

indeed presents

**Rising
Voices**

+

**AD
NET
ZERO**
ALL FOR NONE

10 Action Areas for a Greener Production

Every story has the power to inspire change, and today, we need that change more than ever.

For Season 5 of Rising Voices, Indeed and our production partners were committed to bringing greater environmental sustainability to the program and guiding all participants in easy to implement practices that not only improved the way they worked on their stories, but also the reduction of the environmental impact.

With our partners Ad Net Zero, we invited all participants to learn, and implement a sustainable vision within all stages of their production journey, and Indeed was delighted to support them throughout the process.

Soon, sustainability will be standard practice across film production and by leading this shift, we hope to set ourselves apart early and help shape a new era of filmmaking that honors both creativity and our planet.

Together, let's change the way we work and the work we make.

01 Early conversations

- Make the commitment and have conversations early with all relative contacts on your production - Studios, Line Producer, UPM, and Supervisors - to discuss the sustainability plan to department heads.
- Hold a pre-production meeting with all department heads to clearly communicate this plan, introduce an Eco Supervisor (when applicable), communicate the plan.
- For a deeper dive and directions, please read the [Green The Bid Production Manual](#) & [PGA Green Best Practices](#).

02 Eco Supervisor/Green PA (when applicable)

- Assign or hire an Eco Supervisor/Rep - this role is crucial to ensure success of your sustainability plan. This person will serve as a department head alongside other crew department heads to implement and manage sustainability systems from prep through to wrap.
- [Here are helpful checklists](#) for each department head which the Eco Supervisor can help manage.
- Language for the call sheet - [some helpful suggestions for your call sheets](#), if your set is able to adhere to these.
- Some resources on where to find someone with this background: [GreenTheBid](#), [Earth Angel](#), [Eco Set](#)

03 Measure

- Ensure that your selected Eco Supervisor or sustainability representative will track carbon emissions using the free [AdGreen](#) tool or similar tools such as [Albert](#), or [Green Production Guide](#). **Tutorials for AdGreen are available through our partnership with Ad Net Zero for all filmmakers and their teams.** Getting in the habit of measuring will become second nature and will help you create change and impact in all your future productions.
- **Remember:** You can't manage what you don't measure. You won't know if you were successful if you don't measure.

04 Locations

Whether you are constructing a set, or shooting on location, please consider the following:

- Shoot local if possible, to reduce the travel emissions.
- Think of the impacts of wrapping the job even before getting to the prep stage. The more you plan, the better.
- Always reuse, borrow, or rent materials wherever possible.



Helpful Tips:

- Choose public transportation or carpool where available.
- Encourage taking the Hybrid Uber/Lyft options.
- If designing a set, remember to design for disassembly so that sets can be repurposed and materials easily reused.
- Take every measure to manage your waste, compost, recycle, and donate at every stage.
- Work with your Eco Supervisor to hire a waste hauler who will provide recycling services for construction materials, catering, crew waste and more.

05 Set Dressing

During the creative process, consider efficiencies in selection of props and set decoration such as eco-friendly alternatives to traditional products and methods. [EcoSet](#) may be a great resource for set building and reuse materials if accessible based on shoot location.

- Where possible, borrow and rent props locally to cut down on carbon emissions from shipping, and the throwing away of items after one use.
- If greens/plants are needed as part of your production, rent or borrow plants and other greens locally.

06 Hydration

Reusable water bottles and water stations are a great way to reduce the number of disposable, single use water bottles or cups on set.

The Eco Supervisor should have a plan in place to ensure the water stations are managed properly and communication on bringing your own water bottles to set is clearly set ahead of production for all cast and crew.

07 Catering

Food waste is one of the largest contributors to carbon emissions. With all pre-production, the Eco Supervisor should plan and coordinate the following early in the process.



