



FACTSHEET: MPAA Member Companies Promote Green Values Year-Round

The six member companies of the Motion Picture Association of America (MPAA) individually and voluntarily take on a wide variety of green initiatives throughout the year. The information below highlights how each studio is bringing environmentally-friendly policies to practice.

Walt Disney Studios

Disney is committed to conservation and caring for the planet – ensuring a world where wildlife thrives and nature is treasured and protected. For more than 60 years, animals have been a part of Disney storytelling, and these stories continue today alongside immersive experiences that connect kids and families around the world with the magic of nature.

Since 1995, the Disney Conservation Fund has inspired millions of people to take action to protect the planet. It has directed more than \$70 million to reverse the decline of wildlife in more than half the countries in the world through efforts that engage communities in conservation.

Disneynature's True-Life Adventures have engaged, inspired, and educated theatrical audiences since The Walt Disney Studios introduced the label in 2008. Disneynature's 2017 release, *Born in China*, opened in theaters on April 21 and invited moviegoers to join Disney as conservation partners. Disney and the World Wildlife Fund collaborated to create an innovative conservation program between organizations in the United States and China, protecting 495,000 acres of forest to restore key corridors for wild pandas, and establishing a new snow leopard conservation program in China.

Working with the Disney Conservation Fund (DCF), every Disneynature film supports a conservation project through donations tied to opening week attendance. These contributions have been made to a host of conservation initiatives around the world. Through Disneynature's releases, Disney, in partnership with leading environmental organizations, has supported efforts to plant three million trees in Brazil's Atlantic Forest; protected 60,000 acres of savanna in Kenya; established 40,000 acres of marine protected area in The Bahamas; protected nearly 130,000 acres of wild chimpanzee habitat, cared for chimpanzees, and educated 60,000 school children in the Congo; supported habitat restoration projects across 400,000 acres of U.S.

National Parks and protected one million acres of habitat across Sri Lanka, Indonesia, and Cambodia.

In 2017, Disney joined together with Conservation International, the [Samoa](#) Voyaging Society and the Government of Samoa to bring the film *Moana* to eight island districts across Samoa, part of a conservation education program for coastal island communities.

<https://www.conservation.org/stories/Pages/Disney-Moana.aspx>

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 2017, the Company decreased net emissions 41% from 2012. The Walt Disney Studio Lot in Burbank achieved a 38% waste diversion rate in 2017 and is continuing to look for opportunities in waste reduction and increased recycling.

Marvel Studios' *Black Panther* and The Walt Disney Company donated \$1 million to the Boys & Girls Clubs of America (BGCA). The donation will help expand Boys & Girls Clubs of America's youth STEM (Science, Technology, Engineering and Math) programs, supporting the high-tech skills that were a major theme in the plot of *Black Panther* and are essential in helping youth succeed.

The 2017 Environmental Media Awards recognized six films from The Walt Disney Company, including two Marvel Studios' films, *Black Panther* and *Thor: Ragnarok*, as well as *Star Wars: The Last Jedi*, and Disney-branded movies *Beauty and the Beast*, *Born in China*, and *Pirates of the Caribbean: Dead Men Tell No Tales*.

15 different ABC, Disney Channel, and Freeform productions donated leftover food during FY17, including shows that film on the Disney Studio Lot and partner studios. In addition to productions donating food, the Studio Lot commissary is also donating excess food through Chefs to End Hunger.

Disney|ABC Television has increased recycling of set items, donating over 2,100 items from ABC Studios, Disney Channel, and Freeform productions.

Paramount

In 2017, Paramount focused on decreasing energy consumption and water usage - reducing energy by 1,840,752KWH versus 2016 and water by 1,640,212 gallons versus 2016 for non-production use. These reductions were achieved in several ways:

- Upgraded all 29 stages + 1 mill lighting with LED
- Increased Co-generation production with an increased Microturbine engine size
- Expanded Demand Response Program to all days above 85 degrees
- Added four stages onto the network chiller plant
- Continued work towards 0 blowdown on all cooling towers through increased cycles of water use along with improved water treatment

The Paramount Green Team hosted a number of Lunch & Learn Series throughout the year including:

- *Fracking—The Good, The Bad and The Monster Trucks It Creates*. Ken Chawkins, Manager of Public Policy at SoCal Gas, was the featured speaker.
- Metro Bike Share Overview Lunch & Learn in honor of Car Free Day.
- World Vegan Day Lunch & Learn featuring food from The Green Truck and speakers from *Lettuce Grow*.

