

Federgreen Entertainment Inc.

The Production Q&A

Score: A Hockey Musical

Plant in Focus / Green Screen Award 2011

The Planet in Focus / Green Screen Award Application

SCORE: A Hockey Musical

1) What was your green goal for the production?

Our overall goal was to ensure that the film was completely green in as many ways as possible. Specifically, we were intent on challenging ourselves to be innovators in this area of production, and to prove that a Canadian independent production, with limited financing, could achieve going green in tangible ways, regardless of perceived constraints such as budget or technology. We were willing to invest funds toward the green plan initiative as we recognized that the trade off - every individual's contribution to a healthier environment, now and for the future - was invaluable.

We aimed to ensure that everyone – cast, crew, suppliers - bought into the importance of reaching the ultimate green goal. We believed that each crew member would be empowered by helping in the creation of the overall green plan for the film. By inviting them to provide their invaluable expertise regarding ways their own specific departments could go green, not only would we achieve excellent 'green' results, we would also facilitate a cooperative set and a fulfilled team.

A final objective was to track and identify the effect that we had by going green so that we would know how well we achieved our goals, how we could improve in the future, and to quantifiably pass on what we learned to other productions.

2) How did you put together your plan of action?

Producer Avi Federgreen met with Melissa Felder, a consultant for Planet in Focus/Green Screen Toronto, to explore the ways in which SCORE could go green. Their goals included creating tools, such as forms and checklists, for use by all crew to help them follow the production's green policies and achieve the objectives of the plan. They could use the tools to track, for example, flight info and gas use.

Avi and Melissa spoke with a number of industry suppliers to discover how we could work together and use their products and/or services in environmentally-friendly ways. Some of these were William F. White (green lighting equipment/LED lights), Focused on Food (craft cutlery, paper products, etc.), Sim Video (digital film cameras), Deluxe Post Production (dailies on USB keys, green digital post production), and Enterprise Rent-A-Car (environmentally-friendly vehicles).

The crew was also consulted for their input in the overall green initiative and specific departmental plans. Their production experience and enthusiasm for going green would easily lend insight into ways we could be responsible and conscientious. For example, the wardrobe team suggested environmentally-friendly dry cleaners, the entire crew was in favour of rejecting plastic water bottles, reducing paper consumption, and recycling as much as possible.

Avi, Melissa, and her team created a number of forms, checklists, and "cheat sheets" (samples attached) to be given to the crew to follow our green plan.

3) How did you communicate and implement your green plan?

After brainstorming with all department heads and Melissa, then participating in devising the required forms, checklists, etc., Avi held a production meeting to communicate the plan to all

department heads. USB keys, containing all relevant tools and information, were provided in order to avoid unnecessary use of paper.

Avi outlined the green plan with everyone, and addressed all questions and concerns. It was important to have Melissa at this meeting to answer specific questions and to witness how the plan was rolled out. Melissa's presence also served to add credibility to the need to go green, and to help the crew buy into the plan.

4) Did you have an “environmental steward” that provided a central point of contact, coordination for, and tracking of efforts? If so, who?

The “environmental steward” and green plan champion was the film's producer, Avi Federgreen. Anyone who had questions and updates would report to Avi. Department heads used the forms to track efforts, and Alison Waxman, the production coordinator, assisted by collecting the departmental data and statistics (flight, gas use, photocopies made, etc.).

5) What alternative approaches or technology did you use to achieve your goal?

Green Screen Toronto estimated a saving of 20 tonnes of greenhouse gas emissions as a result of SCORE's green plan efforts. Our alternative approaches include:

- Creation of an FTP site for document access by all cast and crew
- Use of USB keys for documents and information to cut down on paper use
- Recycled paper was used exclusively in our photocopier and we saved approximately 40,000 sheets by double-siding and emailing
- We shot only in the GTA, reducing travel emissions
- Shuttles were used to transport cast and to pick up crew members at a designated subway station, reducing the number of vehicles used overall
- Dailies were transferred to USB keys and hard drives for storage instead of using DVDs or tapes which are not biodegradable
- Thirty bags of hockey equipment, donated to the production by Canadian Tire and other hockey suppliers, were personally delivered after the production to the Wayne Gretzky Foundation, which gives equipment to kids who can't afford to buy their own
- The production was shot on digital and stored on hard drive, saving at least 200,000 feet of film
- LED lights were used to light set; these lights are highly energy efficient, extremely durable, and are long lasting, thus saving on energy use and the replacement of bulbs, reducing landfill
- The film was shot at existing locations; no sets were built, saving wood and various construction materials
- Estimated savings of close to 10,000 350 ML water bottles by using water coolers
- All cast and crew received their own 750 ML aluminum, re-usable water bottle

- All sites, including the production office, were provided with blue bins, green bins, and garbage containers so that all waste was properly separated and collected

6) Did you have a sustainability mandate when hiring crew, cast, and service providers?

Absolutely. While we prefer to work only with people who excel at their jobs, we were confident that our hires would be enthusiastic about the green plan as well. Sure enough, when we explained our initiative to everyone, all were eager to participate and contribute as much as possible to achieving the green plan goals. In fact, a few crew members were exceptionally emotional and passionate about this endeavour and honoured to be part of it.

When speaking with various suppliers, all offered their ideas and expertise in the area of environmental protection. The hair & make up crew agreed to use environmentally- safe products. Transport would use economy cars/vehicles where possible and obey the no-idling by-law. Only environmentally-friendly craft products and caterers would be employed. The use of paper was discussed to focus on double-sided printing as a default, emailing instead of printing, and we created our own FTP site for document access by all cast and crew. The fact that we chose to not use plastic water bottles on the show made everyone happy!

7) Did you have internal incentives for personnel to meet environmental objectives?

Incentives were not necessary. Everyone involved wanted to participate and do their best, as people conscious of the environment and willing to help conserve and save it. Their contributions were their own reward. They appreciated the aluminum water bottles and what they stood for, as well as the shuttles that were provided so they did not have to use their own vehicles.

8) Did you have representatives from the hosting region or locale, industry service providers, and other industries provide environmental resources or support? If so, who?

Representatives from a number of our suppliers, all local, assisted us in helping to achieve our green goals.

- William F. White, Toronto (grip and electric equipment)
- Enterprise Rent-A-Car, Toronto
- Focused on Food, Toronto (craft services)
- Sim Video, Toronto (digital film cameras)
- En Route Catering
- Deluxe Post Production (dailies, footage transfers, output of final film)
- Dandy Computers (creation of FTP site)
- Xerox (recyclable paper)

9) Have you communicated your environmental objectives in your publicity or release plans? If so please include your press release or indicate your intentions.

Please see attached report and press release.