

Client:  
Salt Thinking

Project:  
Enrylaze 10/23

Photographer:  
Liam Arthur

Full shoot production  
1 day shoot  
2 talent  
Stills  
UK studio

Carbon Footprint

# impact

by perma collective



● Non-filming spaces	0.0338 tCO2e
● Filming spaces	0.0272 tCO2e
● Travel and transport	0.0744 tCO2e
○ Accommodation	0.0000 tCO2e
● Materials	0.0132 tCO2e
● Disposals	0.0001 tCO2e

**Our production carbon footprint was 0.15 tCO2e**

IN OTHER 'WORDS'



**0.15 tCO2e is about the same as the emissions created by driving 446 miles in a 2020 VW Golf.<sup>[1]</sup> Or from the Salt Offices in London to Brussels and back.<sup>[2]</sup>**



**It would take 60 mature trees a year to absorb this much CO2e. It would take around 20 years for those trees to reach maturity.<sup>[3]</sup>**

## Investing in prevention

Led by the values of permaculture and our mission to balance planet and people with profit, our next step is to give back to both the planet and the people who need it most.

We invest in local and global initiatives tackling prevention of further climate change and projects supporting those most vulnerable to the effects of climate change, based on double the emissions generated by our business and projects. In addition to this we invest time in supporting social and environmental projects local to each of us.

Thank you for working together with us to minimise the environmental impact of this shoot.

**AdGreen's data shows that the average total footprint of a shoot is 6.1 tCO2e.<sup>[4]</sup> 0.15 tCO2e is just 2% of this.**

Behaviour changes that had the biggest impact:

- . Studio powered by green energy
- . Reusable water bottles, keep cups, mugs and cutlery
- . 100% vegetarian and vegan catering on set. This saved up to 0.15 tCO2e, which is almost the same as the entire footprint of this project
- . 77% of journeys made were done so using public transport or electric/hybrid vehicles
- . Zero-to-Landfill waste management



Sources:

- [1] [co2everything.com/co2e-of/vw-golf-2020](https://co2everything.com/co2e-of/vw-golf-2020)
- [2] [google.com/maps](https://google.com/maps)
- [3] [ucl.ac.uk/sustainable/what-ucl-does/campus-and-operations/sustainable-travel](https://ucl.ac.uk/sustainable/what-ucl-does/campus-and-operations/sustainable-travel)
- [4] [weareadgreen.org/wp-content/uploads/2023/11/AdGreen-2023-Mid-Year-Review.pdf](https://weareadgreen.org/wp-content/uploads/2023/11/AdGreen-2023-Mid-Year-Review.pdf)
- [5] [co2everything.com/category/travel-and-transport](https://co2everything.com/category/travel-and-transport)

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