

Greenshoot

Environmental & Sustainability consultants



Methodology and progress report 2019



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1. Purpose

The purpose of this report is to present the methodology and results of production activity across the UK film and TV industry that have used Green Screen, the online environmental programme that reduces carbon and helps cut costs.

2. Green Screen

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

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

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

So far 304 productions have engaged with Green Screen in London and around the world.

3. Sustainable Development

It is worth noting here the interpretation of what sustainable development means; sustainable development is development that meets the needs of the present without compromising the ability of future generations to meet their own needs.

It contains within it two key concepts. The concept of 'needs', in particular the essential needs of the world's poor, to which overriding priority should be given; and the idea of limitations imposed by the state of technology and social organisation on the environment's ability to meet present and future needs.

Sustainable development is not about fixing industry challenges and current working practices overnight - but a sustained improvement over time.

Put simply, our generation is using resources at such a rate the planet has reached its limits and we are now seeing signs of breakdown in many natural systems. Crucially, sustainability recognises that many of the world's environmental problems stem from our society and economic system.

For anything to be sustainable it needs to be able to work in the long term. It also has to consider the balance between the three pillars of sustainability - economic, environmental and social.

Green Screen looks to address these pillars across the programme.



RESULTS

Jan 2016 - June 2019

304 productions signed up to Green Screen

**291 certified Green level
1 Silver level**

11 failed certification

MANDATORIES

**Plan-Do-Act
Green Screen Runner
Reduce - Reuse - Recycle
Reporting**

SUSTAINABILITY

“Meets the needs of the present without compromising the ability of future generations to meet their own needs.”

“Our Common Future” also known as the Brundtland Report was published in 1987 by the United Nations



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About

The Green Screen initiative was first developed by Film London in 2008 with Greenshoot joining as their sustainability partner in 2014. In 2016 the digital environmental production platform green-screen.org.uk was developed over a period of 4 months and then launched. The ambition was to create a simple online sustainability process that any production could follow, anywhere, to make their production more sustainable.

Now that over 290 productions have been certified through the programme it has meant a baseline of achievement has been achieved. A basic level of sustainability - recycling, no polystyrene, no vehicle idling, energy saving campaign, etc. – measures that productions probably previously didn't implement.

As sustainability is all about continual improvement, the Silver Level was introduced in early 2019, initially being trialled on Season 3 of The Crown, through Left Bank Pictures. It demands more from the whole production, needing engagement from every crew department in a points-based system that requires a minimum number (85) to achieve certification.

The final step is to develop the Gold Level, which will represent full sustainability.

4. Methodology

Green Screen offers productions a road map and framework enabling them to conform to a required level of environmental sustainability.

An organisation will engage with Green Screen during the development or pre-production of a film or TV programme with the show's producer committing to implement an effective environmental management system. It serves to help protect human health and the environment from the potential impacts of its activities, products or services, and to assist in maintaining and improving the environment.

Green Screen's point of difference to other environmental initiatives is that it has mandatory requirements for the (entry) green level, which is then built on for the silver (intermediate level) the most important being that each production has to have a trained green screen runner to oversee the programme. Since 2013 over 240 new entrants to the film and TV industry have been trained in sustainable production practices. From collective learnings we have found that if no-one is allocated to the task of monitoring and maintaining the Green Screen programme on a film production it won't be effective.



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METHODOLOGY

Producers and senior management commit to an environmental policy, recycling programme, energy reduction campaign and then choose additional environmental reduction strategies that will reduce a production's environmental

impact and increase resource efficiency.

An EMS - environmental management system - serves to help protect human health and the environment from the potential impacts of its activities, products or services, and to assist in maintaining and improving

the environment.

EDUCATION

Since 2013 over 240 new entrants to the film and TV industry have been trained in sustainable production practices.

Greenshoot offer regular industry training workshops to support the next generation of filmmakers.

