



# **GREEN RIDER**

## **HOW-TO GUIDE FOR PRODUCERS**





**GET YOUR ACTORS, WRITERS, AND DIRECTORS LEADING ON THE CLIMATE CRISIS**

Green Rider is encouraging actors, writers, and directors across the industry to take action on climate change. Are you a producer who wants to harness this energy? Here's our guide for generating enthusiasm.

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From the production of More Flames



## HOW-TO GUIDE

### 1. START PLANNING EARLY EARLY EARLY!

It's actually pretty easy to reduce a lot of TV & film pollution as long as there's upfront investment and planning. The highest impact decisions are made in pre-production, so **early planning on power, travel and suppliers is key.**

### 2. HIRE A KICKASS SUSTAINABILITY LEAD

Enacting plans on the ground requires a dedicated role with expertise. Sustainability coordinators can make your sets run cleaner, quieter and smoother - so long as they have the seniority to take part in production decisions and support from those with the purse strings. Sustainability rarely costs more than 0.3% of a high-end TV budget. So it's not about spending tons more money, just spending it a little differently.

### 3. GET ACTORS, WRITERS AND DIRECTORS EXCITED AS SOON AS THEY'RE BOOKED

When casting, ask your casting director to let agents know you're using the Green Handshake on this project.

When hiring writers or directors, or offering a role to actors, tell their agent that climate action is a priority and you'd love their client to be involved.

The Green Handshake is a great way to start this conversation with agents. It's designed to kickstart collaboration and it includes an editable menu of actions for actors, writers and directors to fit your production's circumstances. The focus here is on getting everyone to work together to make big, impactful changes.

Are any of your cast or crew already Green Rider supporters? Check here.



Lucian Msamati speaking at a Green Rider event



## HOW-TO GUIDE



Holliday Grainger with Green Rider Co-Founders Will Attenborough and Danusia Samal at NBCU

## 4. ASSEMBLE YOUR GREEN TEAM!

This is a biggie - assemble your Green Team as soon as you have your Heads of Department. No one can fix the climate crisis on their own, so the key is to build your community.

A Green Team is a working group with, ideally, a rep from every department on it. It allows people to share ideas and tackle obstacles together. People are more likely to support changes when they feel like they own them. So **let all departments know their voice and expertise are needed** here.

Your Green Team can be chaired by the Sustainability Lead and should include your Line Producer and UPM or Production Manager. Invite the director and principal cast to join, particularly if they're an exec.

Lead artists are more likely to join if...

- It's not called a 'Sustainability Working Group' - because that sounds boring! So root your language in pride for the production: '*Gangs of London's* Climate Team', for example;
- They see reps from all departments are part of it, showing a full-community effort. No one wants to feel backlash from crew for a change they've endorsed.

Meet regularly. While directors and lead actors may not be available every week, having at least 3 checkpoints across the shoot (before, during, after) is really important for trust and transparency. Plus, people tend to perk up if they know the Number One is coming..!



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### 5. THE READTHROUGH IS A CRUCIAL MOMENT – USE IT!

Often the only time the director, writers and whole cast are in the same room, it's essential to use this opportunity to create an **emotional connection** to your climate work. Success can ride on whether people understand *why* changes are being made. So, speak authentically about what's motivating you – concern for your children, love of nature, a passion for justice. Chances are they feel similarly. We recommend earmarking 15-30 mins for a climate conversation. If your lead actors, directors or writers are willing to speak in support here, it can help set the tone for the entire production.

Top tips:

- Don't advertise this conversation as a 'Sustainability Briefing'. Connect it to the job in hand: 'Smoggie Queens' climate-friendly set', for example.
- Show bonus content from previous productions (like these from [All Her Fault](#), and [Bridget Jones: Mad About the Boy](#)). Alternatively, the Green Rider [sizzle reel](#) can help show that other artists are taking action.
- Focus on key areas where directors and cast can make a difference: transport, energy, food and, most of all, their influence. Their voice is their superpower! Any action they take is extra meaningful because people around them will notice.
- Remind everyone this is about progress, not perfection! It's far better to have 99 imperfect people working together than one puritan. That's how we change big, systemic things. Our industry has led major social change before – gay representation, #MeToo. We can do it again to protect the world we love.
- Invite actors and directors to join the Green Team! Those that do can liaise with the rest of cast during the shoot. This kind of engagement is invaluable.
- At the end, invite directors, writers and cast to give feedback there and then indicating which sustainability changes they'd be happy to commit to.

