

Read. Act.

Read. Act.

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SECTION 2:

Taking Action

- Identifying your environmental impacts
- Assessing your environmental impacts
- Addressing your environmental impacts



SECTION 1:

Introduction

- The environmental toolkit
- Purpose of the environmental toolkit
- Structure of the environmental toolkit
- Use of the environmental toolkit
- The Greening the Screen project
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- The business case
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⇒ CARING FOR THE ENVIRONMENT IS INTUITIVE TO NEW ZEALAND SCREEN PRODUCTION PROFESSIONALS

SOUTH PACIFIC PICTURES TRIALS ENVIRONMENTAL TOOLKIT

South Pacific Pictures is a leading New Zealand screen production company. During 2005, South Pacific Pictures collaborated with the Ministry for the Environment, Landcare Research and Waitakere City Council to identify and implement opportunities for improving environmental performance and practices. South Pacific Pictures was involved in ten productions ranging from feature films and dramas to reality television. This provided an excellent opportunity to draw on experiences from a range of screen production activities while developing the proposed environmental toolkit for the New Zealand screen production industry. Contracted professionals working on these productions would later go on to other projects where they would infect their new production teams with the enthusiasm for environmental responsibility that they caught at South Pacific Pictures.

SUSTAINABLE DEVELOPMENT

Former Norwegian Prime Minister Gro Harlem Brundtland describes sustainable development as:

Development that meets the needs of the present without compromising the ability of future generations to meet their own needs. (WCED 1987)

A popular way of understanding sustainability is the concept of the triple bottom line. The idea proposes that an organisation's licence to operate comes not just from satisfying shareholders through improved profits but by improving its environmental and social performance and contributing to local, national and regional economies.

Others believe that the rate of consumption of natural, human and social capital must be controlled. Sustainable development should focus on maintaining and increasing these assets. Environmental sustainability must be paramount as, without it, the other bottom lines can't exist.



This is a high impact industry where there is a perception that film makers don't care about the environment. In fact, they do care – they are talented professionals with a passion for their craft and a natural affinity for matters environmental.

TIM CODDINGTON,
INDEPENDENT PRODUCER

1. INTRODUCTION

Screen production¹ is recognised as one of New Zealand's key economic growth areas with significant potential to attract foreign investment and enhance the success of other sectors such as tourism. That such an iconic industry should be challenged to join other business leaders in safeguarding New Zealand's "clean green" identity will come as no surprise.

There are indeed great examples of environmental responsibility to be found in screen production in New Zealand but the industry itself is the first to admit that a lot more needs to be done.

The screen production industry in New Zealand is characteristically a competitive high pressure work environment where a large number of small companies and individuals come together for the duration of a production. Each new production involves a new set of companies and individuals and management of these projects has more in common with event management than with business management. Apart from a small number of studio-based screen production companies, most productions hire studios and film on location. Larger screen production companies are operating in international markets where some of their competitors have already adopted environmental and social standards.

Many of the environmental improvements required are not "rocket science" but, in the screen production environment, they will challenge both screen production professionals and environmental managers.

The ephemeral nature of the industry in New Zealand presents particular challenges for the introduction of environmental management practices to the industry. Success requires commitment from the industry and flexibility from environmental advocates to achieve environmental objectives within the constraints of filming schedules. The professionals (writers, producers, directors, actors and technicians) involved in screen production are receptive to environmental and social messages. Greening the Screen is a concept that fits well with the ethos of an industry that strives for innovation and excellence.

¹ The term "screen production industry" is used throughout to refer to the sites and business activities of film and television companies. In some publications, these are also referred to as the "media and entertainment" industry.

1.1 THE ENVIRONMENTAL TOOLKIT

The Greening the Screen environmental toolkit is full of ideas and examples intended to encourage companies and productions to use their creativity to seek win-win solutions that deliver both screen success and protection of New Zealand's natural, historical and cultural heritage. Recognising the constraints faced by the industry, the toolkit is designed to help screen production companies think smarter, work better and add value to their business. It contains practical environmental improvement measures that can be implemented by any screen production company regardless of size.