February: The Paramount Green Team held an on-lot Electric Vehicle Fair. Employees had the option of test driving electric models, including: Tesla Model S, BMW i3 and i8, Nissan LEAF, and the Volvo XC90 T8. Representatives from the Center for Sustainable Energy were also present to share information on available incentives and rebates as a benefit of buying an electric vehicle.

Earth Hour is a worldwide event where households and businesses turn off their non-essential lights for one hour to raise awareness about climate change. On March 25, the Paramount lot goes dark to support this important awareness campaign.

Paramount's company-wide day of service (Viacommunity Day) in April featured several green projects including:

- Taking hearing impaired students from Mayall Academy of Arts & Technology on a scavenger hunt through the Ecosystems exhibit of the California Science Center.
- Litter removal and overall beautification at the Griffith Park Old Zoo.
- Graffiti remediation with the Koreatown Youth & Community Center.
- Making meals for the homeless with imperfect produce as part of the food recovery efforts of LA Kitchen.

Paramount employees participated in a *Baywatch* themed Heal the Bay Beach Clean-Up and cleaned up 250 pounds of trash. Volunteers were given VIP seating for a special advance screening of *Baywatch* on the Paramount Studio lot.

Paramount Television's current production *Maniac*, starring Jonah Hill and Emma Stone participated in the launch event for NYC Film Green – the first sustainability program for the film and television industry in the United States administered by a government agency. At the event, the *Maniac* production team pledged to support New York City's sustainability goals and has since been awarded the NYC Film Green Letter of Distinction for Sustainable Production. *Maniac* will begin airing this summer on Netflix

An Inconvenient Sequel: Truth to Power was awarded the Environmental Media Association's best documentary prize at their awards in the Fall of 2017; while the Paramount Television production of *Shooter* was awarded the Green Seal for Sustainable Production.

Downsizing Drive: The Paramount Green Team held a textile collection in partnership with Clothes for The Cause. In the spirit of the release of *Downsizing*, employees and guests attending the screening brought in unwanted textiles to be reused or repurposed depending on their quality. Paramount collected 3060 pounds of material which generated a cash contribution to the Coalition for Clean Air from Clothes for The Cause.

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. Centered on science-based targets, progress includes annual energy consumption of products reduced by 37.6%; waste generated at sites down 17%, and site GHG emissions down 14%. In 2017, the Sony Pictures Studio Lot diverted over 90% of the total waste generated from landfill. The studio also continued its energy efficiency fund, and with the operation of its new LEED certified Morita Building and a focus on energy efficiency, reduced 9% of total electricity consumption in 2017.

Production: In 2017, 100% of Sony Pictures-produced films earned Sony's Greener World end credit mark and all shows participated in the industry-standard EMA Green Seal program. Many productions went above and beyond standard requirements.

- On the Sony Pictures Motion Picture Group side:
 - Columbia Pictures' *Spider-Man: Homecoming* trialed Ecoluxe clean energy wardrobe and camera trailers
 - Screen Gems partnered with Emagispace® to use their building block technology to create sets on *Proud Mary*
 - Columbia Pictures' *Jumanji: Welcome to the Jungle* donated to Conservation International for 59 miles of ocean conservation
- Over in Sony Pictures Television (SPT):
 - Crackle dramas *StartUp* and *The Oath* used 100% tree-free paper made of sugar cane on the set
 - To eliminate usage of plastic wattle bottles on the set of Crackle's original eight-episode series, *Rob Riggle's Ski Master Academy*, cast and crew were instructed to bring refillable bottles to work
 - *The Blacklist* (NBC) and *Philip K. Dick's Electric Dreams* (Amazon Prime Video) were both nominated for an Environmental Media Award (EMA) this year in the category of Television Episodic Drama and Left Bank Pictures' *The Crown* won the award in this category in 2017. Additionally, SPT's and Lifetime's original film *Flint* received a 2018 EMA Awards nomination in the Feature Film category

Picture This: In January, Sony Pictures Television Networks opened the Picture This Festival for the Planet, a short-film competition for emerging filmmakers, everyday storytellers and changemakers to showcase the positive future they see for our planet. It is Sony Pictures Entertainment's latest project to bring awareness to the Sustainable Development Goals, a

set of global goals agreed upon by all 193 member states of the United Nations to end poverty, protect the planet and promote prosperity. Film submissions will close on April 30.

