

BBDO
proximity

DÜSSELDORF

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proximity

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CARBON FILM QUOTE ROAD-TESTER ROUND TABLE
14H30-16H30. 22 SEPTEMBER 2011
BBDO PROXIMITY. DÜSSELDORF, GERMANY
BAHNSTRASSE 2. +49 211 13798279 WWW.CARBONFILMQUOTE.COM

TV Commercial Producers Sustainability Survey

CARBON FILM QUOTE ROAD-TESTER ROUND TABLE

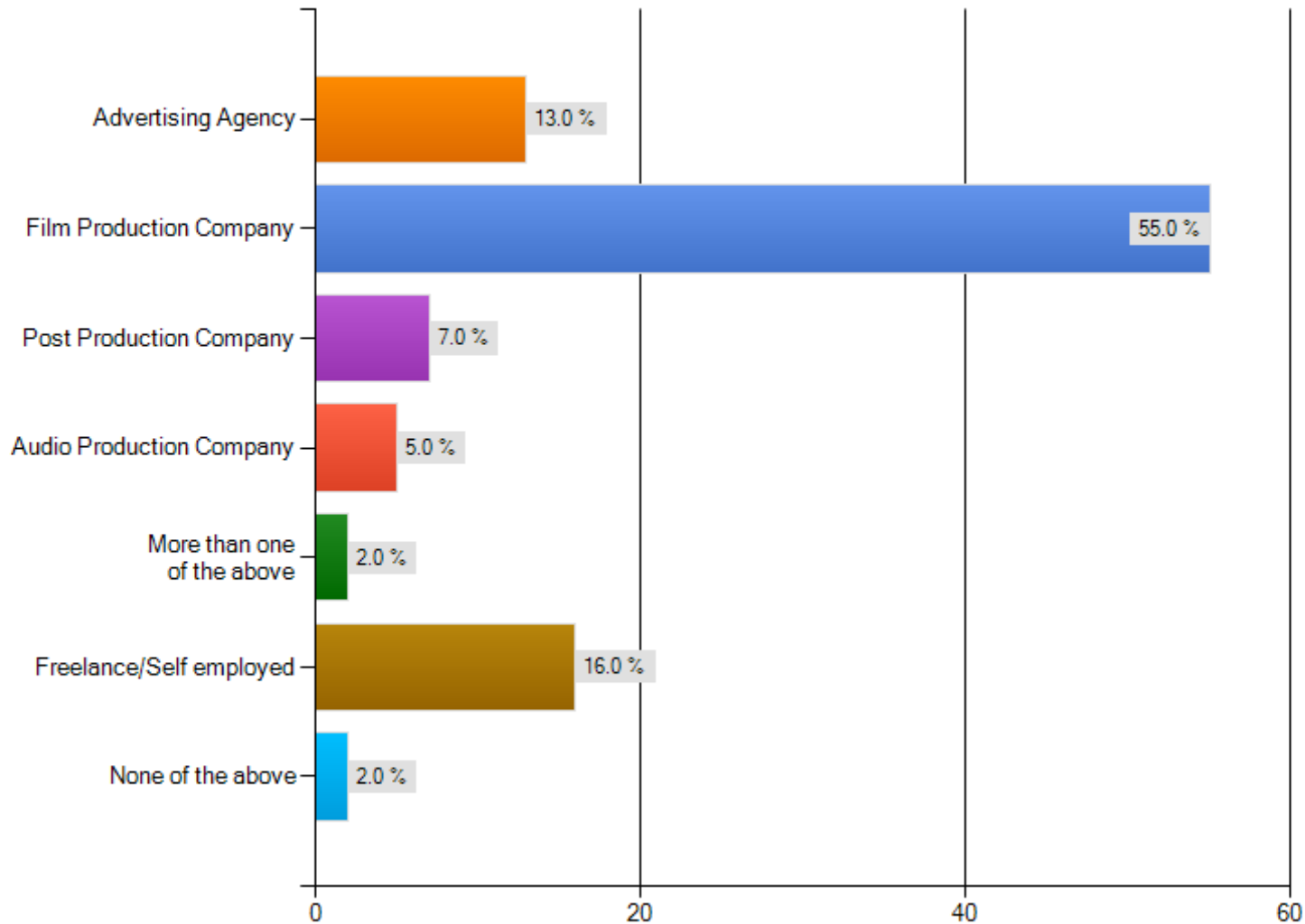
ONLINE SURVEY

12h00 CET 12.09.2011 – 12h00 CET 21.09.2011

TV Commercial Producers Sustainability Survey

CARBON FILM QUOTE ROAD-TESTER ROUND TABLE

What sort of company do you work in?



TV Commercial Producers Sustainability Survey: WHO ARE YOU?

CARBON FILM QUOTE ROAD-TESTER ROUND TABLE

Where is your company based?

Please choose your country or the country closest to you from this list!

