

## AOP SUSTAINABILITY SURVEY RESULTS 2024

The AOP are taking vital steps to be more sustainable and are looking to provide tools, workshops, and guidelines for its members.

The Sustainability Working Group designed a member only survey with the aim of creating sustainable objectives that are tailored to the needs of the membership.

The survey was delivered to members via newsletter on February 29th and then again on March 29<sup>th</sup>. It was also promoted on AOP social media platforms and the working Group members were asked to promote it within their own channels, if possible.

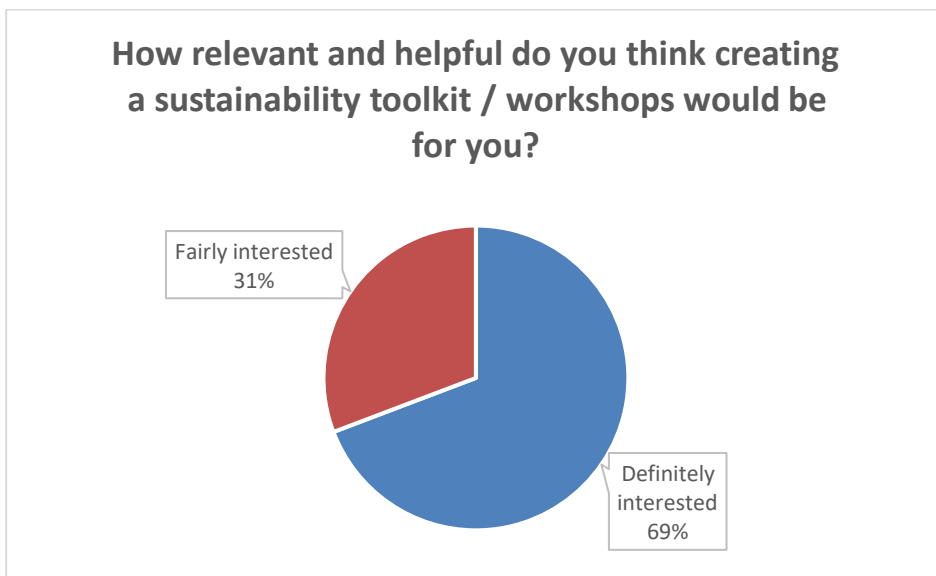
The survey should have taken about 5 minutes to complete. It asked 16 questions which mostly required a tick box or yes/no responses and some questions asked for further information using the respondents' own words.

The survey was viewed 42 times and there were 13 submissions.

