

GREEN RIDER

IMPACT REPORT 2025





BACKGROUND

Green Rider is an artist-led movement of actors, directors, writers, producers, and agents shifting the TV & film industry towards fairer and healthier ways of working. We have three goals:

1. To systemically decarbonise one of the most visible industries on the planet, modelling fair sharing of resources and circular economy principles on a global stage;
2. To reframe star culture, so that status is no longer measured by how much a person consumes, but by their contribution to building more just communities; and
3. To support the telling of stories that enable audiences to imagine a just, regenerative future

Green Rider was launched in 2023. During our 2024 pilot scheme, our Green Handshake was trialled by lead actors across four major TV shows: Holliday Grainger and Tom Burke led cast efforts on *Strike* (BBC); Mark Rylance on *Wolf Hall* (BBC); Gemma Arterton on *Funny Woman* and Şöpe DİRİSÜ on *Gangs of London* (Sky). The pilot saw productions reduce carbon pollution in key impact areas like transport, energy, and food. You can read our Pilot Scheme Report [here](#). You can also watch our 2024 sizzle reel [here](#).

This report outlines Green Rider's impact during 2025, including case studies of productions who have used our Green Handshake and other key developments in the campaign.

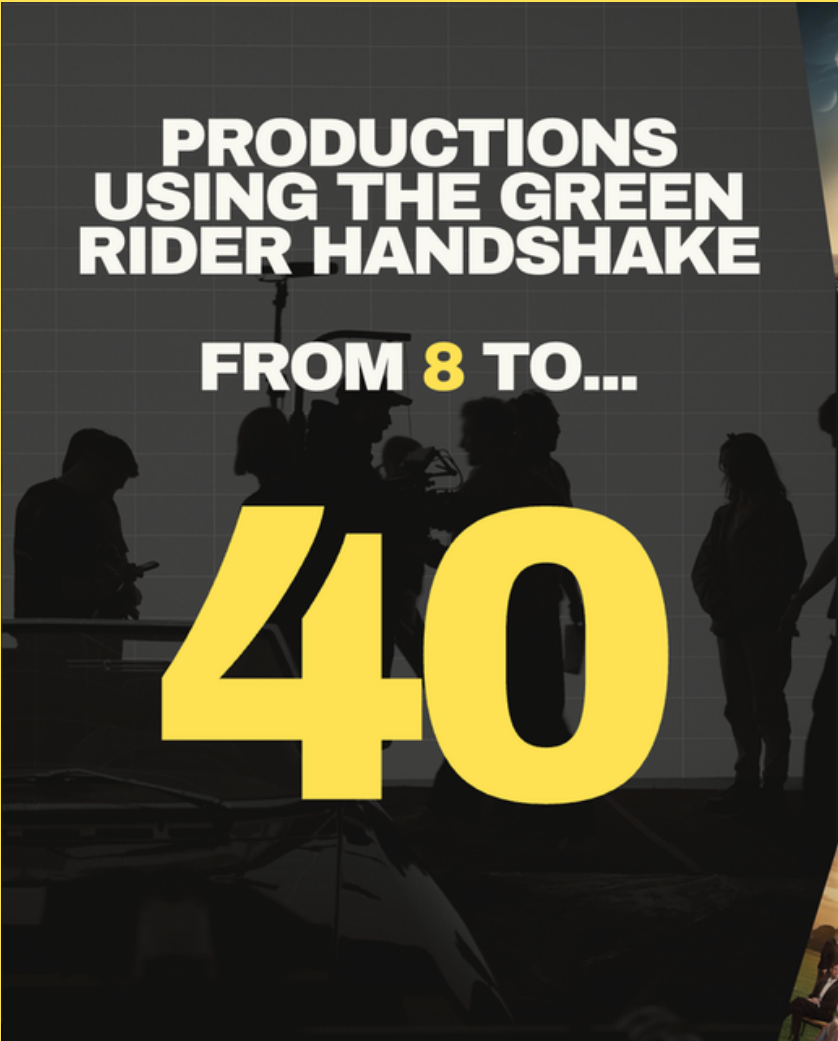




2025 IN NUMBERS

“For productions that were already doing good work, the Green Handshake **turbocharges** the sustainability drive, driving culture change within cast and crew and with our wider audiences through bonus content and publicity.”

