

# SUSTAINABILITY

It's time to #changetheconversation

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## Marketing & Creative Briefs

As a brand or marketing leader ensure sustainability is part of the submitted brief to your agency, production house or internal team. Challenge your suppliers and partners to include a sustainability rating with any creative BOI's presented.

## Response to Briefs

As an agency or production house, if sustainability isn't included on any brief you receive, look for ways to include a sustainability score or rating in your response to brief. This will make your strategy and creative teams start to consider any environmental impact.



**Top Tip:** How about using a 'good, better, best' response and with each BOI presented include a high level sustainability overview (ie. X amount of travel, crew, locations required).

## Statements of Work

Your amazing creative has been chosen, the production house has been brought in and it's time to draw up the Statement of Work (SOW). This is the opportunity to really start to question line items, consider environmental impact and look for more environmental friendly production options. Ask production facilities and studios for their sustainability credentials.



**Top Tip:** Use a carbon calculator to work out your production emissions and include a carbon output estimate on your SOW, right next to budget, making it impossible to miss.

## Production

Look for ways during pre-production, while you are on set and during post production to limit carbon output. This can be limiting travel, traveling via train over plane, limiting the number of people on set, providing eco friendly catering (both in foods served and the methods of service), ban one use drink bottles and coffee cups and look for suppliers with eco friendly policies, renewable power and sustainability ratings.

Don't forget about post production - consider your data and cloud storage requirements!

## Resources



[Production Carbon Calculator](#)



[Training & Sustainability Workshops](#)