Answer Options	Not listed here!	Argentina	Australia	Austria	Belgium	Brazil	Canada	Czech Republic	Denmark	Finland	France	Germany	Greece	Hungary	Iceland	India	Ireland {Republic}	Israel	Italy	Japan	Lebanon	Mexico	Netherlands	New Zealand	Nicaragua	Norway	Poland	Portugal	Russian Federation	South Africa	Spain	Sweden	Switzerland	United Arab Emirates	United Kingdom	United States	Response Count
Africa	0	0	2	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	12
Asia	2	0	3	0	0	0	0	0	0	0	0	0	0	0	0	2	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	8
Central America	0	1	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2	4	
Eastern Europe	2	0	0	0	0	0	0	1	0	0	0	5	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	9	
European Union	0	0	0	0	0	0	0	0	1	0	0	46	0	0	0	0	0	1	0	0	0	0	3	0	0	1	0	0	0	2	0	1	0	4	0	59	
Middle East	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2	
North America	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	8	8	
Oceania	0	0	3	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	3	
South America	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	
The Caribbean	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
	5	1	8	0	0	0	0	1	1	0	0	53	1	0	0	2	0	0	1	0	2	0	3	1	0	1	0	0	0	9	2	0	1	0	4	10	106
<i>answered question</i>																													100								
<i>skipped question</i>																													0								

TV Commercial Producers Sustainability Survey: WHO ARE YOU?

CARBON FILM QUOTE ROAD-TESTER ROUND TABLE

Where are you personally based

Please choose your country (or the country closest to you if its not listed)!

Answer Options	Not listed here!	Argentina	Australia	Austria	Belgium	Brazil	Canada	Czech Republic	Denmark	Finland	France	Germany	Greece	Hungary	Iceland	India	Ireland {Republic}	Israel	Italy	Japan	Lebanon	Mexico	Netherlands	New Zealand	Nicaragua	Norway	Poland	Portugal	Russian Federation	South Africa	Spain	Sweden	Switzerland	United Arab Emirates	United Kingdom	United States	Response Count	
Africa	1	0	2	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	11
Asia	1	0	3	0	0	0	0	0	0	0	0	0	1	0	0	2	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	8
Central America	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	2	
Eastern Europe	3	0	0	0	0	0	0	0	0	0	0	7	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	11
European Union	0	0	0	0	0	0	0	0	0	0	1	49	0	0	0	1	0	1	0	0	0	0	3	0	0	1	0	0	0	0	1	0	1	0	3	0	61	
Middle East	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2	
North America	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	5	6		
Oceania	0	0	3	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	3	
South America	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1		
The Caribbean	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0		
	7	1	8	0	0	0	1	0	0	0	1	56	2	0	0	2	1	0	1	0	1	0	3	1	0	1	0	0	0	8	1	0	1	0	3	6	105	

