

MEGAPHONE

MEGAPHONE MEDIA

GREEN POLICY 2021

CONTENTS

P.3	1. SUMMARY
P.4.	2. GENERAL PRACTICES
	2.1 OVERVIEW
P.5	2.2 OFFICE
P.6	3. PRODUCTION PRACTICES
	3.1 PRE-PRODUCTION
P.7	3.2 PRODUCTION
P.8	3.3 POST PRODUCTION

1. SUMMARY

Our Green Policy 2021 sets out our approach to sustainability for general practices with the businesses and for all our productions. Our mission at Megaphone Media is to create positive social change in the world around us and this informs everything we do – from who we work with, how we work and who we hire. Our approach to our impact on the environment is that it is a mindset that should be present at each and every stage of a project and production. Mitigating our negative environmental impact and creating positive change is at the heart of our values. We adhere to the idea that green filmmaking and photography starts in pre-production. This is where we set out our goals and discuss the sustainability plans with the crew. Working sustainably depends on good cooperation and preparation and building relationships with clients and crew so that we are all working with a similar approach and set of values. After each production is finished we always check to see if our sustainability goals were met and this informs how we approach the next project. We believe that we all need to continually strive to improve our policies and approaches, and that sustainability will be at the heart of every business in coming years.

2. GENERAL PRACTICES

2.1 OVERVIEW

- We think about parties with whom we work or want to work and try to work only with those concerned with sustainability and positive social impact
- We have a zero single plastic water bottle policy and we use reusable water bottles only
- We ask any external stakeholders explicitly about sustainable possibilities and let them be incorporated into a quote
- We set achievable goals for ourselves and the team, and lead by example
- We include green updates in weekly production meetings
- We evaluate these goals and commitments regularly

2.1 OFFICE

- Send invoices, schedules, briefings and the like by mail
- If printing is essential then only use paper that is recycled at least 30%, print double-sided and choose the option “eco printing” if your printer supports it
- Use refillable cartridges
- Use office mugs or compostable disposable cups
- If lunch is being prepared at the office, ensure it is mainly either vegan or vegetarian
- Try to configure computers and laptops as energy efficient as possible
- Use energy suppliers that provide green electricity and gas
- Use fans over air conditioning in hot weather

3. PRODUCTION PRACTICES

3.1 PRE-PRODUCTION

- Draw up a project-specific green commitment and engage the clients, crew, and everyone involved with the production, at an early stage
- Hold a pre-production meeting with stakeholders to announce the sustainability plan and communicate green goals and strategies for the production
- When planning a shoot, try to plan as many daylight hours as possible
- Tailor the production sustainability checklist appropriately for each project
- Start talking to crew members about sustainability. Explain why this is important.

3.2 PRODUCTION

- Reduce paper consumption and recycle
- Work and communicate digitally, share documents through Google Drive and Dropbox
- Reduce energy useKit - use low energy LED lighting where possible and don't leave lighting on un, use rechargeable batteries
- Reduce use of materials / re-use
- Public Transport / Carpooling / promote driving electric
- Encourage organic and vegetarian meals on shoots. Bring reusable coffee cups or use biodegradable cups where possible
- Invent local solutions to save on transport distances
- Share knowledge / innovation
- Use the call sheet: Give regular updates on sustainable objectives. Share 'green tips'

3.3 POST PRODUCTION

- Work with local post production facilities to minimise transport
- Work remotely where possible
- Minimise data transfers and storage
- Revisit sustainability checklist and assess success in achieving targets
- Feedback to crew and stakeholders on success
- Incorporate any necessary improvements into the next project

THANK YOU FOR READING

Please get in touch with us to discuss any of the policy. We're keen to keep adapting and improving so feedback is very welcome. Let's work together on creating more environmentally sustainable businesses.

Megaphone Media Ltd | Studio 1, Silk Mill Studios, Frome, BA11 1PT
info@megaphonemedia.co.uk | www.megaphonemedia.co.uk