### RESULTS

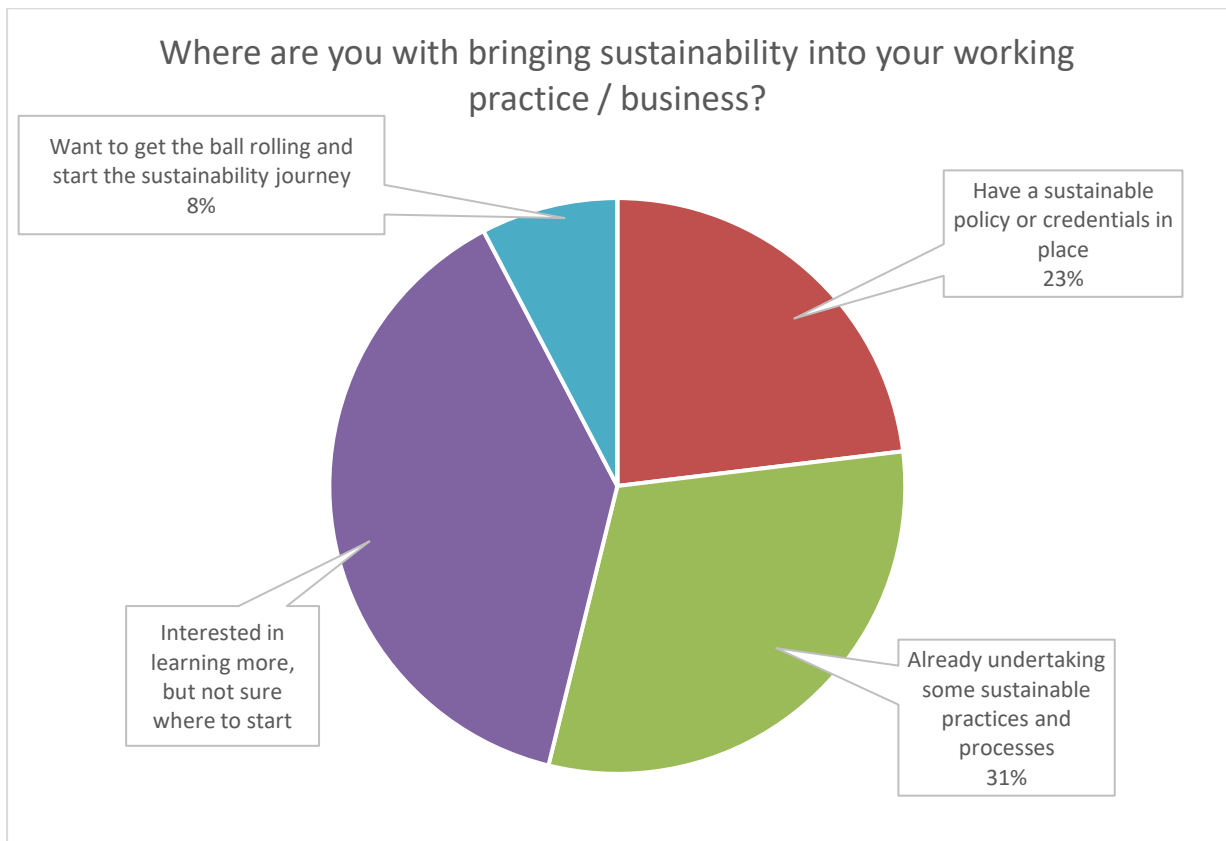
**Q1: How relevant and helpful do you think creating a sustainability toolkit / workshop would be for you?**

Response options	Number of responses
Definitely interested	9
Fairly interested.	4
Not bothered	0



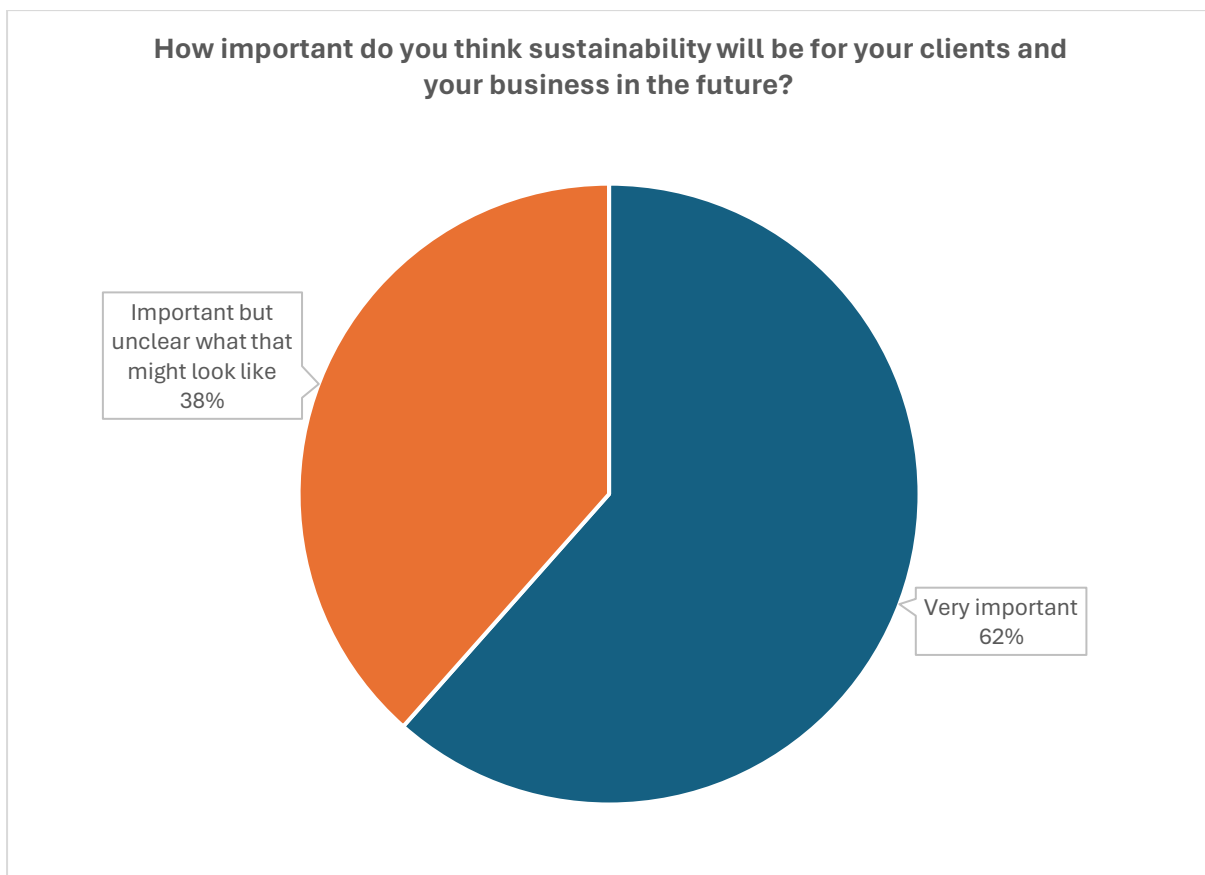
**Q2: Where are you with bringing sustainability into your working practice/ business?**

