



# AdGreen Guide for Production Companies

2025



# How to use this guide

AdGreen unites the advertising industry to eliminate the negative environmental impacts of production, and enable the community to measure and understand carbon and waste impacts.

This guide is for everyone working for production and service companies, and lists the actions where they can have an impact.

To get the most out of the guide, individuals should:

- Take time to read it all through, following the web-links where necessary
- Start working with the resources guide as early as possible on each project
- Be mindful of changes that could be made beyond current projects - like switching to renewables for office spaces, opening an account with a more sustainable supplier, or creating a company policy to encourage permanent behaviour change Encourage others to read the relevant resources guides

# Sphere of Influence

Each person will only be able to do so much on individual projects - as this is a collaborative effort. AdGreen empowers organisations and individuals to follow the sphere of influence:

Things individuals and organisations can do themselves, with the help of AdGreen's resources, tools and training

Things they can influence by asking more of their team and suppliers

Unavoidable emissions that they will need to offset



# Carbon Calculator


The AdGreen carbon calculator can be used at different stages of the production:


- To draft a production footprint using information from your budget to establish a rough overall picture, e.g., number of catering heads budgeted across the shoot
- To check the impact of one activity option against another to see which has the lower impact, e.g., beef vs vegetarian catering
- To complete a project with finalised details from your production to build your company’s dataset, e.g., actual number of catering heads per food option


Throughout the guide you will see suggestions of low carbon activities you can consider for your production.


# Production Format


All production activities will fall into one of these activity areas. Throughout this guide action points will be shared which will reduce the impact in one or more of these areas.


**People Transport**


**Equipment Transport**


**Shooting Spaces**


**Catering**


**Wardrobe**


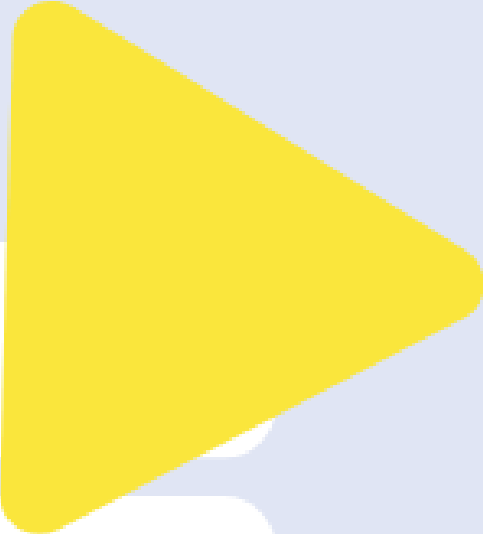
**Work Spaces**

**Accommodation**

**Data Storage**

**Non-Shooting Spaces**

**Art Dept & SFX**



# Script Development

Here are some tweaks to consider if you are part of the script development. While they may not seem obviously conducive to creating great work, we've seen in our industry that it is possible for creativity to flourish when working within constraints. Why not make low carbon production part of the brief?

Avoid baking air travel emissions into the script with specific locations and casting:

- Develop scripts which can be shot locally, or remotely, as air travel will significantly increase a production's footprint
- Allow for seasonal weather advantages to keep shoots in your own hemisphere/country and avoid air travel
- Consider delivering certain elements in CG/VFX or using virtual production instead to avoid travel associated with shooting them in camera

Avoid baking an excessive use of materials (and waste!) into the script with specific set ups:

- Consider a smaller build, and try to use sustainably sourced materials (and reuse old items if possible); items like poly carving create a lot of waste and are best avoided
- Work with creatives and directors/ photographers to remove or rework carbon intensive script elements, such as wet downs
- Consider delivering certain elements in CG/VFX instead to avoid materials associated with shooting them in camera

# On Screen

As well as adjusting scripts to reduce negative impacts, positive ones can be added too!

Script or production choices, such as locations, character actions and props, can be used to promote and encourage sustainable behaviours, so discuss this with the director/photographer and producer at the earliest stage possible. These requirements can be passed onto the location manager and production designer as needed:

- Show characters using public transport
- Use electric and hybrid cars as prop cars
- Show solar panels on homes/businesses in exterior shots
- Show wind turbines in landscape shots/GVs
- Show characters turning off lights as they leave rooms, turning off taps, and putting appropriate waste in recycling and
- compost bins
- Show characters using reusable coffee cups, water bottles and canvas bags
- Show characters eating vegetarian/vegan food options with real cutlery, on real plates

# Production Decisions

Once the script is in place, there are a number of choices which can be made to reduce the emissions on a production even further. These could be developed into company policy, to help everyone understand what is expected on every project.

