



TARGET CREATIVE SUSTAINABILITY

Requirements for Live Action Projects

Target + EcoSet Bidding Procedures

Zero Waste Goals

Target strives to minimize the environmental impact of the production process. EcoSet is our sustainability partner to oversee the Zero Waste goals and integrate as another department on set. All constructed sets, purchased items and reusable production materials are recirculated after the shoot. Thank you for your collaboration as we achieve these goals together.

Document Distribution List

This file is to be reviewed by:

- ✓ **Agency Producer**
- ✓ **Bidder and Line Producer**
- ✓ **Production Supervisor and Coordinator**



Zero Waste is defined as 90% or greater diversion from landfill or incineration.

**Reusable Bottles
Waste Prevention
Recycling / Composting**

**Food Recovery / Donation
Recirculating Materials
Storing Sets for Reuse**



Cost Coverage / Bidding

Costs Covered by Target and EcoSet

- Zero Waste coordination during prep and shoot
- Reuse coordination during shoot, strike and wrap
- Van, trucks, equipment and labor for shoot and strike
- Reusable water bottles (Target logo, stainless steel)
- Recycling, compost and landfill bins and liners (pre-light through strike)
- Dumpsters for crew waste, construction dumpsters (build days on stage through strike)

EcoSet Contact Info

323.669.0232 / Kris Barberg
kris@ecosetconsulting.com

ecoset.la

Costs Covered by Production	< 50 ppl	50-100 ppl	101-150 ppl
Water dispensers on set (\$20-25/dispenser/day)	4 dispensers	5-8 dispensers	9-10 dispensers
5-gallon water jugs and all refills (\$8-12/jug)	4-7 jugs/day	8-10 jugs/day	11-16 jugs/day
Compostable food service products (catering, craft)	\$1.50-\$2.00/person/day including pre-light		
Walkies and meals for EcoSet crew	1 Eco Crew	2 Eco Crew	3 Eco Crew

Bidding Notes:

- Estimate sustainability costs based on shoot days, headcount and production supply vendor costs
- Remove waste costs from production bid including trash cans and liners, crew waste dumpsters and scenic construction dumpsters (unless included in stage rental contract)

Thank you for your collaboration as we create a better behind-the-scenes.



Target + EcoSet Scenic Procedures

Prioritizing Waste Prevention and Reuse

Target's constructed sets will be recirculated for reuse and are to be designed and constructed with disassembly as the goal rather than destruction for landfill disposal.

EcoSet is Target's sustainability partner tasked with coordinating and facilitating the reuse process. All sets and materials are donated to non-profits, schools, theaters, filmmakers and artists on behalf of Target Corporation.



Design and Construct for Disassembly and Donation, Avoid Disposal

All costs associated with disassembly for reuse are to be factored into the bidding process and awarded budget. EcoSet does not dismantle sets.

The Construction team or contracted strike laborers will assist with loading the dismantled constructed elements onto EcoSet's trucks for transport rather than loading destroyed sets into dumpsters.

The Scenic Company is encouraged to request set elements and materials that they can reuse for their own inventory. This list must be determined prior to the last shoot day and communicated to EcoSet so they can receive approvals from the Target producer, and can plan and budget their removal logistics accordingly.

During the shoot and strike, EcoSet's crew works in tandem with the crew. Their focus is materials recovery, collecting reusable and recyclable materials from the set. EcoSet does not do final broom sweeps on stage.



Communications

The **Line Producer** will communicate these goals to department heads early on in the pre-production process and arrange for any necessary conference calls to discuss challenging set elements.

The **Art Department Coordinator** will share all available illustrations, renderings, design specs and materials lists with EcoSet, and communicate information throughout pre-production, shoot and strike.

For large shoots, the **Target Producer, Agency Producer, Line Producer and EcoSet** will meet for a 30 minute touch base at the beginning of the shoot to discuss logistics so that all parties are on the same page.

The **Scenic Company contact or Construction Foreman** will communicate to all laborers in advance so that expectations are managed around dismantling the sets for reuse and collaborating with EcoSet on the strike.



