



FACTSHEET: MPAA Member Companies Promote Green Values Year-Round

The six member companies of the Motion Picture Association of America, Inc. (MPAA) individually and voluntarily take on a wide-variety of green initiatives throughout the entire year. Below are highlights of how each of the studios are bringing environmentally-friendly policies to practice.

Disney

- The Walt Disney Company's commitment to environmental stewardship focuses on using resources wisely and protecting the planet as the company operates and grows. In 2016, the Company decreased net emissions 37% from 2012. The Walt Disney Studio Lot in Burbank achieved a 48% waste diversion rate in 2016 and is continuing to look for opportunities in waste reduction and increased recycling.
- One of Disney's key environmental priorities is to conserve potable water consumption from operations. During 2016, the Studio lot facility in Burbank expanded use of reclaimed water for irrigation purposes and in facility operations.
- Reducing the environmental footprint of productions is a priority at the Walt Disney Studios. Each Disney production is committed to staffing live-action shoots with an environmental steward, whose sole focus is to help the film crew make decisions that lower the production's environmental footprint.
- In recognition of their environmental efforts, Disney's *Jungle Book* and *Jimmy Kimmel Live* were honored at the Environmental Media Awards (EMA) last year, taking home the Best Feature Picture and Reality TV awards, respectively.
- The Disney Studios team partners with the Disney Conservation Fund and Disney's Animals, Science and Environment team to use films to connect audiences to nature and inspire them to take action for wildlife and the planet. For Disney Pixar's *Finding Dory*, the teams collaborated to inform audiences how to make responsible choices when purchasing fish as pets, in an effort to minimize the impact on wild populations. Disney's *The Jungle Book* helped connect audiences to rare species like the pangolin, which are in desperate need of greater awareness and conservation. DisneyNature continues to engage moviegoers in conservation: for every person who sees DisneyNature's *Born in China* during opening week in April, DisneyNature will make a contribution, via the Disney Conservation Fund, to support WWF's efforts to protect wild pandas and snow leopards. Disney's Animals, Science and Environment team also created educator guides and activity packets for a number of films. This free resource helps teachers and families blend the themes of the film with engaging educational content spanning multiple topics, including environmental protection and wildlife conservation.

NBC Universal

- NBCUniversal successfully helped educate filmmakers and crew members on sustainable best practices with first-of-their-kind, user-friendly infographics. The visual guide covers how to reduce environmental impact through energy efficiency, water conservation, responsible waste management, and sustainable sourcing of materials. In 2016, NBCUniversal made these infographics available to the entire industry at greenproductionguide.com. See the infographics, [here](#).
- Over the past two years, Universal Television has made a concerted effort to increase the use of LED lighting across scripted television shows produced on the Universal Studios lot. Since the 2014-15 television season, the use of LED lighting on these productions has tripled, with LEDs making up a third of the set lights used for the 2016-17 season. Using 30-70% less energy than conventional lighting, LED lights also generate substantially less heat, which in turn reduces the power demands for on-stage air-conditioning. In addition, many of the studios on the Universal Lot are equipped with 100% LED lighting, including the new E! News studio as well as the studios for Access Hollywood, NBC4 Los Angeles, and Telemundo.
- Eight years ago, NBCUniversal productions began making a concerted effort to donate excess food to those in need. In 2016, 33 NBCUniversal film and television productions in nine cities across the globe participated in food donations, as well as the Universal Studios Lot Commissary. Between these two programs, over 38,680 lbs. of food, equating to more than 32,233 meals, helped feed the hungry.
- Universal Studios continues to expand its EV charging spaces across the studio lot, now offering employees and guests 48 permanent Level 2 charging stations. In addition, the studio has eight Level 2 mobile charging stations available upon client request, bringing the total number of available charging spaces to 56.
- In 2016, NBCUniversal continued its Sustainable Speaker Series for employees. Topics included utilizing smart technology to reduce energy and water use, as well as a lunch-and-learn on California-friendly landscaping with a presentation from the award-winning design firm Rios Clementi Hale.
- Over 60 NBCUniversal productions participated in the sustainable production program in 2016. Highlights from 2016 Universal Pictures releases include: [The Huntsman: Winter's War](#), where an impressive 96% of waste was diverted from landfill, achieved through implementing a comprehensive recycling and composting program throughout the production's offices and stages. For the films [The Boss](#) and [Bridget Jones's Baby](#), reusable water bottles for crew were purchased, preventing the use of tens of thousands of individual plastic water bottles. Throughout large portions of the [Jason Bourne](#) and [Almost Christmas](#) productions, both crews tied directly into the electric grid, which reduced fuel consumption significantly by reducing generator use. [Popstar: Never Stop Never Stopping](#) built sets with FSC-certified plywood, and many sets were donated for reuse at the end of the film.