Response options	Number of responses
Have a sustainable policy or credentials in place	3
Already undertaking some sustainable practices and processes	4
Interested in learning more, but not sure where to start	5
Want to get the ball rolling and start the sustainability journey	1
Not a priority at the moment	0



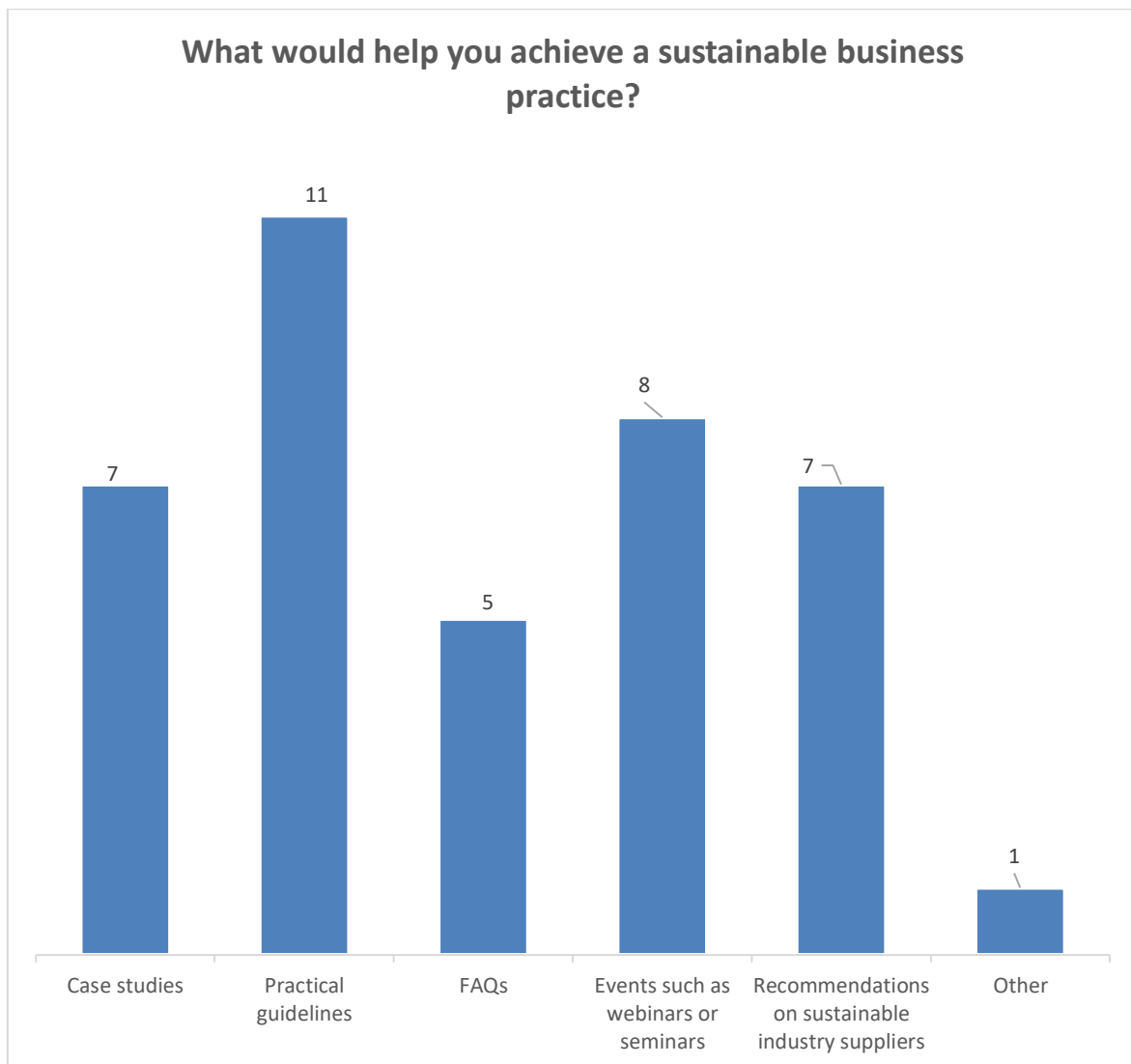
**Q3: How important do you think sustainability will be for your clients and your business in the future?**

