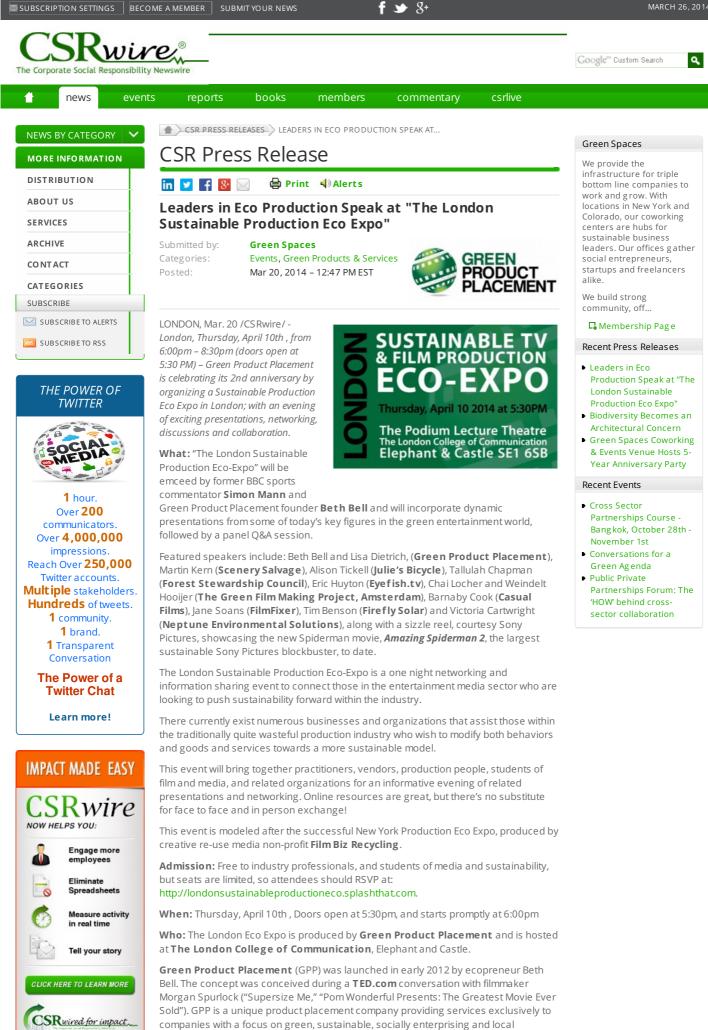


# SUSTAINABLE TV & FILM PRODUCTION ECO-EXPO Dursday, April 10 2014 at 5:30PM The Podium Lecture Theatre The London College of Communication Elephant & Castle SE1 6SB

# **EVENT PRESS**

March- April 2014

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entrepreneurial products. What makes GPP different from conventional product

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Access to journalists, investors and corporate leaders	and Canada. They are slated to begin	0		
Global distribution to over one million viewers		ed over 34 "good brands" in over 75+ d major network television shows both in the US		
ECOME A MEMBER	only increases brand awareness for " much more appealing to the consumi	een products in mainstream entertainment not good brands" but, in turn makes sustainability ng public. They like to call what they do "positive sustainable practices in how they run their		

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Back to Album · The Green Film Making Competition's Photos · The Green Film Making Competition's Page

LONDON

#### The Green Film Making Competition

In or around London on April 10th? Join us, for the LONDON SUSTAINABLE TV & FILM PRODUCTION ECO-EXPO!This expo is a networking & information sharing event, to connect those in entertainment media who are looking to push sustainability forward within the industry: our project leaders Chai Locher and Wiendelt Hooijer, will be there to speak on the project's behalf as well! This event brings together... See More — with Lisa Dietrich, Chai Locher, Beth Bell and Wiendelt Hooijer.

Caryn Novak, Thieu Besselink and Beth Bell like this.

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# NEWS

1 2 3 4 5 6 7 ... 18 »

#### London Eco-Expo to support sustainable production March 25, 2014

The London Sustainable Production Eco-Expo will return on Thursday 10 April, from 6:00pm - 8:30pm (doors open at 5:30 PM), at The London College of Communication. It promises to be an evening of exciting and informative presentations, discussions and networking opportunities!



The Eco-Expo is a one night networking and information sharing event to connect those in the film and television sectors who are looking to support sustainable practices within their industries.

Featured speakers include Martin Kern (Scenery Salvage), Alison Tickell (Julie's Bicycle), Tallulah Chapman (Forest Stewardship Council), Eric Huyton (Eyefish.tv), Chai Locher and Weindelt Hooijer (The Green Film Making Project, Amsterdam), Barnaby Cook (Casual Films), Jane Soans (FilmFixer), Tim Benson (Firefly Solar) and Victoria Cartwright (Neptune Environmental Solutions). The evening will be chaired by former BBC sports commentator Simon Mann along with Eco-Expo organiser and Green Product Placement founder Beth Bell. The talks will be followed by a panel Q&A session and a sizzle reel, courtesy Sony Pictures, showcasing the new Spiderman movie, Amazing Spiderman 2, the largest sustainable Sony Pictures blockbuster. to date.