Remember, you can check the impact of one activity option against another at any point by using the carbon calculator to see which has the lower impact, e.g., driving vs public transport

- If the shoot is based overseas, encourage non-essential attendees to join the production remotely rather than flying
  - Consider cast and crew local to the shoot
  - Book suppliers with hybrid/electric transport options
  - If flying, book economy instead of business class
  - Encourage travel to the shoot by public transport
  - If cars are required, choose electric vehicles
  - If driving, don't idle vehicles whilst stationary and encourage facilities drivers to avoid fuel waste by having a no idling policy
  - Consider VFX before live product shots to avoid the impact of shipping hero items
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- If booking accommodation, stay in economy or midrange hotels rather than luxury ones, or hotels running on renewable energy
  - Select studios or locations running on 100% renewable energy
  - Use mains power before diesel generators, or see if there are rechargeable battery options
  - Use electric generators over diesel
  - Switch off aircon and heating when not in use
  - Use low energy lighting to reduce the amount of power required - and turn things off when they're not in use

- Choose veggie or vegan catering options
  - Consider the life span of any materials purchased for the shoot
  - Go paperless instead of printing
  - Reuse hard drives from previous productions where possible
  - Provide access to drinking water/a water cooler for cast and crew to refill water bottles
  - Supply reusable cups/glasses for cold drinks/water and reusable mugs for hot drinks (or compostable if you have a disposal plan)
  - Use reusable location protection rather than disposable items
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- Consider more sustainable materials and discuss the cost with your agency/client at budget stage
  - Discuss reuse and rehoming plans for any set build items such as timber, as well as costume, and food - aim for zero waste in the first place
  - Consider hiring materials, e.g., clothing, rather than purchasing
  - Arrange for recycling and/or food waste composting on set
  - If product is being supplied by the client, make sure it is reused, rehomed or recycled/composted afterwards

# Use Your Influence

## HERE ARE QUESTIONS TO ASK THE AGENCY (OR BRAND TEAM IF WORKING DIRECTLY)

- Can any clients join the production remotely rather than flying?
- If in person attendance is essential, can the number of clients be reduced?
- If flying, can the clients travel economy instead of business?
- Can the clients travel to the shoot by public transport, and if cars are required, can electric vehicles be chosen?
- If clients are attending and staying overnight, can they stay in economy or midrange hotels rather than luxury ones? Or hotels running on renewable energy?
- If meals are being provided, can the clients choose veggie or vegan options?
- Can the clients go paperless instead of printing?

## QUESTIONS FOR THE POST PRODUCTION SUPPLIER IF WORKING DIRECTLY

- Can the post team work remotely or work with local teams to avoid/reduce travel emissions?
- Is the studio, office, or home-working set up powered by 100% renewable energy?
- Are energy efficient computers, render farms etc, in use to reduce energy needs where possible?
- Are cloud storage and remote servers for short term storage powered by 100% renewable energy?
- Can long term, infrequently accessed data be stored on LTO tape (two copies in two separate locations) to avoid carbon emissions from cloud servers and consumption of hard drives?
- Can VFX be used instead of live product shots?
- Can VFX be used instead of set builds?

# On Set

You can collect additional information while you are on set, which will speed up your data gathering.

It is not just the production manager who is responsible for reducing the footprint of a production. Here are a number of things you can do in any role.

- If driving, avoid idling your vehicle whilst stationary as this contributes to localised air pollution
- View documents digitally, use digital POs Collect paper receipts or ask colleagues and clients to send digital receipts for any travel, food or activities which will become part of your budget
- Avoid leaving items on charge overnight
- Sort waste appropriately as per the waste/recycling/ composting collection - ensure there are bins with signage on set
- Encourage attendees to bring reusable bottles and coffee cups and use reusable/canvas bags when making purchases

# Post-production

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# Further resources

Do you want to know more about AdGreen? Watch the AdGreen Overview video below for an introduction into how AdGreen began, how we support the advertising industry, why measurement and reduction are Important, and how we keep everything free at the point of use.

## ADGREEN OVERVIEW



# Training

The flagship Sustainable Production module provides an insight into the climate crisis with science-based carbon literacy education, an introduction to the impact of the advertising industry, and information on practical solutions for those wanting to act. It also includes a step-by-step walkthrough of the carbon calculator.

Free to access for all, our training supports each individual working in production to become carbon-literate. Trainees can assess their comprehension of the material along the way with relevant quizzes and further reading. In addition, electronic badges enable trainees to demonstrate their carbon literacy and tool know-how to colleagues and future employers.

## SUSTAINABLE PRODUCTION TRAINING