Paramount

- Paramount encourages people to go digital instead of printing paper documents. The studio sets the printers and computers to output documents in grayscale by default to reduce the use of color toners. Paramount has recycling waste baskets for paper and cardboard next to

each printer/copy machine, and empty toners cartridges are collected and shipped back to Xerox for recycling.

- Paramount encourages the extended usage of low consumption lamps (Fluorescent or LED). Lights are also turned off by the end of the day. Pantries, offices, talent area, and restrooms have movement sensors switches to save energy. All computer monitors and TVs are LCD, which consumes less than half the energy of CRT monitors.
- Pantry rooms have water fountains for cold and hot water to allow employees to reuse containers and reduce the amount of plastic water bottles. Paramount saved more than 5 million gallons of water in 2016 versus 2015. This conservation was achieved by the following:
 - Replace all faucet and shower heads with low flow aerators
 - Reduce landscape watering duration by 25%
 - Increase cycles of concentration for all cooling towers and continuing changes with water treatment
- To recognize America Recycles Day, Paramount held a two day Textile Collection Drive. Nearly 100 people brought in their unwanted textiles. Instead of becoming trash, these items will be re-worn, reused, or recycled both here in the United States or abroad. Paramount partnered with Clothes for the Cause, who made a cash donation to the Los Angeles Regional Food Bank based on the pounds collected; the collection generated more than 770 pounds of donated material.
- Paramount held a two day electronic waste drive – donating 1,003 pounds (or half a ton) of e-waste. Collected donations included everything from old TVs to food processors, computers, and vacuums.
- The Paramount Green Team hosted a Rain Barrel Lunch & Learn just in time for the big rainstorm last March. The waitlist-only event provided an understanding of the benefits of rain barrels and water reclamation at home. The session covered how to install them, best practices for collecting/reusing the rain water, and where to receive rebates and discounts. Several rain barrels painted by different artists were on display throughout the lot during the week of the lunch.
- Look West is an event series that brings game-changing innovators in the arts, media, and technology on stage for engaging discussions with *New York Times* journalists before live, local audiences. Paramount hosted a panel discussion with four environmental champions who discussed the most urgent challenges in making the world greener and more sustainable: Matt Petersen, chief sustainability officer, City of Los Angeles; Mark Ruffalo, co-founder, Water Defense and The Solutions Project; Dr. M. Sanjayan, Conservation International; and Wendy Schmidt, The Schmidt Family Foundation. The conversation was moderated by Andrew C. Revkin of the *New York Times*.
- Paramount partnered with The Los Angeles Beautification Team, which serves many communities by planting trees, designing, and implementing resource conservation projects and improving neighborhoods and school campuses. Paramount volunteers planted 70 trees throughout Los Angeles

- On July 28, 2017, Paramount will release *An Inconvenient Sequel: Truth to Power* the sequel to the 2006 film, *An Inconvenient Truth* about former United States Vice President Al Gore's continuing mission to battle climate change. The follow-up documentary addresses the progress made to tackle the problem and Gore's global efforts to persuade governmental leaders to invest in renewable energy.