Admission is free to industry professionals, and students of media and sustainability, but seats are limited, so attendees should RSVP at:

#### http://londonsustainableproductioneco.splashthat.com

Green Product Placement (GPP) was launched in early 2012 by 'ecopreneur' Beth Bell to provide services to companies with a focus on green, sustainable, socially enterprising and local entrepreneurial products. Their aim is that through promoting Green products in mainstream entertainment it not only increases brand awareness for "Green brands" but, in turn makes sustainability more appealing to the consuming public.

The London Sustainable Production Eco-Expo will be held in the Podium Lecture Theatre, London College of Communication, Elephant & Castle, London SE1 6SB.

For further information please see:

www.greenproductplacement.com www.arts.ac.uk/lcc #LondonSustainableProductionEcoExpo

### Green Film Shooting at the Berlin Film Festival

March 14, 2014

The Berlinale continued to shine a green light on sustainable production with the second edition of Green Film Shooting in partnership with the Filmförderung Hamburg Schleswig-Holstein (FFHSH). An informative round-up of stories from across Europe highlighted increasing engagement with sustainable production and examples of how the challenges are being tackled.

Featured stories ranged from Warner Bros. continuing to demonstrate they were 'Going green' with advice and support from sustainability consultants GreenShoot Pacific for an ambitions sustainable production of The Great Gatsby, to the Dutch solar cinema initiative touring Europe in a van. ECOCINEMA has now developed links to extend its model beyond Europe with four solar-powered cinemas in South America including in Brazil and Mexico, and another to come in Tunisia. They now plan to tour globally to promote sustainability through screenings and workshops.

FFHSH has awarded its Green Shooting Card to seventeen TV and feature-length films for sustainable production methods, and has received positive feedback from

### WHY GET INVOLVED?

A recent study estimated that screen production (film and TV) in London alone produces 125,000 tonnes of CO2 each year.

#### WHAT CAN I DO?

Work with your colleagues at work. Together you can make simple changes.

#### **RELATED LINKS**

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Sign up if you want to hear about green developments in film

the Industry. FFHSH Director Eva Hubert reported that a higher than expected number of producers were willing to produce sustainably. Director Michael Bully Herbig, recipient of a Card, discussed how sustainability targets were met on the production of *Buddy*, highlighting that careful pre-production planning and strong teamwork and ownership were key to success.

Meanwhile as the result of a cooperation agreement with FFHSH, students at the Hamburg Media School have received support in planning their productions to comply with Green Shooting Card Certification since 2013. Six productions have been awarded the Card and a 'Green runner' was hired to ensure compliance, with 'Green Fundraising' and in-kind support for productions being considered for the future.

Finally, alongside awareness raising and providing an incentive for green production, The Flanders Audiovisual Fund is embedding sustainability as part of its funding criteria by asking producers to deliver a carbon footprint report to qualify for the final instalment of production funding. The award winning and Foreign Language Oscar nominated *The Broken Circle Breakdown* was one of six films analysed by the e-Mission Project, and also the film achieving lowest carbon emissions.

For further information please see www.greenfilmshooting.net

#### Climate Week 3 – 9 March 2014

March 3, 2014 This week is Climate Week! Activities and events have been organised around the UK to inspire and inform everyone to help create a sustainable future.

As well as to a two-day Climate Challenge Conference in Birmingham and an event at Edinburgh's Centre for



Carbon Innovation about how different sectors can work together for a sustainable future, there are a huge range of community-based activities happening including energy-saving workshops. In Bristol there is even a Roll for the Soul bicycle ride followed by a bike-powered cinema screening.

To find out more including how to join in and activities taking place near you please visite the website at http://www.climateweek.com

# European Commission announces plan for 40% cut in carbon emissions

January 30, 2014

A new EU framework to achieve a competitive, low-carbon economy for 2030 has been announced. The ambitious policy for climate and energy aims to drive a 40% reduction in greenhouse gas (GHG) emissions against 1990 levels, whilst also establishing a renewable energy target of a minimum of 27%. European Commission President José Manuel Barroso said " Climate action is central for the future of our planet, while a truly European energy policy is key for our competitiveness".

The aim is to achieve competitive, affordable and secure energy in Europe thereby reducing dependence on energy imports and creating new opportunities for growth and jobs.

