



City of Toronto IWG Update

The Interdepartmental Working Group, a forum where City departments and agencies meet with industry representatives to learn about successes and resolve issues to ensure the City's competitiveness established a new subcommittee at the behest of Green Screen Toronto.

The subcommittee includes representatives of the Toronto Environmental Office, the City of Toronto Solid Waste Division, the Directors Guild and its Location Caucus along with the Manager of the TFTO, Film Commissioner and Green Screen Toronto. The first meeting, in what will be a series initiated by Green Screen Toronto, was in early March. Members got acquainted with the work of Green Screen and explored more efficient ways for solid and recyclable waste produced by film productions in Toronto to be handled.

The ultimate goal of the subcommittee is to find ways to make it easier for productions to implement greener practices. We are and will explore potential incentives that could be developed with the City of Toronto to accommodate the unique needs of the film industry. It is our hope that a continued dialogue will lead to decisions based on solutions pertinent to the film industry and supportive of our initiatives.

Green Screen Looking for Production Partners

The development of a voluntary *Environmental Certification* framework for the Toronto film-based industries, the final phase of Green Screen Toronto's two-year initiative, is currently underway and we are looking for productions interested in being part of our pilot program.

This program will be an important starting point to acquiring the information needed to develop a framework that is neither prescriptive nor onerous. It is meant to engage production in achievable green activity, gather credible information on their experiences, and reward their efforts, efforts that over time will assist in identifying the progress made by our industry.

If you are a producer getting ready to go into production in the summer of 2009 and are interested in discussing how Green Screen Toronto may assist you in exploring environmental options, please email or phone Ed McNamara at greenscreen@planetinfocus.org, 416.531.1769. Projects of any size or scope are welcome and encouraged.

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Green Practices and Environmental Assessment Released

On January 26th, 2009, Green Screen Toronto proudly released its Environmental Assessment of the Film-Based Industries, as well as its Green Practices Handbook and accompanying Manual. The three documents, as well as a short overview of the environmental assessment, concluded the deliverables of the first year of the two-year initiative and can be found on the Green Practices section of the Green Screen Toronto website http://www.greenscreentoronto.com/green_practices/

The work of environmental consultants Melissa Felder and Associates and the product of months of industry consultation, the documents constitute the heart of the Green Screen Toronto project by outlining the impacts that currently exist in the Toronto production community and offering alternatives to the specific areas of production that tend to be the least sustainable.

The suggested Green Practices are designed to be living and evolving guidelines, changing as the production industry develops even greener methods of working through alternative behaviour and technological choices.

Environmental Assessment

Melissa Felder and Associates, looking at only those environmental impacts occurring as a direct result of production, identified through qualitative and quantitative information gathered by way of industry interviews, expert panels and site visits that generators, studio electricity, production vehicles, craft services and catering, set construction, and paper were the primary areas of concern for production in respect to the environment.

Green Tip:

Remember To Turn off your lights during Earth Hour tomorrow

Join the world wide effort and show your commitment to Climate Change!

Saturday March 28, 8:30PM

Green Practices

With these areas identified and their impacts measured, the consultants, with industry input, created a series of recommended voluntary practices designed to inform production and their respective departments of the options available when producing that when combined with the resources outlined in the Green Screen Toronto Resource Guide are a strong foundation for change.

These Green Practices and how they evolve will create the basis of a voluntary certification framework to which green-abiding productions may be accredited. The creation of this certification program, which is the main goal of the second year of the Green Screen Toronto initiative will establish the most advanced green protocols in the creative industries and will position the Toronto film and television industry at a competitive advantage by placing it on the leading edge of sustainable green production.

Workshops

LED Lighting Recap – Feb. 21, 2009

By Lance Carlson

The LED Lighting workshop held on February 21st came about as a result of a presentation I made at the Planet in Focus Film Festival in October 08 on low energy approaches for independent filmmakers and subsequent discussions with Green Screen Toronto.