Sony Pictures Entertainment

- The Sony Pictures Studio Lot, an ISO 14001 certified site since 2001, is the headquarters for SPE's Global Environmental Management System (GEMS). Through the management system, SPE promotes environmental activities based on Sony's "Road to Zero" environmental plan, which aims for a zero environmental footprint by the year 2050. In 2016, the Sony Pictures Studio Lot diverted over 90% of the total waste generated from landfill. The studio also created its first energy efficiency fund, and by focusing in energy efficiency projects reduced 2% of total electricity consumption while achieving a financial payback of less than one year.
- Sony Pictures' Columbia Pictures, TriStar Pictures, and Screen Gems film labels require each of their features to complete an environmental give-back "legacy" project upon completion of a movie's production. Typically planting trees to offset shooting, *Flatliners* contributed 100 trees to Tree Canada in Ontario, while *Spider-Man Homecoming*, *Miracles from Heaven*, and *Passengers* each donated to Trees Atlanta and *He's Out There* donated to Nature-Action Quebec. In similar environmental and community efforts, *Rough Night* donated to the Central Park Conservancy in New York, *Ghostbusters* contributed to the Victory Programs Revision Urban Farm in Boston, *The Shallows* provided a barge to assist with environmental cleanup on Lord Howe Island, and *Jumanji* contributed to Conservation International in support of their Hawaii program.
- Through unique marketing and communication campaigns, Sony Pictures continues to bring global awareness of environmental issues. This year, the Smurfs, from the movie *The Smurfs: The Lost Village*, encouraged children, young people, and adults to make the world happier, more peaceful, equitable, and healthy with a campaign launched with the United Nations, UNICEF, and the United Nations Foundation. The "Small Smurfs Big Goals" campaign was designed to encourage everyone to learn about and support the 17 Sustainable Development Goals, which were agreed on by all 193 member countries of the United Nations in 2015. Audiences around the world were invited to join "Team Smurfs" by visiting the SmallSmurfsBigGoals.com website to find out how they can contribute to achieving the Goals, discover which goals are best suited to their interests, raise their voices for a better world for all, and share information, ideas, and images on social media.
- In 2016, Sony Pictures Television Worldwide Networks "[PictureThis](#)" campaign launched the first [Picture This! Festival for the Environment](#), a shorts competition that aims to highlight stories of hope and success in maintaining and preserving the environment. LATIDOS, a film by Lucia Martínez from Iberia, was named the winner from a group of finalists from seven different countries.
- Sony Pictures was recognized for efforts to raise awareness and drive conversation critical to environmental issues. Columbia Pictures and Rovio's *The Angry Birds Movie* along with the United Nations (UN) Creative Community Outreach Initiative won the [Environmental Media Association](#) (EMA) Award for Best Ad Campaign for the *Angry Birds for A Happy Planet* campaign. Sony Pictures Television's *The Blacklist* was honored with Best Television

Episodic Drama for the season three episode, “Eli Matchett,” written by Lukas Reiter and J.R. Orci for its incorporation of an eco-story line.

Twentieth Century Fox

- FX’s *Legion* drew praise for going green behind-the-scenes. All departments made a concerted effort to save energy, reduce the show’s carbon footprint, and overall make the production as environmentally sustainable as possible, even piloting new technologies that could advance sustainability for the entire industry. Thanks to these efforts, the show managed to divert 55% of the waste from landfill, avoid 252 metric tons of CO₂ emissions, purchase 70% Forest Stewardship Council-certified lauan plywood for set construction, and collectively save nearly \$48,000 USD.
- As part of its ongoing efforts to measure and reduce the impacts of its broadcasts, Fox Sports took steps to minimize the waste and energy associated with its coverage of this year’s Super Bowl LI in Houston, including at its broadcast compound operations at NRG stadium and at fan engagement areas at Discovery Green. Working with its vendors and partners, Fox Sports diverted more than 2,800 pounds of waste from the landfill at the end of the event by recycling or donating materials to local charities. This included 1200 square feet of flooring, more than 160 pounds of copper wire and nearly 10 miles of Cat 5 cable. In addition, by prioritizing grid power, replacing backup generators with UPS technology and using biodiesel fuel for remaining generators, Fox Sports saved nearly 24,000 gallons of diesel fuel. In total, the energy and material recovery efforts led to reducing 121 metric tons of CO₂e.
- National Geographic launched its first-ever Earth Week in fall 2016, dedicating six straight nights of primetime television exclusively to programming that addressed climate change. The broadcast event took viewers on an in-depth journey through the science behind climate change, as well as its effects on communities and ecosystems around the world. Earth Week included the premieres of the second season of the documentary series *Years of Living Dangerously*, as well as Academy Award winner Leonardo DiCaprio’s feature-length documentary, *Before the Flood*. The film became the most-watched National Geographic documentary in history, with its commercial-free premiere and subsequent free streaming on a record-breaking number of digital platforms reaching more than 60 million people worldwide. The week’s programming aired in 171 countries across 45 languages, and throughout the week, National Geographic released educational resources about climate change for students and teachers, helped register nearly 50,000 new voters in the United States, and with 21st Century Fox, donated \$100,000 to environmental conservation nonprofits.
- In honor of Earth Day, and to commemorate the twentieth anniversary of *Independence Day*, Twentieth Century Fox Home Entertainment partnered with Earth Day Network and Google Play to offer fans a Digital HD download of the sci-fi classic for only \$.99. Fox’s proceeds benefitted Earth Day Network’s Trees for the Earth initiative, which is working with local tree-planting partners to plant 7.8 billion trees over the next five years. In addition, actor Jeff Goldblum recorded a special Earth Day PSA in character as Earth Space Defense Director David Levinson, giving viewers practical tips on make their homes more environmentally friendly.
- *The X-Files* creator Chris Carter won the 2016 Industry Builder Award at the Vancouver International Film Festival for his role in leading efforts behind-the-scenes to make

