

Partner learning workshop:

Rich and diverse insights into the sustainability of British film and TV

Film London, Green Screen's lead partner, put together a well-balanced programme of presentations for the first staff exchange trip. During the two day event, guest speakers such as sustainability experts and leading figures from the Film & TV industry presented to the partners and stakeholders.

It was a great opportunity to not only discover actions which are rarely publicised, but also to exchange good practices between professionals from different European countries.

Film London's initiatives

Our host Film London, the capital's screen industries agency, gave us an overview of the sustainable production initiatives going on in the UK. Among them, their environmental production initiative, Green Screen (not to be confused with our Green Screen Interreg project!) which started out back in 2009 with a booklet. In partnership with consulting company Greenshoot, this initiative has now expanded into a full support programme and certification to help productions reduce their environmental impact. This initiative is continuing to help prove that film and TV productions can save both carbon emissions and money when going green!



Green Screen is elevated by the Mayor of London's ambitious environmental strategy. This allows Film London to run an innovative pilot project: replacing diesel generators with cabinets plugged into the national grid. Working alongside Film London's Equal Access Network, the agency also tackles the diversity dimension of sustainability!

The sustainability perspective

Our first two guest speakers were from Julie's Bicycle, a London-based charity which supports the creative industries to act on environmental sustainability and the Zero Emissions Network or ZEN, a tri-borough project looking to reduce the impact of business on air quality.

They presented their good practices and gave us useful tips on business and individual engagement. How to design an effective awareness event? Some example answers:

- do not lose time focusing on dismissive people
- call to both the audience's fears and hopes
- catch passerbys' attention with coffee or electric vehicles to test!

What is great with these two initiatives is that they make their beneficiaries more sustainable but also more economically resilient (Julie's Bicycle's portfolio of organisations have saved £11 million on energy since 2012/2013) or socially integrated (ZEN helps unemployed people reaching the job market by providing them with a bike). So much to learn from initiatives in the broader creative sector!

Testimonies from on-set sustainability supervisors



Alessandro Riconda, green runner on Left Bank and Amazon's TV series Electric Dreams and Matti Allam, Project Development Manager, Film London

We were then immersed into the heart of film and TV production by **Alessandro Riconda**, green runner on Left Bank and Amazon's TV series Electric Dreams and **Jimmy Keeping**, environmental coordinator at Warner Bros' Leavesden Studios. The demand for this kind of expertise is increasing as studios and TV channels (BBC, Sky) require follow-up on their sustainability during filming.

These rare testimonies were really helpful to understand the realities of sustainability on a set. They both highlighted the importance of involving an environmental supervisor as soon as the first day of pre-production. The ideal eco-supervisor listens to and tests solutions with the team, anticipates and adapts quickly to the changing needs of productions and the shooting location's existing solutions and mentalities.

The film and TV suppliers which are changing the game

These coordinators could not do much if sustainable solutions did not exist. Hopefully, suppliers in the industry are more and more committed to sustainability.

Green locations

Hannah Bond, sustainability manager at Pinewood Studios presented the ambitious strategy of the expanding British studios. They work on energy savings (they have reduced 35% of their emissions since 2010/2011), sustainable transportation (fleet on Prius available on-site and free shuttle service from and to the nearest stations which is open to visitors but also the neighbouring community) and recycling their waste (479 tonnes is recycled waste, zero goes to landfill,



Hannah Bond, sustainability manager at Pinewood Studios.

but some is still burnt to create energy).

On our second day we were hosted by Somerset House, a beautiful location right in the heart of Central London. Here they have also started moving towards sustainable future by enforcing a plastic straw-free environment and even growing mushrooms in their basement!

Set re-purposing, sustainable lighting and transportation

15 years ago, **Scenery Salvage** decided to change the wasteful way things were done. They now collect props and materials from productions, dismantle them into components and recycle or reuse them.

Among the participants of the staff exchange was **Aude-Line Dulière**, who researches innovation in construction methods and supply systems in the global film industry.

Switching to lighting, **GreenKit** also commits to identifying and proposing the most sustainable lighting solutions. They also make sure that they are cost-effective (thanks to the energy savings of LEDs).

Green Tomato Cars also understood that being the greenest car service in London went hand-in-hand with aiming at being the best service provider, always adapting to the needs of their clients.

These suppliers are constantly researching and innovating. How can Scenery Salvage best use the materials it acquires while ensuring the least amount of travel is undertaken. How can we create an innovative and more collaborative industry? And what is the future of cars?...hydrogen it would seem!?