The purpose of the workshop was to offer a platform for manufacturers and dealers to interact with end users (Lighting Directors, Cinematographers and Videographers) to explore some of the currently available low-energy light fixtures in a way that hasn't really been done before. The workshop was facilitated by the willing cooperation of RTA (Radio Television Arts) at Ryerson University and the support of Green Screen Toronto.

The other individual who helped spur this initiative was Brad Dickson, Chief Lighting Director and Trainer at the CBC. Brad has been researching LED fixtures for many years and has already equipped the French News Studio in Toronto exclusively with LED fixtures. His most recent coup was lighting the CBC Sports Studio at the Beijing Olympics to the delight of sportscasters and interviewees who were cool as a cucumber until they stepped outside into the 35 degree C heat. And, the envy of every other Sports Network in the world, who will most likely be replicating the setup from here on out.

Our opening presenters included Frieder Hochheim, a Ryerson Grad and President of KINO Flo, and Dr. T.Y. Yang of Osram/Sylvania, who lead off the morning at the Eaton Theatre. After coffee Brad Dickson and Bentley Miller, both enthusiastic users of LED fixtures described how they have been using LED fixtures for a few years now. In Brad's case the French News Studio is all LED lighting and four more studios within CBC are going to be converted soon. He proceeded to describe how he utilized an all LED set-up in the CBC Sports Studio at the 08 Summer Olympics in Beijing. Bentley showed numerous commercial and TV Special applications with his arsenal of LED fixtures.

In the afternoon the actual workshops were fired up and ready to go. In Studio "A" Brad and Bentley with their considerable experience with LED fixtures analyzed a basic lighting setup with charts from DSC Labs, Vectorscope from RTA and a 42 inch Plasma Monitor from Panasonic; and oh yes actors from ACTRA (plus make up artists). How good is that?

In Studio "B" George Willis and Tony Wannamaker, two very savvy DOPs with very little real experience with LEDs were given not only LEDs but Tungsten, HMI and Fluorescent fixtures to mix and match and generally play and have some fun with. Studio "C" meanwhile was also buzzing with activity as News/Doc guys Colin Alison and Scott Brown led with some basic interview set-ups (LEDs), surrounded by sponsor/supporter tables with product demo and literature available.

The day wrapped up back in the theatre with a panel discussion comprised of manufacturers, dealers, lighting directors and DOPs; what a concept! It was lively and very positive and hopeful for more workshops like this as more and more LED products begin to roll out over the next few years.



Lance Carlson, former VP of the CSC, kicks off the day.
Photo: Mark Manchester

Paperless Primetime

This year's Prime Time in Ottawa conference, held February 18-20, 2009 was also the first paperless conference of its kind in the world—and by all accounts a tradition worth building on next year. Each delegate who registered received an Apple iPod touch to keep, replacing the traditional delegate bag and cutting back on over 1000 water bottles, 550 programs and an estimated 50,000 sheets of paper and handouts. With the device, delegates were able to follow the most up-to-date conference program, find their way around the conference floor, participate in social networking, and view the many videos and publications that were uploaded especially for this event. The CFTPA believes the use of this innovative device has set a new standard against which all other conferences and trade shows around the world will be measured.



Partner News

Paperless Paperwork

In October of 2008, EP Canada and ACTRA National agreed on a new electronic remittance process which to date has saved approximately 67,000 pages including both paper and cheques. Similar approaches between EP Canada, IATSE 295 and IATSE 891 have saved over 80,000 pages

Got Something to Say?

Have any examples of your efforts to be green or new ideas as to how best change our industry for the future? How about new suppliers to be listed in our Resource Guide?

Contact Ed McNamara, Green Screen Toronto's Resource Coordinator at 416.531.1769 or at greenscreen@planetinfocus.org

Want to be in the Loop?

Become a friend of Green Screen Toronto to ensure you are receiving the most up to date industry news and events? Log onto <http://www.greenscreentoronto.com> follow the link located at the top right hand corner of the home page, or join our [Facebook group](#)

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