Storytelling Alliance: Sony believes in the power and creativity of storytelling. Since 1995, Conservation International and Sony have collaborated to use Sony's imaging technology to capture pictures and stories that both create awareness about conserving the earth's biodiversity and remind us of our profound interconnection with the natural world. In 2011, the organizations formed the Visual Storytelling Alliance to further extend the partnership to capture stories in 3D and 4k.

Twentieth Century Fox

Fox Studios has been taking advantage of LA's ample sunshine and getting clean power from the sun since 2010. In 2017, three new solar installations were completed, adding over 1 megawatt of clean, renewable energy to the Studio's solar generation. The new systems were designed and installed by PermaCity Solar and feature over 3,000 SunPower solar panels spread over two steel carports and one building rooftop. Together with its existing solar, Fox Studios generates over 1.6 million kWh of power from the sun every year, reducing carbon emissions by 1,504 tons. This is equivalent to eliminating over 2.9 million car miles every year.

After more than a decade of working to make its film productions as environmentally sustainable as possible, 20th Century Fox recently brought its years of green production experience to bear on [The Post](#), Steven Spielberg's historical drama about the decision by the leadership at the *Washington Post* to publish the Pentagon Papers in 1971. The movie filmed for 52 days across dozens of individual locations in New York City and Washington, D.C., with the cast and crew searching at each step of the way for new methods to reduce waste, conserve energy, and reduce environmental impacts. Their efforts resulted in an 80% on-set waste diversion rate, 2,600 meals donated to New York food banks, and an overall avoidance of 32.5 metric tons of carbon emissions. The Production Office published a weekly green newsletter containing helpful tips for how crewmembers might reduce waste and save energy. In addition, through the Green Crew Members of the Week program, the production office regularly recognized those who went above and beyond in their environmental stewardship.

In a perfect partnership in honor of *War for the Planet of the Apes*, 20th Century Fox worked with the Jane Goodall Institute to provide care for rescued chimpanzees. The center provides sanctuary for nearly 150 rescued animals on three forested island sites and a mainland sanctuary site. Many are victims of the illegal commercial bushmeat and pet trades and were orphaned as infants. Tchimpounga is their second chance. As a special thanks for this partnership, the Jane Goodall Institute has chosen to name housing on Tchindzoulou island, the largest of the three island sanctuary sites, after the film's hero chimpanzee character, Caesar. The film's Director, Matt Reeves said in a statement, "It is an honor and a privilege to partner with the Jane Goodall Institute in providing needed care for our closest living animal relatives. Over the course of filming Caesar's cinematic journey, it's fascinated me to learn so much about apes and chimpanzees, these amazing, sentient animals who organize, strategize and even

socialize in much the same way as humans. Our hope is this reimagined Apes franchise will spark a fresh awareness, compassion and respect for these majestic species for generations to come.”

Nearly twenty-five years after *The X-Files* first premiered on FOX in 1993, the show returned for an eleventh season earlier this year, not only reuniting David Duchovny and Gillian Anderson as FBI Agents Fox Mulder and Dana Scully but also building on the series’ long history of going green behind the scenes. For Season 11, *The X-Files* diverted 68% of its waste from landfill, avoided 19 metric tons of carbon emissions, and saved nearly \$150,000 in the process. The production also introduced a new food donation program that distributed more than 2,500 meals to those in need in the Vancouver area, and has already encouraged other film and TV projects in the region to adopt similar programs. To learn more about the show’s efforts, click [here](#).

Fox 21 Television Studios and the production crew on the horror thriller series *Salem* [donated](#) more than \$200,000 worth of set materials to the city of Shreveport, Louisiana, where the series has filmed each of its three seasons. The donation will go toward the city’s efforts to repurpose an abandoned community center into The Shreveport Aquarium. The Aquarium is set to become the first in the state’s history to achieve LEED Platinum certification and will draw on renewable energy, utilize high-efficiency equipment, and feature a state-of-the-art system to recycle the water used in the exhibits, which will contain more than 3,000 animals representing more than 270 different species. *Salem*’s donation of lumber used to construct the show’s sets, as well as individual set pieces such as water wells, foam trees, and foam rocks will be used in the aquarium’s exhibits and enhance the aquarium’s mission to promote ocean education and conservation.

