

Client:
Flock

Project:
Uber Eats x Disney+

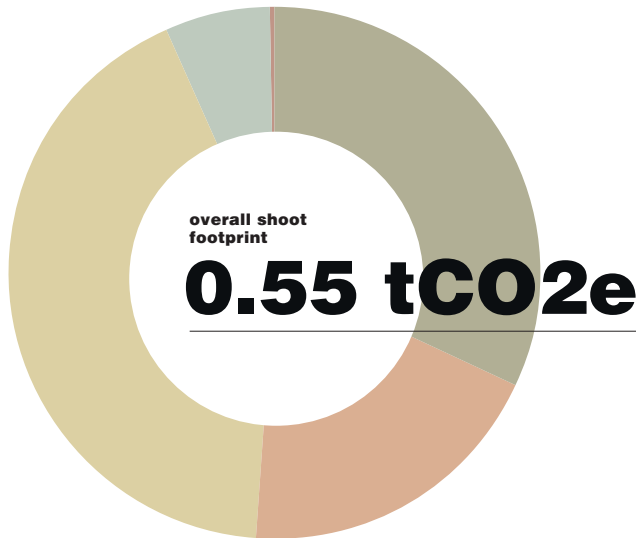
Photographer:
Frankie Turner

Full shoot production
2 day shoot
2 talent
Stills & motion
UK studio

Carbon Footprint

impact

by perma collective



● Non-filming spaces	0.1750 tCO ₂ e
● Filming spaces	0.1043 tCO ₂ e
● Travel and transport	0.2304 tCO ₂ e
○ Accommodation	0.0000 tCO ₂ e
● Materials	0.0354 tCO ₂ e
● Disposals	0.0003 tCO ₂ e

perma 0.21 tCO₂e



0.0748 0.1306

FLOCK 0.34 tCO₂e



0.1002 0.1043 0.0998 0.0354 0.0003

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.



0.55 tCO₂e is about the same as the emissions created by driving 1635 miles in a 2020 VW Golf.^[1] Or from the Flock offices in London to Helsinki, Finland.^[2]



It would take 220 mature trees a year to absorb this much CO₂e. It would take around 20 years for those trees to reach maturity.^[3]

AdGreen's data shows that the average total footprint of a shoot is 6.1 tCO₂e.^[4] 0.55 tCO₂e is just 9% 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 0.51 tCO₂e, which is almost the same as the entire footprint of this project
- 55% of journeys made were done so using public transport or electric/hybrid vehicles
- Zero-to-Landfill waste management

ALBERT
Production
Training

ADGREEN
where low impact counts



Sources:

- [1] co2everything.com/co2e-of/vw-golf-2020
- [2] google.com/maps
- [3] 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
- [5] co2everything.com/category/travel-and-transport

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