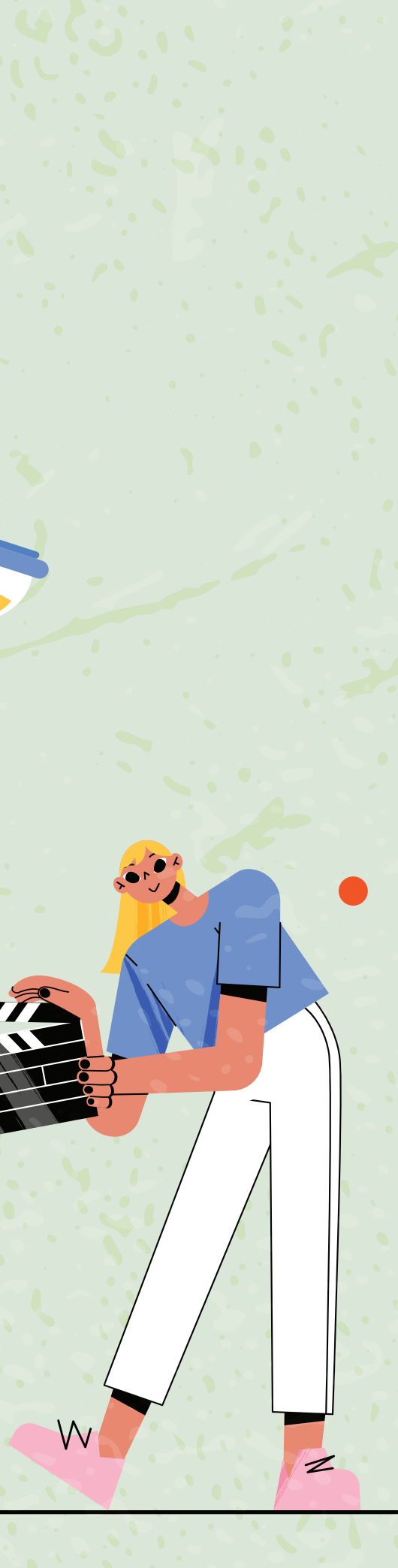


PGA
LAUNCHES

Sustainability Tool Kit





THE COMPREHENSIVE ONLINE TOOL KIT OFFERS PRACTICAL TIPS AND RESOURCES FOR PRODUCERS TO SUPPORT CREATIVE TEAMS AND CREWS IN SUSTAINABILITY EFFORTS, FROM SCRIPT TO SCREEN.

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Interest in “green” approaches to production and the portrayal of environmentally friendly behavior in film and TV has steadily increased over the past few decades. Since the PGA led by launching initiatives in 2016 to make the industry more sustainable, basic efforts such as recycling cans and paper have become standard practice for both crews on set and characters on screen. Solar-powered trailers and hybrid battery generators are being seen on sets as alternatives to burning through gallons of fuel, helping to save money and spare crew from working long hours around noxious diesel emissions.

Yet many of these efforts toward sustainable production still feel out of reach for most producers across formats.

GIVEN THAT TIME AND MONEY ARE OFTEN SHORT, IS IT FEASIBLE TO REQUEST THAT TIME-TESTED EQUIPMENT, VEHICLES AND PROCESSES BE SWAPPED OUT FOR UNFAMILIAR ALTERNATIVES? AND IF SOMEONE CAN ONLY MAKE ONE OR TWO SMALL CHANGES TOWARD SUSTAINABILITY, DOES IT MAKE ANY DIFFERENCE? HOW CAN A RESPONSIBLE PRODUCER ENTERTAIN ANY OF THESE CONSIDERATIONS WHEN THEY ARE ACCOUNTABLE FOR SO MANY OTHER ASPECTS OF A PRODUCTION?

Enter the PGA’s new Sustainability Tool Kit for Producers.

As part of the Guild’s commitment to making productions more sustainable—both economically and environmentally—the free online suite of resources was launched this spring to offer producers ways to make any stage of the production pipeline more sustainable, from the easiest lift to a thorough overhaul, and from development to distribution. It guides producers through the most basic considerations and steps to demonstrate the business case for sustainability, to engage and support the entire crew in realizing sustainable solutions, and to embed climate awareness in each phase of storytelling.