Methodology

- Commitment to an environmental policy and environmental legislation
- Emphasis is placed on prevention
- Evidence of reasonable care and regulatory compliance
- Green Screen is designed for continual improvement

Methodology using the mnemonic SMARTER when reviewing objectives

- **Specific** to a person, function, process or department
- **Measurable** able to be monitored and measured
- **Achievable** to incorporate the maximum amount of motivation
- **Relevant** to the policy and programme, employee, or interested party
- **Timely** established within a set timeframe enabling monitoring to take place
- **Evaluated** Evaluate the results through the tracking form online at Green Screen
- **Reviewed** Review results, report back and evaluate

Implementation and operation of Green Screen

Green Screen offers producers, production companies and businesses the flexibility to choose the level of environmental commitment through the Green or Silver level and continual assessment;

Resources, roles, responsibility and authority

The successful implementation of Green Screen calls for the commitment of all employees of the organisation. Commitment should begin at the highest level of management and then communicated down to operational management and all employees and supply chains.

5. Tracking carbon emissions | Assessing financial savings

Carbon tracking

Greenshoot have been assessing the filming industries carbon footprint since 2009 when they commissioned a film specific carbon calculator. The tool was designed by leading industry expert, Jane Burston who now heads up the National Physics laboratory in the UK. The Greenshoot carbon calculation tool is used in calculating significant emissions arising from the filming production industries. Measuring, monitoring and analysis are key activities of Green Screen's environmental management system. Records and evidence of the productions achievements are analysed against objectives set out within the programmes environmental action plan and uploaded to Green Screen as proof of the activity. Departmental points through a tracking system along with reporting enables a clear and transparent reporting system. Measuring, monitoring and analysis are key activities of Green Screen's environmental management system. Records and evidence of the productions achievements are analysed against objectives set out within the programmes environmental action plan and uploaded to Green Screen as proof of the activity.

It's important to note that the carbon reduction percentage figures are approximate. But as Greenshoot has carried out carbon calculations on over 50 productions of all sizes and budgets we can, with the correct information, make educated estimates as to any productions emissions.

Financial tracking

Greenshoot work with the production's line producers who manage the productions global budget and the accountants to track savings on specific products or services such as fuel spends, single use plastic bottles and waste.

6. Outcome - Green Screen production breakdown

A: OVERVIEW

292	Certified Green Screen Productions
151	London productions
16.8%	Average reduction in carbon across all productions
27.2%	Carbon savings in High end TV productions

B: PRODUCTION ANALYSIS

239	Television commercials
13	High End TV
17	Film London Microwave films
7	Independent Films
8	British Film Institute (BFI) funded films
7	Student or short films (no charge)
246	Green Screen runners/stewards trained with employment

C: GENDER & ENGAGEMENT

10,881	Total crew who've worked on a Green Screen production(s)
108	BAME green runner/stewards
62%	Female
38%	Male

D: OUTPUT SAVINGS

£35,000 and counting	Charitable donations including...
	Kitchens and furniture
	Clothes
	Food

7. Measuring and compliance

Measuring, monitoring and analysis are key activities of Green Screen's environmental management system. Records and evidence of the productions achievements are analysed against objectives set out within the programmes environmental action plan and uploaded to Green Screen as proof of the activity.

Departmental points through a tracking system along with reporting enables a clear and transparent reporting system. Greenshoot have been assessing the film industries carbon footprint since 2009 when they commissioned a film specific carbon calculator. The tool was designed by leading industry expert, Jane Burston who now heads up the National Physics laboratory in the UK. The Greenshoot carbon calculation tool is used in calculating significant emissions arising from the production of films.

Classification:	Scope 1	Scope 2	Scope 3
<i>Should I include this?</i>	Compulsory. Always include these activities in your footprint	Compulsory. Always include this in your footprint	Recommended. Inclusion of these activities is optional but it is best practice to include them where relevant and possible
<i>Explanation:</i>	<i>Activities that release greenhouse gases directly</i>	<i>Purchased energy</i>	<i>Other indirect emissions resulting from company activities</i>
<i>Some examples of activities in this category:</i>	<ul style="list-style-type: none"> • Energy generated on-site, for example fuel used for generators or heating • Company owned vehicles • Greenhouse Gas Process Emissions (where the equipment producing such emissions is company owned) 	<ul style="list-style-type: none"> • Energy used in company owned and rented buildings 	<ul style="list-style-type: none"> • Business travel (excluding company owned vehicles) • Freight (excluding company owned vehicles) • Staff Commute • Waste