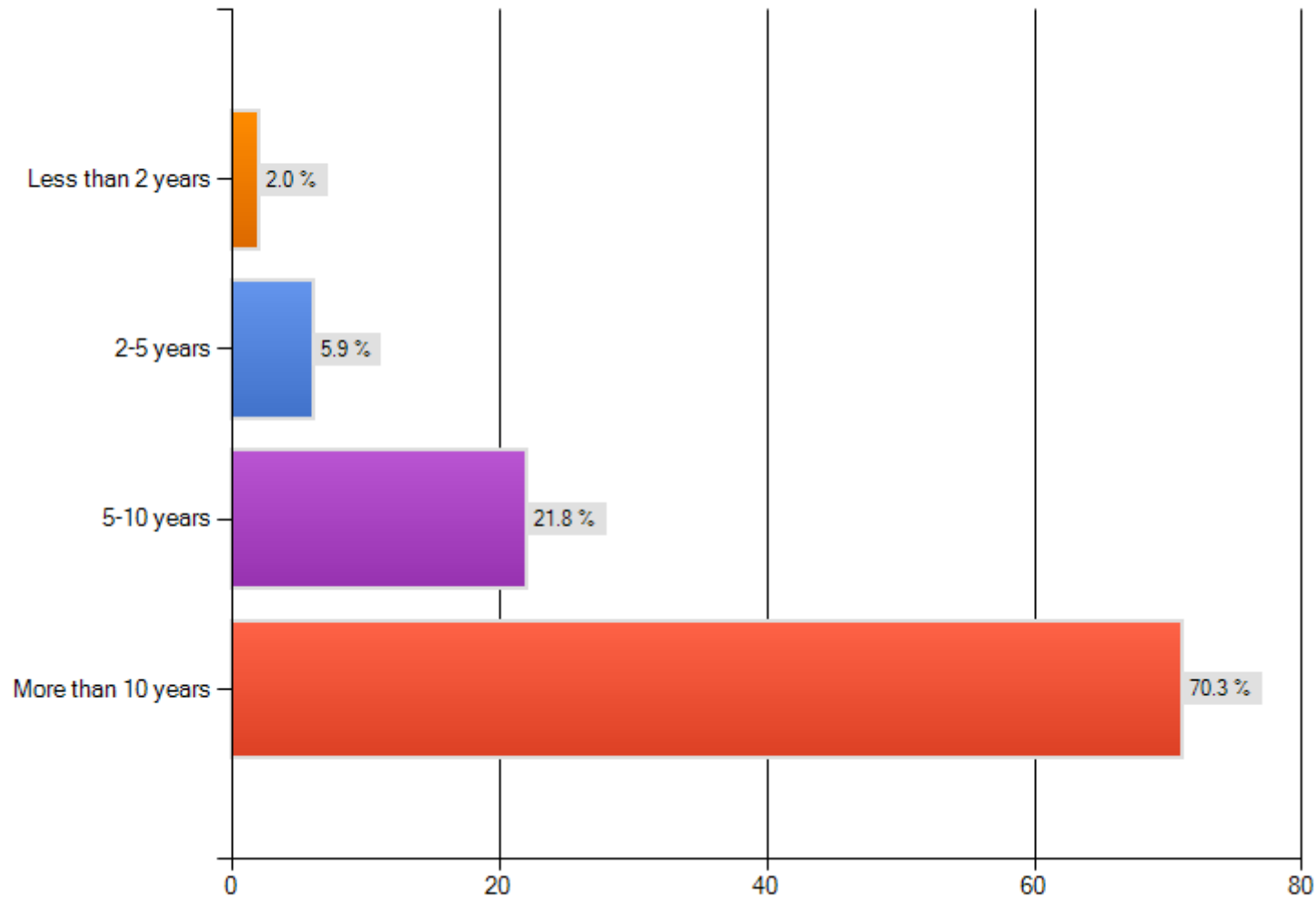
answered question 100

skipped question 0

TV Commercial Producers Sustainability Survey: WHO ARE YOU?

CARBON FILM QUOTE ROAD-TESTER ROUND TABLE

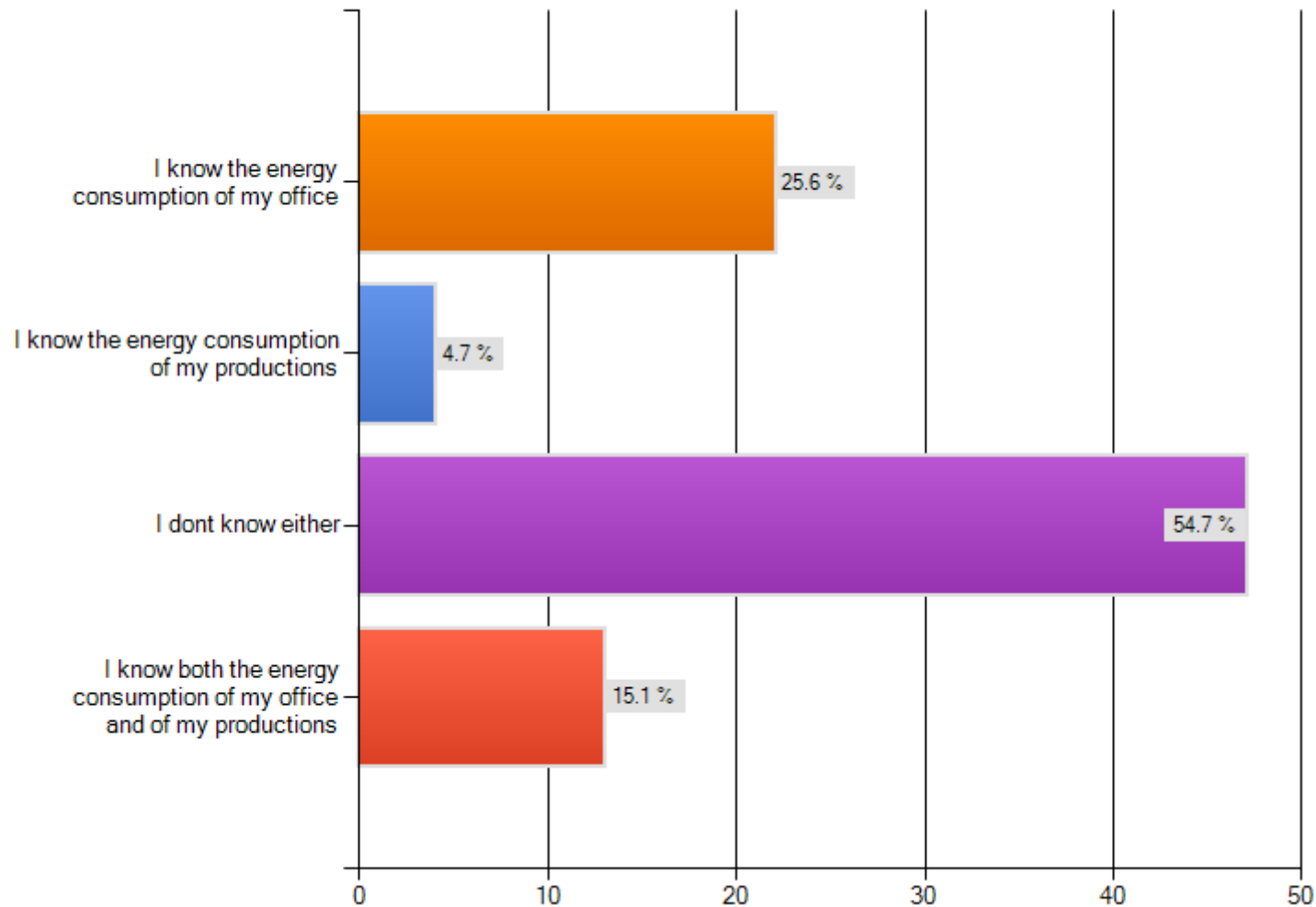
How many years of production education, training and experience do you have in producing TV commercials?



