

Sustainability in UK Cinema

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By connecting with the UK wide Cinema network, we created platforms to enable a dialogue for environmentally aware establishments to share bespoke knowledge and experience with those striving to be more sustainable.

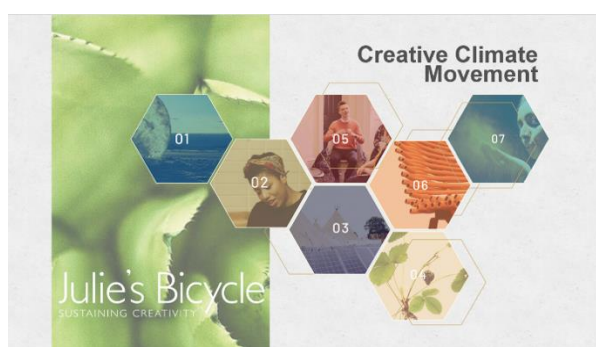
As part of the Green Screen European partnership, Film London reached out to a variety of cinema establishments to investigate which sustainable processes were already in place. It transpired that many venues were already well versed in cinema and venue sustainable practice.

Over the last year, Film London has hosted or contributed to several events in which *sustainability in cinema* has been given a platform to be discussed among industry professionals. These were co-ordinated by Film London as part of its Interreg Europe funded Green Screen project.

The first of these events took place during the London Film Festival in which Film London annually hosts an Exhibitor's Breakfast. Film London's Green Screen team identified this as an opportunity to connect with the event's far-reaching audience and begin the conversation on environmental *sustainability in cinemas*. Our panel comprised of Catherine Bottrill from Julie's Bicycle, Ally Clow from Curzon and Carmen Slijpen from Depot.

Julie's Bicycle

Julie's Bicycle is a London based charity who work within the arts and cultural sector working to embed environmental sustainability within companies. They have worked closely with the Curzon Group, who had already begun working on environmental strategies, but JB worked to align this with their core business strategy and embed it within the company's values.



Curzon Group, London

As previously mentioned Curzon had already embarked on an environmental strategy when they partnered with Julie's Bicycle, but their partnership enabled this work to flourish and Curzon's approach to sustainability now covers environmental policy, energy use, procurement, staff roles and responsibilities, staff training & mentorship, audience communications & events/programming.



Depot, East Sussex

Depot cinema in East Sussex showcased a completely different approach as Carmen Slijpen and Robert Senior were in the fortunate position of starting from scratch. Their vision was simple, to create a cinema that engaged in sustainable practice in every...single...decision. Their focus ranges from their Ground Source Heat Pump (GSHP) serving as a geothermal heating & cooling system for the building, to all aspects of procurement and community engagement. They boast a living roof with a large variety of plants as well as bats & birds nesting in purpose built homes in the brickwork.



The event was a great success, igniting a much needed conversation and the interest was apparent from the outset. As a result of this initial event, This Way Up 2018, taking place in Liverpool, invited the panel to continue the conversation in the North of England. On recommendation from Julie's Bicycle, this time we invited along Alison Criddle from HOME, a venue that had been on the sustainable journey for many years and had successfully collaborated on a variety of initiatives.

HOME, Manchester

HOME's work with Manchester Arts Sustainability Team (MAST) and Julie's Bicycle, culminated with many exciting outcomes, such as every employee within HOME now undertaking a carbon literacy-training course. The company are treating sustainability as one would health & safety, making the training mandatory. While much of their journey has been what you might expect from a company looking to be more environmentally friendly, one rather wonderful addition to their repertoire is their new permanent residents on the roof of the building. A team of staff members have trained as apiarists, and they are now helping to regenerate the bee population by housing several bees hives on the roof.



Our third event was planned to coincide with the inaugural London Climate Action Week 2019, which ran during the first week of August. The event kicked off with presentations from Julie's Bicycle, HOME, Depot and Good Energy. Film London's CEO Adrian Wootton then hosted a discussion between Melanie Dicks, independent producer and founder of Greenshoot, an environmental & sustainability consultancy and Patrick Hough, an independent film director. The event was a great success engaging a diverse mix of industry professionals in the sustainability conversation around filmmaking and cinema.

Outcomes

The venues that we have engaged and communicated with have succeeded in varying levels of sustainable results. Larger businesses such as the Curzon have established buildings and set ups that have to be manipulated into sustainable measures. They have adopted a strong environmental

governance through strategy, policy and procurement. Depot had the distinct advantage of starting from scratch, so all decisions and procurement could be made with an environmentally aware agenda. HOME in Manchester embedded environmental sustainability into every aspect of its operations, programming and activities and committed to influencing and sustaining positive change.

There is a clear commitment from these venues to environmental sustainability and sustainable practices. The areas for engagement and improvement include:

Cinema development - use of materials, heat, light, projectors, screens etc.

Energy – reducing energy consumption and engaging with green energy providers.

Procurement – reviewing brands and suppliers and engaging with local suppliers where possible. Investigating the supply chain & making changes if feasible, using the purchasing power of the customer.

Operations – to include waste management, measuring waste generation & take steps to reduce it, avoid single use drink containers, working with suppliers to reduce packaging.

Printing – reduce all office printing to essential items only. Reduce & monitor all advertising materials & publications.

Engaging with the audience – advocate climate change knowledge and awareness and ensure audiences are aware of this engagement.

Engage with neighbours – waste collectors will work in zones, so by engaging with neighbours can increase ability to make change.

Environmental Policy – implement a companywide Environmental Policy, distribute & seek full employee engagement.

Other partners of the Interreg Europe funded Green Screen project are engaging with their cinema sectors. VAF hosted recently an event for cinemas to start the discussion on sustainability and Carmen Slijpen spoke at the event.

Next Steps

Film London will work with the Green Screen partnership to develop guidelines for best practice to be shared across the Green Screen partnership. Future plans will be guided by learning how to embed the United Nation's Sustainable Development Goals (SDGs) within the cinema industry; learning how to incorporate a social and environmental responsibility within company ethos and look for results in all areas.