

AOP SUSTAINABILITY

Easy Wins for reducing carbon footprint for Photography-based businesses

THINGS YOU CAN DO YOURSELF:

Change your electricity to a green tariff for your utilities. Ones from [Good Energy](#) and [Ecotricity](#) are true green electricity and not just carbon swap schemes.

Get your website and email hosted by a hosting platform whose servers run on green energy, such as [Kualo](#). For your broadband service provider use [Green ISP](#), [Zen](#) or [Green Net](#) are carbon neutral & ethical.

Use recycled paper and avoid printing documents unless you have to.

For catering, consider using a keep cup for takeaway hot drinks and a reusable water bottle. Ask for plant based food or locally sourced food on shoots.

Include a recycling/reuse plan in your shoot scheduling. Investigate any [Terracycle](#) hosts you can get to easily, they can recycle all sorts of things not possible to put in household recycling.

Think about the best way to get things and yourself to and from shoots - do you need to drive every time? if it's a city central shoot - and your main kit is coming from a hire house, public transport or a black cab (for bus lane speed) might even be quicker.

Use electric vehicles for city deliveries or journeys - you can request an electric black cab using [Gett](#) or [Free Now](#) as well as private hire firms like [AddisonLee](#) or [Green Tomato Cars](#).

In London, for kit collection and deliveries you can use [Pedalme](#) cargo bikes (or for passengers), or look at getting a [ZEDbike](#). Alternatively, check if your local courier company is using electric vans and ask for those to be used on your jobs.

It's worth checking in major towns near you if there is a similar cargo bike service as they are popping up everywhere.

Do you need to buy new equipment? Look at preloved - [MPB](#), an online platform for used photography and videography equipment, have lots!

Batteries - use rechargeable but not all are environmentally friendly [ReCyko](#) are rated highly, Energiser are the least worst of the big brands.

Subscribe to [Ethical Consumer](#) magazine to find best environmental and ethical buys in almost anything.

Think of the waste before you print... Save a tree. Don't print.

If you need a stylist or access to a sustainable wardrobe, get in touch with [The Styling Bank](#).

Look into your insurance provider – [Naturesave](#) is the UK's leading green insurer for home, business and travel. Ask your camera insurer about their environmental policy.

Use AdGreen's [Carbon Calculator](#) to work out the carbon footprint of motion, stills and audio projects within advertising campaigns so that you can assess the environmental impact of your production activities.

Avoid high speeds. Cars are usually most efficient when driven between 30 and 50 mph. Above these speeds, cars use more and more fuel as they go faster. Travelling at around 75 mph will use about 20% more fuel than travelling at 60 mph.

Driving less and flying less are crucial actions for addressing climate change. Transport accounts for about 25% of our emissions. Of this, cars are responsible for 40% and flights for 24%.

Maintain a steady speed. Changing speed between 45 and 53 mph every 18 seconds can [increase your fuel use by 20%](#).

THINGS TO ASK STUDIOS AND YOUR SUPPLIERS:

On set - before the shoot - let people know you will print off only two call sheets/shoot schedules and pin them on the wall so everyone can see them or use the copy on their laptop/phone.

- Are they on a green tariff for their utilities?
- Do they use electric or bike powered deliveries where possible
- Do they provide filtered water to studios - to avoid use of single use plastic bottles? And glasses or paper cups, not plastic cups?
- Do they use glass bottles where they can?
- Will they provide hot drinks in reusable/washable cups not takeaway cups?
- Will they provide plant based food or locally sourced catering on site.
- Do they provide recycling on site? And offer separate bins or bags?
- Can they arrange for your shoot leftovers (food/scenery/clothes) to be recycled or suggest local places or services that will take them?

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LINKS:

- **MPB** is the largest global platform to buy, sell and trade used photo and video kit. Circularity is at the centre of MPB. We promote sustainability, diversity and inclusion in everything we do. Our business model is 100% circular. All packaging is 100% plastic free. Our cloud-based platform uses 100% renewable electricity. We've served more than 625,000 visual storytellers and every year we recirculate more than 485,000 cameras, lenses and accessories.
Learn about MPB's role in the circular economy, helping to make visual storytelling more accessible and sustainable for people around the world.
<https://www.mpb.com/en-uk/content/sustainability>
 - **AdGreen** <https://weareadgreen.org/> and **AdGreen's Carbon Calculator** <https://weareadgreen.org/carbon-calculator/>
 - **Creatives for Climate** <https://www.creativesforclimate.co/>
 - **CreativeZero** <https://creativezero.co.uk/>
 - **Low Carbon Living** Chartered Institution of Water and the Environment (CIWEM) <https://www.ciwem.org/assets/pdf/Policy/Reports/Low%20carbon%20living%20web.pdf>
- Outside London**
- **Zedify for cargo bike deliveries** <https://www.zedify.co.uk/find-us/>

DISCOUNTS:

- **Pedalme:** 15% discount on first 7 bookings you make (incl. asap and trailer bookings). To apply the discount and make a booking: <https://pedalme.app> create booking account, either add card details for payment or complete <https://pedalme.co.uk/account-application-form> to apply for an invoicing credit account. When booking job, discount code is entered at the bottom of the options screen and will apply discount immediately so the quote will reflect it.
Discount Code is PHOTOSUS15
- **Who gives a crap:** £5.00 off code: <https://www.talkable.com/x/l0ZFbU>
- **Bad Star Studios** 15% discount on studio dry hire - East London environmentally conscious shoot space. <https://badstarstudios.com/>

COURSES:

- **Creatives for Climate** Greenwash Watch (on demand learning modules, plus one annual live cohort taught over zoom)
- **Terra.do** Learning for Action (12 weeks; their flagship course)
- **Project Drawdown** (free video based resources: an excellent introduction to "problem" and "solution")

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