<b>Response option</b>	<b>Number of responses</b>
Very important	8
Important but unclear what that might look like	5
Things will stay the same	0



**Q4: What would help you achieve a sustainable business practice?**

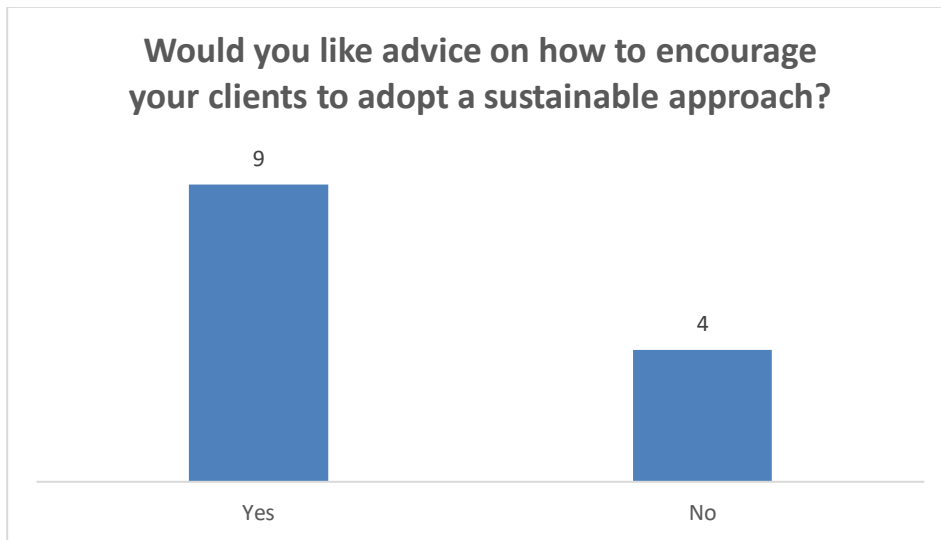
Response options	Number of responses
Case studies	8
Practical guidelines	12
FAQs	6
Events such as webinars or seminars	9
Recommendations on sustainable industry suppliers	8
Other	1



- **Other:** Clients who get it!

