



# Environmental Impact Summary



Wieden  
Kennedy+



**Bud Light Legends (Super Bowl)**

Production Dates: January 8-12, 2021

## Striving for Zero:

This production implemented Zero Waste standards to prevent and divert waste on set. **Zero Waste is measured as 90% or greater diversion from landfill.** Thank you for your collaboration for a better behind-the-scenes.

## MATERIALS DIVERTED

- Compost:** Greens waste, wood, food waste, soiled paper, beer and other liquids
- Recycling:** Paper, cardboard, plastics, metals, glass, snack packaging
- Reusable materials:** Set Dressing, paint, Scenic, plastic sheeting, expendables



## COMPOST



## EMA Gold Certified



This Bud Light commercial shoot implemented sustainable actions with the goal of receiving a Green Seal from the Environmental Media Association. The EMA Green Seal is a recognition program honoring progress in sustainable production. By strategizing comprehensive waste management solutions, this shoot received the required number of points for a gold certification.



## RECYCLING



Best practices for evaluation include digital workflows, energy use, transportation and fuel consumption, food service practices, menu selection, construction and creative waste impacts, strategizing reuse, as well as recycling, composting and disposal processes.

## Environmental Alignment



This production's efforts align with the State of California recycling requirements for businesses, and the City of Los Angeles Zero Waste program with the goals to divert 90% of waste from landfills by 2025 and 100% of waste by 2050.





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## COMPOSTING

**1,118** LBS composted

Food waste, liquids and compostable food service products were sorted on set, and processed at an industrial composting site. This avoids methane emission in a landfill. Methane is a greenhouse gas that is more potent than CO<sub>2</sub>.



## RECYCLING

**426** LBS recycled

Beverage containers, paper, cardboard, snack packaging and plastic bags were collected and processed at a Materials Recovery Facility. Recycling reduces the pollution caused by waste, and conserves natural resources and raw materials.



## REUSE RECOVERY

**7,141** LBS recirculated

Food, reusable materials and creative scraps were collected on set and turned into a free resource at EcoSet's Materials Oasis reuse center. This avoids sending useful production items to landfills, and benefits schools, nonprofits, theaters, filmmakers, artists and many others.

## GREEN WASTE COMPOSTING

**14,500** LBS Composted

All trees, wood and green waste was processed for compost. This creates a valuable soil amendment product and avoids methane emission in a landfill.

- ✓ **Cut Redwood trees, logs, branches**
- ✓ **Pine needles, other foliage used as set dressing**

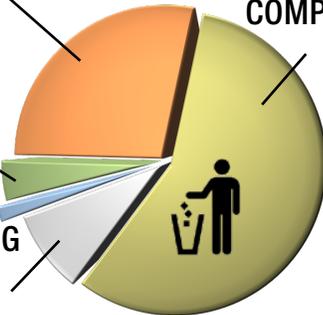
28% REUSABLE MATERIALS

57% WOOD & GREENS COMPOST

4% COMPOST

2% RECYCLING

9% LANDFILL



## 91% DIVERSION

**25,509** LBS Waste generated in 7 project days

**23,185** LBS Waste diverted from landfill



# SUSTAINABILITY ACTIONS ON SET



An actual trailer was used rather than a fabrication or scenic build.



Beer kegs were returned to the AB warehouse after use on set.



Art Department worked with EcoSet to avoid disposal of a foam wall.



Art Department worked with EcoSet to avoid disposal of 38 tree planters.



Top soil was returned to the vendor rather than sent to a landfill.



Natural foliage and landscaping used for Set Dressing was composted.



Trees and wooden bases were rented and returned to the vendor.



Cut Redwood trees were managed for chipping and composting.



Take 2 Services hauled 7.25 tons of greens and wood waste for compost.



## EcoSet manages hard-to-recycle items

Snack packaging such as chip bags and bar wrappers were collected for recycling by [TerraCycle](#). EcoSet collects plastic bags and clean film plastics to send to a local specialty recycler near Los Angeles that processes and pelletizes waste plastics for use in manufacturing new products.





# ECOSSET ZERO WASTE ACTIONS



A 150' long faux stone barrier wall made of carved foam, wood and paint became a reusable resource rather than a landfill disposal item. EcoSet picked up this 1,340 lbs scenic element from set, and donated the sections at their Materials Oasis reuse center. One recipient, [Insomniac](#), a music promoter, plans to use this scenic piece in the production design for an upcoming livestream event.



EcoSet's crew sorted all food service waste and general crew discards during the pre-light, 4 shoot days and strike. Reusable materials such as paint, foam board, plastic sheeting and expendables were collected for reuse.

## 38 cut trees will be planted and regrown by a local farm, planters will be reused

Avoiding disposal, EcoSet coordinated the donation of wooden and plastic planters filled with soil and tree roots to [Sowaheart](#) organic farm. This diverted 5,500 lbs of waste and helps to offset the carbon footprint of this shoot. The Redwood tree roots will be planted and regrown, and the planters will be reused.

