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Kris Barberg

Executive Director / Partner



EcoSet CONSULTING

**Outsourced sustainability
and customized solutions
for the creative industries.**

film and television productions / commercial shoots

asset purges and storage clear outs

meetings, conferences and conventions / venues and businesses

experiential marketing and launch events

One-Stop Shop in Los Angeles



Zero Waste Sets



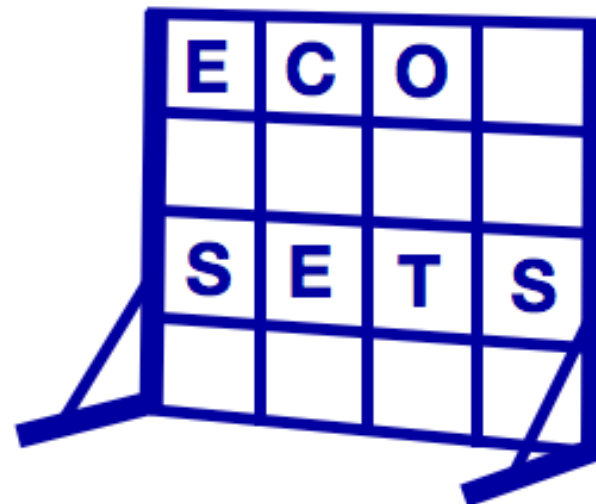
Reuse Center



Materials Diversion



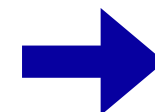
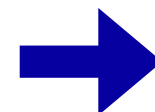
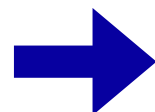
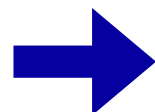
Space Rental



Scenic Rentals



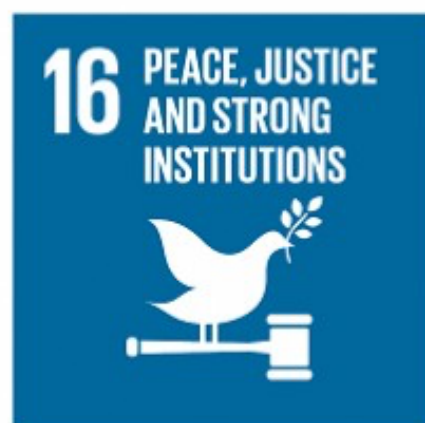
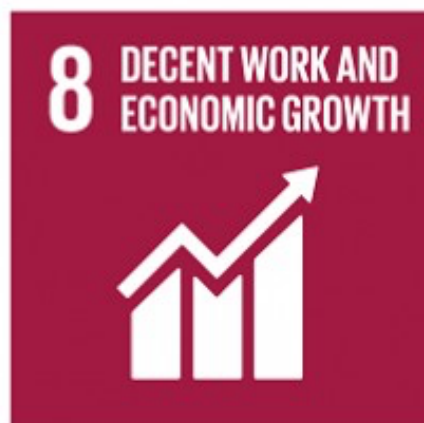
Labor & Logistics





SUSTAINABLE DEVELOPMENT GOALS

17 GOALS TO TRANSFORM OUR WORLD





GOAL 12:

- Ensuring sustainable consumption and production patterns
- Promoting resource and energy efficiency

