seal Award in 2004 for the use of paperless scripts in the production of the half-hour comedy programme According to Jim.

AWARDS FOR GOOD ENVIRONMENTAL PRACTICES

The Green Seal Awards honour productions that have implemented the Environmental Media Association's checklist of "green" choices, such as:

- > Use certified renewable/sustainable building materials for set construction instead of endangered rainforest hardwood
 - > Use paints, sealants and lacquers that are low emission (low volatile organic carbon, VOCs) and less toxic
 - > Lease hybrid and/or electric vehicles for the production
 - > Buy ultra-low-sulphur diesel for all production generators and vehicles
 - > Buy unbleached products with high recycled content for production offices (paper towel, napkins, office paper, t-shirts etc.)
 - > Donate unused or unwanted production materials and supplies
 - > Recycle production office materials
 - > Make sure food/beverage suppliers and caterers utilise reusable and/or recyclable/biodegradable serving products
 - > Offset your production's carbon dioxide emissions.
-



Rewrite
the script.



SECTION 8:

Continuing Action

- Environmental principles
- Environmental policy
- Environmental management systems
- Environmental labels
- Environmental reporting
- Environmental benchmarking
- Environmental memberships
- Corporate social responsibility
- Corporate governance
- Ethical investment

8. CONTINUING ACTION

Section 2 explained that managing environmental impacts starts with an environmental review and an assessment to identify the environmental impacts that matter most to your company. This section deals with the actions that a screen production company might now take to improve environmental performance and realise the opportunities identified in the environmental review.

As with the environmental review, it is possible to establish in-house systems to manage your environmental impacts although some staff training may be required. There are many consultancies experienced in assisting companies through this process and there are Internet-based resources backed up by help-lines (with a human being on the other end) that you can subscribe to on an annual basis.

This section explains the main steps involved in setting up systems to manage your environmental impacts and some of the forms of recognition (standards, labels, reporting) available should your company wish to gain environmental credentials. Finally, initiatives such as corporate social responsibility, corporate governance and ethical investment are explained as these can overlap with environmental responsibility initiatives and they are being adopted by the screen production industry overseas and in New Zealand.

A range of templates are provided in the Appendices for planning and implementing your environmental initiatives; these include generic principles for environmentally responsible screen production and templates for writing your own environmental policy and your own sustainable procurement policy.

8.1 ENVIRONMENTAL PRINCIPLES

A statement of values or principles is one of the first steps on the journey to corporate environmental responsibility. It signals management commitment and provides the basis for decision making and action. Environmental principles provide a framework for developing environmental criteria that can be integrated into existing business management processes and procedures no matter what size the company and at all levels within a company. Environmental principles may be developed to reflect the significant impacts identified by the environmental review or you may decide to adopt the principles advocated by one of the many initiatives described in the glossary.

8.2 ENVIRONMENTAL POLICY

An environmental policy is integral to any business wanting to work towards environmental sustainability. It is essentially a statement of a company's intentions and principles in relation to its overall environmental performance and provides a framework for action and for setting environmental objectives and targets.

An environmental policy should:

- > have a mission statement
- > set out the targets and objectives for the issues identified
- > be signed by top management
- > readily available to the staff and the public upon request.

It is essential that any environmental policy receive full commitment from top-level management. Without this the policy cannot be fully implemented or be effective.

⇒ GOOD ENVIRONMENTAL MANAGEMENT IS INTEGRAL TO A COMPANY'S VISION AND PERFORMANCE

DISNEY'S ENVIRONMENTAL MANAGEMENT

The Walt Disney Company has been involved in environmental management since the early 1990s when it was prosecuted for a pollution incident where the United States Environmental Protection Agency made a public example of them. The company's immediate response was to create an environmental department and to appoint a manager responsible for environmental management. Disney's environmental initiatives include:

- > Reaching out in the Community – cast members and employees offer guidance and support to over 40 environmental and conservation organisations
- > Solar-powered road lights at Walt Disney World
- > Recycling electronic equipment
- > Heat pipes as an alternative to air conditioning
- > Tablet PCs to replace paper scripts for writers and producers of the comedy series *According to Jim*
- > Disney Wildlife Conservation Fund
- > An annual environmental report – the Enviroport
- > Environmentality Month.

THE BBC'S ENVIRONMENTAL MANAGEMENT

The BBC has a comprehensive environmental management system that meets the requirements of the international environmental management standard ISO 14001. They report annually on:

- > energy use per person
 - > energy use per broadcast hour
 - > total building-related energy use
 - > total building-related carbon dioxide emissions
 - > carbon dioxide emissions per broadcast hour
 - > percentage staff using public transport
 - > total transport-related carbon dioxide emissions
 - > total transport-related carbon dioxide emissions per person
 - > total metered water consumption
 - > water consumption per person
 - > total waste to landfill
 - > waste to landfill per person
 - > waste recycled as a percentage of total waste
 - > percentage of suppliers where there is dialogue about environmental management.
-

8.3 ENVIRONMENTAL MANAGEMENT SYSTEMS

An environmental management system (EMS) is a systematic approach for managing, reviewing, correcting and improving an organisation's environmental issues and opportunities. An EMS offers a structured method for incorporating environmental considerations into day-to-day operations and is designed to promote continual improvement in environmental performance. There are two EMS standards in use in New Zealand: the international environmental management system standard ISO 14001 and Enviro-Mark@NZ.

ISO 14001 provides a generic framework for the development of an EMS. It can cover an entire organisation or a specific part such as a facility or an operating unit, or several facilities. It is designed to be applicable to all types and sizes of organisation although it has been traditionally used on larger industrial organisations with significant environmental impacts.

An ISO 14001-certified organisation must have:

- > An environmental policy supported by top management
- > Environmental goals, objectives, and targets that support the policy
- > Defined roles, responsibilities, and authorities
- > An environmental management programme/plan (including documented procedures)
- > A process for communicating its EMS to all interested parties
- > A programme for auditing and corrective action.

Organisations are third-party audited by a certification body. The Joint Accreditation System of Australia and New Zealand oversees certification bodies in New Zealand.

Enviro-Mark@NZ is an Internet-based, five-step, modular certification programme; it is based on ISO 14001 but includes health and safety. It is designed for organisations of all sizes. The programme has at its core an easy-to-use self-assessment and planning process that enables users to evaluate their environmental management performance against the Enviro-Mark@NZ standards.

An environmental business plan generated from the self-assessment process provides an indication of the overall effectiveness of current environmental, health and safety management against the five levels of Enviro-Mark@NZ. It also identifies the appropriate steps that need to be taken to achieve a higher Enviro-Mark@NZ standard.

An Enviro-Mark@NZ-certified organisation must have:

- > **Bronze** - Compliance with a predefined set of legislative issues, which tests the organisation's commitment and progress towards meeting the legislative requirements
- > **Silver** - Commitment to developing an understanding of environmental aspects, impacts and management, evidenced by demonstrating the progress on legislative registers, identification of the organisation's environmental impacts, and the production of an environmental policy statement
- > **Gold** - Continual environmental improvement through the adoption, selection and prioritisation of the organisation's objectives and targets
- > **Platinum** - Competence in environmental management, as evidenced by effective EMS manuals and procedures, allocation of responsibilities for operational control, accurate recording and documentation of measurement, monitoring and corrective-action activities
- > **Diamond** - Periodic internal audits, and regular management reviews installed and carried out by senior management. Diamond is pre-certification to ISO 14001.

For accreditation higher than Bronze standard a company must also fulfil the requirements of the preceding standards. Achievement of the five standards is verified by an external audit. Once certified to one of the standards, the company can use the Enviro-Mark@NZ logo for that standard on its products.

⇒ REPUTATION IS INCREASINGLY DEPENDENT ON APPROVAL OF BUSINESS ACTIVITIES BY EMPLOYEES, CLIENTS, SHAREHOLDERS AND THE COMMUNITY

BBC'S CORPORATE ENVIRONMENTAL RESPONSIBILITY ACHIEVEMENTS

- > environmental educational television programmes
- > shuttle buses for commuting staff
- > use of remanufactured printer cartridges
- > use of recycled paper or paper from sustainably managed forests
- > refurbishment to achieve sustainable buildings
- > corporate environmental policy
- > meet the requirements of ISO 14001
- > a specialist environmental team
- > participation in the UK Energy Efficiency Accreditation Scheme
- > BREEAM 98 excellent rating for White City Media Village
- > supplier questionnaire includes environmental, social, ethical, diversity and equal opportunities
- > Fairtrade appointed as a key supplier
- > Radio Times carries the Forest Stewardship Council logo
- > annual environmental reports
- > organised events on World Environment Day
- > BBC Environmental Conference.