The toolkit encourages all users to focus on what matters most to their business. Case studies are used throughout to tell stories from real companies that illustrate both the environmental and business benefits. The very nature of screen production in New Zealand, where groups of professionals come together for a few months and then disperse to other projects, provides a great opportunity for Greening the Screen practices to spread throughout the industry.

1.2 PURPOSE OF THE ENVIRONMENTAL TOOLKIT

The purpose of the environmental toolkit is to:

- > encourage screen production companies to strive to improve environmental performance
- > help protect New Zealand's natural, historical and cultural heritage and the value of the "Clean Green New Zealand" brand
- > contribute to sustainable economic growth in the screen production industry
- > enhance the reputation and competitiveness of the screen production industry
- > support the adoption of environmentally responsible practices
- > demonstrate sector-wide leadership in corporate environmental responsibility.

1.3 STRUCTURE OF THE ENVIRONMENTAL TOOLKIT

The toolkit is designed in stand-alone sections intended for different audiences.

- > Section 1 on The Business Case explains the importance of corporate environmental responsibility for senior managers and business leaders and may help to secure commitment to environmental responsibility from top level management.
- > Section 2 on Managing Environmental Impacts and Section 8 on Environmental Information provide instructions for identifying and managing environmental impacts and encourage a systematic approach integrated with existing business management practices for studio and location managers.
- > Sections 3-7 are Environmental Tools where each section provides simple explanations, suggestions for improving environmental practices and a menu of common-sense tips for different screen production activities – operational (in the office, behind the screen, and on location) and strategic (in front of the screen in the story line and off screen in promotional materials and activities).

Throughout the toolkit, screen production examples illustrate environmental opportunities and benefits in practice. The appendices provide a range of environmental management templates and resources tailored for the screen production industry.

1.4 USE OF THE ENVIRONMENTAL TOOLKIT

The toolkit is intended to be used by:

- > individuals
- > companies
- > productions
- > industry bodies.

Users are encouraged to use all or part of the toolkit as appropriate to their needs or situation. Each set of tools can be pulled out and used as a stand-alone document by different crafts within a production.

It is intended that the toolkit will be recognised as best practice in environmental management for New Zealand's screen production industry. It may also be used as a standard for international companies while filming in New Zealand.

USING THE ENVIRONMENTAL TOOLKIT

Build your own approach by taking those parts of the toolkit relevant to your business. A senior manager may read the entire document, a unit assistant may use only the four-pages for working on location, an individual contractor may choose a few handy tips.

WHO ARE THEY FOR?

WHAT ARE THEY ABOUT?





SECTION 8:

Continuing Action

- Environmental principles
- Environmental policy
- Environmental management systems
- Environmental labels
- Environmental reporting
- Environmental benchmarking
- Environmental memberships
- Corporate social responsibility
- Corporate governance
- Ethical investment

⇒ CARING FOR THE ENVIRONMENT IS ESSENTIAL TO THE REPUTATION OF THE NEW ZEALAND SCREEN PRODUCTION INDUSTRY

THE BUSINESS CASE FOR CORPORATE ENVIRONMENTAL RESPONSIBILITY

In making the business case for corporate environmental responsibility, the New Zealand Business Council for Sustainable Development states that operating within a well-defined framework of sustainable development helps companies to:

- > be more efficient and competitive
- > engage in responsible entrepreneurship
- > increase their financial return and reduce risk for shareholders
- > attract and retain employees
- > improve customer sales and loyalty
- > grow supplier commitment
- > strengthen community relations
- > contribute to environmental sustainability.

SCREEN PRODUCTION, MEDIA AND ENTERTAINMENT INDUSTRIES UNDER SCRUTINY

The degree of engagement in social and environmental issues by the screen production, media and entertainment industries has been under scrutiny by a number of leading international bodies, including:

- > United Nations Environment Programme – call for media and advertising sectors to promote more sustainable consumption and production patterns
- > Morley Fund Management – have produced media sector guidelines
- > Just Pensions (UK Social Investment Forum) – identify social, ethical and environmental risks that could affect media company shareholder value.