**Green Rider can speak at your readthroughs - actor to actor - to help get your cast excited. Get in touch [here](#).**



From the production of More Flames



### 6. KEEP WINNING HEARTS AND MINDS

Final tips for keeping everyone engaged throughout the production:

- Plan ahead on food and bins. While they don't have the biggest impact, this is what artists see everyday on set. Well-managed recycling with clear signs, plus genuinely **delicious** veggie and vegan meals, will show you take this seriously.
- Ask lead cast to write a short note to the whole team, briefly explaining the production's climate efforts and how everyone can join. Leadership from the top reassures people that everyone's in it together.
- Keep your Green Memo clear, colourful and concise. Stay positive and jargon-free. You could also put a QR code on your sides linking to a video of one of the cast (or a Green Team member) explaining the exciting innovations happening on set. Have fun with it!
- Invite directors, writers and cast to do bonus and EPK content about your climate work.
- Share your successes at the end of production with cast and crew.
- When preparing for release, work with publicity and cast to include these wins in public-facing comms. Our campaign partners [Heard](#) can offer pro bono support to actors talking about complex issues like climate change during publicity.



Green Rider Co-Founders Fehinti Balogun and Danusia Samal



# SUPPORT WE CAN OFFER

### Peer-to-peer artist support

We're happy to facilitate a Green Handshake conversation between production and actors, directors and writers to walk through step-by-step what is achievable on your production. We can also speak at your readthrough, pre-production meeting, or writers' room for 5-10 mins – at a peer-to-peer level – about changing our industry culture for the better. This includes encouraging artists to join a Green Team or be a green rep on your production. We've found that when a lead actor is passionate about Green Rider, it sets the tone on set – we can support your artists to write to cast and crew to show leadership on sustainability and make your commitments feel like a team effort.

### Understanding your impact

We can liaise with your sustainability lead to understand the impact and challenges on your production. We're always on the look out for case studies of best practice and we can support you to communicate your wins. If there's a social impact angle to your storytelling (whether it relates to sustainability or other intersecting issues like race, immigration, poverty, or LGBTQ+ rights), we can facilitate introductions to our network of organisations that specialise in maximising the impact of your production. They can also help you consider how these issues are represented in your story.

### Content and publicity

During filming, we'd love to visit your set to create fun and engaging content with your cast and crew. We also offer comms support for artists doing press and publicity for your production, either to talk about its wider impact or your collaboration on sustainability behind the scenes.

N.B. Depending on the size of your production, some bespoke Green Rider support may incur a consultancy fee. Get in touch to discuss your circumstances.





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**RESOURCE: CAST LETTER TEMPLATE**

New Message

ToCast of your production

SubjectJoin the Green Rider campaign!

Dear [\[name\]](#),

Welcome to [\[production name\]](#). We're excited to bring you into the work we are doing to make [\[production name\]](#) more sustainable. We have the opportunity to be an example for the rest of the industry - creating an exceptional [\[series/film\]](#) while making positive changes to the way we work.

We have chosen to: [\[insert the big-ticket items your production is doing - so it's clear to cast and agents they're not doing the heavy lifting\]](#)

- [\[Go diesel free: diesel generators are one of the heaviest sources of pollution on set, so we're using electricity and/or HVO fuel \(Hydrotreated Vegetable Oil\), which can cut emissions by up to 90%.](#)
- [Reduce material waste by using rented costumes, recycling our sets and hiring a zero-to-landfill supplier to handle our waste\]](#)

**You can help us with this work. We'd like to invite you to use Green Rider's Green Handshake [\(attached\)](#).**

You might have heard of Green Rider - it's an artist-led campaign to make the screen industries greener and fairer. It's supported by Olivia Colman, Benedict Cumberbatch, Şöpe Dirisù, Hayley Atwell, Johnny Flynn, Holliday Grainger, Will Sharpe, Erin Doherty and many others.

The Green Handshake is a tool for an artist to start a conversation with production about climate action. It includes a menu of industry-proven actions an artist and production can take together. There's no pressure to do everything - think of the actions as a menu to choose from.

Please take a look at the Green Handshake and the actions. If you're open to it, we'd love to meet with you for an hour (online or in-person) to discuss what we can achieve together.

This is not about being pure or perfect. We need lots of imperfect people working together to change the things that matter. Together, we can demonstrate to the world that telling great stories and restoring health to our planet go hand in hand. Thank you for being part of this journey.

[sign-off]

Send

# NEXT STEPS

Thank you for your support and for reading this guide, we hope it's been useful. Good luck with your artist engagement!

If you're using the [Green Handshake](#), please [register your production on our website](#) and fill out [this feedback form](#) after filming so we know how it went. We can also help you promote your sustainability work - please [get in touch](#). If you want to be listed as a supporter on our website, [use this link](#) to sign up.

## Still have questions?

Get in touch with the team at [info@green-rider.org](mailto:info@green-rider.org) to arrange a chat.