

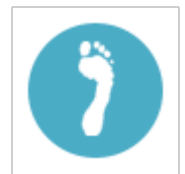


Footprint

The sustainable tv and film company



In November 2012 Footprint and WIP made a short film about the **BioRegions project**. Here are the steps we took to make the film a sustainable production



Development

The project was developed by Footprint in Bristol and WIP in Munich purely via telephone calls and email. There was no travel for meetings.

We used technology to send photography, video clips and scripts digitally between our two offices. There was no printing and postage.

We used existing material where possible, to limit the amount of new filming required.



Production in Germany



All filming was carried out in Germany by WIP, under Footprint's remote guidance.

Footprint used the online platform **Eyefish** to locate a film company in Munich to supply camera and sound equipment for the two-day shoot and to send the footage to Footprint via Dropbox. This was a tapeless shoot.

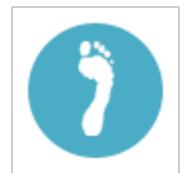
Production in the UK



Footprint edited the film at **Edit-It** in Bath. The digital footage was supplied to the film editor via Dropbox, with detailed notes on the film's script and structure.

Edit-It is a low carbon edit facility.

Footprint followed the early stages of the edit from the office and travelled to the edit suite only once for the project sign off.



Distribution

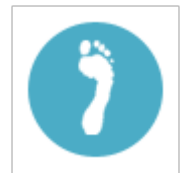
The film has been distributed via You Tube, Vimeo, the BioRegion's website and social media.

No DVD copies have been produced.



This was a sustainable production

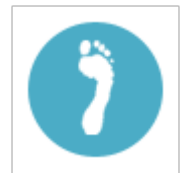
Data compiled by the BBC shows one hour of TV production creates 8.2 tonnes of CO₂. Around 50% of this is produced by travel (2.7 tonnes), accommodation (1 tonne) and being on location (0.4 tonnes). The BioRegions film was virtually free of these elements.



Sustainability at Footprint

Footprint is the first production company in the UK to put sustainability at the heart of their work – in the office, on location and in the stories they tell on screen.

- The Queen's Award for Enterprise Sustainable Development commended Footprint in 2010 and 2011 "for the ways it is promoting sustainability, both through its film production and through wider company operations."
- Footprint was invited to work on the Code of Best Practice in Sustainable Filmmaking, sponsored by WWF.
- The BBC asked Footprint to speak at the launch of Albert, the world's first bespoke carbon calculator for the TV industry.







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