Evidence of increasing pressure for these industries to accept wider corporate responsibilities has been presented in two influential reports Good News & Bad (SustainAbility, 2002) and Through the Looking Glass (SustainAbility and WWF-UK 2004). Specialist groups, the so-called media “watchdogs”, such as FAIR (Fairness and Accuracy In Reporting) and Adbusters, have added social and environmental issues to their demands for accountability in the media and entertainment industries.

1.5 THE GREENING THE SCREEN PROJECT

The Greening the Screen project was funded by the Ministry for the Environment, Landcare Research (FRST Building Capacity for Sustainable Development) and Waitakere City Council, and developed in association with South Pacific Pictures and the Screen Production and Development Association of New Zealand. The project has been supported by Actors Equity, Film Auckland, Film New Zealand, the New Zealand Film and Video Technicians Guild, the New Zealand Film Commission, the New Zealand Screen Council, the Screen Directors Guild of New Zealand, the New Zealand Writers Guild, and Women in Film and Television. The development of the environmental toolkit was informed by:

- > a desk study review of international best practice
- > an environmental review of South Pacific Pictures
- > implementation of environmental opportunities at South Pacific Pictures
- > observations on location
- > interviews with industry associations, experts and employees
- > consultation with a cross section of the screen production representatives.

1.6 CONCEPT AND VISION

The concept for Greening the Screen almost certainly originated with the Environmental Media Association (EMA), a Los Angeles non-profit organisation whose mandate is to educate the entertainment industry on environmental issues and encourage it to incorporate "green messages" in feature films and television productions. Given the power of media in contemporary life, EMA believes its efforts will lead to more environmental awareness and action in real life.

Elsewhere in the world, individual screen production companies and broadcasters have developed environmentally responsible practices to help them meet corporate environmental and social responsibility commitments. The issues and practices covered in the toolkit reflect their adoption by the screen production industry throughout the world as well as feedback from the sector in New Zealand.

The environmental toolkit is anchored in the belief that there should be credible and defensible environmentally responsible practices at all levels of the industry, starting with top management commitment and including practices behind the screen as well as on and off screen and in the public eye.

This glorious country has just so much to offer and I urge the industry to embrace the recommendations in the toolkit and protect our simply wonderful natural environment.

⇒ FOCUS ON THE ENVIRONMENTAL IMPACTS THAT MATTER MOST TO YOUR BUSINESS AND REAP THE WIN-WIN BENEFITS

ENVIRONMENTAL IMPACTS OF SCREEN PRODUCTION

Some of the general environmental impacts of the screen production industry in studios include:

- > energy consumption
- > water consumption
- > resource consumption especially paper use
- > waste generation
- > discharges and emissions.

Some of the environmental impacts of the screen production on location include:

- > vehicle use
- > damage to natural landscapes
- > damage to wildlife habitats
- > overexposure of sensitive and protected environments
- > modifications to natural landscapes
- > noise and artificial-light pollution
- > damage to infrastructure such as historic buildings and monuments.

BENEFITS OF ENVIRONMENTAL RESPONSIBILITY

For companies:

- > environmental compliance
- > risk management
- > efficiency gains
- > cost savings
- > staff motivation
- > enhanced reputation
- > improved community relations
- > innovation and creativity.

For the environment:

- > reducing consumption of energy and water
 - > reducing the use of natural resources
 - > reducing emissions and discharges
 - > reducing waste to landfill
 - > protecting natural, historical and cultural heritage
 - > raising awareness of environmental issues
 - > promoting good environmental practices
 - > leveraging further investment in environmental improvement.
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Where corporate responsibility reports have been produced, they focus primarily on companies' direct environmental "footprints" rather than the far larger "brain-prints" that they leave on their audiences.

(SUSTAINABILITY & WWF-UK 2004)

1.7 THE BUSINESS CASE

All organisations have an impact on the environment and the screen production industry is no exception. The industry consumes large amounts of energy and natural resources as well as generating waste and emissions. Productions take on particular risks and responsibilities for environmental protection through their use of both natural and built environments.