Helpful Tips:

- Hire caterers who will source as much food as possible that is both sustainable and seasonal.
- Either have a meat-free menu, or limited meat menu that does not include beef items. By switching from beef to a vegan option, you can reduce emissions by 94% ([AdGreen '23 Annual Report](#)).
- Have composting stations close to service and eating areas, as well as throughout your set.
- Supply reusable plates, cups, utensils and linens instead of disposables. If reusable options are not possible, provide bamboo or untreated cardboard compostables.
- Donate fresh leftovers to a local charity where available.

08 Generators/Power

Whenever possible, depending on location set ups, tie into the local power grid instead of using a fuel based generator.

If feasible, switch to biodiesel for diesel generators or, where available and within budget, use generators that run on solar energy.

Whenever applicable, power down any generator that is not in use between set ups and shots.

09 Hard Drives

[Hard drives](#) should no longer be seen as single-use items. They contribute to unsustainable mining practices. Once hard drives have been wiped and tested before use, all “Enterprise Class” drives should be reused multiple times.

Archiving on hard drives and in the cloud will instantly increase carbon footprint, therefore, we recommend twin LTO tapes, which are guaranteed for up to 30 years.

10 Have fun

Congratulations! You are making an impact on your community and the environment through your participation in the Rising Voices program. Have fun with this guidance and know that you are taking part in practices that will stand to you, your team, and the industry for years to come.

Progress not perfection.

Sustainability Tips for All Production Departments

The core principles of sustainability in production focus on conserving fuel and energy, and minimizing landfill waste, among other efforts. Early identification of priorities and challenges is essential, and hiring an Eco Supervisor can significantly enhance your success. They will engage with Heads of Departments (HODs) early and consistently to set clear sustainability expectations. Effective communication is key to aligning goals and ensuring that each department contributes to a green production process.

Remember, sustainability is about progress, not perfection. Every small step and action contribute to a meaningful impact!



Resources:

[Green Production Guide](#), [Green the Bid](#)

Locations

Whether in a studio or on location, take every measure to manage waste, protect the landscape, and re-use materials whenever possible. Here are some quick tips:

- ☐ **Shoot locally** to reduce travel emissions.
- ☐ **Opt for sustainable transit:** Encourage carpooling, public transport, or using hybrid rideshare options. Provide public transit information with maps given to cast and crew.
- ☐ **Manage waste efficiently:** Set up clearly labeled compost, recycle, and garbage stations.
- ☐ **Provide sorting bins:** Ensure catering and crafty have compost and recycle bins readily available.
- ☐ **Hire a recycling-friendly waste hauler** through your Eco Supervisor to manage waste sustainably.



Resources:

[Green Production Guide](#), [Green The Bid Location Department Resources](#)

Transportation

Consider these tips to reduce emissions from transportation:

- ☐ **Biodiesel vehicles:** When renting, opt for vehicles that run on biodiesel to lower carbon emissions.
- ☐ **No Idling:** Implement and enforce a strict no idling policy to reduce unnecessary fuel consumption.
- ☐ **Public transit & carpooling:** Offer incentives for using public transit or carpooling to encourage eco-friendly commuting.
- ☐ **On-site transportation:** Re-think transportation on set by using electric or solar-powered golf carts, or bikes if feasible.
- ☐ **Generators:** Whenever possible, connect to the local power grid instead of using generators. If generators are necessary, consider biodiesel or solar options and always power down when not in use.



Resources:

[Green Production Guide](#)

Catering & Craft

Reduce food waste and promote sustainability with these tips:

- ☐ **Sustainable sourcing:** Hire a caterer who prioritizes seasonal and sustainably sourced ingredients.
- ☐ **Meat reduction:** Limit meat options, especially beef, to lower the environmental impact.
- ☐ **Composting & reusables:** Set up composting stations and reusable tableware. If necessary, opt for compostable alternatives.
- ☐ **Food donations:** Arrange to donate leftover food to local charities.
- ☐ **Reusable water bottles & stations:** Minimize single-use bottles by encouraging cast and crew to bring their own water bottles ahead of time.
- ☐ **Eco-friendly snacks:** Avoid individually wrapped snacks, or choose companies using biodegradable packaging.
- ☐ **Eco Supervisor role:** Ensure the Eco Supervisor oversees the setup of water stations, recycling, landfill, and compost bins, and reminds crew to bring their own bottles.