Green Screen, Level 1 - Green level - 7 mandatories

1. The producer will complete this Environmental Policy which will generate the Crew Memo that goes on the first day's call sheet.
2. Appoint a Green Steward to oversee the environmental programme and a green contact in each dept.
3. Implement a production recycling programme.
4. Won't use polystyrene in the catering dept. (It is carcinogenic and non recyclable.)
5. Donate any unwanted production assets (food, props, clothes, etc.) to charity.
6. Implement a 'Switch Off' energy reduction campaign.
7. Implement a no-idling policy for all vehicles.

Green Screen, Level 2 Silver level - intermediate an additional 3 including online tracking.

8. Eliminate plastic water bottles by providing water coolers and personal canisters and/or ask crew to bring water canisters from home.
9. Distribute call sheets, MOs and RAs electronically.
10. Complete the Silver level tracking form Silver offers productions to take part in industry research programmes including energy and fuel tracking, waste and single use plastic bottles.

Plastic | Education | Reduction

“We won’t have a world without plastic, but we can have a world in which we use less”

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

Transport | Travel | Fuel

“We simply cannot afford to take the same old approach to travel as our growing population puts increasing pressure on our network,” *Sadiq Khan, Mayor of London*

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

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

Waste hierarchy | Circular economy

“In the UK we throw away 13 billion steel cans every year, stacked on top of each other, you could make 3 piles of cans that would reach to the moon!”

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

8. Conclusion

Green Screen is an engaging educational sustainability programme that helps productions to reduce carbon and costs when shooting. This paper sets out key results and offers the reader a tangible and realistic review to meet the requirements of carbon reduction for the audio-visual industries. There is still much to accomplish and moving forward the entire team’s ambition is to scope a 360 degree circular Gold model for full achieving full sustainability.

- Moving to Gold includes incorporation of more social impacts;
- Air pollution
- Community programmes and legacy
- Sector and national legislation compliance

- Carbon offsetting for those productions that reach a level of sustainability and want to balance their carbon but requesting emissions through forestry and good governance. 360 - Gold is in development.

Appendix 1

The Author - Melanie Dicks, Lead Auditor - technical advisor Green Screen

Melanie Dicks, FRSA, IEMA Founder & Managing Partner, Greenshoot.

Melanie has been working in broadcast and film industry for 30 years. A Producer and a Production Consultant now specialising in sustainability and environmental best practice in the audio-visual sector in the UK for regional and national organisations.

At Greenshoot, she is accompanying the environmental auditing process of a production locally and now internationally. She will look at the green gains that can be found in every production, through script analysis and budget assessment, analysed by department. Melanie and her team are also in charge of the data gathering-process and for analysing the carbon footprint audit process.

About Greenshoot

Greenshoot, founded in 2010 are the leading service innovators making sustainability a practical and commercial reality for the film, TV, gaming & advertising production industries. Provide consultancy services, advice and support to numerous global brands including, Left Bank Pictures, Netflix, The British Film Institute, Film London, Screen South, Cine-Regio, Sky, Working Title Films, Universal Pictures and Warner Bros.

Greenshoot have supported a cultural change & industry shift in working practices over the past 10 years, through raising awareness internationally at events and locally on the ground with sustainable production services and through their national educational programmes training the next generation in sustainable production practices and climate change.

Greenshoot's expertise lies in sustainable development, strategy and in compliance locally, regionally and internationally for the audio-visual sector. The development of innovative environmental and sustainability management systems that have delivered award winning strategies culminating in attaining the Business Green Leaders, Best Consultancy award in 2013 and again in 2017 (among a high-profile list that included PwC).