TV Commercial Producers Sustainability Survey: WHO ARE YOU?

CARBON FILM QUOTE ROAD-TESTER ROUND TABLE

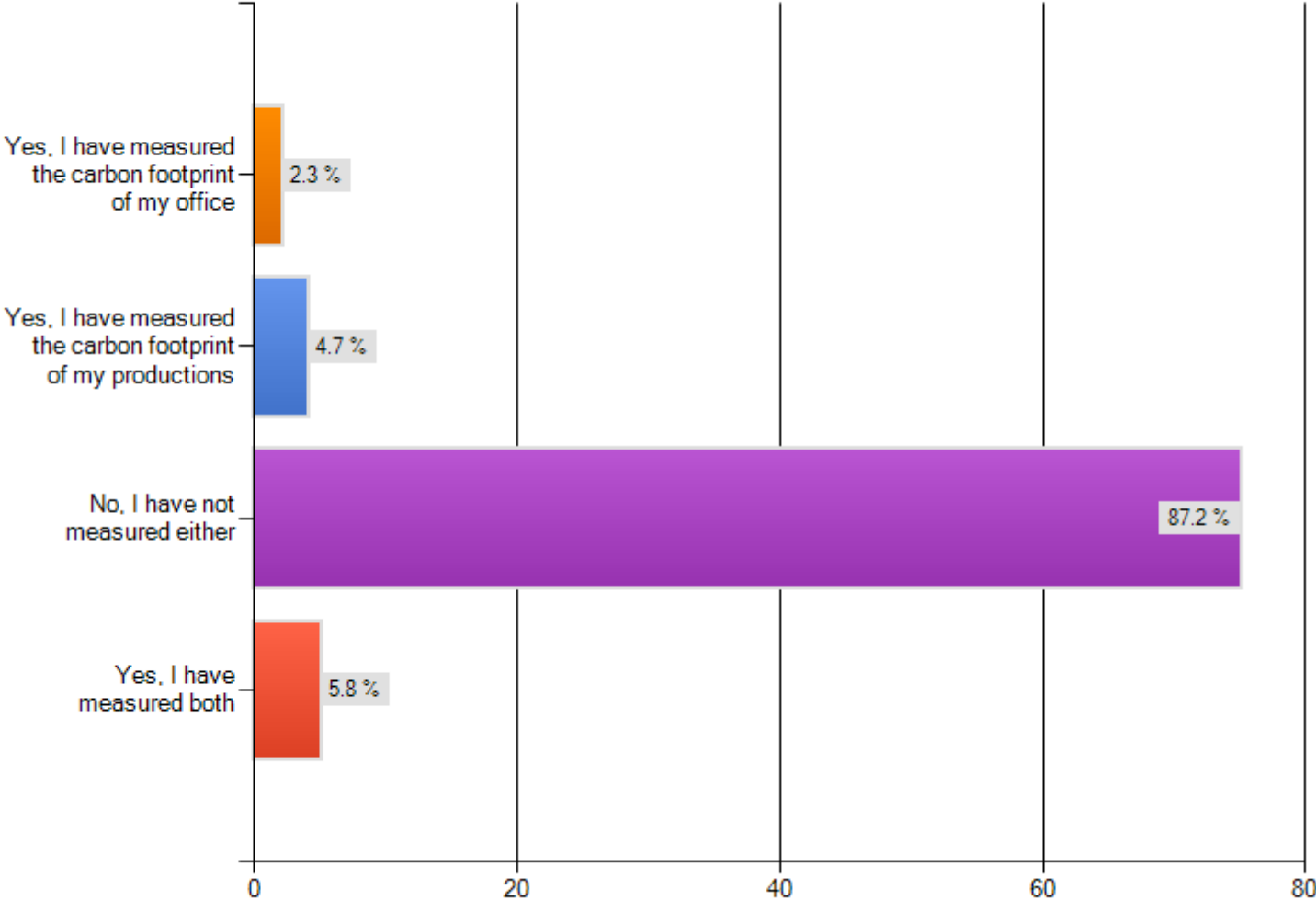
ENERGY: Do you know the energy consumption of your office, or do you know the energy consumption of your productions?



TV Commercial Producers Sustainability Survey: WHAT DO YOU KNOW?