Resources:

[Green Production Guide](#), [Green The Bid Catering Resources](#)

Set Dressing

Focus on reusing materials and mindful strike and wrap to reduce waste. Here are some quick tips:

- ☐ **Eco-friendly props:** Choose sustainable or reusable, or salvaged materials whenever possible.
- ☐ **Wood waste management:** Recycle any wood scraps that cannot be donated, or hire a wood chipper to convert wood waste into garden mulch.
- ☐ **Reusable sets:** Rent or design sets for easy disassembly to enable reuse and repurposing.
- ☐ **Paint:** Utilize leftover paint as primer and opt for recyclable steel gallon cans instead of plastic buckets.
- ☐ **Local rentals:** Use local rental services to cut down on shipping emissions.
- ☐ **Greens:** Rent or borrow plants to reduce waste and environmental impact.
- ☐ **On-screen impact:** Replace single-use items such as plastics and Styrofoam with reusable alternatives on-screen.
- ☐ **Wrap planning:** Arrange in advance for schools, theatres, or recycling centers to take donations of used sets and materials.



Resources:

[Green Production Guide](#), [Green The Bid Prop Master Resources](#),
[GTB Art Department](#)

Lighting & Grip

Conserve energy and reduce waste with these quick tips:

- ☐ **Rechargeable batteries:** Use rechargeable batteries to minimize waste.
- ☐ **Energy-efficient lighting:** Opt for fluorescent or LED lights instead of incandescent bulbs whenever possible.
- ☐ **Dimmers:** Utilize dimmers to lower energy consumption between bright shots.
- ☐ **Switch off:** Turn off all lighting and equipment when not in use.
- ☐ **Reuse color gels:** Save color gels for use in future productions.
- ☐ **Recycle expendables:** Recycle any expendables that cannot be reused.



Resources:

[Green Production Guide](#), [Green The Bid Camera & Lighting Department Resources](#)

Camera & Sound

Conserve energy and reduce waste with these tips:

- ☐ **Energy Star equipment:** Rent Energy Star-certified equipment when available.
- ☐ **Hard Drive reuse:** Reuse hard drives to minimize waste.
- ☐ **Power down:** Unplug equipment with standby modes when not in use.
- ☐ **Rechargeable batteries:** Opt for rechargeable batteries to reduce waste.
- ☐ **Digital recording:** Prefer hard drives or flash drives over film for digital shoots.
- ☐ **Memory card reuse:** Reuse memory cards after data transfer to the DIT.
- ☐ **Battery recycling:** Set up an on-set receptacle for dead batteries and properly dispose of them.
- ☐ **E-waste recycling:** Recycle unused film and packaging through certified electronic waste haulers.



Resources:

[Green Production Guide](#), [Green The Bid Sound Department Resources](#), [GTB Hard Drive Re-Use](#)

Wardrobe, Hair & Makeup

Simple steps to reduce waste & conserve resources for your department:

- ☐ **Sourcing talent wardrobe:** Where possible, borrow talent's own clothing, or source from second-hand shops.
- ☐ **Dry cleaning:** If dry cleaning is necessary, choose services that avoid perchloroethylene (PERC).
- ☐ **Reusable garment bags:** Use reusable garment bags instead of plastic covers.
- ☐ **Donate:** Set up donations of unused clothing to local charities or recycle irreparable items at a hard-to-recycle-center that accepts textiles.
- ☐ **Cruelty-free products:** Opt for hair and makeup artists who use cruelty-free, vegan products.
- ☐ **Avoid aerosols.**
- ☐ **Packaging:** Opt for refillable products or biodegradable packaging.
- ☐ **Recycle:** Responsibly recycle the empty cosmetic containers.



Resources:

[Green Production Guide](#), [Green The Bid Makeup & Hair Resources](#)