Appendix 2

Green Screen productions from January 2017 to June 2019

Green Screen Productions

Number	Production	Date
1	John Lewis 'And/Or' Lookbook	16-Jan-17
2	RAY & LIZ	24-Jan-17
3	DJ TRANSPORTATION	7-Feb-17
4	Philip K. Dick's Electric Dreams	9-Feb-17
5	lloyds a new dawn	15-Feb-17
6	The Mouse	15-Feb-17
7	Samsung Q	16-Feb-17
8	Samsung Flexwash	21-Feb-17
9	Samsung SAM0041965	27-Feb-17
10	Split Screen	3-Mar-17
11	Kara	9-Mar-17

12	Maybe it's me	9-Mar-17
13	Samira's Party	9-Mar-17
14	To Wendy Who Kicked Me When I Said I love You	9-Mar-17
15	V	9-Mar-17
16	Blackout	10-Mar-17
17	The Bitter Sea	18-Mar-17
18	Esso - The Farewell	20-Mar-17
19	Service	24-Mar-17
20	FOG	25-Mar-17
21	Strongbow - 'Let's Own It'	25-Mar-17
22	VW Crafter	3-Apr-17
23	THE FIELD	13-Apr-17
24	Landline	13-Apr-17
25	BABY GRAVY	17-Apr-17
26	Production Assistant	17-Apr-17
27	In Wonderland	18-Apr-17
28	New Year	18-Apr-17
29	His Wake	20-Apr-17
30	Modern Props	20-Apr-17
31	Support	20-Apr-17
32	Wargames	20-Apr-17
33	Rabbits	20-Apr-17
34	Breathe	25-Apr-17
35	VW	28-Apr-17
36	Dreamies delicatz	3-May-17
37	ESSO The Meticulous	4-May-17
38	KATE JACKLING / JOHN LEWIS	12-May-17
39	Samsung	14-May-17
40	Samsung Family Hub Print	16-May-17
41	Samsung Connect Hub	17-May-17
42	McCain's Lorry Sides	18-May-17
43	SKY SPORTS	25-May-17
44	Google Digital Garage	2-Jun-17
45	FIFA 18	15-Jun-17
46	Airwaves Products	19-Jun-17
47	John Lewis Insurance	21-Jun-17
48	John Lewis 'And/Or' AW 17	22-Jun-17
49	John Lewis - Back To School 2017	27-Jun-17
50	M&S	29-Jun-17
51	John Lewis 'OH' AW	3-Jul-17
52	Whistle	14-Jul-17
53	ITV Weather Idents	18-Jul-17
54	MARMITE	31-Jul-17
55	McCain CFF Kids Rule Fridays	31-Jul-17
56	VW	31-Jul-17
57	Lloyds	1-Aug-17
58	John Lewis OH	7-Aug-17
59	JL - Xmas	11-Aug-17
60	Bulldog	15-Aug-17
61	Waitrose Essentials Autumn	15-Aug-17
62	NKU John Lewis	16-Aug-17
63	Waitrose "Snowed In"	17-Aug-17
64	John Lewis 'Your Style Your Way'	8-Sep-17
65	Singletons	11-Sep-17
66	Lipton Ice Tea	12-Sep-17
67	ZERO	18-Sep-17

