

EXAMPLES

Travel & transport

Decision making moment: Choosing between train or air travel from Helsinki to Lapland for a crew member

SOCIAL	ENVIRONMENT	ECONOMY
<ul style="list-style-type: none"><li>Travel time &amp; recovery<ul style="list-style-type: none"><li>Day train 8 h, night train + 12 h</li><li>Flight 1 h 15 min</li></ul></li></ul>	<ul style="list-style-type: none"><li>Emissions<ul style="list-style-type: none"><li>Train journey is carbon neutral</li><li>Emissions for air travel: 76,67 k g CO<sub>2</sub>e</li><li>Compensation cost: 71,92 € (Finnair calculator)</li></ul></li></ul>	<ul style="list-style-type: none"><li>Flying is often cheaper than taking a night train to Lapland. Day train is cheaper than flying. With longer travel times comes extra costs, per diem allowances for one extra day: half day 24€, full day 51€</li></ul>

The decision is to discuss with the crew member what they prefer but also consider the ecological aspect and how the train would be the most environmentally sustainable choice. In both cases make sure either option will match the production's budget.

Catering

Decision making moment: Choosing if your catering offers oat milk versus cow's milk.

SOCIAL	ENVIRONMENT	ECONOMY
<ul style="list-style-type: none"><li>Changing eating culture is not easy, although doing only small changes at once makes it easier to adapt. Intolerances and special diets need to be taken into consideration.</li></ul>	<ul style="list-style-type: none"><li>One glass (250ml) of cow's milk is equivalent to 0.8kg CO<sub>2</sub>e</li><li>One glass of Oat milk (250ml) is equivalent to 0.22kg CO<sub>2</sub>e (co2everything)</li></ul>	<ul style="list-style-type: none"><li>Price<ul style="list-style-type: none"><li>Cow milk 0,89 €/l (Prisma)</li><li>Oat milk 1,99 €/l (Prisma)</li></ul></li></ul>

The decision is to switch to oat milk in catering. The emissions of oat milk are over 3,5 times lower and even though the price is two times higher, changing the milk is still a minor thing in the total catering budget.

Accommodation

Decision making moment: Choosing the nearest vs the cheapest accommodation option.

SOCIAL	ENVIRONMENT	ECONOMY
<ul style="list-style-type: none"><li>Travel time &amp; recovery time --&gt; Closer accommodation gives more time for people to rest between filming days.</li></ul>	<ul style="list-style-type: none"><li>If you can cut down travelling that is always the better option for the climate. You should also see if they have an eco certificate or ask what kind of heating / electricity they use.</li></ul>	<ul style="list-style-type: none"><li>Cheaper is better for the budget but can come with extra travelling costs. So this needs to be carefully calculated, whether the cheaper one is actually cheaper.</li></ul>

The decision is to calculate carefully the real cost of accommodation adding the travel costs. With a large crew it will most likely be more cost efficient to choose the nearest option which is also more convenient for the crew and of course better for the environment.

Energy

Decision making moment: Choosing an electricity contract for your production office.

SOCIAL	ENVIRONMENT	ECONOMY
<ul style="list-style-type: none"><li>Probably for most people it's not relevant which electricity contract the office has. Some might care and it may be good for your employer image to make the sustainable choice.</li></ul>	<ul style="list-style-type: none"><li>You should favour green energy = renewable sources such as wind power, solar power and hydroelectric.</li></ul>	<ul style="list-style-type: none"><li>Green energy is normally slightly more expensive.</li></ul>

If possible choose a green energy contract.

Material / equipment

Decision making moment: Choosing to use second hand or buying new wardrobe pieces.

SOCIAL	ENVIRONMENT	ECONOMY
<ul style="list-style-type: none"><li>Finding exact wardrobe pieces second hand can be hard and time consuming but on the other hand recycling and up-cycling old pieces can be a great challenge for your costume designer.</li></ul>	<ul style="list-style-type: none"><li>For the environment it is always better to use recycled wardrobe pieces than buying new. Also renting and loaning would be better options than buying things new.</li></ul>	<ul style="list-style-type: none"><li>Most likely buying second hand will be a much cheaper option than buying things new. But you need to also calculate how many more work hours the costume designer might need when only using second hand.</li></ul>

Buy second hand if you want to save the environment and the budget.

Financials

Decision making moment: Taking a risk going over budget to increase production value / potential to success.

SOCIAL	ENVIRONMENT	ECONOMY
<ul style="list-style-type: none"><li>It is great to pursue high quality results but stretching the budget can also create pressure on the team to match the expectations and cause stress and uncertainty on the set.</li></ul>	<ul style="list-style-type: none"><li>You need to take into consideration where the extra money is going and will it make a more negative or positive impact environmentally.</li></ul>	<p>Risk taking is part of business but it is advisable to acknowledge the possible downsides of the risk.</p> <p>A responsible company should not take a risk that could permanently damage the business.</p>

Be careful taking a risk like this and calculate and evaluate all possible scenarios. Think also what the decision means environmentally.

Wellbeing

Decision making moment: Having more than mandatory days off during long filming periods.

SOCIAL	ENVIRONMENT	ECONOMY
<ul style="list-style-type: none"><li>People are happier and get better results at work if they are well rested – physically and mentally. We need to start making more sustainable decision for wellbeing in this industry!</li></ul>	<ul style="list-style-type: none"><li>More days off will stretch the total length of the filming period which would probably include at least more traveling. But with careful planning having more days off does not need to mean more emissions.</li></ul>	<ul style="list-style-type: none"><li>When the total length of the filming period gets longer also the cost goes up. But when making better decisions for people's wellbeing you will reduce sick days and have a more efficient crew working for you!</li></ul>

Take wellbeing seriously and find a way to see it as an investment for the future.

Equality

Decision making moment: Hiring a new team member to the crew.

SOCIAL	ENVIRONMENT	ECONOMY
<ul style="list-style-type: none"><li>All applicants are treated equally and the selection criteria is based on skills, education and work experience. When defining the requirements, it is worth setting clear goals regarding diversity.</li></ul>	<ul style="list-style-type: none"><li>Does the applicant have any eco training, e.g. ALBERT crew training? Does the applicant share the same eco values? What benefits can you offer to encourage more sustainable choices? For example train or buss card.</li></ul>	<ul style="list-style-type: none"><li>Any position should be equally and fairly compensated. The hiring processes should be well thought out and well executed. Make sure contracts are also equal and up to date. Use gender neutral working titles.</li></ul>

Take a look at your hiring processes and contracts and make sure they are up to date and fair.

Ethics

Decision making moment: Choosing a service provider, deciding between a questionable cheap option or a transparent more expensive one

SOCIAL	ENVIRONMENT	ECONOMY
<ul style="list-style-type: none"><li>You need to practice what you preach so your employees and crew will appreciate and feel good/safe working with you. Using questionable service providers can give your crew mixed signals of your values.</li></ul>	<ul style="list-style-type: none"><li>The more ethical choice is also often the more environmentally friendly choice.</li></ul>	<ul style="list-style-type: none"><li>For a responsible company the cheap option is not always the best. You need to also take into consideration how using a questionable service provider can affect your or your production's image.</li></ul>

The decision is to use the transparent and responsible service provider. Of course the budget also affects this decision.