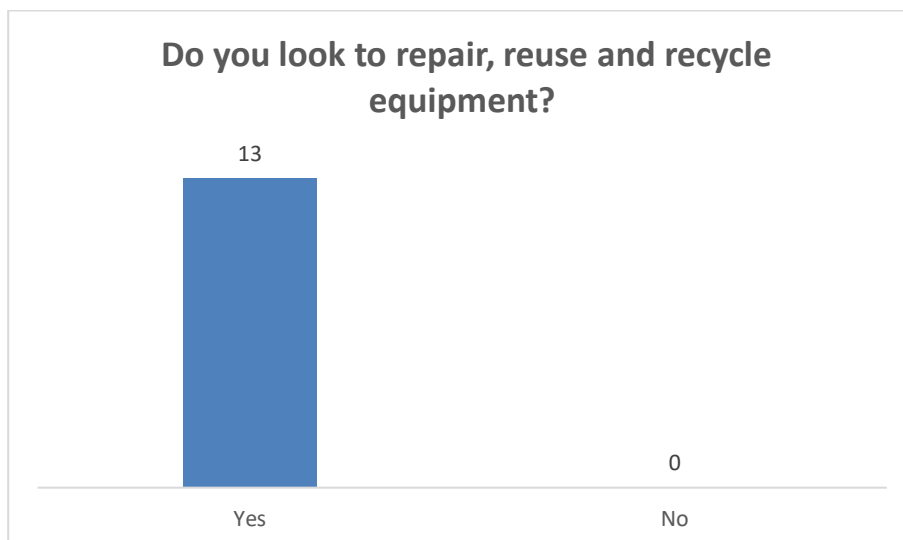
**Q5: Would you like advice on how to encourage your clients to adopt a sustainable approach?**

Response options	Number of responses
Yes	9
No	4



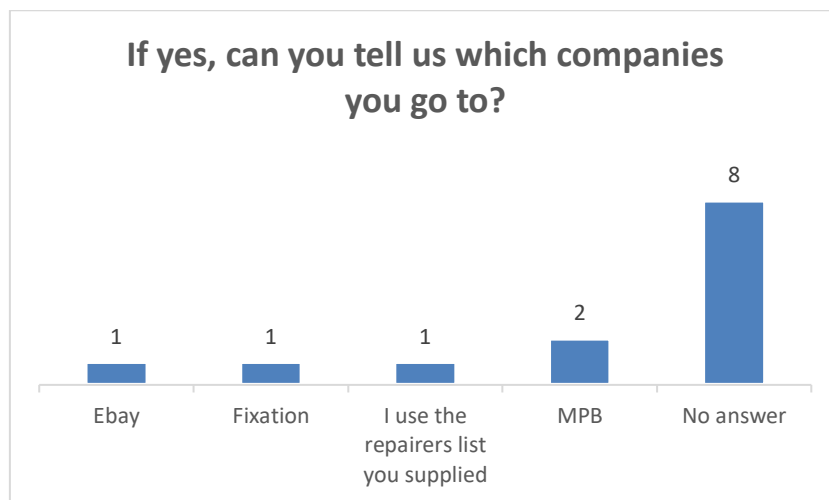
**Q6: Do you look to repair, reuse and recycle equipment?**

Response options	Number of responses
Yes	13
No	0



**Q7: If yes, can you tell us which companies you go to?**

Responses	Number of responses
Ebay	1
Fixation	1
I use the repairers list you supplied	1
MPB	2
No answer	8



