



Green Screen

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Published: Wednesday, October 26, 2011

Updated: Thursday, November 17, 2011 16:11

At the Planet in Focus: Green Screen seminar held on Friday October 14th, Carla Weinberg, Melissa Felder, and Avi Federgreen discussed greening the film and television industry, a process which involves reducing the environmental impact of productions. Score was the first Canadian production to use the Carbon Calculator, a method of moderating and recording carbon emissions in the entire production process in all departments, developed by Melissa Felder & Associates (including Carla Weinberg), a non-profit third party organization. Score did this in association with Green Screen Toronto, an organization which helps to implement sustainability practices in the film industry.

Overall, it is estimated that 20,000 tons of carbon dioxide were saved by the efforts of Score's entire cast and crew under the leadership of producer Avi Federgreen. Federgreen was determined to be as environmentally responsible as possible after working on many productions where waste was wanton. One example: he once saw brand new Christmas decorations, used to cover two blocks for a scene, thrown away when they could have been easily donated to a charity.

In order to achieve Score's green goal, the cast and crew made a decision to work together to make this happen. Clothing from the Wayne Gretzky Foundation was washed with 'green' detergent in 'green' washing machines, and dried in 'green' dryers. 200,000 feet of film were saved by shooting on memory cards and hard drives. Emailing instead of printing and printing double-sided on paper with recycled content saved 39,451 sheets of paper. Reusable aluminum water bottles were used and filled up at bulk water stations saving 10,000 plastic water bottles. Food was served in biodegradable containers with biodegradable cutlery by Craft Services. Estimating the correct amount of food for cast and crew members, rather than over-calculating, saved thousands of pounds of food from being thrown away.

There is rarely any added cost to going green, but then there are no profits either. There are no industry incentives, and some studios have actually laughed at the idea of setting up green binning, but being environmentally friendly ultimately boils down to individuals and their personal efforts. On Federgreen's production, he set up his own recycling bins every morning and took them home every night.

There are many resources available to help productions go green. Melissa Felder & Associates created the Environmental Assessment of Film-Based Industries, which provides a green information tracking system, and the Green Practices Handbook, which provides cost-saving ideas for green productions. There is the Green Screen Toronto Resource Guide, a directory of contacts for green suppliers in the Toronto area for productions and the Best Practices for Green Production published by the Motion Picture Association of America, which helps make productions greener in every department.

Warner Brothers employs a Sustainable Production Manager and Sony employs a Member of Sustainability, job posts dedicated to ensuring that productions smoothly meet their environmental goals.

Paramount created the Green Room, a warehouse where unused supplies, from paper to paperclips, are placed once productions have wrapped. Before any new productions can buy supplies they must visit the Green Room and take what they need from there. The production of *Priest* reduced its waste by building sets made from those of *Angels and Demons*. Dismantled sets can also be donated to organizations like Habitat for Humanity, as *Morning Glory's* were. *Morning Glory* also hired a "green" Production Assistant and *Zombieland* and *2012* shared information digitally to become greener.

Being green should be endorsed the way other products are endorsed: by deliberately and seamlessly weaving green practices into film and television productions, the way all other products are endorsed. People need to be subconsciously trained to see being green as the norm. The environmental decisions we make today will have serious repercussions in our environment's future, and we as individuals have to make the choice about whether or not these consequences will lead to good outcomes or bad.