

Client:
DDB Remedy

Project:
Volite Skinvive

Photographer:
Tom Van Schelven

Full shoot production
4 day shoot
Studio
Stills Shoot

Carbon Footprint

certificate

by perma collective



● Non-filming spaces	0.2683 tCO2e
○ Filming spaces	0.0000 tCO2e
● Travel and transport	0.2269 tCO2e
● Accommodation	0.0788 tCO2e
● Materials	0.4089 tCO2e
● Disposal	0.0054 tCO2e
○ Post-production	0.0000 tCO2e

Our production carbon footprint was **0.98 tCO2e**

IN OTHER 'WORDS'



0.98 tonnes is about the same as the emissions created by flying 6713 km.^[1] That would get you from London Heathrow to Chicago.^[2]



It would take 490 mature trees a year to absorb this much CO2e. It would take around 20 years for those trees to reach maturity.^[3]

Behaviour changes

Some of the behaviour changes that had the biggest impact on prevention and reduction of emissions on this project:

- Remote working with home offices powered by green energy
- Using studios powered by green energy saved 0.31 tCO2e
- Green travel and transport options
- Hiring and reusing ahead of purchasing
 - Choosing sustainable materials
- Vegan and vegetarian catering
 - Across 103 meals, vegan and vegetarian catering generates 0.95 tCO2e less than meat (beef) based catering. That's almost the total footprint of this project!
- Zero-to-landfill waste management

Based on AdGreen's data the average footprint of a shoot per day is 2.8 tCO2e, and the average project footprint is 5.3 tCO2e.^[4] 0.98 tCO2e is just 18% of the average project total.

Led by the values of permaculture and our mission to put planet and people ahead of profit, our next step is to give back to both the planet and the people who need it most. We invest in initiatives tackling prevention of further climate change and projects supporting those most vulnerable to the effects of climate change.

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



Sources:

- [1] co2everything.com/co2e-of/plane-travel/
- [2] airmilescalculator.com/
- [3] help.bulb.co.uk/hc/en-us/articles/360038629732-How-we-calculate-our-carbon-impact
- [4] weareadgreen.org/event/missed-our-october-breakfast-briefing-watch-the-video-here

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