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Green Screen Toronto Announces Creation of Environmental Impact Calculator and Unique Green Toolkit for Film & Television Productions

Toronto, February 3, 2010 – **Green Screen Toronto** announces the creation of a tailored environmental impact calculator for film and television productions and a unique green production toolkit.

These tools were created by consultants Melissa Felder & Associates who were commissioned to perform ground-breaking research, consultations and oversee a pilot project conducted on behalf of Green Screen Toronto.

The tools are meant to be accessible and easy to use by all production types including feature-length dramas, documentaries, television series and in-house productions. The calculator was designed with a view to assisting production teams calculate the environmental impact of various aspects of their production. Among the areas focused on are: Production Office, In-Studio, On-Location, Construction, Transportation and Craft & Catering.

The new tools have been developed as part of the two-year initiative pioneered by Green Screen Toronto, whose mission is to provide environmental stewardship to the film and television industry while establishing Toronto as a global leader and centre of excellence for green production.

Green Screen Toronto was established by the following partners: the City of Toronto Film & Television Office, Pinewood Toronto Studios Toronto, Deluxe, FilmOntario, Panavision, DGC Ontario, COMWEB Group, the CFTPA, ACTRA Toronto, PS Production Services Ltd., Cinespace Film Studios, Star Grazing Inc., NABET 700 CEP, IATSE 873, EP Canada/Canada Film Capital, Filmport and Planet in Focus which is the Primary Partner behind the two-year initiative. Support for the initiative was provided by the Ontario Media Development Corporation through the Entertainment and Creative Cluster Partnership Fund.

The calculator and toolkit are an outgrowth of the Pilot Project conducted by Green Screen Toronto in the fall of 2009 which provided a suite of free, tailored services including mentoring, training, data collection and analysis aimed to minimize a production's environmental impact. For the Pilot Project, Felder met with a number of productions shooting in Toronto who sought to implement greening practices and lower their impacts. Felder states that the calculator could not have been created without the *Environmental Assessment of Film-Based Industries* or feedback from the partners and stakeholders throughout the entire two-year process. The *Environmental Assessment* examined the industry's environmental footprint.

In the fall of 2008, Green Screen Toronto published the first edition of the *Green Screen Toronto*

Resource Guide, a comprehensive directory of contacts for green suppliers in the Toronto area; and published a second edition in the fall of 2009, which is available at greenscreentoronto.com.

Also available on the website is the *Environmental Assessment* and a *Green Practices Handbook* that provides environmental options to productions interested in greening their operations. Presented by department, the *Handbook* lists simple environmental options for both behavioural choices and currently available products that are good for the environment and the bottom line. The *Handbook* offers producers cost-saving measures as well, while the *Assessment* also provides a useful information tracking system for producers to allow independent productions to characterize their impacts.

Productions interested in greening and accessing the Calculator and Toolkit should contact Green Screen Toronto at greenshoots@planetinfocus.org or visit www.greenscreentoronto.com.

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Media Inquiries:

Dianne Weinrib or Vanessa Andres

DW Communications

416-703-5479

info@dwcommunications.net