Bidding and Budgeting

EcoSet's budget includes recycling dumpsters and waste removal during the build days on stage, pre-light, shoot and strike days. These waste removal costs should not be doubled in the Art or Scenic budgets. EcoSet's budget also includes transportation of dismantled materials from set to a receiving site.

Document Distribution List

This file is to be reviewed by:

- ✓ **Agency Producer**
- ✓ **Bidders**
- ✓ **Line Producer**
- ✓ **Production Supervisor, Coordinator**
- ✓ **Production Designer**
- ✓ **Art Coordinator**
- ✓ **Scenic Company Contact**
- ✓ **Construction Foreman**
- ✓ **Installation and Strike Leads**



Target + EcoSet Pre-production Best Practices

Integration Timeline

Bidding Process	<ol style="list-style-type: none"> 1. Target + EcoSet Sustainability file is included in Target’s bidding specs. 2. Target Producer introduces EcoSet to Agency Producer or primary agency contact to put preliminary project dates on hold.
Project Awards	<ol style="list-style-type: none"> 1. Agency Producer notifies EcoSet of the shoot dates, shares agency boards via email. 2. Agency Producer introduces Line Producer to Kris Barberg by email with Target + EcoSet Sustainability file attached, kris@ecosetconsulting.com.
Pre-Production	<ol style="list-style-type: none"> 1. Line Producer shares production calendar and creative concepts with EcoSet and makes email introduction to Production Supervisor. 2. EcoSet speaks with Production Supervisor on 2nd or 3rd day of prep process. 3. EcoSet Coordinator attends Tech Scout, communicates with Art Department and other departments about waste goals and creative impacts that they will manage in their scope.
Costs	<ol style="list-style-type: none"> 1. EcoSet prepares an estimate for Target Producer and submits invoices as a direct supplier to Target Corporation. 2. See Cost Breakout (Page 1) and Scenic Requirements (Page 2) for costs that EcoSet covers and should be removed from Production and Art Department budgets.

Prioritizing Sustainable Actions During Pre-production

- ✓ Print only when necessary, use digital pre-pro books or mini books. Avoid plastic binders or dividers.
- ✓ Recycle all beverage containers, paper and cardboard during office days, tech scouts and pre-pro meetings. Minimize plastic and single-use products during prep meals and pre-pro meetings.
- ✓ Choose caterers who provide real plates and cutlery for lunches and serve meals with minimal waste.
- ✓ Include a summary of Target’s sustainability goals on all call sheets and crew emails. Inform crew and talent about water dispensers being used, and request that they bring a preferred container to prevent waste.

Pre-pro Book and Meeting (Target Goals)

- ✓ Include **Target + EcoSet Goals** (Page 4) in the pre-pro book or other notes about the sustainability plan.
- ✓ Include the Zero Waste and reuse goals in the pre-pro meeting discussion so that all department heads are aware of the initiatives and the role that their teams will play.

Target Storage at EcoSet

Target stores sets and props at EcoSet for ongoing reuse. Contact EcoSet about available items and inventory.

Contact EcoSet: Target@ecosetconsulting.com / Office: 323.669.0232 (9:30 – 5:30 PST)



TARGET CREATIVE SUSTAINABILITY

Zero Waste and Reuse Goals

Target is committed to minimizing the environmental impact of their shoots. EcoSet is our sustainability partner. Thank you for your help with our waste diversion and reuse goals. Please speak to an EcoSet representative if you have questions about your discarded materials.

Materials We are Collecting:

- Food waste / soiled paper (Compost)
- Paper and cardboard
- Mixed recycling: plastics, metals, glass
- Reusable materials (sets and constructed elements, decor, products, packing materials, location protection, expendables and more)



Reusable bottles and refilling dispensers avoid single-use plastic water bottles



eco set COMPOST



REUSABLE MATERIALS



eco set RECYCLING



- Sets and constructed elements
- Decor, set dressing, home goods
- Art and craft materials, office supplies
- Packaging and shipping materials
- Products, merchandise
- Non-perishable food items
- Signage, branded elements
- Wardrobe, hangers
- Wood, lumber, sheet goods, scrap wood
- Pallets, skids, crates

With a plan in place, its not waste!

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All reusable items will be donated by EcoSet to benefit the local community.