

Sustainable Production

Butter is committed to moving our industry to a Climate Positive future, by embracing and driving sustainable practices. Each of our team and all our freelance producers are AdGreen trained.

We believe in pushing ourselves, our suppliers and agency colleagues to reduce environmental impact through proactive solutions. Our aim is to help change the way we work and drive higher standards which then become industry norms. Butter has worked with Ecoscope to audit our productions for environmental impact and accurate CO2 emissions data. This gives us a baseline to understand emissions and do something about them.

As an immediate response, Butter offsets CO2 emissions from our productions. In fact, we double offset, meaning we offset TWICE the emissions we create. We do this to make our productions NET NEGATIVE.

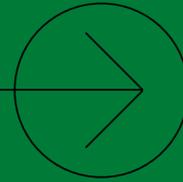
Our two prong approach seeks to absorb CO2 through planting trees and also to prevent CO2 emission through sustainable projects.

In 2023 we planted 802 trees in Mozambique, Tanzania and Ethiopia, and have supported the prevention of 22.5T tCO2e from being omitted through a methane capture project in Brazil. The team at Butter is committed to moving our industry to a sustainable footing.

We have audited recent productions for environmental impact and accurate CO2 emissions data. We have a sustainability policy which we review and update as we develop new learnings. This allows us to implement practices which we treat as standard and look to improve upon these.



Sustainable Production - Case Study: Woodie's



Our production for Woodie's is an example of how brand, agency and production company can work together to achieve a more sustainable production approach. Woodie's & Droga5 share a strong commitment to sustainability and their ambition aligned with our goal of making the production a greener shoot.

Every production is an opportunity to set a new standard for what can be achieved and to take a step toward normalising better practice. Over time, better practice drives change, encourages crew to get on board and motivates suppliers to invest in greener equipment. This can create a virtuous cycle where practices keep moving in a more sustainable direction.

Case Study



Central to our approach on Woodie's, was working with a Sustainability Plan built on 5 key themes:

- Communication and Engagement
- Materials Management
- Waste Management
- Sustainable Catering
- Energy Management

Using these themes, Butter managed the production's carbon footprint, identified where emissions were occurring and reduced them. Our final emissions were calculated with the Adgreen Calculator and, in line with Butter policy, those emissions were Double Offset.

COMMUNICATION AND ENGAGEMENT

With the help of a sustainability officer, suppliers and HODs were contacted early in the production process. Communication and prioritisation of the message is a key driver in behaviour change. In this way, the production department assisted the team with implementation of a more sustainable approach. The objectives were then communicated with the wider crew repeatedly. Furthermore, the sustainability officer was present at the shoot and they were dedicated to the implementation of the strategy, assisting departments with carbon tracking for the Adgreen calculation. Overall, crew engagement was positive on the production.

MATERIALS MANAGEMENT

The production ensured that materials were from sustainable sources and also they were disposed of sustainably. Woodie's were instrumental in this. The majority of props were either rented or supplied by Woodie's. Bikes and furniture rented were returned and all plants used were composted. All unused props were returned to Woodie's who coordinated their donation to charity. No VOC (Volatile Organic Compound) paints, adhesives and sprays were used and toxic materials were avoided. The Stylist either donated, or kept the costume purchases to be reused at a later date. The SFX team used harvested rainwater, treated with UV lights instead of chemicals. Finally, the production was paperless, no call sheets or other production material were printed.

WASTE MANAGEMENT

Waste management is about supporting reduction (and management) of waste; and having a clear goal which is measured and reported upon. We had a goal of hitting a recycling and composting rate of 70%. Overall, the production achieved a recycling and composting rate of 90%.

This was achieved by:

Segregated bins into Recycling, Compost and General Waste. This is supported by having easily visible waste segregation instructions on set.

A sustainability officer on set, dedicated to the implementation of the sustainability goals and to ensure optimal waste diversion from landfill.

Working with a waste management company with a zero-waste to landfill policy. On this production, food and compost was sent to a composting facility; recycling was sent to a material recovery facility where the materials were extracted and further segregated; general waste was sent to an incineration plant, where it was burnt as fuel to produce electricity.

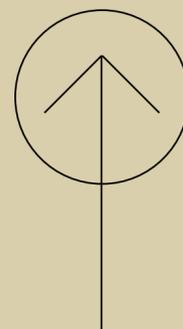
SUSTAINABLE CATERING

The production made it a priority to ensure catering was as sustainable as possible. This was achieved by removal of Beef as a menu option and vegan choices made available. All dishware & cutlery were 100% compostable and the production decided on hotboxing our food and delivering it to set. Single use plastics were significantly reduced on set with the use of large 19L water drums. We asked crew to refill their own reusable bottles from that source to drastically reduce plastic bottle usage.



ENERGY MANAGEMENT

Emissions associated with energy usage accounted for approximately 70% of the production's total carbon emissions. The production implemented a strict no idling policy and actively chose equipment with a smaller emissions output, such as hydrotreated vegetable oil powered generators. Battery powered lights and other equipment were prioritised. Additionally, we used a GAA clubhouse as a unit base, eliminating the need for additional facilities and vehicles. The production's decision to hotbox and deliver catering removed the need for a kitchen on location - reducing greasy water waste and removing the need for a catering genny on site.



Outcome

Together, Woodie's, Droga 5 & Butter achieved positive results with the sustainability measures implemented.

The production achieved a 90% recycling and composting rate, significantly exceeding the goal of 70%.

The removal of beef as an option and the inclusion of tasty vegan alternatives was of assistance in reducing the carbon footprint of the catering department. Interestingly, the vegan option was as popular as the chicken option - indicating crew's willingness to adopt greener dietary choices, when there is a tasty option available.

Energy usage was approx 70% of the carbon footprint of the production. Without management of emissions this figure can reach 85% of a production's overall emissions. Renting the majority of materials, as well as buying with the intent of donation or reusing, played a big factor in reducing emissions. This is a credit to all departments but also to Woodie's for facilitating the sustainable practices.

The Production's total carbon emissions over a 2 - day shoot were 4.07 tonnes of CO₂e. Butter double offset these emissions.

[Watch the Woodie's ad here](#)



Case Study

