



# Environmental Impact Summary



SAATCHI  
&  
SAATCHI



Procter & Gamble - Crest / JFM Health

Production Dates: January 27-28, 2022

## Achieving Zero Waste:

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:** food waste, liquids, soiled paper
- ✓ **Recycling:** paper, cardboard, plastics, metals, glass
- ✓ **Reusable materials:** salvaged set items
- ✓ **Set Dressing:** furniture such as dressers and cabinets were donated during wrap



## COMPOST



## RECYCLING



**Aluminum bottled water avoided plastic and boxed water waste.**

204 bottles were used on set



- Aluminum is 100% recyclable, and is infinitely recyclable
- It takes 90% less energy to manufacture an aluminum can from recycled aluminum versus new metal
- Recycled aluminum cans can be back on supermarket shelves as new drink cans in as little as 60 days



# Environmental Impact Summary



## COMPOSTING

**207** LBS  
composted

Food waste, compostable products, soiled paper and liquids are collected 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

**31** LBS  
recycled

Beverage containers, paper, cardboard and other recyclables are collected on set and processed at a Materials Recovery Facility. Recycling reduces the pollution caused by waste, and conserves natural resources and raw materials.



## REUSE RECOVERY

**682** LBS  
recirculated

Reusable materials and creative scraps are collected on set and turned into a free resource by donating to local nonprofit organizations. This avoids sending useful production items to landfills, and benefits schools, nonprofits, theaters, filmmakers, artists and many others.

## WASTE PREVENTION

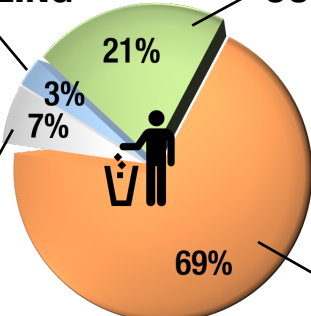
- ☒ **Catering:** meals were made to order, preventing surplus food preparation and disposable packaging waste
- ☒ **Location Protection:** reusable mats were used, avoiding layout board
- ☒ **Canned water:** aluminum spring water avoided the purchase of single use plastic water bottles

RECYCLING

COMPOST

LANDFILL

REUSE



# 93% DIVERSION

**983 lbs of production materials generated in 2 project days**

**919 lbs of materials diverted from landfill**

*64 lbs of unrecoverable materials*

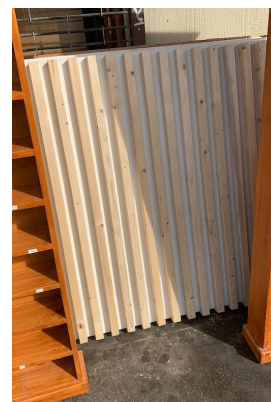


## Sustainable Production Initiatives

Project 1 / New York - New Jersey

### 682 lbs of reusable materials recirculated by EcoSet

Set Dressing elements and Art Department materials were strategized for donation rather than disposal. With advance communications between EcoSet, Art Department and the Production Team, the strike plan was established as a materials removal scope rather than disposal. EcoSet provided a box truck, driver and labor on the Friday shoot/strike day to work alongside the art crew, loading set dressing and materials into the truck as they were released. On Monday, EcoSet's crew dropped off the reusable materials to local nonprofits in the Brooklyn area.



[bigreuse.org](http://bigreuse.org)

#### Donated Items

- (3) cabinets
- (2) mirrors
- (5) scenic flats
- (2) scenic jacks
- (20) 2x4 lumber boards
- (1) 4x8 sheet plexiglass

**BIG Reuse is an environmental non-profit dedicated to fighting climate change and achieving zero waste.**

We take reusable items and restore them to their original condition. After restoration we find people who need the help, and donate the restored items to them for their home or office.

—Fern, BIG Reuse employee



#### Donated Items

- (2) dressers
- (30) tubes of toothpaste

**CAMBA** provides permanent and transitional housing assistance for families and individuals experiencing mental illness, homelessness and those living with HIV/AIDS.





## Sustainable Production Initiatives

### Project 1 / New York - New Jersey

The physical production process has negative impacts on the climate through carbon and greenhouse gas emissions. Contributors are air travel, ground transportation, energy use during all stages of production, and materials disposal. On behalf of our clients, EcoSet donates to local conservation nonprofits that are engaged in carbon reduction and sequestration projects in the cities where filming takes place.

## Supporting NYC conservation efforts that address climate impacts



The Natural Areas Conservancy exists to restore and conserve New York City's 10,000 acres of forests, marshes and wetlands on city parklands. Founded in 2012, this organization works to bring science-based management practices to these vibrant and beautiful places that span an area 12 times the size of Central Park and in all five boroughs.

**Thank you for your donation of \$100! Your gift allows us to continue to restore and conserve the natural areas in New York City, enhancing the lives of all New Yorkers.**

**[naturalareasnyc.org](http://naturalareasnyc.org)**

Carbon calculations for advertising productions are feasible using the AdGreen carbon calculator tool. Additional costs incur for both the production company and sustainability consultant to achieve a successful carbon footprint assessment for a project. Learn more: **[weareadgreen.org/carbon-calculator](http://weareadgreen.org/carbon-calculator)**

## Implementing waste reduction and diversion on set



EcoSet's 3-bin Zero Waste stations give crew options for their disposals throughout the entire set and base camp areas. This trio of recycling, composting and landfill bins is sorted by EcoSet's crew to recover as many materials as possible toward the goal of 90% diversion.

The Craft Service vendor provided bulk snacks in recycled content packaging in an effort to reduce waste from wrappers and other snack provisions on set.



Reusable floor mats were rented to protect the home location as a sustainable alternative to purchasing layout board and discarding after one use. The snow conditions on shoot day 2 would've prevented layout board from being reused.