CARBON FILM QUOTE ROAD-TESTER ROUND TABLE

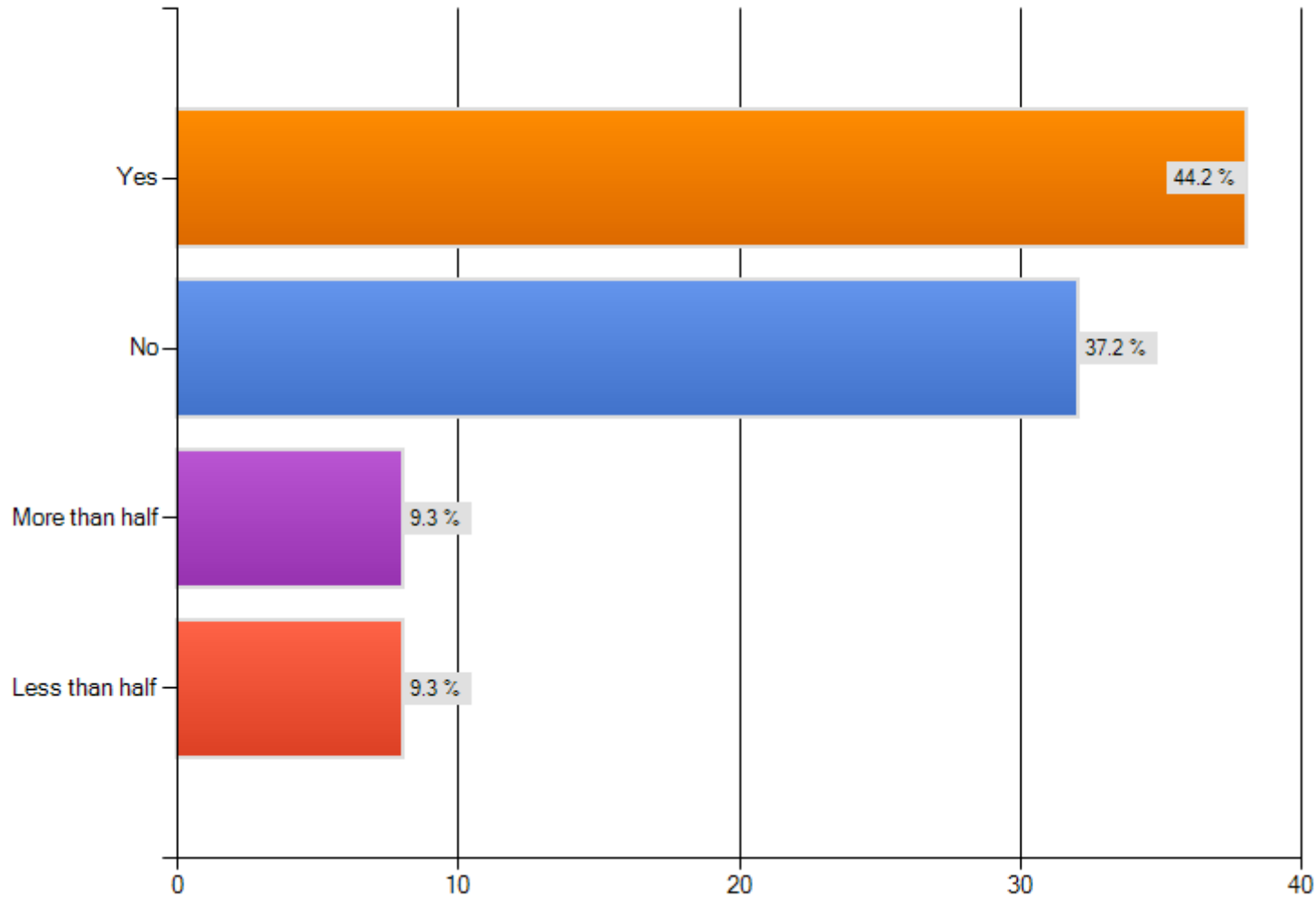
ENERGY: Have you ever measured the carbon footprint of your office and/or productions?



TV Commercial Producers Sustainability Survey: WHAT DO YOU KNOW?