BBC'S CORPORATE SOCIAL RESPONSIBILITY ACHIEVEMENTS

- > childcare voucher scheme
- > flexible holiday (trading) scheme
- > flexible Working Policy
- > Investors in People accreditation
- > funding for secondments to voluntary organisations
- > member of Media Literacy Task Force
- > member of the Media Corporate Social Responsibility (CSR) Forum
- > member of London Benchmarking Group
- > annual CSR reports
- > second in the Media & Entertainment section of the 2003 Business in the Environment (BiE) index of corporate environmental responsibility.

UK GOVERNMENT ENCOURAGES MEDIA ORGANISATIONS TO ADOPT CSR PRACTICES

The UK Department for Culture, Media and Sport has produced a statement on Corporate Social Responsibility issues for the media industry and established a Media CSR Forum made up of media organisations committed to furthering corporate social responsibility in the sector. The broadcasters BBC, BSKyB and ITV are members of this forum.

8.4 ENVIRONMENTAL LABELS

Environmental labels or ecolabelling is a voluntary method of environmental performance certification and labelling that is practised around the world. An ecolabel is a label that identifies overall environmental preference of a product or service within a specific product/service category based on life cycle considerations. In contrast to “green” symbols or claim statements developed by manufacturers and service providers, an ecolabel is awarded by an impartial third-party in relation to certain products or services that are independently determined to meet environmental criteria required for that product group.

There are many different voluntary (and mandatory) environmental performance labels and declarations. The International Organisation for Standardisation (ISO) has identified three broad types of voluntary labels, with ecolabelling fitting under the Type I designation.

- > **Type I** - a voluntary, multiple-criteria-based, third-party programme that awards a licence that authorises the use of environmental labels on products indicating overall environmental preferability of a product within a particular product category based on life cycle considerations
- > **Type II** - informative environmental self-declaration claims
- > **Type III** - voluntary programmes that provide quantified environmental data of a product, under pre-set categories of parameters set by a qualified third party and based on life cycle assessment, and verified by that or another qualified third party.

Comparative labels take a given product, such as a refrigerator, and show how energy efficient that product is in comparison with other similar products. Normally A or A* is the most efficient level of the scale and G is the worst. To qualify for the Energy Star label, products must meet energy-efficiency standards set by the United States Department of Energy.

To qualify for the Environmental Choice label, owned by the New Zealand Government, products must meet rigorous life cycle assessment criteria.

Some labels indicate a high standard of sustainable resource management, for example those awarded by the Forest Stewardship Council and the Marine Stewardship Council.

Organic labels indicate how food has been produced and these labels are generally legally established, for example BioGro is an approved third party agency with the New Zealand Food Safety Authority and is accredited by the International Federation of Organic Agriculture Movements. Other accredited organic labels operating in New Zealand include AgriQuality and OrganicFarmNZ.

Other labels such as Fairtrade are based on both social and environmental standards.

⇒ PURCHASING PRODUCTS WITH ENVIRONMENTAL LABELS CAN HELP CHANGE THE BEHAVIOUR OF PRODUCERS, RETAILERS AND OTHER CONSUMERS

OFFSETTING EMISSIONS

There has been considerable publicity about productions and events that have gone carbon-neutral, in other words they have offset their carbon dioxide emissions. Joe Strummer made the first carbon-neutral records, the Rolling Stones made the first carbon-neutral tour, *The Day After Tomorrow* was the first carbon-neutral movie, and *Shortland Street* is the first carbon-neutral television drama series. Offsetting carbon dioxide emissions is one of the criteria for the Environmental Media Association's Green Seal Award. So why is offsetting important?

The scientific community has reached a strong consensus that the world is undoubtedly warming and that this is the cause of extreme weather events. This warming is largely the result of emissions of carbon dioxide (CO₂) and other greenhouse gases from human activities including industrial processes, fossil fuel combustion, and changes in land use such as deforestation.

To protect ourselves, our economy, and our land from the adverse effects of climate change, we must dramatically reduce emissions of CO₂ and other greenhouse gases. The United Nations developed the Kyoto Protocol in order to obtain commitment from signatory countries to reduce their emissions by 5.2% from 1990 levels by 2012. Some countries believe that this is too little and have set reduction targets in the order of 20%. New Zealand is party to the Kyoto Protocol.

Energy and fuel efficiency can reduce CO₂ emissions significantly. Another way to reduce global warming is to use alternative technologies to generate electricity or to provide heating, such as wind and solar energy, as opposed to burning fossil fuels. There are also opportunities to reduce the amount of fossil fuel used for travel by selecting cars that can run on biofuels or hybrid energy sources.

However, energy-efficiency measures are not enough and considerable effort is being focused on preventing deforestation, and regenerating native forest as a means of removing and storing CO₂ from the atmosphere. Tree biomass, when dry, is made up of approximately 50% carbon. Thus, if an area of forest is planted and the increase in tree biomass is measured, carbon will have been stored, or sequestered, in that area. Furthermore, due to natural processes associated with cycles of tree growth and the physical processes that trees undergo, carbon will be stored in the soils and organic litter that surround the forest.

Carbon sequestration is a controversial subject in academic and political communities, and ultimately the media. Important issues surrounding carbon sequestration include permanence, promotion of monoculture forestry, disenfranchisement of local communities, and the view that sequestration is side stepping the real need for emissions reductions. One of the most active sources of information with regards to this is Sinks Watch, which scrutinises carbon sequestration projects and the legislation that surrounds them. However, by running carbon sequestration projects under existing conservation principles of local involvement, promoting biodiversity, and conserving the regenerating forest in perpetuity, many of the negative issues can be avoided and valuable revenue can be generated for conservation. There are numerous such projects around the world.

8.5 ENVIRONMENTAL REPORTING

Companies are increasingly measuring, managing and communicating their environmental performance. A list of environmental and social reports produced by screen production companies is given in Section 15.1. These companies understand how to improve their processes, seize market opportunities, reduce their costs, and comply with regulatory requirements and stakeholder expectations.

Environmental reporting involves the publication in a company's Annual Report or self-standing reports of general environmental policy statements, usually including details of environmental performance such as greenhouse gas emissions, waste, water use and other relevant impacts giving quantified data and improvement targets.

Members of the New Zealand Business Council for Sustainable Development (NZBCSD) are expected to produce a sustainable development report within two years of joining. NZBCSD has produced a handbook on environmental reporting to assist companies who wish to report.

The Global Reporting Initiative (GRI) guidelines provide a set of principles that organisations can follow. The guidelines also provide a set of core indicators for economic, environmental and social performance that organisations should include in their report, and a list of additional indicators that organisations should include where relevant. The GRI guidelines are rapidly becoming a standard for sustainable development reporting.

8.6 ENVIRONMENTAL BENCHMARKING

International agencies have begun to produce benchmarking information comparing large corporations for their economic, environmental and social performance. The screen production industry has been especially scrutinised because of its potential to influence audiences. The UNEP/SustainAbility benchmarking tool (SustainAbility and United Nations Environment Programme 2002) identified best practice through the use of a scoring system for 50 elements grouped into five categories: management policies and systems, input/output inventory, finance, stakeholder relations, and sustainable development.

RepuTex is an Australasian rating service whose reports are increasingly being used by shareholders to value the company's practice as well as the returns on their shares. The RepuTex assessment covers:

- > Corporate governance - transparency, risk reporting, management and ethics
- > Workplace practices - occupational health and safety, management systems, workplace culture and diversity
- > Social impact of products and services, policies and practices
- > Environmental impact of operations, policies, procedures, products and services.

⇒ REPORTING ON NON-FINANCIAL ASPECTS OF THE BUSINESS PROVIDES REASSURANCE TO STAKEHOLDERS ON THE COMPANY'S VALUES

GLOBAL REPORTING INITIATIVE (GRI) GUIDELINES

A number of broadcasters apply the GRI Guidelines to their environmental and sustainability reports. This means that they have applied the following reporting principles and elements to their reporting process and they have provided an index in their report that details the indicators they have reported against.

REPORTING PRINCIPLES

- > Transparency
- > Inclusiveness
- > Auditability
- > Completeness
- > Relevance
- > Accuracy
- > Neutrality
- > Comparability
- > Neutrality.

REPORTING ELEMENTS

- > Vision and strategy
- > Profile
- > Governance structure and management systems
- > GRI content index
- > Performance indicators.

PERFORMANCE INDICATORS

- > 10 core (3 additional) **economic performance indicators** covering:
 - > Customers
 - > Suppliers
 - > Employees
 - > Providers of capital
 - > Public sector
 - > Indirect economic impacts.
- > 16 core (17 additional) **environmental performance indicators** covering:
 - > Materials
 - > Energy
 - > Water
 - > Biodiversity
 - > Emissions, effluents and waste
 - > Suppliers
 - > Products and services
 - > Compliance
 - > Transport
 - > Overall
- > 24 core (25 additional) **social performance indicators** covering:
 - > Labour practices and decent work
 - > Human rights
 - > Society
 - > Product responsibility.