68	Haig Club Whiskey	21-Sep-17
69	Halifax Jargon Busters	27-Sep-17
70	Colemans	5-Oct-17
71	John Lewis Christmas Home BAU	5-Oct-17
72	John Lewis Cook Gadgets	5-Oct-17
73	Waitrose Christmas x 2	5-Oct-17
74	SEAT	6-Oct-17
75	John Lewis Smart Home	9-Oct-17
76	VAG10095 / VAG00 44024	10-Oct-17
77	The Visitor	11-Oct-17
78	max factor my generation	12-Oct-17
79	John Lewis Christmas Narration	18-Oct-17
80	John Lewis Home / Loans	18-Oct-17
81	Max Factor BTS	18-Oct-17
82	McCain Roasts 2017	18-Oct-17
83	Samsung Xmas	18-Oct-17
84	John Lewis November Beauty	24-Oct-17
85	John Lewis Gifting	24-Oct-17
86	MAX FACTOR 'PRODUCT FILMS'	27-Oct-17
87	Bear Saviour	30-Oct-17
88	John Lewis December Beauty	2-Nov-17
89	Yo Yo Bear	7-Nov-17
90	H&M SS18	7-Nov-17
91	John Lewis Clearance AW17	13-Nov-17
92	John Lewis 'Modern Rarity'	14-Nov-17
93	Max Factor Social Stills	14-Nov-17
94	Wrens Kitchens	28-Nov-17
95	Liptons	4-Dec-17
96	McCain 'Here's to Love'	4-Dec-17
97	Interrogation	6-Dec-17
98	Liptons TEad	7-Dec-17
99	McCain Couples Product shoot	13-Dec-17
100	Lloyds 'Get The Inside Out'	8-Jan-18
101	McCain - 'We are Family'	10-Jan-18
102	john Lewis 'And/Or' SS18	18-Jan-18
103	John Lewis Spring	25-Jan-18
104	Home Girl	28-Jan-18
105	Halifax	11-Feb-18
106	Pythium	14-Feb-18
107	VW Used Car Event	15-Feb-18
108	Walls	16-Feb-18
109	Holding Space	16-Feb-18
110	PRODUCER	16-Feb-18
111	NIGHT OUT	20-Feb-18
112	Anemone	20-Feb-18
113	John Lewis Easter	21-Feb-18
114	Mind Reading Algorithms are Stealing our Democracy!	23-Feb-18
115	John Lewis NKU May Burst	26-Feb-18
116	Google Digital Garage	27-Feb-18
117	John Lewis Baby & Child	27-Feb-18
118	Volkswagen UK Lifestyle Shoot 2018	5-Mar-18
119	VW Car Net	7-Mar-18
120	IAMs - Who I am	15-Mar-18
121	IAMS Shoot	22-Mar-18
122	Naptha	25-Mar-18
123	Waitrose	26-Mar-18

124	Halifax Wizard of Oz	27-Mar-18
125	IAMS Cat Yoga	28-Mar-18
126	Vauxhall	4-Apr-18
127	VW Commercial Vehicles	12-Apr-18
128	Stella McCartney	16-Apr-18
129	Melanie's New Film	16-Apr-18
130	John Lewis Computing	17-Apr-18
131	Sick(er)	18-Apr-18
132	Sky Sports 'Take Your Seat'	26-Apr-18
133	VW	27-Apr-18
134	John Lewis EHT World Cup Final & Dyson	30-Apr-18
135	britannia 2	30-Apr-18
136	Volkswagon	1-May-18
137	Exxon Mobil: Autocomplete	9-May-18
138	AVIVA	22-May-18
139	GHD "Long Lives the Queens" Campaign	23-May-18
140	Telegraph Equity Release	24-May-18
141	Max Factor	24-May-18
142	Halifax Ghostbusters	29-May-18
143	Lloyds	29-May-18
144	LOOTED	30-May-18
145	Samsung EU Starwars	4-Jun-18
146	John Lewis Royal Wedding Beauty	4-Jun-18
147	Airwaves Products	12-Jun-18
148	Miller MMA	15-Jun-18
149	H&M Holiday 2018	27-Jun-18
150	LBP The Crown 3	28-Jun-18
151	H&M	4-Jul-18
152	Halifax Ghostbusters Colleague	11-Jul-18
153	McCains - Packs	16-Jul-18
154	ESSO "Forecourt"	19-Jul-18
155	John Lewis House	20-Jul-18
156	John Lewis Opticians	23-Jul-18
157	John Lewis Lancome Proenza	24-Jul-18
158	NH185 John Lewis	25-Jul-18
159	National Lottery 'Fisherman'	26-Jul-18
160	John Lewis Project B - Fashion	29-Jul-18
161	EuroMillions	1-Aug-18
162	Lotto Rollover	2-Aug-18
163	John Lewis Project B - Upholstery	3-Aug-18
164	VW-CV Aftersales	6-Aug-18
165	Think!	7-Aug-18
166	Waitrose & John Lewis	9-Aug-18
167	EuroMillions 'Amazing Starts Here'	13-Aug-18
168	Waitrose "Beautifully Simple"	16-Aug-18
169	Euromillions	20-Aug-18
170	Project J	25-Aug-18
171	HAIRCUTS 4 HOMELESS	31-Aug-18
172	JOHN LEWIS CHRISTMAS 2018 SUPPLIER FUNDED FILMS '8 x 10's'	3-Sep-18
173	John Lewis Microsoft Surface Go	4-Sep-18
174	EA Fifa	4-Sep-18
175	Haig Club	7-Sep-18
176	THE LETTER FOR THE KING	21-Sep-18
177	VWCV Balls to Cancer	1-Oct-18
178	WAITROSE CHRISTMAS	5-Oct-18
179	Lipton Good For Me	5-Oct-18

