

# SUSTAINABILITY GUIDELINES

## COMMERCIAL PRODUCERS IRELAND

## Introduction

Sustainability has been defined by the UN's World Commission on Environment and Development's 1987 Brundtland report as:

*"Development that meets the needs of the present without compromising the ability of future generations to meet their own needs"*

The three 'P's of 'Sustainability', also known as the Triple Bottom line, are **People**, **Planet** and **Prosperity** and relate to commercial production as follows:

- **People** in commercial production relates to the welfare, well-being and health of talent and crew.
- **Planet** relates to the process of commercial production and its impact on the environment.
- **Prosperity** includes and ranges from the support of local production, suppliers, businesses and community, the continuity of work as well as cost efficiency.

The CPI are committed to sustainable production and post-production practices across all commercial productions. We are committed to promoting sustainability in all aspects of the commercial production and post-production process and keeping up to date with the latest developments in sustainable commercial production. To that end, The CPI has engaged Sustainability Advisor Alex de Valera from Ecoscope Ltd to develop the following guidelines to assist all stakeholders with the implementation and incorporation of sustainable production practices into their decision-making and work processes. The guidelines will be reviewed on an annual basis and will evolve over time as commercial production's approach to sustainable production and post-production practices develops and matures. These guidelines should be interpreted, and act as an industry standard, for commercial production and post-production in Ireland.

As the climate crisis is the most pressing obstacle we face globally, and as an industry, environmental considerations must be recognised at each stage of the production process and the CPI is committed to assisting stakeholders on this journey. Ireland, together with global and EU targets, has aimed to deliver a 51% reduction in carbon emissions by 2030 and be 'climate neutral' by 2050. Under the Irish Government's Climate Action Plan 2023, the Irish Film & TV production sector is obliged to reduce emissions by 25% by 2025 and by 50% by 2030. Therefore, to continue to produce content, greenhouse gas emissions coming from our activities must be quantified so that actionable measures can be introduced to reduce our impact and to abide by local, national and industry guidance and legislation.



# SUSTAINABLE PRODUCTION GUIDELINES

## Communication & Engagement

### ★ **Producers, Production & Assistant Directors departments**



- Responsibility for the delivery and compliance to sustainability measures should be allocated to an individual/team for every project. This can range from either an individual in a senior position together with a dedicated on-set crew member to engaging a Sustainability Officer to assume this responsibility. This decision should be based on the needs of individual productions taking into consideration crew size, tech set-up and the budget allocated etc.
- Resources should be prepared for each department and these should be distributed and communicated in advance of shoot.
- The designated individual should be contactable to assist departments with the implementation of the sustainability guidelines.

## Waste Management

### ★ **Locations, Production, Post-Production & Catering Departments**



- All Productions should adhere to appropriate waste segregation practices and aim for a high recycling and composting rate. This should apply to office and remote working facilities as well. Ensuring that there is a three-bin system for general, recycling and compost/food waste streams is essential in order to achieve this and to be in accordance with waste laws, food waste regulations and the ambitions of Ireland's circular economy policies. *[Waste Management (Food Waste) Regulations 2009 7.1 "a producer shall ensure, as a minimum, that - (a) food waste arising on the producer's premises is source segregated and kept separate from non-biodegradable materials, other waste and contaminants"]*.
- Appropriate signage should be made visible next to bins/waste systems to help cast, crew and suppliers separate and dispose of waste properly.
- All waste streams, including wastewater from catering, honey wagons, costume trucks and hair/makeup must only be collected by National Waste Collection Permit Office (NWCPO) licensed providers. *[Waste Byelaws 2018 "Waste that arises from the premises where such waste is produced shall not be presented to any person other than to an authorised waste collector."]*
- A licensed waste contractor must also be engaged to dispose of waste legally. All crew should dispose of items that can be recycled or composted in the correct bins so that they can have a second life.
- On average, the biggest contributor to on-set waste on a production is waste generated by catering. For this reason, it is imperative that all caterers provide food in either 100% compostable or reusable dishware, cutlery, hotboxes and cups. Condiments and sauces should also be supplied in bulk rather than single-use packaging.
- Single-use plastic water bottles should be entirely eliminated in order to achieve optimal waste diversion results. Reusable water drums should be provided along with a bring your own reusable water bottle policy being implemented.
- Printing production paperwork should operate on an opt-in basis and be kept to a minimum. Digital alternatives to printing should be favoured.

## Energy & Travel

### ★ **Locations, Production, Catering, Art, Sound, Electrical Departments & Post-Production Facilities**



- A strict no-idling policy for all vehicles should be implemented. All Vehicle journeys should be planned and the right sized vehicle should be chosen for the job to ensure fuel emissions are reduced.
- Equipment should be chosen with energy efficiency kept in mind. Equipment should be switched off and unplugged when not in use and be correctly sized for the job at hand.
- Deliveries and collections of equipment should be optimised/combined to minimise journeys and reduce emissions associated with fuel.
- All unnecessary travel and fuel consumption should be eliminated. Remote working options and virtual meetings should be favoured when possible over travel for work.
- Where possible, trains and buses should be used to transport talent and crew to regional locations rather than using a taxi or limousine.
- When taxis are necessary, they should ideally be battery electric vehicles (BEVs) or plug-in hybrids (PHEVs).
- Buses, Trucks and Vans powered with Euro 5 or ideally Euro 6 engines should be chosen over older more polluting options.
- First-class/business flights should be reduced and only used as an option where necessary.
- Renewable energy for office spaces, accommodation, workshops, unit bases, locations and studios should be favoured. This is of particular importance for Post-Production facilities. Therefore renewable energy tariff options, or offsetting emissions associated with facility energy usage, should be explored.
- Renewable energy, such as biofuel/HVO, and battery units should be used where possible for energy consumption on location where mains power is not feasible.
- Off-road vehicles should be fuelled with HVO where possible and opportunities to use battery/hybrid battery off-road vehicles should be explored.

