



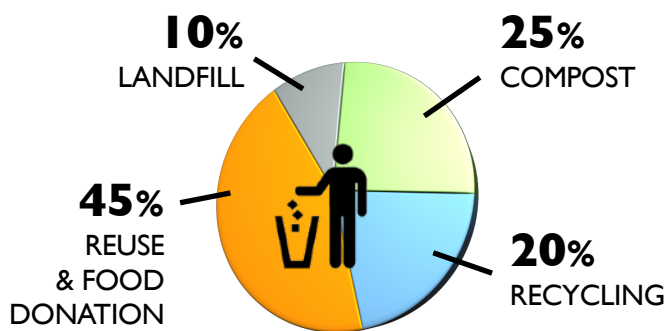
# Sustainable Advertising Production

Zero Waste and Circular Economy Integration

- ✓ Eliminate plastic water bottles on set
- ✓ Avoid waste and choose reusables
- ✓ Recycle and compost all set waste
- ✓ Donate surplus catering and food styling items
- ✓ Recirculate all set materials and reusable discards



EcoSet strives for **90%** or greater waste diversion through recycling, composting, donating food and salvaging reusable materials



## Our approach to Zero Waste:

- 1.) **Waste prevention** (avoiding disposability)
- 2.) **Waste management and diversion with metrics tracking** (recycling, compost, reuse)
- 3.) **Strategizing reuse**
  - planning for disassembly and donation of constructed elements vs. disposal
  - collecting and recirculating reusable creative materials and expendables
- 4.) **Prioritizing donation** by recirculating items with a Fair Market Value to local schools, theaters, artists and non-profits

- Since 2009, we've been working to **minimize the environmental impact** of the advertising production process, implementing **Zero Waste standards** and **circular economy principles** to maximize the useful life of production resources.
- We are another department during prep, on set and during strikes. EcoSet provides **direct supervision** of the eco initiatives through our hands-on waste diversion practices on set. As part of our coordination, we recommend **waste prevention** practices and **sourcing of responsible materials** during pre-production.

## Who is EcoSet?

### Preventing Plastic & Water Waste

Using canned aluminum water or reusable bottles and refilling stations can avoid 300-600 single-use plastic bottles per shoot day.

Aluminum cans are 100% recyclable, and can be infinitely recycled. See options at [ecoset.la/water](http://ecoset.la/water)





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**Fee Structure:** (A) Coordination + (B) Daily Crew & Equipment Costs + (C) Variable Costs

## A - EcoSet Project Coordination Fees

<b>Project booking fee</b> <i>Includes physical prep &amp; wrap days, Tech Scout, insurance, admin costs</i>	<b>\$1,300 flat fee</b>
<b>Shoot day coordination</b>	<b>\$300 day</b>
<b>Additional Tech Scout day</b> <i>For location projects with multiple scout days</i>	<b>\$375 day</b>

## B - Eco Crew and Equipment Daily Costs

<b>1 Person Zero Waste Services*</b> <i>Van / Bins / 1 Eco Crew (12 hrs)</i>		<b>\$900 shoot day</b>
<b>2 Person Zero Waste Services</b> <i>Van / Bins / 2 Eco Crew (12 hrs)</i>		<b>\$1,300 shoot day</b>
<b>Additional Eco Crew</b> <i>(up to 12 hours)</i>		<b>\$400 day</b>
<b>Eco Crew Overtime</b> <i>(after 12 hours)</i>		<b>\$55/hour/person</b>

\* For 1 person Services, Production Assistants are needed to assist the EcoSet person on set

## C - Variable Costs and Add On Products

<b>3-yard recycling + compost dumpster</b> <i>Dumpster for sorted recoverable materials</i>	<b>\$275 bin</b>	<b>Canned spring water</b> <i>Visit <a href="https://ecoset.la/water">ecoset.la/water</a> for options</i>	<b>Tiered pricing</b>
<b>3-yard landfill dumpster</b> <i>Dumpster for unrecoverable materials</i>	<b>\$275 bin</b>	<b>Compostable products kits</b> <i>Wood cutlery / coffee cups/lids</i>	<b>Estimate \$200 day</b>
<b>Out of Zone or overnight surcharge</b> <i>Additional waste costs or wage adjustment</i>	<b>\$250 day</b>	<b>Advanced consulting</b> <i>For certification requirements</i>	<b>\$75 hour</b>
<b>Large headcount or food styling surcharge</b> <i>Covers additional bins and liners for more than 125 people on set or food styling</i>	<b>\$150 day</b>	<b>Carbon offset partnership</b> <i>Tree planting initiative with local conservation nonprofit (5 trees)</i>	<b>\$100 project</b>
<b>Additional costs for travel jobs and waste hauling are estimated based on location/schedule.</b>			

## A - Included in Coordination Fees

- Prep and Wrap days for equipment and vehicle
- EcoSet rep on Tech Scout (required for challenging or multiple locations)
- Schedule Eco Crew, payroll and admin costs
- Schedule drop off and removal of dumpsters, waste billing, diversion data tracking
- Recirculate small reusable discards after the shoot (lighting expendables, packing materials, art scraps, salvageable resources). Large materials will be estimated based on volume and type.


## B - Included in Daily Costs


- Eco Crew wages, workers comp, employment taxes and payroll fees through EcoSet payroll
- Cargo van, insurance, fuel
- Up to 20 Zero Waste Stations (3-bin sorting system for recycling, food waste and landfill)
- Bin liners, cleaning supplies, expendables
- Remove reusable discards (cannot exceed capacity in cargo van). Additional items can be dropped off at EcoSet for a fee, cost varies by material and volume




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 **1 Person Services** are for shoots with up to 50 people on set

 **2 Person Services** are for 50 to 125 people on set

 **3 Person Services** are for more than 125 people on set. Other surcharges apply for additional bins, liners and waste hauling for projects with large head counts.

### Eco Crew Call Time:

30 min prior to breakfast Ready to Serve (RTS)

### EcoSet Wrap Time:

Last team out unless released by Production Team, Art Department and Location Manager



*EcoSet provides up to 20 custom Zero Waste Stations to collect recyclables, food waste and landfill materials*

## Booking & Cancellation Terms

- Minimum 48 hour confirmation required for bookings
- \$300 expedited prep surcharge is billable for less than 48 hour confirmation
- Cancellation less than 24 hours incurs a \$500 cancellation fee + wages

**View our bidding page for LA commercials:**

[ecoset.la/bidding](https://ecoset.la/bidding)

## Zero Waste Service Notes

- Production teams should choose caterers and craft service vendors who already provide compostable food service products, including paper, fiber and other plant-based disposable products.
- To reduce costs on purchasing reusable water bottles, request crew and talent to bring their own bottles.
- EcoSet's basic costs do not include removing set dressing elements like fake snow, landscaping, or large or unwieldy materials. Removal and diversion is estimated additionally based on volume and material.

## Scenic and Art Department Diversion Services

EcoSet's reuse team can donate set dressing, scenic builds, lumber, flooring, custom props and more. Request an estimate for our [ReDirect service](#).



**ReDirect Drop-Off Service** / We recirculate sets and reusable materials that Art Department or Scenic crew drop off to our building on their wrap day.

- *includes receiving labor and donation facilitation hours*

[ecoset.la/redirect](https://ecoset.la/redirect)

**ReDirect Pick-Up Service** / We pick up reusable sets and materials during the strike.

- *includes cargo van or trucking, fuel, driver, labor, disbursement facilitation hours*

**Request an Estimate**