

Client:
Swerve

Project:
Porsche

Photographer:
Beetle Rhind

Full shoot production
2 day shoot
6 talent
Stills and motion
UK shoot location

Carbon Footprint

certificate

by perma collective



● Non-filming spaces	0.1136 tCO2e
○ Filming spaces	0.0000 tCO2e
● Travel and transport	0.5296 tCO2e
● Accommodation	0.0365 tCO2e
● Materials	0.3726 tCO2e
● Disposals	0.0013 tCO2e

Our production carbon footprint was **1.05 tCO2e**

IN OTHER 'WORDS'



1.05 tCO2e is about the same as the emissions created by flying 4469 miles.^[1] Or from London Heathrow to Miami, Florida.^[2]



It would take 525 mature trees a year to absorb this much CO2e. It would take around 20 years for those trees to reach maturity.^[3]

We prevent and reduce

We used a hotel powered by green energy. This saved 194 kg CO2e. This saving is equivalent to driving 577 miles in a 2020 VW Golf, or from the Porsche UK head office in Reading to Inverness, Scotland.^[5]

The catering for this shoot was vegetarian and vegan. Compared with a beef based option, this saved 819 kg CO2e across 89 meals. That's 78% of the entire footprint for the production of this project.

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 4.7 tCO2e.^[4] 1.05 tCO2e is just 22% of this.

Behaviour changes that had the biggest impact:

- . Shoot location - no studio energy usage
- . Vegan and vegetarian on set catering
- . Hotel powered by green energy



Sources:

- [1] co2everything.com/category/travel-and-transport
- [2] airmilescalculator.com/
- [3] help.bulb.co.uk/hc/en-us/articles/360038629732-How-we-calculate-our-carbon-impact
- [4] weareadgreen.org/wp-content/uploads/2023/03/AdGreen-Annual-Review-2022.pdf
- [5] co2everything.com/co2e-of/vw-golf-2020

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