8.7 ENVIRONMENTAL MEMBERSHIPS

There are a number of organisations that support companies committed to improving their environmental and social performance. The New Zealand Business Council for Sustainable Development (NZBCSD) and the Sustainable Business Network are two such organisations in New Zealand. These offer networking opportunities through seminars and conferences, practical tools and resources, advice and information. NZBCSD works on sustainability issues identified as important by member companies and these projects usually result in a handbook or guidelines for the business community. Membership of a sustainable business organisation enables companies to keep up to date with environmental and social issues and to share experience and best practice with other like-minded companies.

8.8 CORPORATE SOCIAL RESPONSIBILITY

Corporations today are required to navigate a complex and evolving set of economic, environmental and social challenges and address stakeholder demands for greater transparency, accountability and responsibility. These factors affect all aspects of business operations - from supply chain to marketplace and from employee productivity to investor return. Corporate Social Responsibility (CSR) covers the voluntary actions that a business can take to be accountable to all stakeholders in all its operations and activities with the aim of achieving sustainable development not only in the economic dimension but also in the social and environmental dimensions.

A company's stakeholders are all those who are influenced by and can influence a company's decisions and actions, locally or globally. Business stakeholders include (but are not limited to): employees, customers, suppliers, community organisations, subsidiaries and affiliates, joint-venture partners, local neighbourhoods, investors, shareholders (or a sole owner), and the environment. The diverse issues covered by CSR include: child labour, working hours and conditions, human rights, ethical investment, and fair trade.

AA1000 is an international standard that covers a company's social responsibility performance and disclosure. The assurance standard is based on assessment of reports against three assurance principles: materiality (covers all relevant areas of performance), completeness (information is complete and accurate) and responsiveness (the organisation has responded to stakeholder concerns and interests).

⇒ RESPONDING TO GLOBAL CHALLENGES DEMONSTRATES LEADERSHIP IN ACTING LOCALLY TO ACHIEVE GLOBAL GOALS

UNITED NATIONS GLOBAL COMPACT

The Global Compact was initiated by the Secretary-General of the United Nations, Kofi Annan, as a challenge to business leaders to support universal environmental and social principles. This challenge has been extended to film makers and broadcasters through the World Summit on the Information Society. The Global Compact seeks to promote responsible corporate citizenship so that businesses can be part of the solution to the challenges of globalisation. In this way, the private sector – in partnership with other social actors – can help realise the Secretary-General's vision: a more sustainable and inclusive global economy. The Global Compact is a voluntary initiative that aims to mainstream the ten principles in business activities around the world and catalyse actions in support of UN goals.

HUMAN RIGHTS

- > Businesses should support and respect the protection of internationally proclaimed human rights
- > Businesses should make sure that they are not complicit in human rights abuses.

LABOUR STANDARDS

- > Businesses should uphold the freedom of association and the effective recognition of the right to collective bargaining
- > Businesses should eliminate all forms of forced and compulsory labour
- > Businesses should seek the effective abolition of child labour
- > Businesses should eliminate discrimination in respect of employment and occupation.

ENVIRONMENT

- > Businesses should support a precautionary approach to environmental challenges
- > Businesses should undertake initiatives to promote greater environmental responsibility
- > Businesses should encourage the development and diffusion of environmentally friendly technologies.

ANTI-CORRUPTION

- > Businesses should work against all forms of corruption, including extortion and bribery.

The ten principles are derived from:

- > Universal Declaration of Human Rights
 - > International Labour Organisation's Declaration on Fundamental Principles and Rights at Work
 - > Rio Declaration on Environment and Development
 - > United Nations Convention Against Corruption
-

8.9 CORPORATE GOVERNANCE

Corporate governance deals with the rights and responsibilities of a company's management, its board, shareholders and various stakeholders. How well companies are run affects market confidence as well as company performance. Good corporate governance is therefore essential for companies that want access to capital and for countries that want to stimulate private sector investment. If companies are well run, they will prosper. This in turn will enable them to attract investors whose support can help to finance faster growth.

The Organisation for Economic Cooperation and Development Principles of Corporate Governance provide the basis for corporations wishing to demonstrate best practice in their governance.

8.10 ETHICAL INVESTMENT

Ethical or socially responsible investment are terms to describe any area of the financial sector where the principles of the investor influence which organisation or venture they choose to place their money with, or how the investor uses their power as a shareholder. Ethical investment portfolios use three main strategies to implement their investment strategies:

- > **Engagement:** No companies are excluded but areas are identified in which companies can improve their environmental, social and ethical performance. The fund managers then "engage" with the companies to encourage them to make such improvements.
- > **Preference:** The funds adopt social, environmental or other ethical criteria which they prefer companies to meet. These criteria are applied where all other things are equal (e.g. financial performance).
- > **Screening:** An "acceptable list" of companies is created based on chosen positive and/or negative criteria (e.g. avoid companies involved in the arms trade, include companies with good environmental performance and so on). Funds are invested only in those companies on the list.

The Dow Jones Sustainability Index (DJSI) and the FTSE4Good are two investment indices that track the financial performance of the leading sustainability-driven companies worldwide. To be included in the FTSE4Good, companies must be:

- > Working towards environmental sustainability
- > Developing positive relationships with stakeholders
- > Upholding and supporting universal human rights.

Several overseas screen production companies are members of the FTSE4Good and the DJSI.



SECTION 9:

Acknowledgements

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Keep rolling.



SECTION 10:

Appendices

Template for planning an environmentally responsible screen production

Principles for environmentally responsible screen production

Template for screen production environmental policy

Template for screen production sustainable procurement policy

Template for screen production waste audit

Template for screen production location audit

Criteria for screen production environmental responsibility awards

Environmental responsibility criteria for screen production training standards

Environmental responsibility criteria for screen production funding

Funding your environmental initiatives

Awards available to New Zealand screen production companies

10. APPENDICES

10.1 TEMPLATE FOR PLANNING AN ENVIRONMENTALLY RESPONSIBLE SCREEN PRODUCTION

PLANNING CHECKLIST	PLANNING INSTRUCTIONS	YOUR ENVIRONMENTAL PRODUCTION PLAN
Organisation		
Production		
Date		
Duration		
Responsible manager(s)	List the manager(s) involved in the environmental planning process.	
Brief description of the production	What the production is about and overview of what's involved.	
Reason(s) for choosing to have this as an environmentally responsible production	What you want to achieve e.g. cost savings, improve reputation, better relationship with regulators, reduce waste, win award etc.	
Compliance issues	Check on and list DOC and local authority requirements.	
Consumables	What are the main consumables in terms of cost or volume? Select the consumables that you wish to target and the sustainable procurement principles that you wish to apply to the items selected.	
Services	What are the main services that you will contract in terms of cost, energy consumption or risk? Select the services that you wish to target and the sustainable procurement principles that you wish to apply to the items selected.	
Main environmental impacts expected	Results of environmental review - impacts can be predicted from the Production Plan e.g. waste, paper use, energy consumption, use of vehicles etc.	
Types of waste expected and how you intend to deal with it	Use the expected consumables and services to predict the wastes your production will generate and list the measures that you want to put in place - including arrangements that can be made in advance for Wrap.	
Environmental responsibility principles for your production	Select from the toolkit or insert your own principles for the production.	
Is there an environmental policy?	Insert relevant policy points that apply.	
Is there an environmental management system?	List relevant procedures that apply. This may come in the form of a set of environmental management requirements from an overseas company.	



Environmental credentials that you would like your production to achieve	Insert the criteria for the credentials e.g. paperless production, carbon neutral production.	
Environmental awards that you would like to submit the production for	Insert the criteria for the award(s).	
Environmental responsibility actions for your production	Insert actions from the toolkit that you want to implement for your production. Keep in mind your production principles, any policy points, any environmental management requirements, the criteria for any environmental credentials that you wish to achieve, and the criteria for any environmental awards that you wish to apply for.	
Office	Paper & scripts	
	Energy	
	Water	
	Waste & recycling	
	Purchasing	
Studio/Location	Makeup	
	Wardrobe	
	Art	
	Sound & camera	
	Lighting	
	Post-production	
Location	Unit	
	Vehicles	
	Urban/rural locations	
	Protected locations	
	Special Effects	
On screen	On set	
	Characters	
	Storyline	
	Credits	
	Funding: sponsors, donors, investors	
Off Screen	Policy & practice	
	Training	
	Promotion	
	Patronage	
	Awards	
Circulation	Who needs to receive a copy of your environmental production plan?	
Promotion	How will you communicate the environmental commitments made here and the actions expected? e.g. posters	
Monitoring	What would you like to report back on at the end of the production?	
Reporting	Who do you need to report back to at the end of the production e.g. investors, shareholders, regulators, local authority.	