“By offering the Sustainability Tool Kit to producers, the PGA hopes to help them appreciate that any shift in behavior makes a difference, no matter when and how they decide to approach sustainability,” says PGA CEO Susan Sprung. “The most important thing is just to start.”

Given the tight parameters within which a production must operate, any change that compromises efficiency and the ability of cast and crew to do their best won't be given a second thought. That's why it was critical to the PGA to have the close collaboration of members and staff of the 21 national, international and local guilds and unions who make up the Inter-Guild and Union Sustainability Alliance.

These professionals, many of whom lead sustainability committees within their own guilds and unions, provided invaluable feedback about the ways sustainable approaches could impact workflows from prep to post—and how producers could support those shifts toward sustainability within each department.

This is the next phase of the PGA's decades-long work in advancing the industry forward in its sustainability practices, including its call on the industry to transition to clean energy in 2021 and seminal contributions to the Green Production Guide.

“This Tool Kit belongs to the entire industry,” says Sprung.

Again, it's all free, available to anyone at producersguild.org/sustainability.

SOMETHING FOR EVERYONE

Whether you're just getting started or ready to go deeper, there's something for every film, television, and emerging media producer, including tips to help make the case to financiers, studios and other collaborators that having sustainable productions can also be good for the bottom line.

“The most empowering thing about this Tool Kit is that it meets you where you are. You don't have to be an expert.” says PGA Sustainability Task Force Cochair Mari Jo Winkler.

The Sustainability Tool Kit for Producers was developed in collaboration with PGA Sustainability Task Force Chairs Lydia Dean Pilcher and Winkler, PGA member Clara George, and members of the Inter-Guild and Union Sustainability Alliance.

The production-related sections were written by Clara George, an award-winning television producer and renowned champion for sustainable production. The storytelling-related sections were written by Pilcher, Jessie Keyt and Abby Rabinowitz of Global Rise: Stories for the Future, a company that works with creatives across media to examine the interdisciplinary role of science, humanities, and imagination in crafting rich climate narratives to shift policy and culture.

The website is divided into four sections: Storytelling, Production, Communication and Resources.

IT STARTS WITH STORY

Within each of the seven areas of the Tool Kit's Storytelling section, producers are invited to weave climate awareness into the collaborative processes they routinely engage in with writers, directors, cast and crew—in the same way that climate permeates everyday life.

With an emphasis on the power of narrative to shape culture,

THE INTER-GUILD AND UNION SUSTAINABILITY ALLIANCE IS MADE UP OF MEMBERS AND STAFF FROM THE FOLLOWING ORGANIZATIONS, ALL OF WHOM PARTICIPATED IN THE CREATION OF THE PGA'S NEW SUSTAINABILITY TOOL KIT FOR PRODUCERS:

- Directors Guild of America
- Directors Guild of Canada
- IATSE
- IATSE 44 Affiliated Property Craftspersons
- IATSE 52 Motion Picture Studio Mechanics
- IATSE Local 80 Motion Picture Grips, Crafts Service, Marine, First Aid Employees, and Warehouse Workers
- IATSE Local 600 International Cinematographers Guild
- IATSE Local 705 Motion Picture Costumers
- IATSE Local 728 Studio Electrical Lighting Technicians
- IATSE Local 729 Motion Picture Set Painters & Sign Writers
- IATSE Local 800 Art Directors Guild
- IATSE Local 829 United Scenic Artists
- IATSE Local 871 Script Supervisors/Continuity Coordinators, Teleprompter Operators, Coordinators (Production, Art Department), Accountants (Production, Payroll)
- IATSE Local 892 Costume Designers Guild
- Producers Guild of America
- SAG-AFTRA
- Teamsters Local 399
- Teamsters Local 817
- Teamsters Motion Picture and Theatrical Trade Division
- Writers Guild of America West
- Writers Guild of America East

the Storytelling section's robust communications guide offers actionable steps to incorporate climate through development, production, post and marketing.

