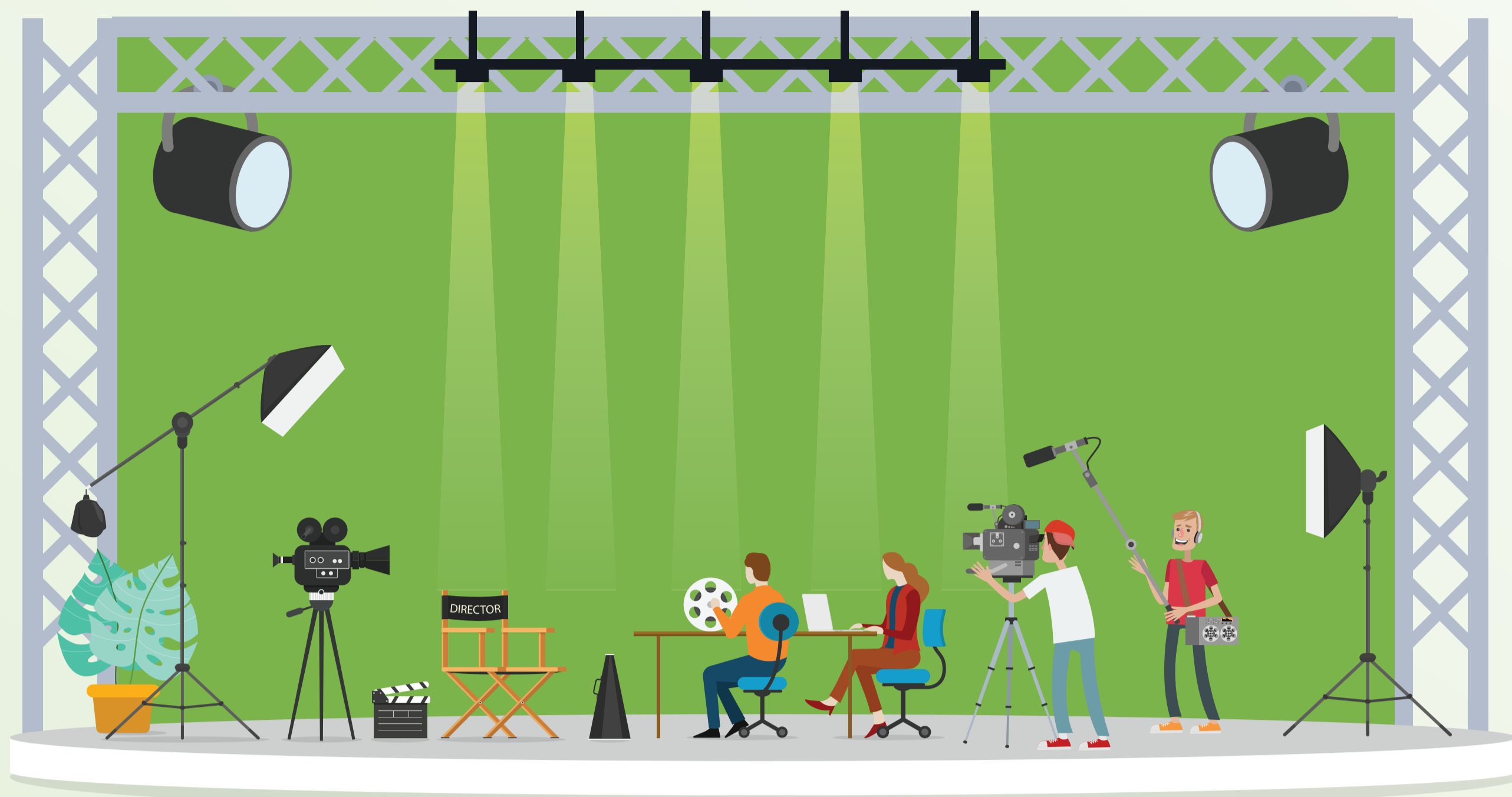


HOW TO MAKE FILM PRODUCTION MORE ECO-FRIENDLY

The film industry was valued at \$50.40 billion in 2021 and is predicted to be worth \$91.73 billion by 2030, but how much will this astronomical growth cost the environment? Aligning with trends seen in most industries worldwide, production companies are beginning to turn their attention toward sustainable film production in the face of growing concerns around climate change.

If you're involved in the film industry and you're wondering how to make your set more eco-friendly, then read on to learn about some of the strategies to reduce the impact of film production on the environment.



HOW DOES FILM PRODUCTION AFFECT THE ENVIRONMENT?

Film production sets are fascinating places, but they aren't exactly known for being eco-friendly and are often the culprit behind substantial environmental consequences such as:

DAMAGE TO THE LOCAL AREA

It is easy to forget that movies are filmed in real places. Large numbers of cast and crew members descend upon an area for sometimes months on end, erecting huge backdrops and installing impressive props. Once they're finished, there is often a trail of destruction left behind, including rubbish, pollution, trampled trees, muddy ground, and even damage to protected habitats.



DEFORESTATION

Film and television sets are often constructed using lauan, lightweight plywood that is often unsustainably harvested from rainforests, contributing to what is already widespread deforestation.



FILM PRODUCTION CAN CAUSE CO2 EMISSIONS

The average film produces around 500 tonnes of CO2, the equivalent of running 108 cars for a year. These are shocking figures when you consider the fact that three square metres of sea ice are lost through emissions of just one tonne of CO2.



LONG-TERM CONSEQUENCES FOR BIODIVERSITY

Filming in remote locations can often have unintended yet serious consequences for biodiversity, ecosystems, endangered animals and rare plants.



HOW CAN FILM PRODUCTIONS BECOME MORE SUSTAINABLE?

Because of the growing awareness of the damaging effects of film productions, efforts are being made by companies around the world to minimise their impact on the environment.



Some of Hollywood's most influential production companies, including Netflix, Disney and Sony Pictures, got together and established the Green Production Guide with the aim of reducing the industry's carbon footprint and environmental impact.

HOW OUR PRODUCTS CAN MAKE YOUR SET MORE ECO-FRIENDLY

Ground Protection Ireland's Ground Mats are the ultimate solution for any film set and can help Irish production companies achieve a greener shoot. Our Ground Mats are:

TOUGH AND VERSATILE

They are strong enough to support 50 tonnes on softer ground (or 80 tonnes on hard), making them perfect for heavy lights, cameras, equipment and vehicles.



PRACTICAL AND CONVENIENT

Weighing just 39kg, they can be comfortably handled by two operatives and quickly bolted together without tools.



EASY TO STORE AND TRANSPORT

Their relatively small size makes them ideal for storage and transportation.



ECO-FRIENDLY

Composed of a 100% recycled HDPE that is kinder to the environment.



You can either hire our Ground Mats for short-term projects or buy them outright and continually reuse them for longer shoots. Either way, you'll be ensuring another step forward is taken towards a sustainable production.

So, whether you're shooting the next Star Wars or an indie film with two cast members, Ground Protection Ireland products can offer a clean, dry, environmentally friendly way to meet your ground protection needs.



Get in touch with us today on **+353 1 862 3692** or at **info@groundprotection.ie** to play your part in helping the film production industry to go green.