CARBON FILM QUOTE ROAD-TESTER ROUND TABLE

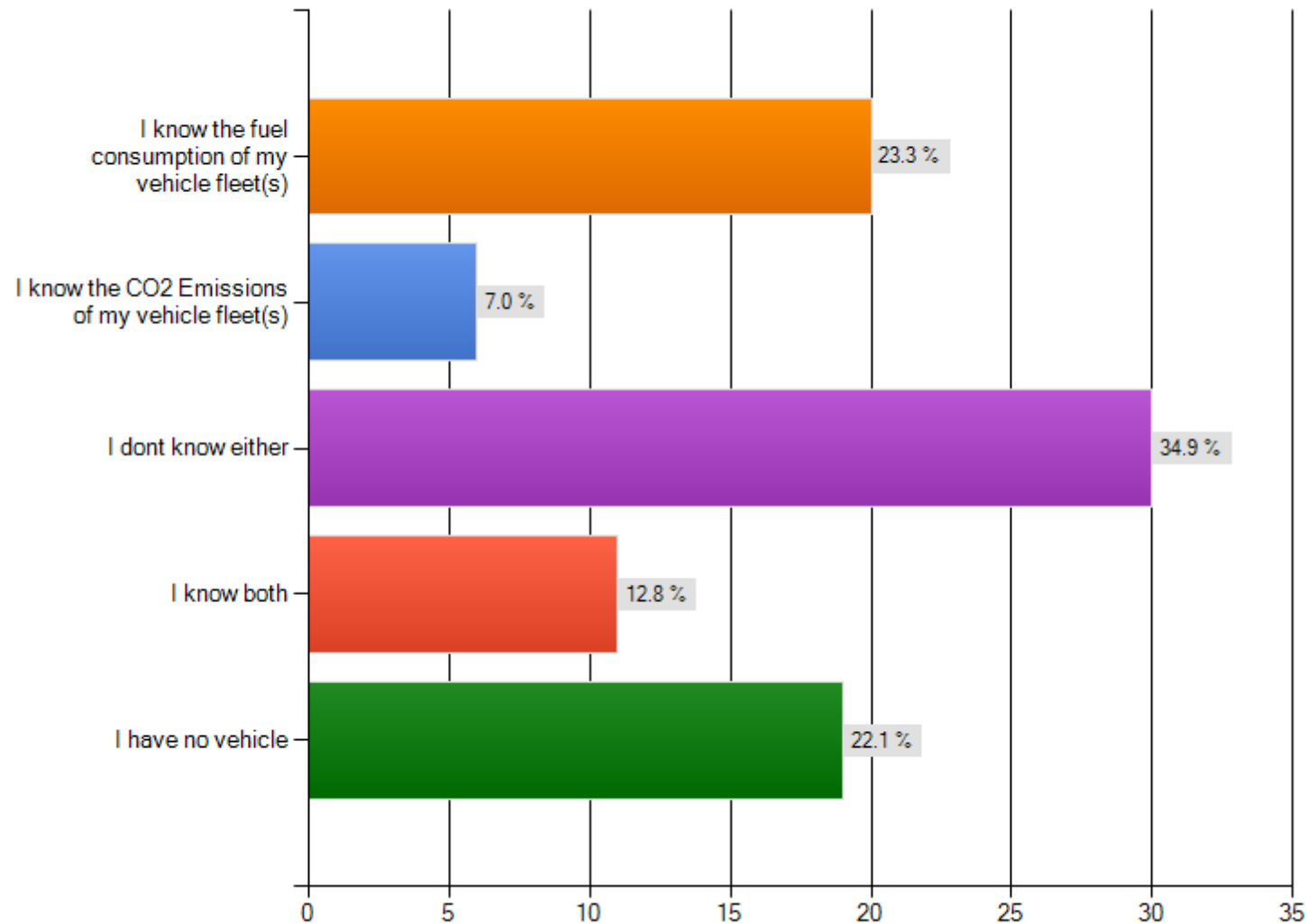
ENERGY: Have you upgraded your electric and electronic equipment to more energy efficient devices in the last 36 Months?



TV Commercial Producers Sustainability Survey: WHAT DO YOU KNOW?

CARBON FILM QUOTE ROAD-TESTER ROUND TABLE

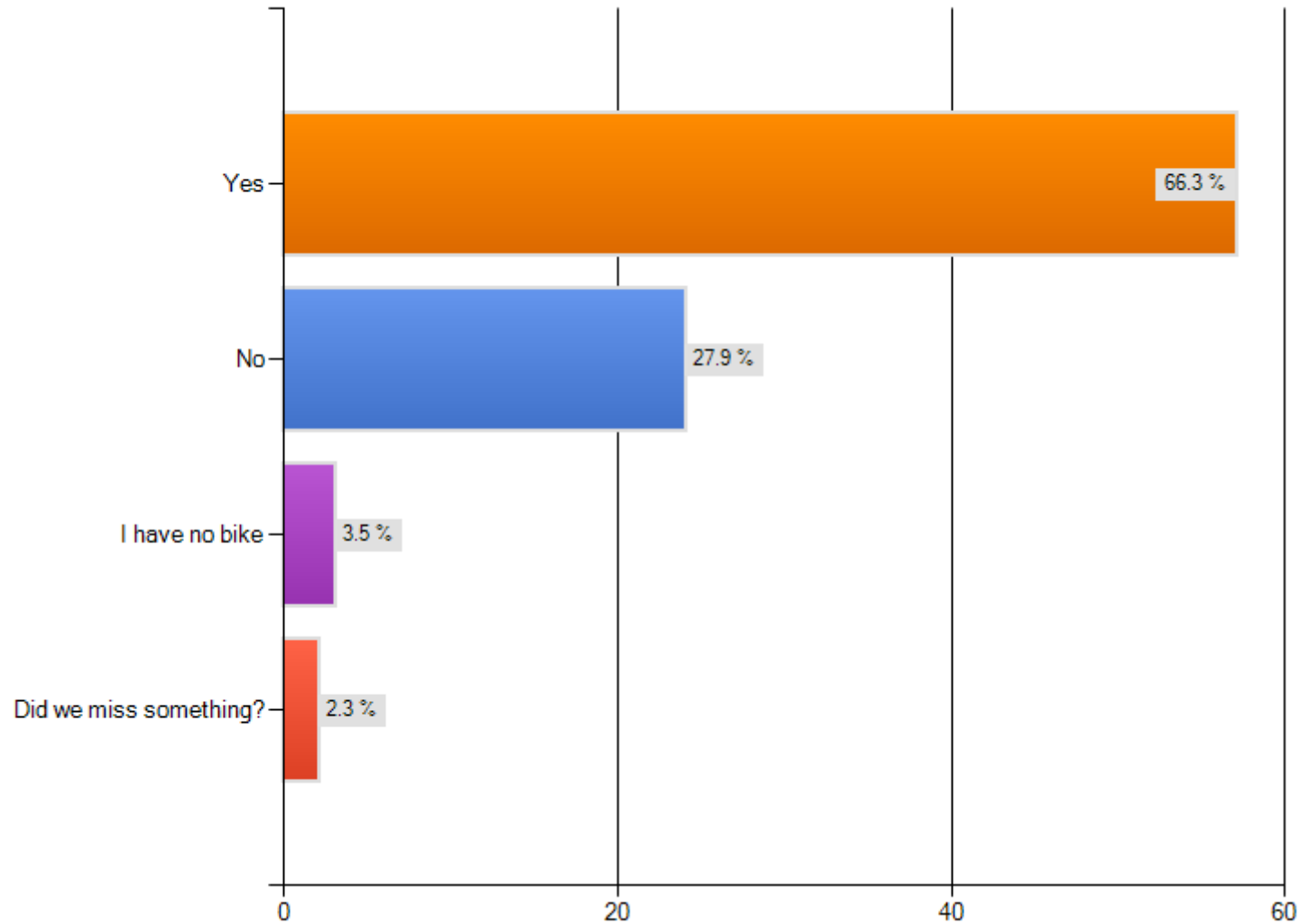
TRANSPORT: Do you know fuel consumption or CO2 Emissions of your vehicle fleet(s)?



