

## ***Principles for environmentally responsible Screen Production***

The following principles have been derived from a review of best practice by international screen production companies.

- Environmental protection:
  - Compliance with laws and voluntary commitments
  - Pollution prevention
  - Reduction of waste at source
  - Measurement and reduction of greenhouse gas emissions
  - Minimise impacts on natural, historical and cultural sites.
- Resource conservation:
  - Energy efficiency
  - Water conservation
  - Reduction of paper consumption
  - Use natural resources only from sustainably managed sources.
- Continual and transparent improvement in environmental performance:
  - Set objectives and targets for environmental performance
  - Measure, manage and mitigate environmental impacts e.g. greenhouse gas emissions
  - Report on environmental performance
  - Seek external recognition for environmental performance.
- Be responsive to stakeholder expectations with regards to the environmental impacts of operations:
  - Empower staff to implement best practice in environmental management
  - Require contractors and suppliers to meet environmental criteria
  - Minimise impacts on local communities
  - Seek feedback from stakeholders on environmental performance.
- Be sensitive to possible effects on the environment due to the influence of programming on public perception:
  - Promote more-sustainable consumption and production patterns
  - Promote conservation of natural, historical and cultural heritage
  - Encourage images of positive environmental stewardship
  - Ensure scientific accuracy and balance in portraying environmental issues.
- Take account of impacts on the environment due to investment decisions:
  - Assess and minimise environmental impacts of new projects
  - Assess and minimise life cycle impacts for new technology development
  - Apply ethical investment principles when investing company funds
  - Apply company environmental responsibility values to decisions on sponsorship and patronage.