Accompanying the Communication, a report on energy prices and costs in Europe proposes that cost effective policy, competitive markets and improved efficiencies could help mitigate increasing energy costs. Recognising the need for affordable energy, and drawing on a detailed analysis of energy prices and costs, the framework supports a coordinated approach by Member States and a favourable regulatory environment for investors to support the development of related new technologies.

The framework will be discussed at the European Council's spring meeting on 20 – 21 March ahead of the United Nations talks on global warming in 2015. Although reported as being opposed by the UK's energy and climate change secretary, representatives of Philips and Greenpeace, stated the agreement wasn't far-reaching enough to support investment, innovation and the environment in Europe.

Further information on the 2030 Framework: http://ec.europa.eu/clima/policies/2030/index\_en.htm

The arts to shape a sustainable Scotland November 25, 2013 Creative Scotland have announced that it will invite arts, screen and creative industries organisations to report their carbon emissions as part of its contribution to achieving Scotland's climate change targets. As a Public Body, Creative Scotland is updating its



own environmental sustainability policy. From 1 April 2014 it will measure its own carbon emissions and ask organisations and individuals that it funds to provide information about their own environmental impacts.

At the recent event *Imagine a Different Future: The Arts Shaping a sustainable Scotland* a new training programme was publicised for arts organisations that want to measure, report and reduce their carbon emissions. Free workshops throughout Scotland will be available from January to March 2014, providing the tools and knowledge to measure and reduce carbon emissions from energy, water, waste and travel. Find out more about training dates for 2014 here

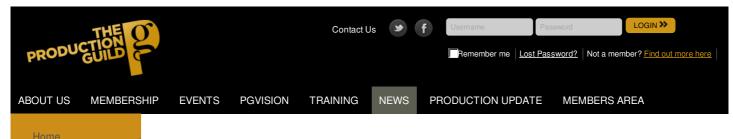
Creative Carbon Scotland's Director Ben Twist said they strongly supported Creative Scotland's decision to introduce carbon measurement and reporting, as the evidence is clear that measuring is the essential first step to reducing carbon emissions. Recent reports show that climate change is affecting us all. Scotland has world leading targets to reduce its carbon emissions and we think the arts should be at the heart of this. They are therefore working with Creative Scotland to make this reporting as easy as possible for organisation to reduce their carbon emissions.

Creative Carbon Scotland already works with 70 arts organisations, from Edinburgh's Festivals to theatres and galleries, to help reduce their carbon emissions and save energy and money.

1 2 3 4 5 6 7 ... 16 »

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# London Sustainable Production Eco-Expo opens for free registration

#### 24/03/2014

Archive List

The London Sustainable Production Eco-Expo is a one night networking and information sharing event to connect those in the entertainment media sector who are looking to push sustainability forward within the industry. Taking place on 10th April 2014, online registration is now open and is free to industry professionals and students of film and media. Attendees will hear from a host of key industry speakers during the evening including Production Guild board member, Jane Soans who will be representing PG affiliate, FilmFixer.

The event aims to bring together businesses and organisations who assist productions to push behaviours and goods and services towards a more sustainable model.

Attending will be practitioners, vendors, production people, students of film and media, and related organisations for an informative evening of presentations and networking.

Featured speakers include: Beth Bell and Lisa Dietrich, (Green Product Placement), Martin Kern (Scenery Salvage), Alison Tickell (Julie's Bicycle), Tallulah Chapman (Forest Stewardship Council), Eric Huyton (Eyefish.tv), Chai Locher and Weindelt Hooijer (The Green Film Making Project, Amsterdam), Barnaby Cook (Casual Films), Jane Soans (FilmFixer), Tim Benson (Firefly Solar) and Victoria Cartwright (Neptune Environmental Solutions), along with a sizzle reel, courtesy Sony Pictures, showcasing the new Spiderman movie, Amazing Spiderman 2, the largest sustainable Sony Pictures blockbuster, to date.

The event is modelled after the successful New York Production Eco Expo, produced by creative re-use media non-profit Film Biz Recycling.

The London Sustainable Production Eco-Expo is produced by Green Product Placement, a entertainment media product placement agency that specializes in placing and promoting, green, sustainable, all natural, socially enterprising and/or local entrepreneurial brands in mainstream entertainment media.