**Q8: Which disciplines does your practice focus on?**

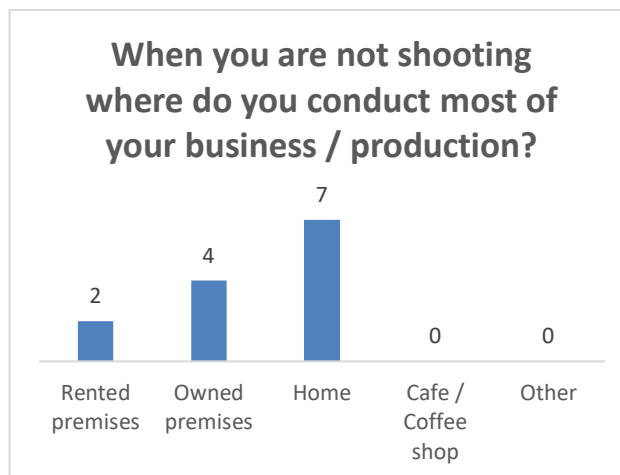
Response options	Number of responses
Portraiture - Location	8
Portraiture - Studio	4
Lifestyle - Location	4
Lifestyle - Studio	3
Fashion - Location	2
Fashion - Studio	1
Food & Drink - Location	4
Food & Drink - Studio	5
Automotive - Location	1
Automotive - Studio	1
Still Life - Studio	2
Documentary - Location	4
Architecture / Interiors - Location	3
Film / TV - Location	2
Film / TV - Studio	0
Theatre / Performance - Location	0
Sport & Fitness	0
Landscape / Gardens	3
Other	1



**Other:** Art Charity Workshops

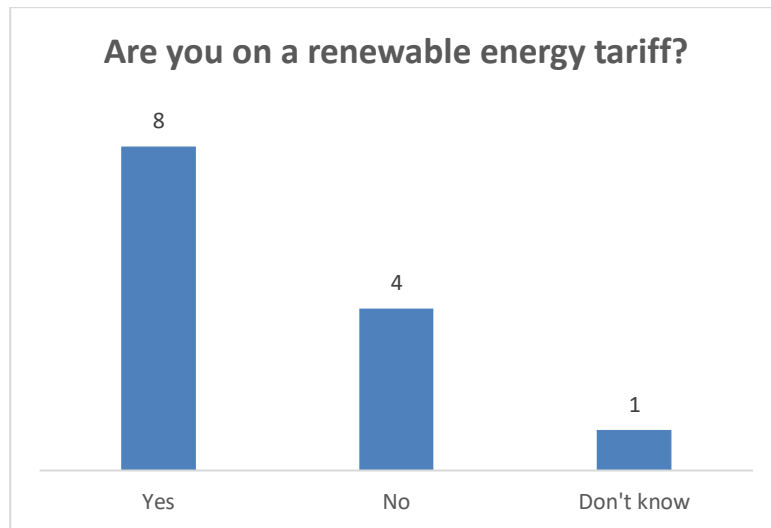
**Q9: When you are not shooting where do you conduct most of your business / production?**

Response options	Number of responses
Rented premises	2
Owned premises	4
Home	7
Cafe / Coffee shop	0
Other	0



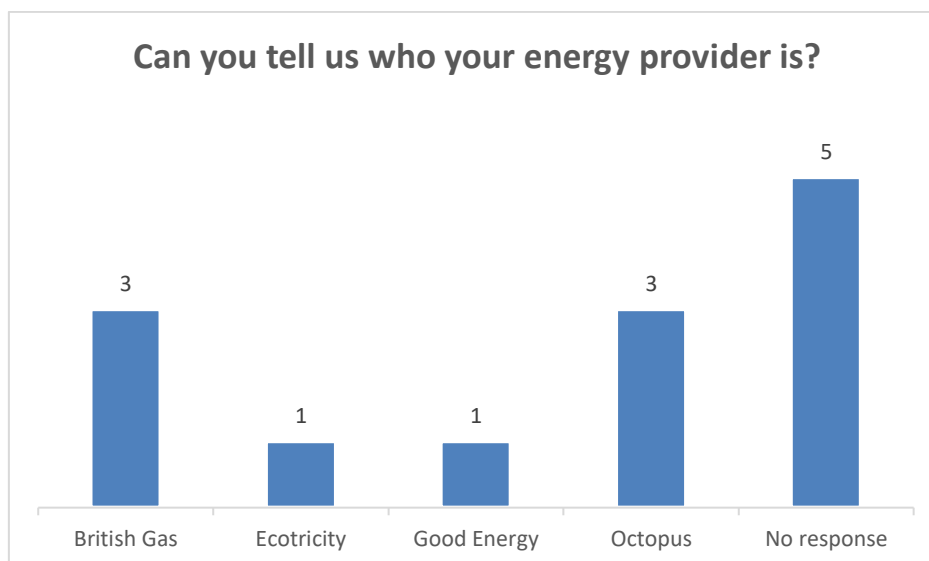
**Q10: Are you on a renewable energy tariff?**