10.2 PRINCIPLES FOR ENVIRONMENTALLY RESPONSIBLE SCREEN PRODUCTION

The following principles have been derived from a review of best practice by international screen production companies.

- > Environmental protection:
 - > Compliance with laws and voluntary commitments
 - > Pollution prevention
 - > Reduction of waste at source
 - > Minimise impacts on natural, historical and cultural sites.
- > Resource conservation:
 - > Energy efficiency
 - > Water conservation
 - > Reduction of paper consumption
 - > Use natural resources only from sustainably managed sources.
- > Continual and transparent improvement in environmental performance:
 - > Set objectives and targets for environmental performance
 - > Measure, manage and mitigate environmental impacts
 - > Report on environmental performance
 - > Seek external recognition for environmental performance.
- > Be responsive to stakeholder expectations with regards to the environmental impacts of operations:
 - > Empower staff to implement best practice in environmental management
 - > Require contractors and suppliers to meet environmental criteria
 - > Minimise impacts on local communities
 - > Seek feedback from stakeholders on environmental performance.
- > Be sensitive to possible effects on the environment due to the influence of programming on public perception:
 - > Promote more-sustainable consumption and production patterns
 - > Promote conservation of natural, historical and cultural heritage
 - > Encourage images of positive environmental stewardship
 - > Ensure scientific accuracy and balance in portraying environmental issues.
- > Take account of impacts on the environment due to investment decisions:
 - > Assess and minimise environmental impacts of new projects
 - > Assess and minimise life cycle impacts for new technology development
 - > Apply ethical investment principles when investing company funds
 - > Apply company environmental responsibility values to decisions on sponsorship and patronage.



10.3 TEMPLATE FOR SCREEN PRODUCTION ENVIRONMENTAL POLICY

- 1 Begin with a statement that reflects your company's core business mission, activities and position in the screen production industry, e.g.

The New Zealand screen production industry aims to create high quality film and television that informs, entertains and educates audiences in our own country and around the world.
- 2 Relate this statement to your company's commitment to the environment. You may wish to signpost your wider commitments such as health and safety policy, corporate social responsibility, ethical stance, community outreach, charitable strategy e.g.

New Zealand's special environmental, social and cultural qualities are central to our screen production industry. We value public confidence and trust and recognise the responsibilities that come with our unique ability to influence audiences and inspire action. Innovation, creativity and stewardship are integral to this vision and our performance.
- 3 State your environmental objectives and principles - these are material to your organisation and reflect relevant areas of compliance and your significant environmental impacts, e.g.

Our overall objective is to develop an informed and proactive basis for carrying out our operations in a way which effectively minimises adverse environmental impacts. We strive to continually improve our environmental performance by being responsive to stakeholder expectations and by benchmarking ourselves against industry best practice. We will achieve this by managing environmental impacts in all operational activities to:

 - > *Continually improve environmental performance*
 - > *Achieve compliance, as a minimum, with all applicable legislation, screen production industry requirements and any other adopted commitments related to environmental issues*
 - > *Set and review environmental objectives and targets*
 - > *Implement environmental management systems that meet the requirements of a recognised standard.*
- 4 You may wish to indicate your expectation of staff and others whom you rely on to achieve your environmental commitments, e.g.

This environmental statement is intended to guide and inform staff and contractors as to how they are expected to carry out their functions, work with one another and in representing the screen production industry to customers, suppliers, shareholders, audiences and the general public.
- 5 There should be an explicit statement of commitment from top management, usually the Managing Director or Chief Executive Officer, e.g.

We will ensure that this policy is properly communicated and understood, and provide adequate and appropriate resources for all our staff and contractors to be aware of their individual responsibilities and to be actively engaged and committed to improving our environmental performance.

<Name>
<Title>
<Date or year>

- > *Regularly review the environmental management system and policy to ensure their currency and effectiveness*
- > *Provide information, instruction and training to enable staff, contractors and suppliers to meet our environmental expectations in carrying out their jobs and contracts*
- > *Minimise waste, use resources efficiently and prevent pollution in all our activities in the office, in studios and on location*
- > *Purchase environmentally preferable goods and services where possible*
- > *Minimise our impacts on local communities and the general public, and protect natural and built environments when operating on location*
- > *Cooperate with external bodies and professionals to develop standards and improve the overall environmental performance of the screen production industry*

- 6 The date for reviewing the environmental policy should be stated, e.g.

Next review <year>

- 7 Additionally, you may wish to address particular issues, such as:

Energy and water

Strive for energy and water conservation in all existing operations and prefer technologies that enhance energy and water conservation when replacing or upgrading systems.

Waste minimisation and resource efficiency

Reduce waste at source in all operations, encourage creative “reduce/reuse/recycle” of waste materials generated in the office, studios and on location (make-up, wardrobe, sets), and dispose of any unavoidable wastes safely.

Risk assessment, pollution prevention, environmental protection

Understand direct and indirect impacts that business activities and productions may have on the environment. Identify potential areas of concern and develop proactive responses including for emergency situations.

Conservation, biodiversity, heritage

Promote conservation through partnerships with the regulatory, scientific and academic communities, and organisations committed to preserving natural, historic and cultural heritage. Effectively plan and manage business activities and productions to prevent adverse impacts on natural and built environments.

Compliance and regulations

Strive to understand and adhere to environmental laws and regulations, work to identify issues that may not yet be identified in law but could result in adverse environmental effects, and where feasible exceed required levels of compliance.

Storyline and programming

Recognise that decisions in programme production may impact public perception and the correct understanding of environmental issues at national level. When appropriate, integrate environmental theming into productions and encourage images of positive environmental stewardship in programming.

External collaboration

Seek business relationships with companies that demonstrate environmental ethics. Encourage suppliers, contractors and participant companies to conduct business in an environmentally responsible manner.

Accountability and monitoring

Support and encourage productions and unit managers to implement the environmental policy. Set environmental objectives and targets, and hold business units accountable for performance and measurement results. Use regularly conducted internal audits to measure performance on a continuing basis.

Communication and reporting

Educate staff and contractors about environmental issues and encourage them to adopt environmentally responsible practices at work and at home. Share good environmental practice and achievements with the screen production industry, the wider business community, audiences and the general public. Disclose accurate, up-to-date, verified environmental performance data in annual reports.

Feedback and dialogue

Encourage feedback on environmental policy and practices and seek contributions for improving environmental performance through engagement with stakeholders.

Research, investment, technology

Encourage and participate in research that seeks realistic solutions to environmental problems. Advocate and apply promising and cost-effective technologies to demonstrate their environmental efficiency. When investing in new technologies, consider energy use, material composition and life cycle impacts including end-of-life disposal.

10.4 TEMPLATE FOR SCREEN PRODUCTION RESPONSIBLE PROCUREMENT POLICY

- 1 Responsible procurement is an important tool for reducing environmental and reputational risks and often reduces costs as well. There are three possible approaches to consider:
 - > Develop environmental criteria for selecting products
 - > Require contractors and suppliers to have environmental credentials
 - > Include environmental criteria in tenders and contracts
- 2 The first steps are to gain top management commitment and understand how purchasing is carried out in your company. Responsible procurement initiatives will take time so getting some quick wins is essential to gain support and demonstrate how the policy works.
- 3 In order to focus your efforts, classify the different products and services by:
 - > Amount (numbers, volume, weight)
 - > Money spent
 - > Environmental impact or risk
 - > Amount of packaging
 - > Distance travelled
 - > Business risk, e.g. sole suppliers or contractors
- 4 Use this analysis to choose a small selection of products or services for your initiative.
 - > Focus on products with high potential or actual impact on the environment - such products may be a small part of overall purchases but may have significant impacts, e.g. pesticides, toxic cleaning products, large electrical appliances and vehicles.
 - > The largest purchases by amount or money spent will have a higher profile and be used more commonly by staff.
 - > Identify products where sustainable alternatives are readily available, e.g. paper with recycled content, energy-efficient appliances.
 - > Identify strategic products that could risk your reputation, e.g. products that may involve child labour and products that threaten endangered species or protected habitats.
- > Identify suppliers and contractors who have environmental credentials - this may involve an environmental questionnaire for your suppliers and contractors.
- > Identify contractors and suppliers who pose the greatest risk to the environment where the implication may be that your company is in breach of environmental regulations, e.g. a delivery of fuel could result in spills that get washed into a stormwater drain.
- 5 Develop a set of principles to help you make purchasing decisions and to help you develop criteria for products, tenders and contracts. Look for opportunities to reduce waste at source and for packaging and products at the end of their useful life to be taken back by the supplier. Principles might include:
 - > minimally dependent on non-renewable resources or polluting substances in their production and use
 - > based on recycled or reused materials where possible
 - > energy and water efficient in their production and use
 - > minimally packaged
 - > durable and repairable
 - > from local or regional sources where possible.
- 6 Suppliers are a great source of information about materials, alternative products and market innovations. So let suppliers know about your purchasing principles and ask how they can help you to identify suitable products.
- 7 Develop an environmental questionnaire for your suppliers and contractors. Include companies that sponsor or donate products as they too are suppliers.
- 8 When contracts are revised, include environmental criteria relevant to that product or service. Provide guidance for suppliers and contractors where you spell out what is required and why.
- 9 Encourage suppliers and contractors to adopt environmentally responsible practices. For small companies, this may be a major undertaking so be prepared to work with them.