180	VW Influencers	8-Oct-18
181	John Lewis Beauty October 2018	10-Oct-18
182	John Lewis AEG 2018	12-Oct-18
183	John Lewis Samsung 8K TV18-	Oct-18
184	John Lewis November Beauty – Festive Beauty	19-Oct-18
185	John Lewis N308	19-Oct-18
186	Camelot Lotto Results	22-Oct-18
187	Wren Kitchens	24-Oct-18
188	Max Factor	30-Oct-18
189	Wren Comparison Rap	31-Oct-18
190	John Lewis Clearance	5-Nov-18
191	Wren Kitchens Christmas	9-Nov-18
192	Scottish Widows	9-Nov-18
193	Annabel Lee	10-Nov-18
194	Bell's Whisky - Christmas	12-Nov-18
195	John Lewis Google Pixel	14-Nov-18
196	AVIVA	16-Nov-18
197	Esso Germany Synergy	28-Nov-18
198	Set for Life	28-Nov-18
199	Lotto	29-Nov-18
200	Veg Power	3-Dec-18
201	TF-HMRC	6-Dec-18
202	McCain - Lighter Home Chips	10-Dec-18
203	Smithwicks1	8-Jan-19
204	Haig Social Recipes	11-Jan-19
205	John Lewis Sony OLED TV	11-Jan-19
206	Set for Life - Smash the Month	14-Jan-19
207	John Lewis Decorating A Tree	15-Jan-19
208	RENAULT TWIGO "Never too much"	17-Jan-19
209	lloyds 'the m word'	21-Jan-19
210	Smithwicks	21-Jan-19
211	Halifax	22-Jan-19
212	John Lewis H1	22-Jan-19
213	Fosters	22-Jan-19
214	The Letter For The King	22-Jan-19
215	Linda Brownlee / Lloyds	28-Jan-19
216	Lloyds 'Epic Journey'	28-Jan-19
217	H&M	29-Jan-19
218	Lloyds Tiny Rebel	30-Jan-19
219	National Lottery Stills	4-Feb-19
220	Mad Marie TV & Phone Better TV & Phone Better Stills	13-Feb-19
221	John Lewis Wellness	21-Feb-19
222	John Lewis Apple Wellness	21-Feb-19
223	Greenies - Dogs Don't Know	25-Feb-19
224	Amstel	1-Mar-19
225	Fashion Targets Breast Cancer	4-Mar-19
226	Outlander	5-Mar-19
227	VW x Tesco	7-Mar-19
228	Waitrose	12-Mar-19
229	John Lewis EHT Dyson Floor	14-Mar-19
230	LOTTO 111	15-Mar-19
231	Greenies	18-Mar-19
232	Miller Social Assets Film and Stills 2019	25-Apr-19
233	John Lewis H1 Fashion Phase 2 Social - Social Films	25-Apr-19
234	Everybody's Talking About Jamie	25-Apr-19
235	Finish	29-Apr-19

236	Anything Dad	29-Apr-19
237	Behind Her Eyes	3-May-19
238	Apollo	10-May-19
239	John Lewis Sony TV AG 9	14-May-19
240	HMRC - BRB	21-May-19
241	Volkswagen - Tents	22-May-19
242	TNL Winning Excitement	30-May-19
243	Sand	3-Jun-19
244	MCCAINS, DIFFERENCES	5-Jun-19
245	FIFA	5-Jun-19
246	The Department of Transport	12-Jun-19
247	Hyundai	16-Jun-19
248	Everybody's Talking About Jamie	18-Jun-19
	Ongoing...	

Other contributors:

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Jane Burston - Greenshoot Carbon calculator - Carbon retirement & Managing director of The Clean Air Fund https://en.wikipedia.org/wiki/Jane_Burston

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