Response options	Number of responses
Yes	8
No	4
Don't know	1



**Q11: Can you tell us who your energy provider is?**

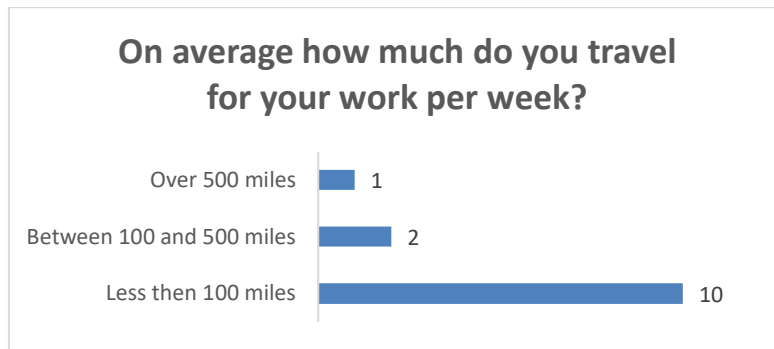
Response	Number of responses
British Gas	3
Ecotricity	1
Good Energy	1
Octopus	3
No response	5





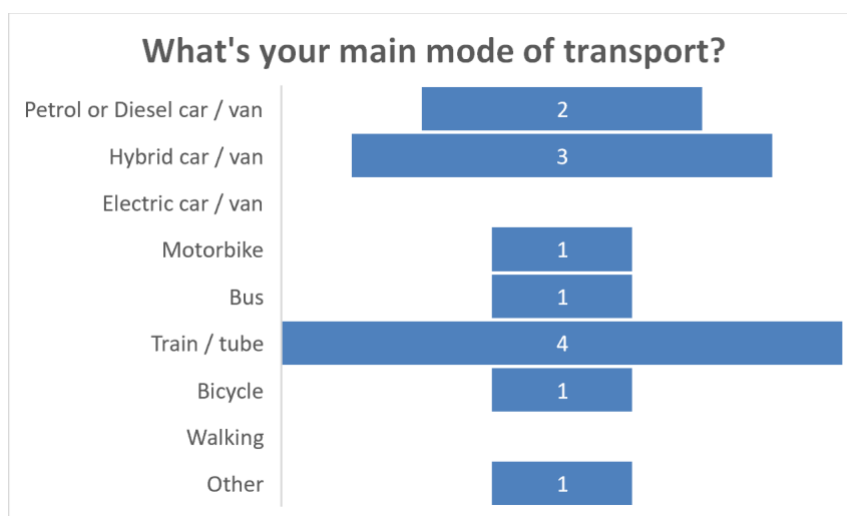
**Q12: On average how much do you travel for your work per week?**

Response options	Number of responses
Less than 100 miles	10
Between 100 and 500 miles	2
Over 500 miles	1



