



ROZELLE PROTOCOL
AUSTRALIA

HOW GREEN ARE YOU? Scorecard

Your production book listing could look like this

PRODUCTION COMPANIES		
CAPITOL PRODUCTIONS PO Box 734 North Sydney NSW 2059 C Contact: Donna Svanberg	(02) 9966 0422 Fax: (02) 9966 0522 info@capitolproductions.com www.capitolproductions.com	CHIVYDOG PRODUCTION 13 Griffin Road North Curl Curl NSW 2099 A C CF CV D F MV SF TF TV WEE C
CAPTIV8 8 Kenneth Street Bondi NSW 2026 Contact: Ryan Bodger	(02) 8002 1918 0405 689 912 production@captiv8.com.au www.captiv8.com.au	CIF PRODUCTIONS 22 Woonona Road Northbridge NSW 2063 C Contact: Ian Ford
CARAVAN PICTURES ●● 3/586 Darling Street Rozelle NSW 2039	(02) 9555 6244 0418 615 563 Fax: (02) 9555 6944 welcome@caravanpictures.com www.caravanpictures.com	CINETEL PRODUCTIONS 15 Fifth Avenue Cremorne NSW 2090 CV D F TV Contact: Frank Heimans
CARBON FILMS 60 Riley Street East Sydney NSW 2010	(02) 9360 3970 Fax: (02) 9360 5227 info@carbonfilms.com.au www.carbonfilms.com.au	CITY PRODUCTIONS F Contact: Andrew Mason
CARBON5 33A Albany Street Crows Nest NSW 2065	(02) 9437 6071 Fax: (02) 9906 1530 interact@carbon5.com.au	COLLIDER FILMS Suite 511/19A Boundary Street Rushcutters Bay NSW 2011

Scorecard

We wish to develop a green list and green rating for companies listed in The Production Book. The Production Book is a 900 page annual listing of all companies associated and supporting the film industry. The scorecard is aimed to identify the companies listed in The Production Book who have taken steps to become aware of, and reduce their greenhouse gas emissions (GHG) footprint. The scorecard can enable a company to rate how green their operations are by assessing individual activities and operations associated with producing a film.

Scorecard List (content)

The scorecard list compiles all the activities, operations and equipment associated with the implementation of a film, advertising, or other type of production which covers all emission sources contributing to a company's GHG footprint.

Rating Definition

Each activity listed in the scorecard will have an associated rating according to its impact on the total greenhouse gas emissions footprint, termed as *Impact on GHG Emissions*, and the ability to reduce greenhouse gas emissions for a particular activity, termed as *Ease of Implementation*.

A two dimensional rating system was devised to take into consideration that while certain activities may have a significant and major impact on the GHG footprint of a company's operations, due to technology availability, investment barriers, market status, etc., it may not be easy for a company to affect change in this area. Alternatively, while a particular activity, such as light bulb switch, may have less than 1% affect on the overall GHG footprint, it is an easy change to affect, and empowers company personnel and triggers awareness and potential for change.



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Impact of GHG Emissions

The ratings for the *Impact of GHG Emissions* were deduced from the analysis of several film production GHG assessments and Caravan Pictures 2006 GHG audit. A summary of the main emission sources and their percentage to the total GHG footprint was determined and presented in Table 1 to gain an estimate of the degree of impact an activity listed on the scorecard would have on a company's GHG emissions once implemented.

Table 1: Summary of GHG Emissions Sources and Percentage Impact for Film Production and Office Operations

Emission Sources	Production	Emission Sources	Office Operations
Flights	22 - 56%	Electricity	64%
Hotel Accommodation	9 - 38%	Professional Services	34%
Professional Services	13 - 45%	Telecomm/water	1.6%
Electricity	3 - 42%	Freight	1.6%
Ground Transport	1 - 2%	Ground Transport	0.8%
Freight	<1%	Advertising	0.2%
		Stationery items	0.1%

The percentages of impact on the total GHG footprint provided in Table 1 were used as a guide for the ranking levels required for *Impact of GHG Emissions* presented in Table 2. If a company implements changes in the activities listed in the right hand side column, the corresponding change in the GHG emissions total (middle column) will occur.

Table 2: Impact on GHG Emissions

Rating	% of Total	Activities
Minor	0 - 5%	Changes to waste, water usage, telecommunications, ground transport activities, changes in set resources (recycle/change)
Moderate	5 - 20%	Changes in staff actions and consumption (professional services)
Significant	20 - 40%	Reduce hotel accommodation
Major	40 - 60%	Change flights to conference calls
Critical	60 - 80%	Change to green electricity (>50%), switch to biodiesel

Ease of Implementation

The ratings for *Ease of Implementation* were determined by assessing the availability and cost of the technical resources, skills and knowledge required to implement the activity, as well as an insight into any market and legislative barriers which might be involved.



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Table 3: Ease of Implementation

Rating	Definition	Activities
Easy	The operation/technology/equipment change can be easily implemented without research required, and the technology, services and resources are readily available. The change may also lead to economic savings for the company due to consequential energy or resource reductions.	Office light bulb switching Use of recycled paper Non disposable dining wear products Green washing and cleaning products Electronic communications Environmental Mission Statement Light & electronics monitor Non disposable travel mugs
Likely	The operation/technology/equipment change can be implemented, however, market and/or technological research is necessary to understand the availability and cost of the technology and other resources required.	Organic waste bins Office education campaign Rent electronic equipment Recycling (pick up) Double sided printing (printer that can do this) Office lighting changes Purchase locally grown or organic food Change to green power Recycle set materials Change set materials
Possible	The operation/technology/equipment change can be implemented but will either (i) require significant expenditure by the company, or (ii) is dictated by outside forces, such as another company, and/or availability of resources in the area etc.	Carbon assessment Purchase Carbon credit offsets Staff incentives Conference call or skype for meetings (no fly) Rent hybrid cars or use alternative fuels Use biodiesel trucks/cars
Difficult	The technology for the operation/equipment change is available, however requires significant capital funds to implement the project which will involve a substantial payback time (e.g years).	Purchase of diesel generator
Rare	The operation/technology/equipment change cannot be affected without a change in government policy/legislation, or advances in technology or operations.	Green hotel accommodation



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Rating Quantification

Each activity in the scorecard list is rated uniquely according to its *Ease of Implementation* and *GHG Impact*. The collective value lies somewhere between a minimum of 2 and a maximum of 10 based on a level of *Ease of Implementation* between 1 to 5, and a level of *GHG Impact* rated from 1 to 5. These activity ratings are set so when an activity is selected it will return a fixed rating value. Every now and again (perhaps 4 times a year), the levels of *Ease of Implementation* for each activity needs to be reassessed to take into account if any changes in technology or market changes have occurred to affect *Ease of Implementation*. The *GHG Impact* value is likely to remain unaffected.

The total sum of the ratings of all the individual activities is converted into a 1 Star, 2 Star or 3 Star rating according to the Table 4:

Table 4: Green Rating Levels

Rating	Minimum Points	Maximum Points
No rating	0	25
1 Star	25	45
2 Star	45	65
3 Star	65	172

The levels of the maximum and minimum ranges for each star rating were chosen to acknowledge the implementation of the most basic environmental impact activities as a 1 Star rating, and to credit companies that have taken significant measures to reduce GHG emissions as a 3 Star rating.