# SUSTAINABLE PRODUCTION GUIDELINES

## Biodiversity

### ★ *Locations Department*



- Commercial Productions can have a serious impact on the natural environment and biodiversity in both rural and urban areas.
- Location managers should ensure that all commercial production activities are in compliance with the requirements of the EU habitats Directive, the EU Birds Directive and other relevant government policies relation to environmental protection. [S.I No. 477/2011 - European Communities (Birds and Natural Habitats) Regulations 2011].
- Every effort should be made to minimise disturbances to wildlife and natural habitats by reducing night-time lighting, controlling noise levels, and limiting vehicle and personnel access.
- Any damage caused to natural habitats during the commercial production process should be restored immediately.

## Sustainable Food

### ★ *Catering Department*



- Vegan and Vegetarian meals should be made available daily.
- Food should be sourced sustainably, locally and seasonally and palm oil products should be avoided.
- Red meat meal options should be reduced.

## Materials

### ★ *All departments & Post-Production Facilities*



- Renting materials instead of purchasing should be favoured. When purchasing is necessary, department should opt for second-hand over new.
- Sourcing sustainable alternatives and planning for materials to be donated, resold or repurposed so that materials can have a second-life should be prioritised.
- Sets and flats should be constructed using techniques that allow disassembly and increase the potential for sets and materials to be reused or repurposed.
- Having an Asset Disposal Plan for costumes, props and materials is recommended so that items can be reused and rehomed at the end of the production.
- Reusable and refillable consumables, cruelty-free hair and personal care products, as well as those that meet the standards of the Campaign for Safe Cosmetics, should be used.
- Toxic materials and substances should be avoided and MSDS and other environmental information should be collected from suppliers.
- Spill kits should be used when refuelling or transferring liquids. The Location Manager and Sustainability Officer should be notified immediately if there are any spills.

## Measure & Offset

### ★ *Producers & Production department*



- Measuring the carbon emissions associated with commercial production is strongly encouraged for every project. Using a reputable carbon calculator to measure the impact of a project's activities is recommended.
- Engaging a Sustainability Officer, or designating a crew member with the assistance of a Sustainability Officer to carry out this task depending on the project's requirements, is recommended. This decision should be based on the needs of individual productions taking into consideration crew size, tech set-up and the budget allocated etc.
- For the emissions that could not be reduced on a production, verified offsetting options should be explored such as the UN Carbon Offset Platform and Ecologi.

## Well-being

### ★ *Producers, Production, Assistant Directors departments & Post-Production Facilities*



- All commercial productions should provide safe and respectful working conditions for all crew and talent.
- Reporting mechanisms should be facilitated and communicated throughout the commercial production process, such as a daily reminder on the call sheet providing links to resources from reputable organisations such as Safe To Create and Minding Creative Minds.

# RESOURCES

**'Climate Strategies & Targets', European Commission**

[https://climate.ec.europa.eu/eu-action/climate-strategies-targets\\_en](https://climate.ec.europa.eu/eu-action/climate-strategies-targets_en)

**'Climate Action Plan 2023', Department of Environment, Climate & Communications, 2022**

<https://www.gov.ie/en/publication/7bd8c-climate-action-plan-2023/>

**'Screen Ireland Sustainability Plan', Screen Ireland, 2022**

[https://www.screenireland.ie/images/uploads/general/Screen\\_Ireland\\_Sustainability\\_Plan\\_Final.pdf](https://www.screenireland.ie/images/uploads/general/Screen_Ireland_Sustainability_Plan_Final.pdf)

**'Sustainability Standards: Live Action Production', Screen Ireland, 2023**

<https://www.screenireland.ie/filming/sustainability-standards-live-action-production>

**'For a safer and healthier workplace environment. Irish Film & Television Health & Safety Guide', Screen Ireland, 2021**

[https://www.screenireland.ie/images/uploads/general/Screen\\_Ireland\\_Health\\_and\\_Safety\\_manual.pdf](https://www.screenireland.ie/images/uploads/general/Screen_Ireland_Health_and_Safety_manual.pdf)

**'European Booklet for Green Productions', Green Toolkit Film & TV, 2023**

[https://www.greentoolkit-filmtv.eu/wp-content/uploads/2023/04/GreenToolkit-FilmandTV\\_Booklet\\_EN.pdf](https://www.greentoolkit-filmtv.eu/wp-content/uploads/2023/04/GreenToolkit-FilmandTV_Booklet_EN.pdf)

**'The AdNetZero Action Plan', AdNetZero**

<https://adnetzero.com/the-ad-net-zero-action-plan/>

**'Resources Hub', AdGreen**

<https://weareadgreen.org/resources-hub/>

**'Green The Bid Resources', Green The Bid**

<https://www.greenthebid.earth/resources>

**'UN Carbon Offset Platform', United Nations Climate Change**

<https://unfccc.int/climate-action/united-nations-carbon-offset-platform>

**'Ecologi Climate Platform', Ecologi**

<https://ecologi.com/>

**'Safe to Create: A Resource for the Irish Arts and Creative Sector to promote Dignity at Work', Irish Theatre Institute**

<https://www.safetocreate.ie/>

**'Minding Creative Minds', Minding Creative Minds**

<https://mindingcreativeminds.ie/what-we-do/>

Prepared by:

**Alex de Valera**

Sustainability Advisor

Director of Ecoscope Ltd.

Info@ecoscope.ie

Approved by:

**The CPI**



ECOSCOPE

YOUR GUIDE TO GREENER PRODUCTIONS