**Q13: What's your main mode of transport?**

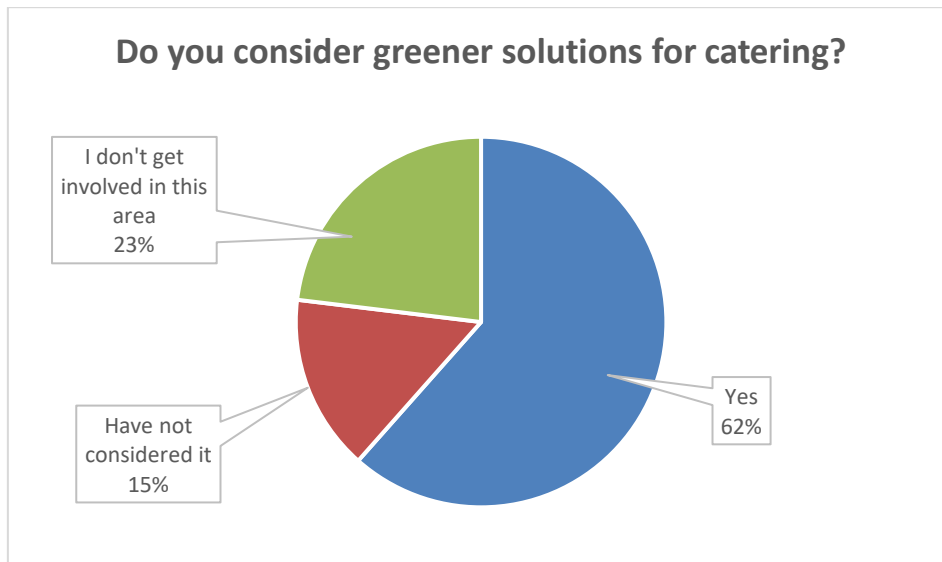
Response option	Number of responses
Petrol or Diesel car / van	2
Hybrid car / van	3
Electric car / van	0
Motorbike	1
Bus	1
Train / tube	4
Bicycle	1
Walking	0
Other	1



**Other:** Electric bike

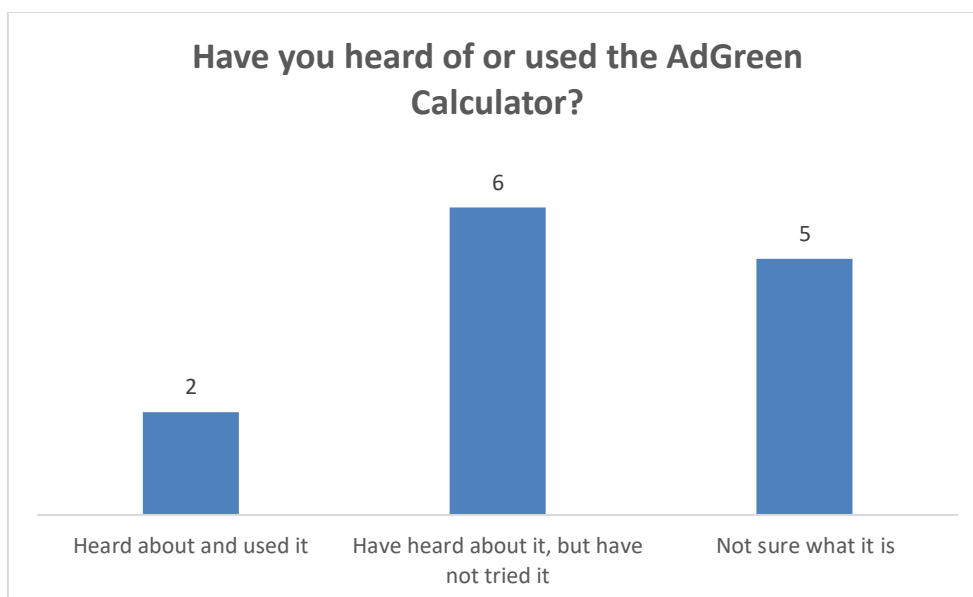
**Q14: Do you consider greener solutions for catering?**

Response option	Number of responses
Yes	8
Have not considered it	2
I don't get involved in this area	3



**Q15: Have you heard of or used the AdGreen Calculator?**

Response options	Number of responses
Heard about and used it	2
Have heard about it, but have not tried it	6
Not sure what it is	5



**Q16: Any further comments regarding sustainability in general for photography / short-form film production or your current view on the topic?**

Responses
Advice or a template on writing a sustainability policy would be very useful.
Educating clients and sharing knowledge with them would be a massive help
Keep up the good work AOP!
Would like to know how to bring clients on a more sustainable journey

**FURTHER DETAILS AND INFORMATION ON AOP AND SUSTAINABILITY:**

<https://www.the-aop.org/information/sustainability>

**USEFUL 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>

**Bike Use**

*Inside London*

- **Pedalme for cargo bike deliveries** <https://pedalme.app>

*Outside London*

- **Zedify for cargo bike deliveries** <https://www.zedify.co.uk/find-us/>