Possible criteria for various product groups:

General

- > Choose products with environmental labels
- > Choose products with recycled content
- > Choose products with recyclable packaging
- > Choose suppliers who offer a refill service
- > Choose suppliers who will take back packaging
- > Choose suppliers who take back products at end of useful life, e.g. batteries.

Appliances

- > Choose appliances with environmental labels
- > Choose appliances with good energy-efficiency ratings
- > Choose appliances with good water-saving ratings.

Art

- > Choose products with environmental labels e.g. paint
- > Use recycled wood or wood from sustainably managed sources
- > Choose recycled or second-hand products, equipment and appliances.

Catering

- > Choose caterers who use washable cutlery, plates and cups
- > Choose caterers who avoid disposable items
- > Choose caterers who offer fair trade imported products
- > Choose caterers who use locally sourced ingredients.

Dry-cleaners

- > Choose dry-cleaners with good environmental management practices
- > Choose dry-cleaners who use energy efficient machines
- > Choose dry-cleaners who do not use perchloroethylene
- > Choose dry-cleaners who take back coat hangers and plastic garment covers.

Equipment: computers, monitors, printers, photocopiers

- > Choose equipment with environmental labels
- > Choose equipment with good energy-efficiency ratings
- > Choose equipment that has power-saving mode when not in use
- > Choose flat screens, laptops, tablet PCs as these are more energy-efficient.

Laundry and cleaning products

- > Choose laundry and cleaning products that are biodegradable.
- > Avoid cleaning and laundry products with phosphates, optical brighteners, chlorine bleaching.
- > Avoid cleaning products with artificial fragrances.

Lighting

- > Choose low wattage compact fluorescent lamps for general use areas
- > Choose long-life cool lights for studio lighting.

Make-up, hair care and personal hygiene products

- > Choose products that have not been tested on animals e.g. cruelty free
- > Choose products with environmental labels
- > Choose suppliers committed to avoiding the use of ingredients that cause adverse health effects e.g. Compact for Safe Cosmetics.
- > Choose suppliers who take back packaging
- > Choose suppliers who offer a refill service
- > Choose organic products
- > Choose products that do not contain ozone-depleting propellants.

Paper

- > Choose paper that is elemental chlorine free
- > Choose paper with recycled post consumer waste content
- > Investigate paperless alternatives such as use of tablet PCs.

Vehicles

- > Choose fuel efficient vehicles or alternative fuel vehicles, e.g. hybrid cars
- > Use clean fuel
- > Choose car hire companies that offer to offset carbon emissions, e.g. CarboNZero®.

Wardrobe

- > Choose clothing with environmental labels
- > Choose recycled or second-hand clothing
- > Choose New Zealand designers with environmental credentials
- > Avoid materials made from endangered species
- > Choose clothing that does not need dry cleaning.

10.5 TEMPLATE FOR SCREEN PRODUCTION WASTE AUDIT

The steps involved in a simple waste audit are:

- > Use appropriate protective clothing – coverall, gloves, goggles, mask
- > Have a set of scales to hand e.g. a spring balance or bathroom scales
- > Have a camera to hand – photographs are great for getting the message across and for showing progress later
- > Decide what amount of the general waste will be sampled and arrange for that to be kept to one side – the cleaners are often able to do this for you
- > Arrange for somewhere to sort the waste – a tarpaulin on the ground, plastic bags or bins – your waste contractor may be willing to help you sort your waste at their site
- > Have pens and recording sheets to hand – like the one illustrated here
- > Sort the waste into the different categories that you find, weigh the waste for each category and photograph the piles for each category
- > Display the results as a pie diagram illustrating the percentage by weight of each category and include photographs.

	Weight (kg)	Percentage
Recorder:		
Site:		
Date and Time:		
PAPER		
Waxed Paper Cups		
Office Paper		
Magazines and newspapers		
Paper Towel		
Cardboard		
TOTAL		
PLASTIC		
Plastic Containers - number 1&2		
Plastic Containers - number 3 up		
Plastic Bags		
Food Packets		
Tetra Packs		
TOTAL		
GLASS		
Glass Bottles		
TOTAL		
METAL		
Aluminium Cans		
Foil		
TOTAL		
ORGANIC		
Food Scraps		
Hair		
TOTAL		
TEXTILES		
Off-Cuts		
TOTAL		
POTENTIALLY HAZARDOUS		
Batteries		
Paint, glues, solvents, aerosols		
Cosmetics		
TOTAL		
OTHER		
Videotapes		
Pens		
Sanitary		
Miscellaneous		
TOTAL		
TOTAL WEIGHT		



10.6 TEMPLATE FOR SCREEN PRODUCTION LOCATION AUDIT

The steps involved in an audit on location are:

- > Liaise with the producer, unit assistant and health and safety manager
- > Look for both potential environmental impacts and risks, e.g. possibility of spills or runoff to stormwater drains, streams etc. using a template like the one illustrated here
- > Identify protection measures and mitigations needed and include these in the call sheets
- > Measure waste generated and resources used
- > Set targets for waste reduction, diversion of waste from landfill and amount of waste recycled
- > Provide feedback to the producer and unit assistant on any problems or opportunities for environmental improvement identified
- > Provide feedback to the cast and crew on how well they achieved the targets set for the production.

	Observations	Mitigations
Recorder:		
Production/Site:		
Date and Time:		
LOCAL INFORMATION		
Natural, historical, cultural heritage issues related to the site		
Location of any stormwater drains, streams, rivers, wetland habitats that could receive discharges or spills		
Consents required, reason and any conditions		
Weather conditions		
Number of people on site		
Access and parking arrangements		
Facilities provided for cast, crew, and extras		
General working conditions		
WASTE		
Facilities for collecting waste		
Facilities for collecting recyclate		
Facilities for collecting food waste		
Facilities for disposal of cigarette butts and chewing gum		
Sources of waste observed		
RESOURCES		
How is electricity provided?		
How is water provided?		
Describe materials used for sets		
TRANSPORT		
Number and type of vehicles		
Other transport e.g. helicopters		
CATERING		
Number of people catered for		
Are plates, cutlery, cups reusable		
Are ingredients locally sourced		
What disposable items were used		

Continued over page

	Observations	Mitigations
INCIDENTS		
Record any spills, leaks or other incidents		
Observations on noise, lighting, traffic or other impacts on local community		
WRAP		
What happened to set materials		
Amount of food waste generated		
Amount of recyclate generated		
Amount of waste to landfill		
Amount of litter collected		
Amount of electricity or fuel consumed (if a generator used)		
Amount of water used		
Amount of fuel used for vehicles		
Condition of site after clean-up		

10.7 CRITERIA FOR SCREEN PRODUCTION ENVIRONMENTAL RESPONSIBILITY AWARDS

The following criteria are intended as the basis for screen production awards recognising environmental responsibility for four categories: programmes, production, staff, and company.

Environmental messages, storyline, programming

- > Scientific/historical/cultural accuracy and balance in the treatment of the issue
- > Innovation and creativity in conveying the message
- > Effectiveness in conveying the message
- > Commitment to an environmental issue through programming.

Environmental best practice in the production

- > Efforts to minimise impacts on the environment
- > Materials derived from renewable/sustainably managed sources
- > Efforts to reduce electricity and fuel consumption
- > Efforts to reduce consumption of natural resources and waste
- > Efforts to protect natural and built environments
- > Offset unavoidable carbon dioxide emissions.

Environmental responsibility by screen production staff (writers, producers, directors, technicians, actors and technicians)

- > Efforts to include environmental messages in sets, characters and storyline
- > Efforts to implement environmental best practice in the production
- > Efforts to promote environmental responsibility through external projects in the community
- > Development of new technology or practices that achieve improved environmental performance.

Environmental performance of the company

- > Evidence of top management commitment
- > Evidence of improved environmental performance
- > Achievement of external environmental standards
- > Reporting environmental performance
- > Enabling environmental improvement in the community
- > Responding to stakeholder concerns.