Target Teams

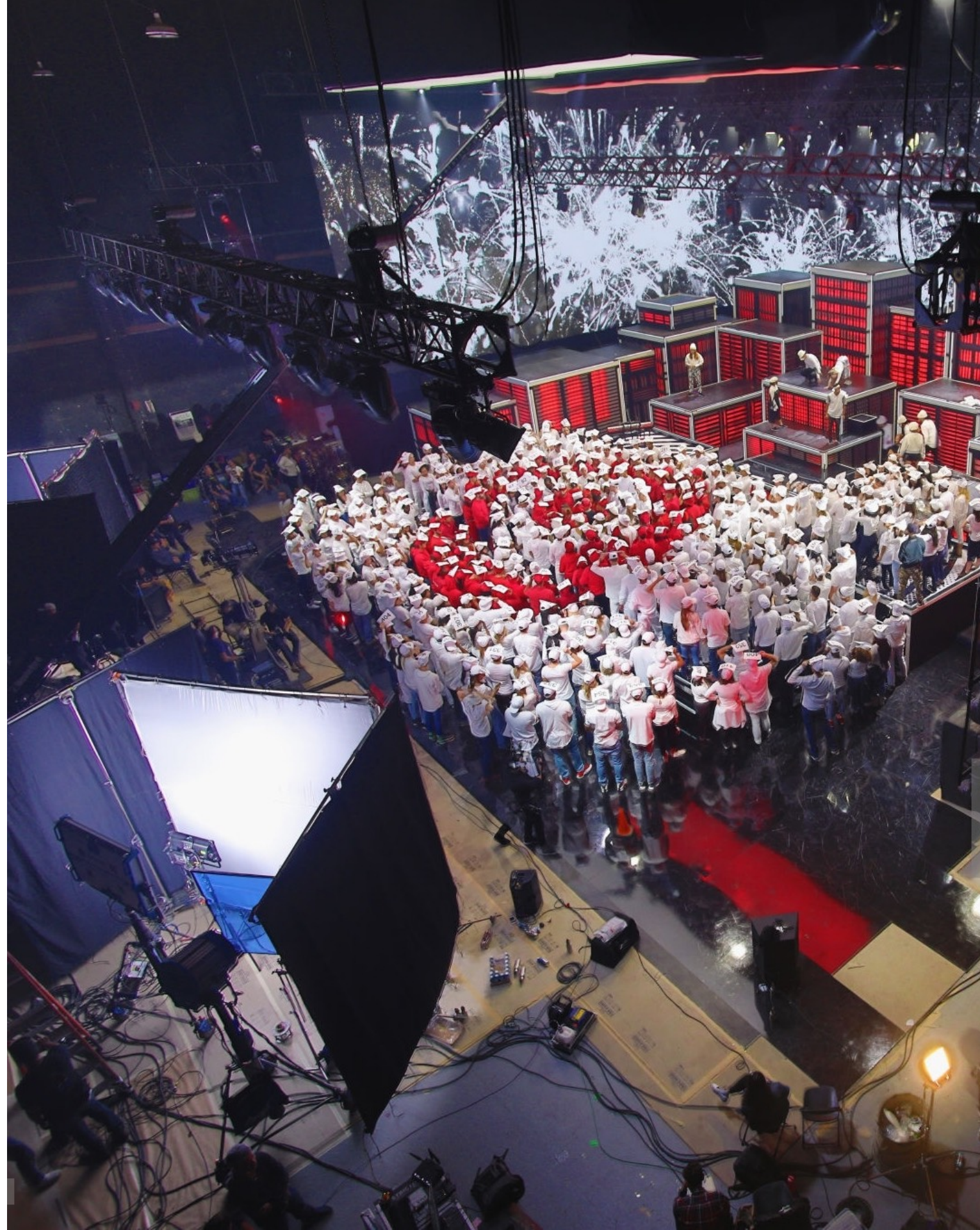
- Target Creative (Motion, Stills)
- Target Experiential
- Target Meetings
- Royalston



