



## **Environmental Media Association (EMA) Green Rider**

The industry has made great strides in developing and introducing sustainable initiatives and practices into film and television productions. These initiatives have substantially reduced the environmental footprint of productions. Some of the greatest environmental and carbon savings can come from altering the requests of the talent and their representation.

Contract negotiations provide a great opportunity to require that certain environmental measures be incorporated on-set that can dramatically reduce energy demand and decrease the amount of waste generated on a production.

Through changes to specific contract demands, the talent, representation and studio can all work to reduce the carbon footprint of a production. Any such reduction is in the best interests of the studio due to cost and environmental savings. In exchange for some of these requests, the studio should be asked to donate a percentage of money saved to a cause or non-profit of the artist's choice, thereby creating positive PR for all involved.

Some ideas:

### **Production Gifts**

Why Important: Both start and wrap gifts are inherently wasteful. They are often unused by the intended recipient and are therefore a waste of resources and funds.

Alternative: Negotiate the start gift out of the program. Instead, seek a monetary donation through one of the studio's charitable causes. Studios often have a suite of causes they donate to on a yearly basis.

### **Charter Flights**

Why Important: Private jets are costly for the studio and are incredibly potent sources of greenhouse gas emissions. As all of the studios are now calculating their carbon footprint for each production, they have an incentive to reduce their footprint. Private jets are a substantial source of emissions on every production.

Alternative: A studio would be willing to negotiate the purchase of an entire row in first class for the talent for each flight during production. As the production schedule finalizes, first-class, commercial airfare can be arranged to accommodate downtime, location changes, etc.

NOTE: This airfare accommodation is only for production, not for press junkets and other engagements, which require talent to fly continuously on short notice.

Goals Achieved: Such an action would drastically reduce the overall carbon footprint of the production and decrease costs for the studio. In exchange, demand that the studio donate an agreed to amount (x% saved from private jet) to one of the studio's causes, or to a cause/organization that the talent is interested in.

## **Trailers**

Why Important: Trailers are another source of energy consumption and carbon emissions for the studios. The larger the trailer and the greater the quantity of trailers, the higher the costs involved. Efficiency measures are being introduced to trailers on a greater basis now, and greater demands from talent will help to spur development further.

Alternatives: If talent normally requests a triple-wide, or double-wide trailer, seek to downsize. Demand an eco-fitted trailer with energy efficient lighting, water filtration, recycling bins, and potentially, solar panels. (Star Waggon now has two trailers retrofitted with PV arrays). Request that no water bottles be stocked on board. Additionally, demand that all generators, lights, and A/C units be shut off when the trailer is empty. Going further, demand the use of solar-powered generators to power trailers in the base camp. All of these steps will defray costs for the studio and reduce their overall footprint.

Owning Trailers: Some talent own their own trailers which can add costs should a production take place other than where the trailer is located. The transportation of a trailer adds to the overall cost, logistical issues, as well as the carbon footprint. Negotiations which lead to leaving the trailer behind and using a rented one while on location will save the studio money and would be another potential cause for donation. (x% of money saved from not transporting).

## **Accommodations**

Why Important: In general, hotels have a rather large carbon footprint due to the scale of their energy consumption as well as the size of their staff, kitchens, and waste. Additionally, hotel suites are often expensive versus other options, especially for extended stays.

Alternatives: Rather than a hotel suite, ask for a serviced apartment or house to live in during the duration of the production. Assuming a lesser price for the apartment or home, work in percentage of savings going to a non-profit organization or cause. The studio will be saving money for the rental and the production's carbon footprint will be decreased as well.

## **Other Potential Contractual Points**

These are some specific practices that can be requested. These practices have been used in past productions, won't add exceptional costs to the price of production, and they are all behaviors that can be lauded as sufficiently environmental.

- Clearly marked waste management and recycling receptacles must be prominently placed in and around Artist's trailer.
- The production must ensure that the waste management vendor properly handles all recycling, *i.e.*, recycling is delivered to a local recycling facility.
- Artist transportation, where applicable, must be provided by hybrid or alternative fuel vehicle.
- Trailer facilities must provide water-efficient appliances, *e.g.*, low-flow shower heads, no leaking faucets, etc
- All light bulbs in trailer must be energy efficient lights.
- All trailer generators, lights, heating/cooling systems and electronic devices must be turned off when the trailer is not in use.



- All cleaning supplies employed in Artist's trailer must be non-toxic and environmentally friendly.
- All of Artist's food must be from local and/or organic sources, and in-season wherever possible.
- All leftover untouched food items must be donated to a local food bank or non-governmental organization, pursuant to 42 U.S.C. 12671-12673.
- Any cups, plates and/or utensils in Artist's trailer must be reusable, biodegradable and/or compostable.
- Any paper products requested by Artist must consist of at least 30% recycled materials.
- Bottled water must not be used on set. Artist requests that reusable water bottles or similar items be provided for use by the cast and crew.
- Artist's trailer must be powered by a solar powered generator capable of replacing standard diesel gensets.
- Artist's trailer must be powered by a generator employing biodiesel at a concentration of no less than B20.

## **EMA Green Rider - Checklist**

A short checklist of potential contract demands that focus on sustainability for all facets of production.

### Production Gifts

- No Start or Wrap Gift. Make a charitable donation of \$x to a selected environmental charity/fund.

### Transportation

- No private jets during production. Insist upon the purchase of a row in first-class instead. Ask for % of cost savings put towards environmental charity/fund.
- Artist transportation provided by hybrid or alternative fuel vehicle.

### Production Practices

- Production ensures a comprehensive recycling program is in place (comprehensive determined by location).
- Production assigns member of crew to ensure proper recycling during production.
- Catering and craft services food comes from locally sourced and/or organic sources.
- Catering offers at least one vegetarian option.
- Catering provides reusable service wares. Limit disposables as much as possible.
- All leftover food worthy of donation (fruits, vegetables, in wrapper) is donated to a local food bank.
- No bottled water on set for main cast and crew. Purchase reusable water bottles and use water jugs.
- Any paper used must be at least 30% recycled content.

### Trailers

- Inquire into availability of solar powered Star Waggon. If not available, then trailer must be powered by at least B20 (20% biodiesel) or solar powered generator.
- No water bottles stocked on board the trailer.
- Each trailer must come outfitted with recycling bins, water filtration unit, eco-friendly lights (CFL or LED), and maximum efficiency A/C unit.

### Accommodations

- Request a serviced apartment or rental home rather than hotel suite.
- If a serviced apartment or home is unavailable than hotel must have stated environmental policy.

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