10.8 ENVIRONMENTAL RESPONSIBILITY CRITERIA FOR SCREEN PRODUCTION TRAINING STANDARDS

The following criteria are intended for inclusion in the training standards for screen production qualifications.

- > Aware of environmental issues relevant to screen production
- > Understand the relationship between screen production activities and their impacts on the environment
- > Aware of the requirements of environmental legislation as it applies to different screen production activities
- > Aware of the requirements of voluntary environmental commitments that screen production companies may adopt
- > Able to identify and mitigate significant environmental impacts for planned screen production activities in the studio and on location
- > Able to put into practice measures to protect the environment, reduce environmental impacts and improve environmental performance for screen production activities
- > Able to identify appropriate opportunities for conveying environmental messages through sets, characters and storylines
- > Understand the importance of accuracy and balance in the portrayal of natural, historical and cultural issues.

10.9 ENVIRONMENTAL RESPONSIBILITY CRITERIA FOR SCREEN PRODUCTION FUNDING

The following criteria are intended for inclusion in the criteria for screen production funding.

- > The proposal describes how environmental impacts of the project will be identified and mitigated
- > The proposal demonstrates a clear commitment to compliance with environmental legislation
- > The proposal describes how natural, historical and cultural heritage will be protected during the project
- > The proposal describes how environmental performance will be measured and reported for the project
- > The proposal describes how accuracy and balance will be achieved in the portrayal of natural, historical and cultural issues.



10.10 FUNDING YOUR ENVIRONMENTAL INITIATIVES

Many of the environmental improvement initiatives that require some capital investment, are counted as business expenses for tax purposes. These include the auditing costs for certification of an environmental management system and the costs of offsetting carbon dioxide (CO₂) emissions. Additionally, the Inland Revenue Department is bringing out new guidance on pollution prevention measures (including reducing CO₂ emissions) that may attract a tax rebate.

There are numerous sources of assistance and funding available for companies wishing to embark on improving their environmental performance.

- > **Canon Environmental Grant** - gifts \$15,000 worth of Canon products to facilitate an individual's or organisation's research or project that will have a positive impact on the New Zealand environment.
- > **Energy Efficiency and Conservation Authority (EECA)** - free energy use assessment tools, free energy audits and interest free loans for items such as solar hot water systems.
- > **Ministry for the Environment Sustainable Management Fund** - supports the community, business, iwi and local government to carry out practical projects that will produce environmental benefits.
- > **New Zealand Trade and Enterprise (NZTE)** - assistance, funding, grants and awards to sectors and individual companies for business improvement initiatives, including environmental performance improvements.
- > **Shell New Zealand Sustainability Fund** - aims to help SMEs develop and implement systems that will enable them to operate in a sustainable, environmentally responsible way.
- > **Target Zero** - grants for businesses that use approved business sustainability services that deliver reductions in resource use and waste.
- > **Technology New Zealand** - matching funding for technical assessment, product and process development, research for product and process development, including for environmental performance improvements.
- > **Zero Waste Trust** - information, support and funding to councils, community groups and businesses setting up waste minimisation initiatives.

Regional, city and territorial councils also have various funding schemes, e.g. the Auckland Region BusinessCare Enviro-Mark@NZ programme assists businesses that wish to implement resource efficiency and environmental management.

There may be other opportunities to leverage further funding for local community projects where your business could agree to match other sources of funding or provide in-kind resources. Information about many sources of community funding can be obtained on the Ministry for the Environment database Envirofunz. In addition to these sources of funding, the World Wide Fund for Nature New Zealand manages three contestable funding programmes available to community groups and schools: Habitat Protection Fund, Organic Gardens in Schools Fund and Environmental Education Action Fund.

10.11 AWARDS AVAILABLE TO NEW ZEALAND SCREEN PRODUCTION COMPANIES

Currently there are no New Zealand environmental awards specific to the screen production industry. Awards that companies could apply for include:

- > **Ministry for the Environment - Green Ribbon Award** - the sustainable business category is awarded for outstanding efforts in reducing business impacts on the environment, such as reducing emissions, waste and energy use, implementing environmental management systems, environmental reporting, and encouraging other businesses to adopt good practices.
- > **Energy Efficiency and Conservation Authority - Energywise Awards** - for organisations that have demonstrated innovation in energy efficiency or renewable energy projects.
- > **Sustainable Business Network - Sustainable Business Awards** - celebrate outstanding performance in contributing to sustainable development in New Zealand and highlight exceptional achievement as an example for others to follow.
- > **Qantas - Media Awards** - sub-category Environment and Conservation - Shell New Zealand Award - for the best environment and conservation report.
- > **Environmental Media Association - Environmental Media Award** - honours film and television productions that increase public awareness of environmental issues and inspire personal action on these issues. The awards recognise writers, producers, directors, actors, technicians and others in the entertainment industry who actively express their concern for the environment through their work.
- > **Environmental Media Association (EMA) - Green Seal Award** - honours productions where the studio or production company have implemented the EMA [checklist of "green" choices](#).
- > **Reuters-World Conservation Union - Environmental Media Awards** - recognise excellence in professional reporting on environmental and sustainable development issues.
- > **World Wide Fund for Nature United Kingdom - British Environment and Media Awards** - recognises television-news and documentaries, print-newspapers and magazines, radio, websites and campaigns for the vital role they play in communicating the importance of protecting the environment and alerting people to the dangers inherent in not doing so.

Many regional, city and territorial councils also have an annual sustainable or "green" business award. Look on your local council website for more information.



SECTION 11:

Links: Sustainability organisations and initiatives

11. LINKS: SUSTAINABILITY ORGANISATIONS AND INITIATIVES

Organisation/Initiative

AccountAbility
 Adbusters
 AgriQuality
 Amnesty International
 BioGro New Zealand
 Business in the Environment (BiE)
 Butts Out
 Campaign for Safe Cosmetics
 Choose Cruelty Free
 Connected Media Trust
 Conservatree
 Convention on International Trade in Endangered Species (CITES)
 Department of Conservation (DOC)
 Dow Jones Sustainability Index (DJSI)
 Earth First
 Ebex21®
 Energy Efficiency and Conservation Authority (EECA)
 Entertainment Industry Development Corporation (EIDC)
 Environmental Production Guide
 Envirofunz
 Enviro-Mark®NZ
 Environmental Choice New Zealand
 Environmental Media Association (EMA)
 Fairness and Accuracy in Reporting (FAIR)
 Fairtrade
 Forest Stewardship Council (FSC)
 Friends of the Earth (FOE)
 FTSE4Good
 Global Compact
 Global Reporting Initiative (GRI)
 Global Sullivan Principles
 Govt³
 Green Office Guide
 Greenpeace
 Green Vehicle Guide
 Habitat for Humanity (HFH)
 International Federation of Film Producers Association (FIAPF)

Internet address

www.accountability.org.uk
www.adbusters.org
www.agriquality.co.nz
www.amnesty.org
www.biogro.co.nz
www.bitc.org.uk
www.buttsout.net
www.safecosmetics.org
www.choosecrueltyfree.org.au
www.connectedmedia.org
www.conservatree.com

www.cites.org
www.doc.govt.nz
www.sustainability-indexes.com
www.earthfirst.org
www.ebex21.co.nz
www.eeca.govt.nz

www.eidc.com/epg/
www.envirofunz.org.nz
www.enviro-mark.co.nz
www.enviro-choice.org.nz
www.ema-online.org
www.fair.org
www.fairtrade.org.uk
www.fsc.org
www.foei.org
www.ftse.com/ftse4good/
www.unglobalcompact.org
www.globalreporting.org
www.thesullivanfoundation.org
www.mfe.govt.nz/issues/sustainable-industry/govt3/
www.greenoffice.org.nz
www.greenpeace.org
www.greenvehicleguide.gov.au
www.habitat.org