There is growing recognition by the business community that long-term sustainable development requires it to address the three pillars: economic growth, social progress, and environmental protection. Initially businesses addressed environmental issues for reasons of cost savings, risk management and liability avoidance. Today it is much more for reasons of competitive advantage and reputation, including increased access to financial markets.

Environmentally responsible practices often mean businesses can do more with less, thus reducing costs and making them more competitive. The screen production industry stands to make significant gains from environmentally responsible practices, for both economic and social reasons.

Internationally, a number of high-profile screen production companies and broadcasters are working towards sustainable development through the adoption of voluntary standards for:

- > **environmental management** – setting and achieving transparent and challenging targets for continual improvement in environmental performance
- > **corporate social responsibility** – demonstrating corporate leadership in labour and social relations, human rights, combating bribery, good governance and transparency as well as addressing environmental impacts.

The screen production industry has the ability to influence audiences drawn from a wide cross-section of society. Some claim that film and television companies have an unwritten responsibility to use their influence for a greater good such as sustainable development.

⇒ THE SCREEN PRODUCTION INDUSTRY IS NOT EXEMPT FROM THE CORPORATE RESPONSIBILITY ISSUES THAT FACE ANY COMPANY

THE BIG PICTURE

The World Electronic Media Forum (WEMF) was organised by the United Nations Department of Public Information and the European Broadcasting Union with Switzerland as the host country. WEMF is aimed at both public and private radio and television broadcasters.

The World Summit on the Information Society (WSIS) was held in Geneva in 2003 under the auspices of the Secretary-General of the United Nations, Kofi Annan. A common vision and guiding principles for a Declaration will be translated into a Plan of Action at Tunis in November 2005. The action plan is intended to advance the achievement of the internationally agreed development goals, including those in the Millennium Declaration, the Monterrey Consensus (on funding development), and the Johannesburg Declaration and Plan of Implementation. The International Federation of Film Producers Associations participates in WSIS as an accredited civil society organisation. The New Zealand Screen Production and Development Association is a member of FIAPF.

The Millennium Goals include:

- > Eradicate extreme poverty and hunger
- > Achieve universal primary education
- > Promote gender equality and empower women
- > Reduce child mortality
- > Improve maternal health
- > Combat HIV/AIDS, malaria and other diseases
- > Ensure environmental sustainability
- > Develop a global partnership for development.

The Johannesburg Plan of Implementation has five priority action areas, known as the WEHAB initiatives:

- > Water and sanitation
 - > Energy
 - > Health
 - > Agriculture
 - > Biodiversity protection and ecosystem management.
-



There is a compelling business case for the New Zealand screen production industry to adopt more sustainable practices because of its unique relationship with New Zealand values and its ability to influence local and overseas audiences. The New Zealand screen production industry has an opportunity to demonstrate leadership in environmental sustainability by:

- > understanding the environmental impacts of screen production
- > implementing appropriate environmentally responsible practices.

Good environmental management has positive effects on the environment and delivers a wide range of business benefits. By introducing energy, water and other resource conservation measures and reducing waste, screen production companies can reduce the costs associated with areas of high consumption and contribute to environmental protection.

1.8 SCREEN PRODUCTION IN NEW ZEALAND

The screen production industry plays a vital role in New Zealand and is identified in the Growth and Innovation Framework as one of the sectors with significant future economic implications for New Zealand.

The screen production industry is a major vehicle in the marketing of the nation as “Clean Green New Zealand”. It is the vision of New Zealand captured on film that attracts many international production companies and tourists to visit New Zealand every year. The key organisations that support the screen production sector include:

- > **Creative New Zealand**, a Crown entity established in 1994 as the national arts development agency including the performing arts.
- > **Film New Zealand**, an independent trust established in 2003 to promote New Zealand as a location for overseas investment in film production
- > **Investment New Zealand**, a specialist investment promotion agency established in 2002 within New Zealand Trade and Enterprise. It matches high growth businesses in strategic sectors to international investors. Screen production guides are available on its website.
- > **New Zealand Film Commission**, a Crown entity established in 1978 to encourage productions made in New Zealand by investing in New Zealand film makers

Film and television make a significant contribution to New Zealand’s economy and export earnings, as well as being very powerful media through which we express our national identity and assert our unique brand.