Topics includes researching a climate story; finding collaborators among researchers, consultants and institutions; creating audience impact by understanding whom you can reach; building worlds that expand audiences; and crafting characters that inspire action.

"The Tool Kit suggests pathways to imagine new stories to inspire future thinking," says Pilcher. "By doing so, we can deeply engage our audiences and inspire civic engagement."

GOOD BUSINESS SENSE

The Production section of the Tool Kit guides producers on how to demonstrate the business case for sustainability and how to work with cast and crew to make it happen. It offers tips for increasing sustainability and efficiency throughout production by reducing fuel, materials and waste.

Perhaps most compellingly, "quick math" formulas help producers build the business case to financiers and collaborators on why sustainability is good for the bottom line. As the kit advises, careful planning can make this possible. For example, if a fuel-efficient vehicle costs an extra \$150 per week, rent it for a position—such as cast drivers, buyers or location—that will save \$150 per week in fuel costs.

The kit lists steps for assessing power needs by department and stage of production to uncover clean power alternatives that also save money on fuel, such as replacing generators that require fuel with cleaner sources like batteries or grid tie-ins.

Additional budget-friendly solutions, from buying secondhand to taking gently used materials off the hands of a production that has just wrapped, are listed along with checklists—such as whom to talk to in each department and what to propose, while respecting the timeline,

workflow and professionalism of every department head.

TALK IT OUT

Five Communication Guides within the Tool Kit help producers support cast and crew in bringing forward sustainable solutions. The guides offer suggestions to consider when communicating about ways to incorporate climate realities with creative teams, including writers, directors and heads of departments.

The guides cover the following topics:

- **Getting Started:** Practical tips for producers to consider when communicating about ways to incorporate climate realities with their creative teams, including writers, directors and heads of departments. Sections cover development, financing, preproduction, production, marketing and impact campaigns.
- **Power Planning to Reduce Generator Fuel:** If you show up on set and there's power, there was a conversation about it, and someone made a choice. Those choices can become clean energy choices.
- **Identifying the Most Fuel-Efficient Vehicles Across Your Production:** Fuel used by vehicles is the largest percentage of a production's emissions. Luckily, reducing vehicle fuel is one of the easiest ways to see cost savings on a production, regardless of its budget. Start planning in prep to reduce fuel throughout the production.
- **Increasing Circularity, Reuse and Reducing Materials:** Demonstrating all the ways that reducing materials starts in prep.
- **Reducing Waste Across Every Department:** Bringing in only what you need can result in cost savings. Reducing and reusing materials is the key to waste reduction. These efforts should be prioritized before recycling, which is the last resort to keep items out of the landfill.

MEETING NEEDS NOW AND INTO THE FUTURE

The Resources section of the Tool Kit includes links to additional methods,

planners, case studies, and recordings of panel discussions and tutorials that can help producers who want to dive into sustainability even more.

The resources in this library—which are provided by the Directors Guild of Canada's DGC Green, Harmony Labs, the National Resource Defense Council's Rewrite the Future, Rare Entertainment Lab, Reel Green at Creative BC, and Sustainable Entertainment Alliance, among others—can be used to bolster the argument for sustainability as a best business case when presenting to studios, funders or other stakeholders.

In addition to what's on the website, the PGA will be presenting a series of monthly workshops featuring producers in conversation with reps from production departments to cover themes and topics found within PGA's Sustainability Tool Kit for Producers, from climate storytelling to power planning and circularity (i.e., reusing materials across different productions).

These workshops will be open to members of the PGA and other industry guilds and unions, and time will be set aside during each workshop for attendees to bring their questions to the table. Recordings of these workshops will be added to the Resources section of the Tool Kit for anyone to view later.

The goal of these events is to empower greater collaboration and to strengthen the network of industry professionals who wish to do their jobs more sustainably. No matter how new to the concept they might be, they can know that someone is always available to reach out to for help.

Through continued discussion with creatives in every department working on projects across all genres, formats and budgets, the Tool Kit will continually evolve to make it even easier for productions to be more sustainable on all fronts.

"This is how we can shift the culture of the industry to new thinking and ways of working sustainably in a complex world," says Pilcher. ■