TV Commercial Producers Sustainability Survey: WHAT DO YOU KNOW?

CARBON FILM QUOTE ROAD-TESTER ROUND TABLE

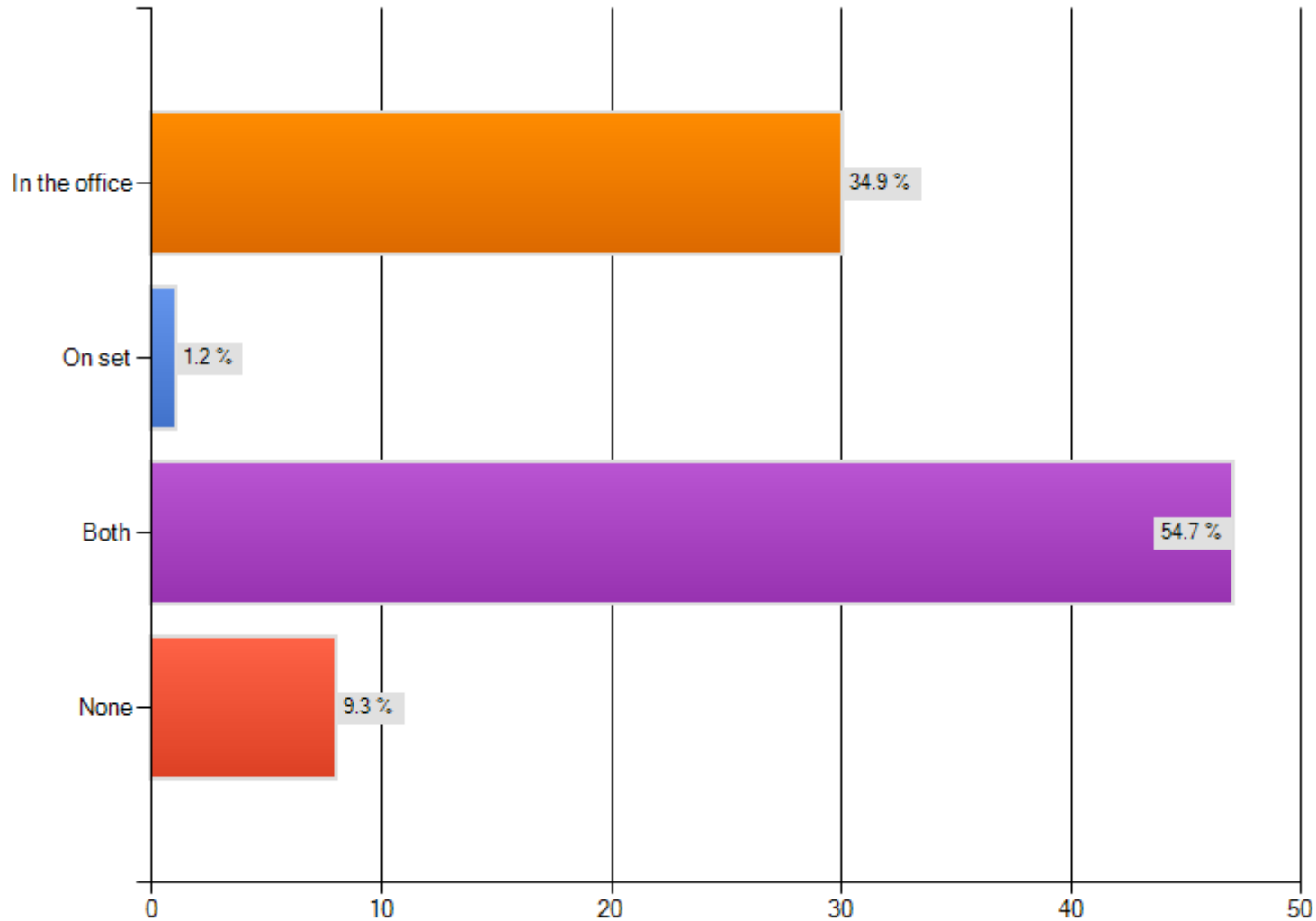
Do you often use public transport or a bicycle by choice?