CLARK & TIZARD 2003

- > **NZ On Air**, a Crown entity, established in 1989 to promote and foster the development of New Zealand's culture on the airwaves by locally-made television programmes, public radio networks and access radio, and to promote New Zealand music by funding music videos and radio shows.
- > **New Zealand Screen Council** established in November 2003 to facilitate sustainable growth within the New Zealand screen production sector.
- > **New Zealand Trade and Enterprise**, the national economic development agency established in 2003 to grow the New Zealand economy by boosting the capability of businesses and regions, and facilitating participation in overseas markets. It works with screen production within the creative industries sector.
- > **Te Māngai Pāho**, a Crown entity established in 1993 to make funding available for the production of Māori language television programmes, Māori language music CDs and to the national network of Māori radio stations.

Film New Zealand and the Regional Film Offices offer support and assistance to screen production companies to help them understand and access New Zealand locations. This is especially helpful for international companies unfamiliar with New Zealand and its regulatory requirements. Film New Zealand, Local Government New Zealand and Industry New Zealand (now New Zealand Trade and Enterprise) developed the NZ Local Government Filming Protocol through which some 28 local councils have been accredited with "film friendly" status.

New Zealand screen production organisations ensure that filmmakers are aware of Department of Conservation (DOC) and local authority consent requirements.

National parks and conservation lands help to make New Zealand a special filming destination. We encourage you to work closely with DOC on your filming projects, and to treat the land with respect. That way, our treasured locations can continue to be appreciated worldwide through the moving image.
(Film New Zealand 2003)

In addition to landscape protection and conservation issues, New Zealand has special indigenous cultural issues to be considered. Screen production companies are required to respect Māori sites and communities and are expected to seek expert guidance to ensure accurate and appropriate interpretation of culturally significant images and knowledge.

Relevant codes of practice for Commercial Filming on Public Conservation Lands and General Guidelines and Protocols for Filming within Iwi (Tribal) Boundaries are referenced in appropriate sections of the toolkit. Other codes of practice for Animal Welfare, Engagement of Cast (the Pink Book) and Engagement of Crew (the Blue Book) developed by the New Zealand screen production industry, are not specifically used in the toolkit but are available on the Screen Production and Development Association of New Zealand website.

1.9 SCREEN PRODUCTION AND THE ENVIRONMENT

A major part of the screen production industry relies on the beauty and imagery of dramatic unspoilt natural landscapes. If these landscapes are not protected and cared for, the screen production industry will lose the stunning backdrops for its productions. It is vital that these images relate to reality.

Many of the negative environmental impacts associated with the screen production industry relate to location filming and how production companies treat sites. In many countries, including New Zealand, environmental regulators and/or local authorities have implemented regulations for productions using sites protected for their environmental, historical or cultural importance.

However, negative environmental impacts are not restricted to filming on location. Studio operations also have their own environmental impacts, even though there may be fewer environmental compliance issues than when filming on location. Often it will be up to the production company to introduce voluntary measures for improving the management of the environmental impacts for studio productions.

The screen production industry has a particular dependency on technical equipment, media and information technology. These have associated environmental impacts but also have the potential to provide and promote solutions to environmental problems.

The availability of film and television to audiences has grown tremendously over the past 50 years. Although entertainment is the main purpose for most films and programmes, screen production has the potential to profoundly influence the attitudes, beliefs and behaviours of audiences in their day-to-day lives. Convincing and effective portrayal of environmental and social issues through film and television plays an important role in raising public awareness especially in educational programmes and campaigns of governmental and non-governmental organisations.

Just as the screen and broadcast media have been used to promote social change with respect to the dangers of smoking and drink-driving, better public awareness of environmental issues will lead to positive changes in people's day-to-day environmental behaviour. It may mean that someone who has never recycled may begin to do so, or somebody else may decide to take the bus instead of the car or purchase "environmentally friendly" products.

Lets face it. If we
mess up Planet Earth
too much, it isn't
like making a movie.
We don't have a
backup location.

ENTERTAINMENT INDUSTRY
DEVELOPMENT CORPORATION 1999