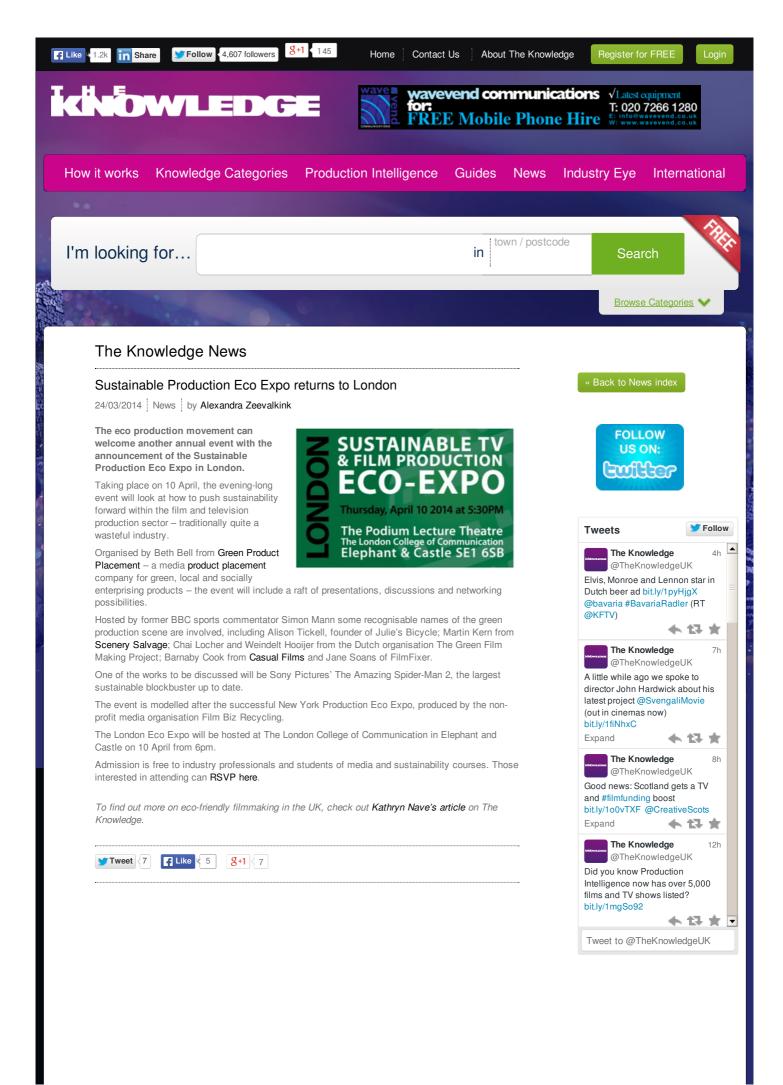
This event is free to industry professionals and students of film and media, but you must <u>RSVP via the online registration page</u> to attend, as seating is limited.

The Expo will take place at Podium Lecture Theatre, London College of Communication, Elephant and Castle London, England SE1 6SB on Thursday April 10th from 5:45pm - 8:30pm.

The event is sponsored by The London College of Communication, Casual Films and the Casual Academy, Life Water, Pulp Art Surfaces, Food for Good and ReJuce!

For updates, photos and more please visit the <u>London Sustainable Production</u> <u>Eco-Expo website</u>.

The Production Guild. Room 329, Main Admin Building, Pinewood Studios, Iver Heath, Buckinghamshire, SL0 0NH, United Kingdom. Tel: 01753 651 767 Copyright 2013, All Rights Reserved | Disclaimer



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## 7.50pm

#### Thursday 10 April

ECO NETWORKING: The Sustainable Production Eco Expo is a networking event at London College of Communication, with presentations and discussions led by former BBC commentator Simon Mann. Free, RSVP on website, 5.30pm

NEWS.

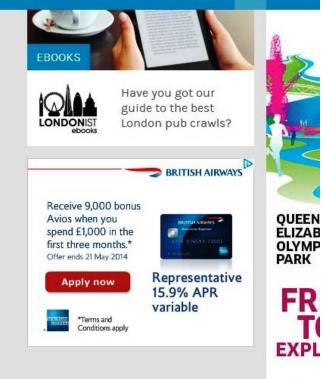
BEHIND THE SCENES: Horniman Museum offers visitors the chance to go behind the scenes after hours and meet the staff and curators. Today, visit the aquarium. £5, prebook, 6.45pm

LIVE MUSIC: National Theatre Bookshop hosts free live music events every Thursday. Tonight is the turn of The Throwbacks, AKA piano and vocal duo Natalie Lipin and Adam Morris. Free, just turn up, 5-8pm

SHOP WITH THE STARS: Fenwicks on Bond Street offers customers a chance to Shop With The Stars. Celebrities including Joanna Lumley, Sheila Hancock, Emilia Fox, Jim Carter and Julian Fellowes will man the store to raise funds for charity Acting For Others, with Christopher Biggins on the tannoy.Free, just turn up, 6-8pm



CLASSICAL CONCERT: Head to Middlesex University in Hendon for a free concert where students perform Mozart's famous Requiem as well as music by Stravinsky, CPE Bach, and new work by a student composer. Free, prebook, 7.30pm



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