In a semester long partnership between DePaul University in Chicago and FOX Sports University, DePaul Public Relations students created new public messaging strategies to raise awareness of [FOX Sports and MLB’s sustainability initiatives](#) throughout the baseball season. The students worked for ten weeks to create the marketing campaigns, drawing on the MLB’s nearly decade-long history of environmental sustainability, which includes projects on LED lighting, recycling, water conservation, and more. The students pitched projects and campaigns such as expanded bike sharing opportunities at the All-Star Game and a baseball giveaway with the slogan “Strike Out Your Footprint” stamped on each ball. The teams also created public service announcements about sustainability designed to air during key points in the season, such as the playoffs and the World Series, which is broadcast on FOX Sports. “The sustainability effort is important because [sports] is a platform that reaches so many people,” said junior Melissa Bellew. “Almost everyone is interested in at least one professional sport, and if they see the players or their favorite team practicing sustainability, fans will be more likely to [do so, as well].”

Nat Geo WILD presented its eighth annual Big Cat Week with a week-long programming lineup of stunning and touching specials documenting the lives and plights of big cats around the world. Big Cat Week takes place globally in 140 countries and 37 languages and is an extension

of the [Big Cats Initiative](#) (BCI), a long-term commitment from National Geographic Society to protect and tell the stories of the planet's fiercest felines – lions, tigers, jaguars, panthers, leopards, and more. To date, the BCI has supported over 100 unique projects to protect seven iconic big cat species across 27 countries. Through special campaigns such as Big Cat Week and conservation in the classroom, National Geographic Society and BCI can continue their protection efforts with regular assessment, on-the-ground safeguarding, community education, and global public-awareness movements.

National Geographic and Jason Michael Paul Entertainment, Inc. have formed a new partnership to present the all-new [National Geographic: Symphony for Our World](#). Combining stunning National Geographic natural history footage with an original symphony and theme, Symphony for Our World is a breathtaking musical journey through some of the world's most incredible wildlife spectacles. This inspiring 90-minute live orchestral performance will be presented in concert venues around the world starting in spring 2018, with groundbreaking imagery and storytelling from 130 years of beloved National Geographic history matched in perfect synchronization with a live orchestra and choir. An inaugural performance will be held in San Francisco at the Louise M. Davies Symphony Hall on Earth Day, April 22, 2018. The tour's first performance is in conjunction with the television broadcast premiere of 'Symphony for Our World', an hour-long special, which airs commercial-free on the same day on Nat Geo WILD. The 'Symphony for Our World' television event will premiere globally in 140 countries.

NBCUniversal

In 2017, more than 70 NBCUniversal film and television productions participated in the NBCUniversal Sustainable Production Program, which provides tools and resources to reduce environmental impact. The studio continued to demonstrate its leadership in sustainable production by receiving 35 EMA Green Seals at the 27th Annual Environmental Media Awards, including 12 Gold Seals, a new higher tier that recognizes the top performing sustainable productions. Recipients included Universal Pictures' *Jurassic World: Fallen Kingdom*, Universal Cable Productions' *Mr. Robot*, and Universal Television's *Brooklyn Nine-Nine*.

Universal Pictures' titles that filmed in Vancouver, Los Angeles, and Atlanta donated more than 300 tons of set construction materials to be reused in the local communities. Donations included set walls metal, doors, windows, wiring, and flooring. These building materials were given to other local productions, schools, theaters, and non-profit organizations.

In Los Angeles, Universal Television and Universal Cable Productions replaced crew start paper packets with a new digital system. In 2017, 18 series participated, onboarding approximately 10,000 crew, and saving the equivalent of about 60 trees.

NBCUniversal film and television productions have been donating excess food for nearly a decade. In 2017, food donations increased with 48 film and television productions participating in twelve cities across the globe. Additionally, NBCUniversal employee commissaries at 30 Rock (New York City), DreamWorks Animation (Glendale, CA), and the Universal Studios Lot

(Universal City, CA) donate surplus food to local organizations. In total, the company donated more than 60,000 pounds of food, equating to more than 50,000 meals that fed the hungry.

NBCUniversal continues to increase the adoption of LED set lighting. Over the past four years, its use on NBCUniversal scripted television shows produced on the Universal Studios Lot has quadrupled, with LEDs making up on average 45% of the set lights used for the 2017-18 season. Additionally, NBCUniversal recently released a new line of LED set lights, NBCUniversal LightBlade, which uses up to 70% less power than conventional lighting.

The Universal City property was honored by The Climate Registry and Southern California Edison with a 2017 “Cool Planet Award” for implementing energy efficient projects. Recent sustainable practices the Universal Studios Lot has integrated into its operations include:

- Converting over 1 million square feet of the Lot’s office space to LED lighting, saving more than 4 million kWh a year.
- Expanding EV charging spaces across the studio, offering employees and guests 66 permanent Level 2 charging stations across nine parking locations.
- 10 Universal City Plaza, an 800,000 square foot high rise office building on the Universal Studios Lot, achieved LEED Gold, an improvement from the building’s previous LEED Silver certification.

