



# **GREEN PRODUCT PLACEMENT**

**LONDON**

**SUSTAINABLE TV  
& FILM PRODUCTION  
ECO-EXPO**

**Thursday, 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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### Leaders in Eco Production Speak at "The London Sustainable Production Eco Expo"

Submitted by: **Green Spaces**  
Categories: **Events, Green Products & Services**  
Posted: **Mar 20, 2014 - 12:47 PM EST**



LONDON, Mar. 20 /CSRwire/ - London, Thursday, April 10th, from 6:00pm - 8:30pm (doors open at 5:30 PM) - Green Product Placement is celebrating its 2nd anniversary by organizing a Sustainable Production Eco Expo in London; with an evening of exciting presentations, networking, discussions and collaboration.

**What:** "The London Sustainable Production Eco-Expo" will be emceed by former BBC sports commentator **Simon Mann** and Green Product Placement founder **Beth Bell** and will incorporate dynamic presentations from some of today's key figures in the green entertainment world, followed by a panel Q&A session.

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 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.

There currently exist numerous businesses and organizations that assist those within the traditionally quite wasteful production industry who wish to modify both behaviors and goods and services towards a more sustainable model.

This event will bring together practitioners, vendors, production people, students of film and media, and related organizations for an informative evening of related presentations and networking. Online resources are great, but there's no substitute for face to face and in person exchange!

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

**Admission:** Free to industry professionals, and students of media and sustainability, but seats are limited, so attendees should RSVP at: <http://londonsustainableproductioneco.splashthat.com>.

**When:** Thursday, April 10th, Doors open at 5:30pm, and starts promptly at 6:00pm

**Who:** The London Eco Expo is produced by **Green Product Placement** and is hosted at **The London College of Communication, Elephant and Castle**.

**Green Product Placement (GPP)** was launched in early 2012 by ecopreneur Beth Bell. The concept was conceived during a **TED.com** conversation with filmmaker Morgan Spurlock ("Supersize Me," "Pom Wonderful Presents: The Greatest Movie Ever Sold"). GPP is a unique product placement company providing services exclusively to companies with a focus on green, sustainable, socially enterprising and local entrepreneurial products. What makes GPP different from conventional product

**Green Spaces**

We provide the infrastructure for triple bottom line companies to work and grow. With locations in New York and Colorado, our coworking centers are hubs for sustainable business leaders. Our offices gather social entrepreneurs, startups and freelancers alike.

We build strong community, off...

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Entrepreneurial product placements are different from conventional product placement companies? Promoting Green products in mainstream entertainment not only increases brand awareness for “good brands” but, in turn makes sustainability much more appealing to the consuming public. They like to call what they do “positive placement.” GPP is also committed to sustainable practices in how they run their business, as well.

Over the past two years, GPP has placed over 34 “good brands” in over 75+ productions including feature films and major network television shows both in the US and Canada. They are slated to begin working with UK productions in 2014.

Today, as GPP continues to grow, so do product placement opportunities within the mainstream TV and Film market. To learn more, visit: [www.greenproductplacement.com/us](http://www.greenproductplacement.com/us).

**Where:** Podium Lecture Theatre, London College of Communication, Elephant & Castle, London, SE1 6SB, United Kingdom.

#### Related links:

[www.greenproductplacement.com](http://www.greenproductplacement.com)  
[www.arts.ac.uk/lcc](http://www.arts.ac.uk/lcc)  
#LondonSustainableProductionEcoExpo

For more information, please contact:

**Beth Bell**  
Phone: +1 646 801 7056

For more from this organization:

[Green Spaces](#)

### Timeline Photos

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#### 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.

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## News

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## NEWS

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**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](http://www.greenproductplacement.com)  
[www.arts.ac.uk/lcc](http://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 ambitious 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**

- > [guardian.co.uk/environment](http://guardian.co.uk/environment)
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- > [clickgreen.org.uk](http://clickgreen.org.uk)
- > [sidewaysnews.com/environment-nature](http://sidewaysnews.com/environment-nature)
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- > [foe.co.uk/](http://foe.co.uk/)

**SIGN UP!**

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](http://www.greenfilmshooting.net)

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### 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 visit the website at <http://www.climateweek.com>

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### 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 Phillips 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](http://ec.europa.eu/clima/policies/2030/index_en.htm)

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### 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.

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## London Sustainable Production Eco-Expo opens for free registration

24/03/2014

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 [RSVP via the online registration page](#) 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 ReJuice!

For updates, photos and more please visit the [London Sustainable Production Eco-Expo website](#).



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## The Knowledge News

### Sustainable Production Eco Expo returns to London

24/03/2014 | News | by Alexandra Zeevalkink

The eco production movement can welcome another annual event with the announcement of the Sustainable Production Eco Expo in London.

Taking place on 10 April, the evening-long event will look at how to push sustainability forward within the film and television production sector – traditionally quite a wasteful industry.

Organised by Beth Bell from Green Product Placement – a media product placement company for green, local and socially enterprising products – the event will include a raft of presentations, discussions and networking possibilities.

Hosted by former BBC sports commentator Simon Mann some recognisable names of the green production scene are involved, including Alison Tickell, founder of Julie's Bicycle; Martin Kern from Scenery Salvage; Chai Locher and Weindelt Hooijer from the Dutch organisation The Green Film Making Project; Barnaby Cook from Casual Films and Jane Soans of FilmFixer.

One of the works to be discussed will be Sony Pictures' The Amazing Spider-Man 2, the largest sustainable blockbuster up to date.

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

The London Eco Expo will be hosted at The London College of Communication in Elephant and Castle on 10 April from 6pm.

Admission is free to industry professionals and students of media and sustainability courses. Those interested in attending can [RSVP here](#).





To find out more on eco-friendly filmmaking in the UK, check out Kathryn Nave's article on The Knowledge.



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 Elvis, Monroe and Lennon star in Dutch beer ad [bit.ly/1pyHjgX](#) @bavaria #BavariaRadler (RT @KFTV)
-  **The Knowledge** @TheKnowledgeUK 7h  
 A little while ago we spoke to director John Hardwick about his latest project @SvengaliMovie (out in cinemas now) [bit.ly/1fiNhxC](#)
-  **The Knowledge** @TheKnowledgeUK 8h  
 Good news: Scotland gets a TV and #filmfunding boost [bit.ly/1o0vTXF](#) @CreativeScots
-  **The Knowledge** @TheKnowledgeUK 12h  
 Did you know Production Intelligence now has over 5,000 films and TV shows listed? [bit.ly/1mgSo92](#)

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7.30pm

### 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

**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

**APRIL COMEDY:** This week's Comedy Back Rub at Camden Head has a theme of April Showers. Plus Lou Sanders and Sarah Campbell preview their new shows. £1, just turn up, 7.30pm

**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

Friday 11 April

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