Leadership Since 2009









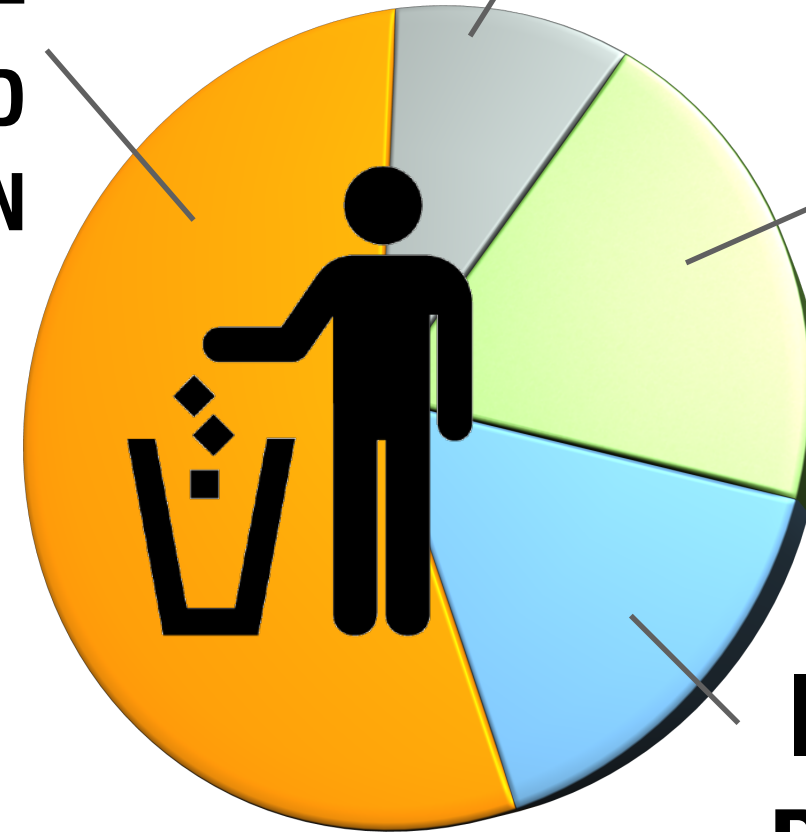
Zero Waste Commercials

56%
REUSE
+ FOOD
DONATION

10%
LANDFILL

19%
COMPOST

15%
RECYCLING



Basic Recycling

Beverage containers, paper, cardboard



Advanced Recycling

Electronic waste

Hazardous waste

#1-2 plastics

Plastic bags and film

Foam, EPS

Scrap metal

Scrap wood



Industrial Composting

Food scraps, soiled paper, liquids, prop food, greens





Waste Diversion

AVERAGE TARGET COMMERCIAL:

- ✓ 1,000 - 10,000 lbs diverted
- ✓ 800 - 1,200 plastic bottles avoided

LARGE TARGET COMMERCIAL:

- ✓ 15,000 - 35,000 lbs diverted
- ✓ 2,400 - 6,000 plastic bottles avoided









Community Connection

Giving purpose to production surplus

MEETING BASIC NEEDS:

- Homeless services
- Transitional housing
- Hunger prevention and relief
- Foster and at-risk youth programs
- Women, children and family support
- Veterans programs and housing
- Workforce development programs



Nonprofit Partnerships

setforlifela.org

Furnishing homes for
foster youth and youth
experiencing
homelessness.



Circular Resources

FREE CREATIVE MATERIALS:

- Schools, educational programs
- Arts programs and artists
- Non-profits
- Theaters
- Independent and student filmmakers
- DIY and reuse enthusiasts



Addressing Event Impacts

408 TONS

diverted across multiple
US cities since 2012





2018 Target BeautyCon



11,000 lbs

fabrications and display elements
recirculated in Los Angeles.

\$15,000

products, furniture, other valued
items distributed to non-profits
and schools.



Marketing Asset Purges

155 tons diverted since 2014





Reuse Profile Evaluation

- ✓ Can it be reused as is after initial use?
- ✓ Can it be disassembled into smaller usable components?
- ✓ Can it be reused outdoors?
- ✓ Can it be lifted by 2-3 people or does it require special handling or transport?

Oversized items are costly to build, store, transport, donate, discard

Storing Assets for Reuse



REFRESHMENTS ON A ROLL
CONST 2





Product Receiving & Inventory Process in LA

- ✓ Organizing, inventorying, storing for multiple shoots
- ✓ Local support for MN Target Product Producers
- ✓ Production labor efficiency
- ✓ Waste management of packing and shipping materials



Recycling Challenges



Waste Plastics into Products



**SECOND ACT
PLASTIC**

secondactplastic.com



Recovered Ocean Bound Plastics



buoy.eco

Local Tree Planting



EcoSet plants a grove of 5 urban trees to help offset the carbon footprint of a shoot.

A mature tree can absorb 48 pounds of carbon per year, using it to build their trunks, branches, roots and leaves.



Materials Oasis Video





ecoset.la/work-samples



thank you.

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