www.fiapf.org



International Labour Organisation (ILO)	www.ilo.org
International Organisation for Standardisation (ISO)	www.iso.org
Investors in People (IIP)	www.investorsinpeople.co.uk
Joint Accreditation System of Australia and New Zealand (JAS-ANZ)	www.jas-anz.com.au
Just Pensions	www.uksif.org
Kodak: People and Planet	www.kodak.com/US/en/motion/hse/index.jhtml?id=0.1.4.5&lc=en
Landcare Research - Manaaki Whenua	www.landcareresearch.co.nz
Local Government New Zealand (LGNZ)	www.lgnz.co.nz
London Benchmarking Group	www.lbg-online.net
Marine Stewardship Council (MSC)	www.msc.org
Media Lens	www.medialens.org
Media Smart	www.mediasmart.org.uk
Ministry for the Environment (MfE)	www.mfe.govt.nz
Morley Fund Management	www.morleyfm.com
New Zealand Business Council for Sustainable Development (NZBCSD)	www.nzbcSD.org.nz
Organic Pathways - Online Guide to Organics in Aotearoa New Zealand	www.organicpathways.co.nz
Organisation for Economic Cooperation and Development (OECD)	www.oecd.org
Rainforest Action Network (RAN)	www.ran.org
Rainforest Relief	www.rainforestrelief.org
RepuTex	www.reputex.com.au
Resene Paintwise	www.resene.co.nz/paintwise.htm
Simply Sustainable	www.sustainability.mfe.govt.nz
Sinks Watch	www.sinkswatch.org
Social Accountability International	www.cepaa.org
SustainAbility	www.sustainability.com
Sustainable Business Network (SBN)	www.sustainable.org.nz
Television Trust for the Environment	www.tve.org
The Carbon Neutral Company	www.carbonneutral.com
The Natural Step (TNS)	www.naturalstep.org
United Nations Department of Public Information (UNDPI)	www.undpi.org
United Nations Environment Programme (UNEP)	www.unep.org
World Business Council for Sustainable Development (WBCSD)	www.wbcSD.ch
World Electronic Media Forum (WEMF)	www.wemfmedia.org
World Summit on the Information Society (WSIS)	www.itu.int/wsis
World Wide Fund for Nature (WWF)	www.worldwildlife.org
WWF New Zealand	www.wwf.org.nz
Zero Waste Trust	www.zerowaste.co.nz





SECTION 12:

Links: New Zealand screen production resources

12 LINKS: NEW ZEALAND SCREEN PRODUCTION RESOURCES

Key New Zealand screen production organisations are listed here. Comprehensive lists of other New Zealand screen production organisations, relevant government bodies and sources of funding can be found on the Film New Zealand website, the New Zealand Screen Council website, in The Data Book and in the The Brown Pages.

Organisation

Creative New Zealand

Film New Zealand

Investment New Zealand - screen production guides

New Zealand Film and Video Technicians Guild

New Zealand Film Commission

New Zealand Screen Council

New Zealand Trade and Enterprise

New Zealand Writers Guild

Ngā Aho Whakaari - Māori in Film and Video

NZ On Air

Regional Film Offices

> Film Auckland

> Film Dunedin

> Film Queenstown

> Film South

> Film Venture Taranaki

> Film Volcanic

> Film Wellington

Screen Directors Guild of New Zealand

Screen Production and Development Association of New Zealand (SPADA)

Te Māngai Pāho

The Brown Pages

The Data Book

Women in Film and Television (WIFT)

Internet address

www.creativenz.govt.nz

www.filmnz.com

www.investmentnz.govt.nz/section/14308.aspx

www.nzfvgt.org.nz

www.nzfilm.co.nz

www.nzscreenCouncil.co.nz

www.nzte.govt.nz

www.nzwritersguild.org.nz

www.ngaahowhakaari.co.nz

www.nzonair.govt.nz

www.filmauckland.com

www.filmDunedin.co.nz

www.filmqueenstown.com

www.filmsouth.com

www.filmventureTaranaki.com

www.filmvolcanic.com

www.filmwellington.com

www.sdgnz.co.nz

www.spada.co.nz

www.tmp.govt.nz

www.brownpages.co.nz

www.databook.co.nz

www.wiftnewzealand.org.nz



SECTION 13:

Glossary: Sustainability terms and initiatives

13. GLOSSARY: SUSTAINABILITY TERMS AND INITIATIVES

The terms and initiatives described here are all used by leading international and New Zealand screen production, media and entertainment, film and television companies.

AA1000 – an international standard that covers a company's social responsibility performance and disclosure, based on assessment of reports against three assurance principles: materiality (covers all relevant areas of performance), completeness (information is complete and accurate) and responsiveness (the organisation has responded to stakeholder concerns and interests).

CarbonNeutral® - a UK brand managed by Future Forests, now known as The CarbonNeutral Company, that indicates that a company has assessed its greenhouse gas emissions, reduced them where possible and offset the remaining non-reducible emissions through renewable energy, energy efficiency or forestry projects. Carbon-neutral status can be applied to entire companies, events, products and services. The brand is supported by a standard and independent audit process that assesses the application of the standard.

CarboNZero® - a New Zealand brand managed by Landcare Research that indicates that a company has measured its energy consumption, taken measures to reduce emissions and invested in regenerating native forest to offset the remaining unavoidable emissions. Landcare Research works in partnership with organisations to raise environmental awareness of the impact of their activities' emissions, to facilitate change and generate resources for investment in New Zealand's native bush/forest, in support of the national biodiversity and climate change strategies. Land registered under the regeneration programme is visited every five years and audited to verify how much carbon has been stored for that particular piece of land. Organisations, events, or products that have active programmes to reduce their emissions and offset their unavoidable emissions qualify to carry the CarboNZero® label.

Clean Green New Zealand - a brand devised to market New Zealand's products and services including New Zealand as a tourist destination. "Clean" refers to - clean air, clean water, uncontaminated land; "Green" is perceived to be sustainable management, implying a respect for natural resources and the needs of future generations, recognising a guardianship relationship between humans and natural resources (a Māori spiritual relationship), being ecologically aware, anticipating the effect of activities (adapted from Hughes 1993).

Compact for Safe Cosmetics - a pledge that cosmetics and personal care products made by a company anywhere in the world meet the standards and deadlines set by the European Union Directive 76/768/EEC to be free of chemicals that are known or strongly suspected of causing cancer, mutation or birth defects.

Convention on International Trade in Endangered Species (CITES) - is an international agreement between Governments. Its aim is to ensure that international trade in specimens of wild animals and plants does not threaten their survival. There are 169 parties to the convention including New Zealand.

Corporate Social Responsibility - treats the stakeholders of an organisation ethically or in a socially responsible manner. Stakeholders exist both within an organisation and outside. Consequently, behaving responsibly will increase the human development of stakeholders both within and outside the organisation.

Cruelty free - products have not been tested on animals and do not contain cruelly-derived ingredients. Some manufacturers and service providers have adopted cruelty-free ethical standards.

Declaration on Fundamental Principles and Rights at Work - this International Labour Organisation (ILO) declaration is an expression of commitment by governments, employers' and workers' organisations to uphold basic human values (social and economic). The Declaration covers four areas:

- > Freedom of association and the right to collective bargaining
- > The elimination of forced and compulsory labour
- > The abolition of child labour
- > The elimination of discrimination in the workplace.



Dow Jones Sustainability Index (DJSI) - global indices that track the financial performance of the leading sustainability-driven companies worldwide. Based on the cooperation of Dow Jones Indexes, STOXX Limited and Sustainable Asset Management (SAM), they provide asset managers with reliable and objective benchmarks to manage sustainability portfolios.

Enviro-Mark@NZ - is an Internet-based, five-step, modular certification programme; it is based on ISO 14001 but includes health and safety. It is designed for organisations of all sizes. The programme has at its core an easy-to-use self-assessment and planning process that enables users to evaluate their environmental management performance against the Enviro-Mark@NZ standards.

Environmental Choice - A range of environmentally preferable products are available in New Zealand. Some of these products have now been accredited by Environmental Choice, a third-party accredited, life-cycle eco-label, owned by the New Zealand Government and administered by an independent trust. Environmental Choice accreditation provides an independent guide for consumers who want to purchase products that are better for the environment. New Zealand's "greening of government" programme Govt³ is encouraging government agencies to prefer goods and services with the Environmental Choice label.

Environmental management system - a management structure that allows an organisation to assess and control the environmental impact of its activities, products or services. The structure is systematic and based on a cycle of continuous improvement, known as the "Deming Cycle" - Plan, Do, Check, Review.

Environmental performance indicators - Performance indicators compare actual conditions with a specific set of reference conditions. They measure the "distance(s)" between the current environmental situation and the desired situation (target): "distance to target" assessment.

Environmental Production Guidelines - developed by the Entertainment Industry Development Corporation (EIDC) as a resource for companies that wish to film responsibly. The guidelines are tailored for the screen production industry and are mainly focused on cleaner production, reuse and recycling.

External certification, accreditation and verification - independent external assessment helps establish the credibility of environmental management systems, reports and labels.

FTSE4Good Index Series - a tool aimed at those interested in socially responsible investment (SRI). To be eligible, businesses must meet specified corporate social responsibility criteria. Those that subsequently underperform are deleted from the index. Companies are regularly added to the indices which cover the UK, European, US and global markets. They are reviewed every six months by an independent committee.