Alex Cheesman, Sustainability Director at Picture Zero





2025 PRODUCTION HIGHLIGHTS

***The Capture* (NBCUniversal and Heyday Films for BBC)**

Lead actress Holliday Grainger's use of a Green Handshake sparked action across the production:

- Electric batteries powered the unit base and mains power was from 100% renewable energy.
- 24 unit vehicles were fueled with certified waste-derived HVO, a biofuel made from used cooking oil. Using HVO reduced fuel emissions by an estimated 90% as compared to diesel.
- Having the Green Handshake in place inspired some cast to choose train over car travel, share trailers and transport, and even resulted in the creative team featuring electric vehicles on screen, including one driven by Grainger herself.
- All cast committed to 2-way trailers and all cast unit vehicles were hybrid.



***The Capture* (NBCUniversal and Heyday Films for BBC)**



***All Her Fault* (NBCUniversal and Carnival for Peacock)**

- The lower emissions travel options contributed to an unusually low-carbon travel footprint for a HETV drama. While a comparable drama would usually expect its travel footprint to hit the 50 tonnes mark, *The Capture*'s travel footprint was just 20 tonnes. Travel usually accounts for 50% of a production's emissions, so this is a key impact area.
- The series also committed to a beef-free menu for over 16 weeks of filming, thanks to Holliday Grainger's leadership.

***All Her Fault* (NBCUniversal and Carnival for Peacock)**

The Green Rider team spoke with the cast at the readthrough about how they could use their influence to normalise climate action. Sarah Snook's request for an electric vehicle prompted NBCU to install EV charging points at Melbourne's Docklands studio, among a range of other measures. These reduced the production's carbon footprint by an estimated 249 tonnesCO₂e. See this [bonus video](#) hosted by Sarah Snook for more detail.

'We all know we must act now to halt climate breakdown, bring health back to our planet and protect it for future generations. Cast and crew haven't often come together on this previously and now we have a vehicle (hopefully electric!) for our collective voice to be heard.'

Holliday Grainger



2025 PRODUCTION HIGHLIGHTS (CONT.)

***Dune: Prophecy* (HBO)**

Several cast members of *Dune: Prophecy*, including Olivia Williams, Edward Davis, Emma Canning and Aoife Hinds, used a Green Handshake on the HBO show.

- Edward Davis co-chaired a Green Team focusing on supporting initiatives to reduce food waste and promote plant-based menus.
- The production hired electric and hybrid cars, and powered the set with electricity directly from the mains and battery storage to reduce fuel use.

***Down Cemetery Road* (Apple TV)**

Down Cemetery Road starring Emma Thompson, produced by 60Forty Films for Apple TV, was 95% diesel free, created a sustainability council and a Green Pledge in pre-production signed by the producers and production company.

Fehinti Balogun produced consistent comms with crew to create community around the production’s sustainability efforts and break down hierarchical barriers between workers.

***Downton Abbey: The Grand Finale* (Focus Features and Carnival)**

The Green Rider team spoke with the cast at the readthrough about using their voices to promote climate action. As a result, the cast created their own ‘green pledge’ and supported the use of a green hydrogen fuel cell to provide clean power for filming on location. The film’s carbon footprint was ultimately reduced by an estimated 143.5 tonnesCO2e - a 47% reduction from the previous Downton Abbey movie.



Dune: Prophecy (HBO)



Down Cemetery Road (Apple TV)



Downton Abbey: The Grand Finale (Focus Features and Carnival)

2025 PRODUCTION HIGHLIGHTS (CONT.)

California Avenue (BBC One)

Helena Bonham Carter, Erin Doherty and Tom Burke all used the Green Handshake on California Avenue for BBC iPlayer and BBC One, produced by Drama Republic (a Mediawan Company) and Eight Rooks:

- The production secured battery technology to power its set, removing the need for a diesel generator.
- Daily food donations to the wildlife sanctuary on site reduced waste.
- Minibuses and cars were electric or powered by waste-derived HVO.

