



# Sustainable Advertising Production

Minimizing the Environmental Impact, Maximizing Resources

## Aligning Advertising Productions with Corporate Responsibility



MATERIALS



WATER



CARBON



ENERGY



COMMUNITY

With EcoSet's Zero Waste Services, **85-95%** is diverted by collecting **recycling, organics and reusable materials**

Our approach to Zero Waste is four-fold and can be translated to any project in any location...

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



- We are another department during prep, on set and during strikes.
- Since 2009, our main goal is to **minimize the environmental impact** of the advertising production process.
- We can **prevent 85-95%** of the waste generated on set from reaching landfills through comprehensive collection of **recycling, organics, and recirculating reusable materials** to the local community.
- EcoSet provides **direct supervision** of the eco initiatives through our hands-on waste diversion practices on set.
- We recommend **waste prevention** practices and **sourcing of responsible materials** during pre-production.

## Who is EcoSet?

### Certified Sustainable / Woman Owned Business



EcoSet is 100% woman owned business, certified each year since 2011 by the WBENC. Working with us supports supplier diversity programs. EcoSet is a certified green business by the City of Los Angeles, meeting or exceeding the criteria for a sustainable business.





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Marketing clients who are committed to minimizing the environmental impact of their advertising productions are partnering with EcoSet Consulting. Together we address waste impacts and leverage a positive community investment by donating wardrobe, set dressing, props, builds and discarded creative elements to local non-profits, schools, artists, and individuals.

## Zero Waste Integration

“Zero Waste” is defined as 90% or higher diversion from landfills or incineration:

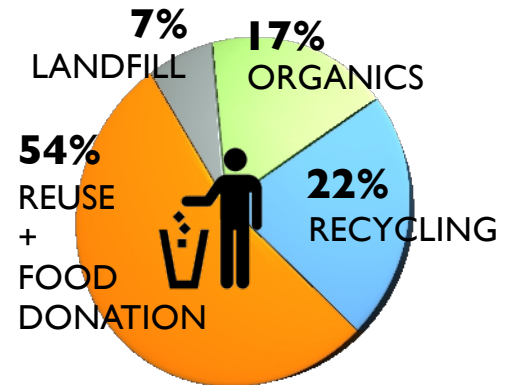
- ✦ EcoSet implements Zero Waste standards, diverting waste through collecting recycling, organics and reusable materials
- ✦ Collaborate with departments for waste reduction strategies
- ✦ Donate remaining materials to benefit local community

## Compliance with Zero Waste Legislation

Major cities are implementing Zero Waste plans:

- ✦ Plan LA - Los Angeles set a goal to achieve Zero Waste by 2025
- ✦ One NYC - New York City set a goal to achieve Zero Waste by 2030

## EcoSet's Average: 93% Diversion



## Preventing Plastic & Water Waste



Avoids 300-600 plastic bottles per shoot day.

## Food Recovery Program

Through the EPA Food Recovery Challenge, EcoSet donates unserved catering and unused food styling ingredients whenever possible under the protection of the [Federal Good Samaritan Act](#).

*In 7 years, we've donated more than 20,000 lbs of food from productions and events.*



## Drop-off Option for Reusable Materials

### Do better than a dumpster!

For advertising clients who are committed to keeping their scenic and constructed elements out of a landfill, EcoSet offers a drop-off service as an alternative to labor and dumpster costs to destruct a set.



*With a plan in place, it's not waste!*

## Free Reusable Materials from EcoSet

54% of the materials we divert are recirculated for reuse to filmmakers, theaters, artists, non-profits and schools. All items can be picked up for free from our community reuse center, the [Materials Oasis](#).

Walls, flats, flooring, sub-flooring, platforms, trim, backgrounds, surfaces, custom props, expendables and more.





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Just as production budgets vary, costs for sustainable production practices vary with the scope of the shoot and the waste impacts that need to be managed. Use our [Estimate Request form](#) for a custom estimate.

## Cost Variables

Custom estimates are prepared based on the following:

- ◆ Filming City
- ◆ Number of Build, Pre-Light, Shoot, Strike days
- ◆ Number of locations and company moves
- ◆ Types of locations and locations outside of Production Zone
- ◆ Crew size, talent numbers (Principles and Background)
- ◆ Scope of creative elements and waste impacts (Constructed sets, walls, flooring, custom and oversized props, food styling, large volume of materials needing disposal, items needing donation, etc)

## Existing Costs in Commercial Budgets

Standard Shoot:	With EcoSet's Zero Waste Integration:
Single-use plastic water bottles	Production provides water dispensers, refill jugs, reusable water bottles (unless crew is required to bring their own)
Waste removal & dumpsters	EcoSet's recycling and organics vendors ensure proper disposals of set discards, food waste (Compliance with City of LA recycling and organics requirements)
Waste bin rentals & liners purchased	EcoSet's Zero Waste stations (up to 10 stations: 3-bin system with recycling, organics, landfill)
Scenic dumpsters* & labor to destruct sets	EcoSet's reuse & donation strategy to keep constructed and reusable materials out of the waste stream, recirculating to the local community  <i>*40 yard construction waste dumpsters range from \$500 - \$900 in Los Angeles</i>

## What is included in EcoSet's Costs?

- ◆ **Zero Waste Coordination** (Compare to 2-4 days of a Production Coordinator's time to research, develop and communicate best practices, plus wrap, donations and paperwork time)
- ◆ **Knowledgeable Eco Crew on set up to 15 hours** (1 or 2 people depending on crew size and location complexity)
  - ◆ Includes payroll costs (Workers Comp, processing fees and fringes, OT is billable after 15 hours)
- ◆ **EcoSet Cargo Van** (fuel and insurance)
- ◆ **Waste Removal / Dumpsters** (estimated based on project scope and waste impacts)
- ◆ **Up to 10 Zero Waste Stations & all liners** (3-bin system: recycling, organics, landfill)
- ◆ **Collecting and managing reusable materials** (discarded gels, diffusion, foam core, duvetyne, black wrap, seamless paper, green screen cuts, rope, hangers, anything that can be reused)
- ◆ **Removing and donating Scenic builds** is an additional cost, we do custom estimates based on creative plans
- ◆ **Portable water stations** (4 hand pumps, 2 wheeled coolers, ice in high temperatures)
- ◆ **Food donation supplies** (pans, release forms) **and cleaning supplies** (grab tools, gloves, etc for EcoSet's work)