

THE GREEN SIDE TIPS FOR THE PHOTOGRAPHY COMMUNITY

Here is a list of handy tips and suggestions for greening your business, your next production and your life in general. We hope to inspire you to make small changes toward a larger impact across the community. The tips below are organized by category for your convenience.

ART DEPARTMENT

- Use low-VOC (volatile organic compounds) paints and sealants
- Use recycled paints
- Use sustainable wood products when possible, utilize used construction materials
- Use leftover paint as primer on new sets
- Recycle or properly dispose of leftover paint
- Donate old props and set dressing to schools and non-profits

CATERING AND CRAFT SERVICES

- Provide reusable bottles, plates, cups, and cutlery, or use biodegradable plates and cups - try corn-based
- Display prominent recycling bins for cans and bottles
- Display prominent compost bins for food wastes
- Label garbage cans "landfill" so users will think twice
- Refill and reuse your water bottle
- Avoid Styrofoam and plastic
- Serve organic and locally-grown food
- Donate leftover food - charities appreciate your unserved catering leftovers
- Encourage use of reusable bags to transport goods and store bought items.

CREW

- Request that crew bring reusable water bottles, coffee or tea mugs and re-usable bags

OFFICE

- Stock chlorine-free toilet paper, paper towels, and tissues
- Use cleaning agents low in VOCs (volatile organic compounds)
- Consider using the basics for your cleaning needs: vinegar, borax and baking soda. The American Lung Association has put together a list of green cleaning tips: http://www.alaw.org/pdfs/green_cleaning_resource_list_brochure.pdf
- Stock paper products with 100% post-consumer recycled content when possible (produced using 55% less water, 60-70% less energy than virgin paper, and no trees) Sources like <http://www.thegreenoffice.com/> offer a variety of products.
- Use energy efficient office equipment and fluorescent bulbs for task lighting (saving energy)
- Read documents on your screen instead of printing
- Convert hard copy procedures to e-mail
- Reduce number of copies of each document
- Route documents to multiple readers instead of making copies, make double-sided copies
- Use the reverse of one-sided copies as scratch paper
- Recycle all paper buy quality used furniture, equipment, and electronics
- Buy bulk snacks instead of individually-wrapped snacks
- Use a water filtration system instead of purchasing bottled water (which is usually filtered tap water anyway)
- Institute an "office mug" policy instead of providing Styrofoam/paper/plastic cup

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- Serve drinks in glasses, not cans and bottles
- Recycle cans and bottles
- Recycle toner cartridges and batteries
Recycle electronics - e-waste is hazardous
- Sell or donate usable electronics, supplies, and furniture
- Turn off and unplug all electronics at the end of the day, especially computers
- For client meetings at the office, provide organic and sustainably-produced coffee and snacks, educate those around you with your choices! A good conversation piece!
- Stop junkmail at the office, use a service like greendimes.com to manage mail/paper waste.
- Go paperless in your office bills!
- Consider a green web host for your website, one that uses solar or wind power and puts energy back into the grid.
- Get your business certified as a Green Business in your community. For San Francisco there is the SF Green Business Program: <http://sfgreenbiz.org/how.htm>

FILM, GEAR & ELECTRONICS

- Shoot in digital format, less chemical use and waste
- Use online image galleries instead of contact sheets or prints for proofing (saving trees and paper)
- Primarily using rechargeable batteries (saving energy and keeping hazardous materials out of our landfill)
- Turn off and unplug all electronics at the end of the day, especially computers
- Resell any used gear that you no longer need, or recycle broken/busted gear. Places like Staples will recycle used electronics.
- Donate used gear to local schools, charities or organizations such as The Kid Cameras Project <http://www.kidcameraproject.org/donate.html>

MARKETING & PRINTING

- Consider email blasts over printed mailers / marketing pieces
- If you choose to do a printed mailer/marketing piece, use a green printer that uses recycled papers and soy-based inks.
- Experiment with new papers! Red River makes the first 100% post-consumer recycled photo paper called GreenPix
<http://www.redrivercatalog.com/browse/greenpixintro.htm>
- Where possible, printing promotional materials on post consumer recycled content papers using soy or vegetable based inks (saving trees, encouraging new agricultural development, and keeping paper out of our landfill)
- Recycle your inkjet cartridges; stores like Staples and Office Depot accept cartridges and often give discounts for your returns.
- Reuse unwanted photos; use them as scratch paper, turn them into postcards or note paper, make creative gift tags. Find a use! One man's trash is another's treasure!

SET CONSTRUCTION

- Buy FSC-certified lumber reuse or donate old lumber
- Use recycled-content plastic lumber
- Use reusable construction materials, such as metals

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SET OPERATIONS

- Assign a Green PA to oversee green set operations
- Post signs notifying crew about what and how to recycle.
- Place recycling bins directly next to every trash bin to prevent contamination.
- Place bins for *bottles & cans* near craft service area.
- Place *paper & cardboard* bins near production team and other areas where paper and cardboard are commonly discarded.
- Label garbage cans "landfill" to make users think twice
- Monitor bins throughout the day to prevent overflow and contamination
- Use reusable water bottles
- Reuse, donate, or recycle sets
- Use biodiesel generators
- Use energy-efficient equipment
- Use LEDs where possible - these are light, bright, and long-lasting, as well as low-energy
- Turn off and unplug equipment when not in use

TRANSPORTATION

- Carpool
- Use public transportation
- When on a travel job, rent a hybrid or alternative-fuel vehicle
- If air travel is a must, consider purchasing carbon credits to offset your travel.
<http://www.carbonfund.org/> or <http://www.terrapass.com/> are two good options.

WARDROBE

- Look for CO2 cleaning and wet cleaning dry cleaners
- Consider using clothing made from organically-grown fibers or are created through fair practices.
- Donate old clothes to shelters

COMMUNITY SUPPORT

- Shoot locally when possible! Make the job happen in your backyard to avoid travel costs, support local vendors, keep production costs down and to have less environmental impact.
- Encourage your team and production to follow and use greener practices and make eco-friendly choices as noted here. Be a leader in the change.
- Support your local photography organizations to promote green practices in photography business and production.
- Request from your local film commission that they provide a green directory with greener resources and solutions. See the CA Film Commission guide as an example: *<http://www.film.ca.gov/GreenFilmmaking/>*
- Make a donation from each commercial shoot toward a green cause, and let your client know that you have done this in their name. Find a local charity or eco-friendly organization and offset your production carbon footprint.
- Investigate recycling and composting programs in your town/city for your business if you don't already use these services. If your town/city does not provide these services, demand they do!

Thanks for your support! Please feel free to contact us and contribute your resource ideas and tips. We can be reached at: green@jenniferbullockproductions.com