production as environmentally sustainable as possible. Beginning with initiatives on the set of 20th Century Fox's *The X-Files: I Want to Believe* in 2007 and continuing through to the six-episode event series, the work led by Carter and his crew has resulted in major savings in both costs and carbon emissions and developed new strategies to recycle set materials. Carter also delivered the keynote address at the festival's Sustainable Production Forum, a day-long conference for film and television production professionals. His speech covered the considerable environmental production assets available in Vancouver, including hydroelectric power and multiple innovative green vendors, and emphasized the entire crew's role in making environmental efforts successful, from transportation and set design to props and costumes. "This can be done through a spirit of cooperation, sharing, and mindfulness," Carter said. "Every choice we make in production as an energy choice, whether it's using biofuels in our generators or simply turning off our vehicles if we stop to talk on the phone."

Warner Bros. Entertainment

- In addition to its ongoing operational initiatives, Warner Bros. leveraged storytelling for good with last summer's *The Legend of Tarzan*. Warner Bros. Pictures, Village Roadshow Pictures, and the film's cast and crew teamed up with the NGO Stop Ivory in support of the Elephant Protection Initiative to help protect African elephants from extinction. The campaign began with a Public Service Announcement (PSA) for the Elephant Protection Initiative that featured the film's star Alexander Skarsgård and appeared on Regal Cinema screens nationwide. Skarsgård and co-star Margot Robbie were also featured in an international Stop Ivory PSA, which was shown on theatrical, broadcast, and various social and digital platforms. Warner Bros. contributed to the "ReTweet for Good" campaign, a call to action issued via Twitter, by donating to Stop Ivory for retweets of select Stop Ivory PSAs at designated times.
- Green production practices continue to expand and evolve at Warner Bros. with film and TV crews adopting sustainable initiatives to recycle, reuse, compost, save energy, and ultimately leave a smaller ecological footprint wherever they film. Entering its eighth and final season, *Pretty Little Liars* has been a pioneer of sustainable production efforts since it first began shooting on Warner Bros.' Burbank lot its first season. In partnership with the studio's Sustainability team, the *Pretty Little Liars* crew lead the way by introducing numerous waste-saving practices, including the elimination of disposable plastic water bottles, purchasing compostable products and separating (along with food waste) for organics recycling, switching to digital distribution to dramatically reduce usage of paper materials, and implementing extensive recycling efforts both on stage and in the production office. Additionally, the show was one of the first productions to experiment with LED set lighting. By innovating with this technology early in their run, *Pretty Little Liars* finishes as an industry leader utilizing mostly LED lighting on set and now transferring their groundbreaking techniques and many crew members over to the latest show from the same producers, *Famous in Love*. For a behind-the-scenes look on-set with the *Pretty Little Liars* crew, click [here](#).
- Warner Bros. continues to invest in its sustainable studio infrastructure. Most recently, recycled water usage has increased to 32.1 million gallons annually (up significantly from 25 million gallons in 2015), accounting for 44% of the Burbank lot's total water usage. Additionally, Warner Bros. continues to invest heavily in LED set lighting – which is 80% more energy efficient than traditional set lighting – at the studio's Burbank and Leavesden

facilities, with LEDs making up approximately 35% of the overall set lighting inventory.

- The studio continues to support non-profit community partners through Encore, Warner Bros.' long-running surplus material and food donation program. Last year alone, 53 local community partners benefited from Encore donations, which included 13,714 leftover meals from Warner Bros. productions and 13,904 articles of clothing donated by the costume department.