Global Compact - is a network of companies that have agreed to embrace, support and enact, within their sphere of influence, a set of 10 core values or principles covering human rights, labour standards, the environment, and anti-corruption. The scheme is coordinated by the United Nations. Companies' adoption of the principles is not assessed but companies are encouraged to publish in their annual report the ways in which they are supporting the Global Compact.

Global Reporting Initiative (GRI) - a multi-stakeholder process and independent institution whose mission is to develop and disseminate globally applicable sustainability reporting guidelines. The guidelines are for voluntary use by organisations for reporting on the economic, environmental, and social dimensions of their activities, products, and services. GRI is an official collaborating centre of the United Nations Environment Programme (UNEP) and works in cooperation with UN Secretary-General Kofi Annan's Global Compact.

Global Sullivan Principles (GSP) - is a framework to which companies align their codes of conduct and initiatives to support economic, social and political justice wherever they do business. Companies are expected to promote the principles to their suppliers, customers and other business associates.

ISO 14000 Series - a family of standards and guidelines relating to environmental management systems, and related supporting standards on terminology and specific tools, such as auditing (the process of checking that the management system conforms to the standard). ISO 14001 is primarily concerned with "environmental management". In plain language, this means what the organisation does to minimise harmful effects on the environment caused by its activities.

Johannesburg Declaration - a political statement of commitment made by world leaders at the 2002 World Summit on Sustainable Development to address sustainable development at local, national, regional and global levels.

Johannesburg Plan of Implementation - outlines the steps that national governments must take to tackle the most pressing issues facing the Earth, communities and societies today. The priority issues were identified as water and sanitation, energy, health, agriculture and food security, and biodiversity (known collectively as WEHAB).

Life-Cycle Assessment - an objective process to evaluate the environmental burdens associated with a product, process, or activity by identifying energy and materials used and wastes released to the environment, and to evaluate and implement opportunities to affect environmental improvements.

Media Lens - a media-watch project, which offers authoritative criticism of mainstream media bias and censorship, as well as providing in-depth analysis, quotes, media contact details and other resources.

Media Smart - a media literacy programme to provide children with the tools to help them understand and interpret advertising, so that they are able to make informed choices

Millennium Declaration - a political statement of commitment made in 2000 by world leaders affirming a set of international development goals with targets for reducing poverty, hunger, disease, illiteracy, environmental degradation and discrimination by 2015.

Monterey Consensus - confirmation in 2002 of the eighth Millennium Goal which calls on rich countries to relieve debt, increase aid and give poor countries fair access to their markets and their technology.

New Zealand Imported Tropical Timber Group - comprises representatives from New Zealand's tropical timber importers, tropical timber retailers, and environment and conservation non-governmental organisations. The Ministry of Agriculture and Forestry is represented as an observer. A Charter of Understanding sets out the Group's goals. These include ensuring that all tropical timber imported into New Zealand is sourced from forests certified as sustainably managed. Until this goal is reached timber retailers and importers have agreed not to source tropical timber from certain countries, and not to advertise or otherwise promote tropical timber decking that is sourced from unsustainably managed forests. Environmental groups have agreed not to protest at the actions of tropical timber importers or retailers abiding by the Charter of Understanding.

Principles of Corporate Governance - a set of corporate governance standards and guidelines developed by the Organisation for Economic Cooperation and Development (OECD). The principles are intended to assist governments, stock exchanges, investors, corporations, and other parties with an interest in the governance of publicly traded companies.

Resene Paintwise - is a programme managed by the Resene Foundation. Centres have been designated where unwanted paint and paint containers, no matter what brand, can be dropped off. Resene branded paint and paint containers are free to return. A small charge applies to non-Resene branded products. Good quality paint is provided free to community groups for reuse and packaging materials are recycled or disposed safely.

ReSets - is a company in the United States dedicated to dismantling sets from completed productions and reusing the lumber by selling it to furniture makers and pallet manufacturing companies, or giving it away to non-profit groups such as Habitat for Humanity (HFH) which uses it to build low-income housing and schools.

Responsible procurement - a management process used to secure the acquisition of goods and services ("products") in a way that ensures that there is the least impact on society and the environment throughout the full life cycle of the product.

Rights at Work - is a joint project between the BBC World Service Trust and the International Labour Organisation (ILO) to raise awareness and increase public understanding of the Declaration on Fundamental Principles and Rights At Work.

Rio Declaration on Environment and Development - a political statement of commitment made by world leaders at the 1992 World Summit on Sustainable Development to implement a set of principles that define the rights of people to development, and their responsibilities to safeguard the common environment.

Safe Sets™ - a scheme organised by Rainforest Relief that allows film producers to have their sets certified as free of protected tropical hardwoods. Also referred to as Rainforest Safe™.

Social Accountability 8000 (SA 8000) - is a verifiable standard designed to make the workplace more humane. The standard requires social issues to be integrated into all aspects of company policy and day-to-day operations.

The Natural Step (TNS) - an approach to sustainable management for organisations based on the ecosystem functions and processes necessary to support life on the planet. Four sustainability principles or conditions must be met in order to have a sustainable society.

Triple Bottom Line - a way of expanding traditional company reporting to take into account economic, environmental and social performance.

UNEP/SustainAbility Benchmarking Tool - is a method, developed by the United Nations Development Programme and SustainAbility, for achieving comparability of environmental performance data and reporting. It is based on 50 reporting elements in five different categories, covering management policies and systems, input/output inventory (process management, outputs, products), finance, stakeholder relations and partnerships and sustainable development.

United Nations Convention Against Corruption - a legally binding international agreement adopted in 2003 to fight corruption, with a focus on prevention. The 120 signatory countries have agreed to implement national anti-corruption policies and mechanisms; to strengthen judicial integrity and capacity; to promote integrity in the public and private sectors; to deny the proceeds of corruption and to facilitate the recovery of illicit assets.

Universal Declaration on Human Rights - a declaration adopted by the United Nations in 1948 outlining a common standard for basic human rights. The declaration recognises the inherent dignity and equal and inalienable rights of all members of the human family as the foundation for freedom, justice and peace in the world.

World Summit on the Information Society (WSIS) - was established by the United Nations in 2003 to develop and foster a clear statement of political will and take concrete steps to establish the foundations for an Information Society with a specific focus on bridging the digital divide and hastening the achievement of the Millennium Development Goals.



SECTION 14:

Acronyms

14. ACRONYMS

AA1000	AccountAbility assurance standard for social and sustainability reporting	JASANZ	Joint Accreditation Service of Australia and New Zealand
BBC	British Broadcasting Corporation	LGNZ	Local Government New Zealand
BEMA	British Environment and Media Awards	MfE	Ministry for the Environment
BiE	Business in the Environment	MSC	Marine Stewardship Council
BREEAM	Building Research Establishment Environmental Assessment Method	NZBCSD	New Zealand Business Council for Sustainable Development
BSkyB	British Sky Broadcasting	NZFSA	New Zealand Food and Safety Authority
CITES	Convention on International Trade in Endangered Species	NZITTG	New Zealand Imported Tropical Timber Group
CSR	Corporate Social Responsibility	NZTE	New Zealand Trade and Enterprise
DJSI	Dow Jones Sustainability Index	OECD	Organisation for Economic Cooperation and Development
DOC	Department of Conservation	RAN	Rainforest Action Network
EBEX21®	Emissions/Biodiversity Exchange for the 21st Century	SAM	Sustainable Asset Management
EBU	European Broadcasting Union	SBN	Sustainable Business Network
EECA	Energy Efficiency and Conservation Authority	SPADA	Screen Production and Development Association of New Zealand
EIA	Environmental impact assessment	SPP	South Pacific Pictures
EIDC	Entertainment Industry Development Council	TVNZ	Television New Zealand
EMA	Environmental Media Association	UK	United Kingdom
EMS	Environmental Management System	UN	United Nations
FAIR	Fairness & Accuracy In Reporting	UNDPI	United Nations Department for Public Information
FIAPF	International Federation of Film Producers Association	UNEP	United Nations Environment Programme
FSC	Forest Stewardship Council	USEPA	United States Environmental Protection Agency
FTSE4Good	Financial Times and London Stock Exchange Index Company's socially responsible investment index	VOC	Volatile organic carbon
GRI	Global Reporting Initiative	WBCSD	World Business Council for Sustainable Development
HFH	Habitat for Humanity	WCC	Waitakere City Council
IFOAM	International Federation of Organic Agriculture Movements	WEHAB	Water, energy, health, agriculture and biodiversity
ISO	International Standards Organisation	WEMF	World Electronic Media Forum
ISO 14001	International Environmental Management Systems Standard	WIFT	Women in Film and Television
ITV	Independent Television	WSIS	World Summit on the Information Society
IUCN	The World Conservation Union	WWF-UK	World Wide Fund for Nature, UK



SECTION 15:

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Screen production environmental/social reports

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