In collaboration with FoLAR (Friends of the LA River), more than 250 NBCUniversal employees, family and friends celebrated Earth Day by cleaning up the Los Angeles River during Comcast Cares Day. In total, NBCUniversal volunteers removed more than 19,500 pounds of trash.

For the ninth year, NBCUniversal supported Arbor Day Foundation’s tree-planting efforts, this past year focusing on promoting recovery in disaster-stricken areas brought on by the 2017 hurricanes Harvey, Irma and Maria. In conjunction with NBCUniversal’s “Green Is Universal” holiday campaign, NBCUniversal committed to place 25,000 trees in the hands of homeowners in the affected areas.

Warner Bros. Entertainment

In September of 2017, Warner Bros. broke ground on a new soundstage on its main lot, which will become the new Stage 29 and the studio’s 36th overall soundstage across its two Burbank facilities. Stage 29 marks the third time over the past three decades that Warner Bros. has been able to build a new soundstage, in each case by repurposing valuable blocks of land by moving storage facilities to less critical real estate on the studio lot. In this instance, more than 740 tons of concrete and steel were cleared from the site, with 10 tons of steel reused for the relocation of a grip storage building on the lot. Construction on the 18,040-square-foot facility, scheduled to begin operating in mid-May 2018, features a significant number of sustainable building measures, including the use of FSC lumber, recycled and low-emitting materials; implementing an extensive underground tank system to allow for storm water filtration; and installing silent

air conditioning and a 110-kilowatt rooftop solar system, the third large solar system on the main lot.

Warner Bros.' investment in a sustainable infrastructure remains a priority at the Studio. The versatile, energy-saving LED lighting usage has grown by 10% over the past year – including the dominant presence of LEDs on a significant number of Warner Bros.-based productions – for an overall 45% LED usage currently across the lot. The Studio also recently implemented energy-saving measures by replacing A/C units with higher-efficiency units in multiple buildings lot-wide, adding frequency drives to A/C systems on several soundstages, and implementing economizers to rooftop package units in post-production buildings. In 2017, the main lot reduced its total power usage by 3.3%, as compared to that of 2016.

Warner Bros. Consumer Products (WBCP) and generationOn, the youth division of Points of Light, partnered to create the SCOOPY-DOO 'DOO GOOD' campaign, a pro-social initiative infused with creativity to mobilize kids and their parents to band together and create change in their local communities focused on three key initiatives throughout the year: Save the Environment, Fight Hunger, and Animal Welfare. 'DOO GOOD' kicked off the campaign nationwide with Save the Environment earlier this month as a lead in to Earth Day on April 22. In tandem, Warner Bros., generationOn, and local community wellness non-profit organization Enrich LA, will also be executing a Los Angeles-based social service act at a local underserved school. The campaign features a dedicated platform, www.ScoobyDooGood.com, which serves as the home base for parents and their kids to learn about 'DOO GOOD,' providing fun and easy-to-understand toolkit guides and motivational materials inspired by this year's themes available for download.

Encore, the Studio's long-running surplus material and food donation program, continues to support non-profit community partners. Over the past year, 33 Warner Bros. departments and productions collectively donated more than 57,000 material items and 27,600 pounds of food to 67 non-profit organizations across North America. Following their series finales last spring, the production crews from Warner Bros. Television's long-running shows "The Vampire Diaries" and "The Originals" donated 11,000 props, set decorations, and items of clothing to six non-profits in the Greater Atlanta area. Additionally, Warner Bros.' shows partnered with Rock and Wrap It Up to donate more than 30,000 meals to local non-profits and food banks across North America. At the divisional level, Warner Bros. Technology's IT purge delivered a sizeable donation – equivalent to 1,000 pounds worth of equipment – to Human IT, where it will be refurbished for reuse and ultimately provide accessible technology to low-income individuals and organizations in need. And in repurposing its Mill Store last summer, Warner Bros. Studio Facilities donated 20,000 material items to Habitat for Humanity, Valley Food Bank, and the Los Angeles Ronald McDonald House.

Since first introducing an electric vehicle (EV) charging program in 2013, Warner Bros. continues to increase the number of charging stations available on its Burbank facilities. The Studio now has 68 charging ports available, including 14 dual-head EV stations currently being placed at soundstages for use by productions filming on the lot.