Leonard and Hungry Paul (BBC)

Lead actor Alex Lawther used the Green Handshake and led by example - opting to take a ferry rather than a flight to film in Ireland.



California Avenue (BBC One)



Leonard and Hungry Paul (BBC)

Independent Films

The cast of indie film *Think of England* used the Green Handshake as part of production company Giant Films' initiative to promote sustainable filmmaking. So too did Erebus Pictures' *A Hand Rises* which features a predominantly deaf cast, showing the tool can also be effective on low-budget productions with significant accessibility requirements.

Sister Pictures

Sister now use the Green Handshake as a standard part of their dealmaking with cast. Projects include:

- *The Dream Lands* (BBC iPlayer, BBC One, Universal International Studios). A climate-themed story about a working-class community responding to extreme flooding.
- *Waiting for the Out* by Dennis Kelly (BBC One)
- *Prodigies* (Apple TV+), a comedy by Will Sharpe.



Think of England (Giant Films)



CULTURE CHANGE ONSCREEN STORYTELLING

Green Rider has worked closely with Climate Spring to provide story consultancy on *The Rapture* - a BBC thriller about climate protesters and corrupt fossil fuel companies, starring India Armateifio and Iwan Rheon.

The Rapture (BBC)



CULTURE CHANGE MEDIA

Green Rider has worked closely with [Heard](#) to provide media training for actors, giving them the confidence to speak about the climate crisis and normalise action.



- Since [announcing](#) his collaboration with Green Rider, Benedict Cumberbatch has worked with our team and [Heard](#) on specific talking points and framing advice tailored for his audience. This has led to coverage from:
 - Irish Times: [Benedict Cumberbatch tells Irish audience that actors must lead climate activism](#)
 - The Guardian: [Benedict Cumberbatch says Hollywood is a 'grossly wasteful industry'](#)
 - RTE Radio: [Benedict Cumberbatch - "I want Hollywood to clean up its own act"](#)
- Bella Ramsey has promoted the Green Rider as a tool for taking climate action in Hollywood:
 - The Hollywood Reporter: [No. 1 on the Call Sheet: Bella Ramsey Takes Charge of 'The Last of Us'](#)
 - Just Jared: [Bella Ramsey Reveals What's Required in Their Contract: Find Out What a 'Green Rider' Is](#)
- Green Rider and Heard provided talking points for Alexander Devrient, to promote climate action on the set of Doctor Who
 - Radio Times: [How Doctor Who is fighting climate change season by season](#)
- Green Rider has been featured in:
 - Elle Magazine: [Meet The Women Challenging The Status Quo This International Women's Day](#)
 - The Standard: [Sustainable sets: Hollywood's green revolution](#)
 - Little White Lies: [Can we make greening the film industry sexy?](#)
- Fehinti Balogun promoted Green Rider throughout his Down Cemetery Road press tour:
 - EE72: [Fehinti Balogun is using film to shift the conversation around climate](#)
 - Virtuogenix: [Fehinti Balogun on Apple TV's Down Cemetery Road and Leading the Green Rider](#)
 - Numero Netherlands: [In Conversation with Fehinti Balogun](#)



EXPANDING OUR WORK IN 2026

GREEN HANDSHAKE FOR WRITERS AND DIRECTORS

In response to industry demand, the Green Rider team is expanding their work further. Consulting with trade bodies, artists, producers, agents and other industry stakeholders, we have developed the Green Handshake to work for writers and directors.

Mark Rylance is slated to use a Green Handshake as both an actor and a director on his directorial debut *Nice Fish*, whilst the full writing team of Dalziel & Pascoe (ITV) collaborated with producers West Road Pictures to use the Green Handshake ahead of filming in early 2026.



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WANT TO FIND OUT MORE?

Visit our [website](#) for resources and guidance for actors, directors, writers, producers and agents. Alternatively, contact us at info@green-rider.org if you have any further questions.