TV Commercial Producers Sustainability Survey: WHAT DO YOU KNOW?

CARBON FILM QUOTE ROAD-TESTER ROUND TABLE

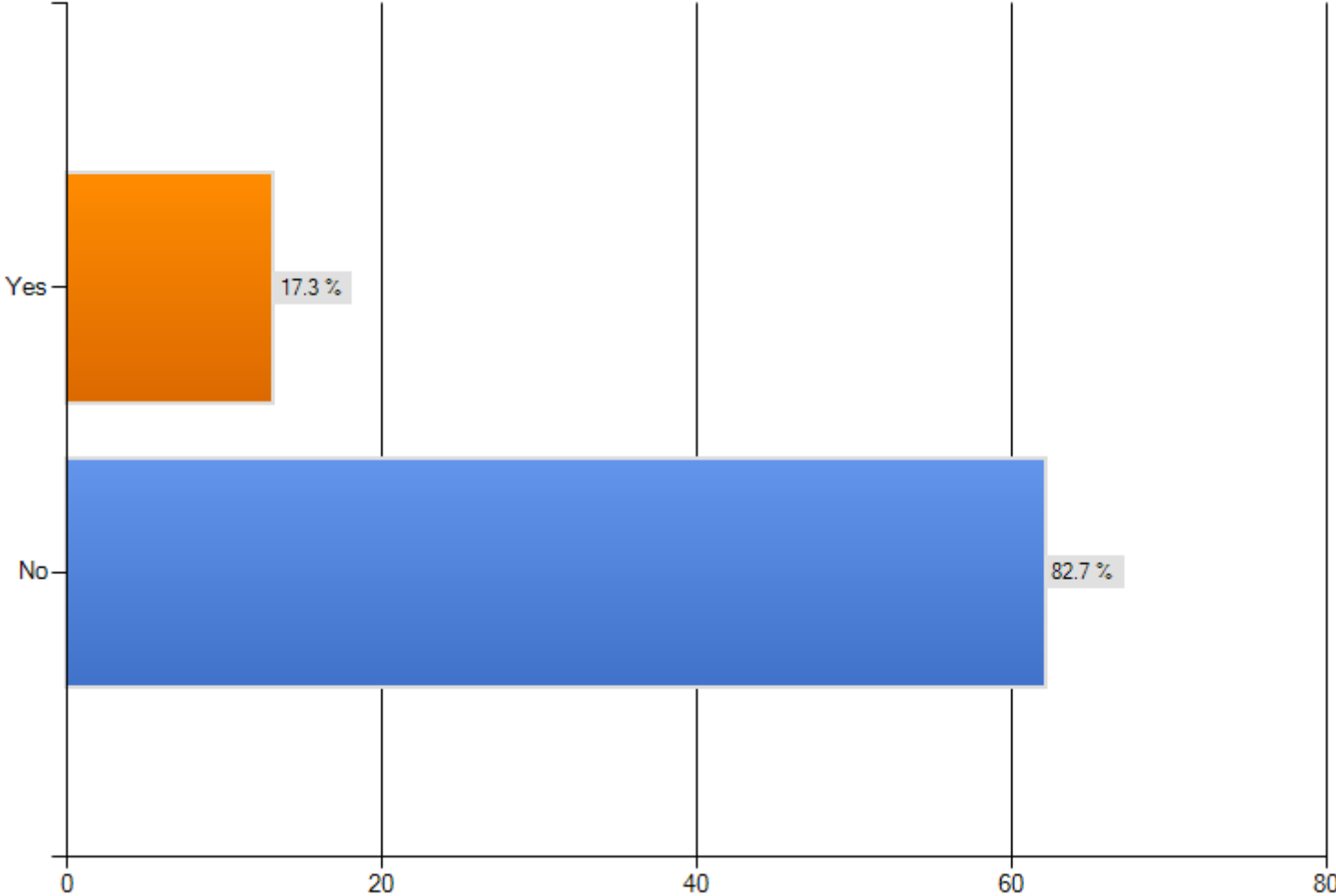
WASTE: Where do separate waste?



TV Commercial Producers Sustainability Survey: WHAT DO YOU KNOW?

CARBON FILM QUOTE ROAD-TESTER ROUND TABLE

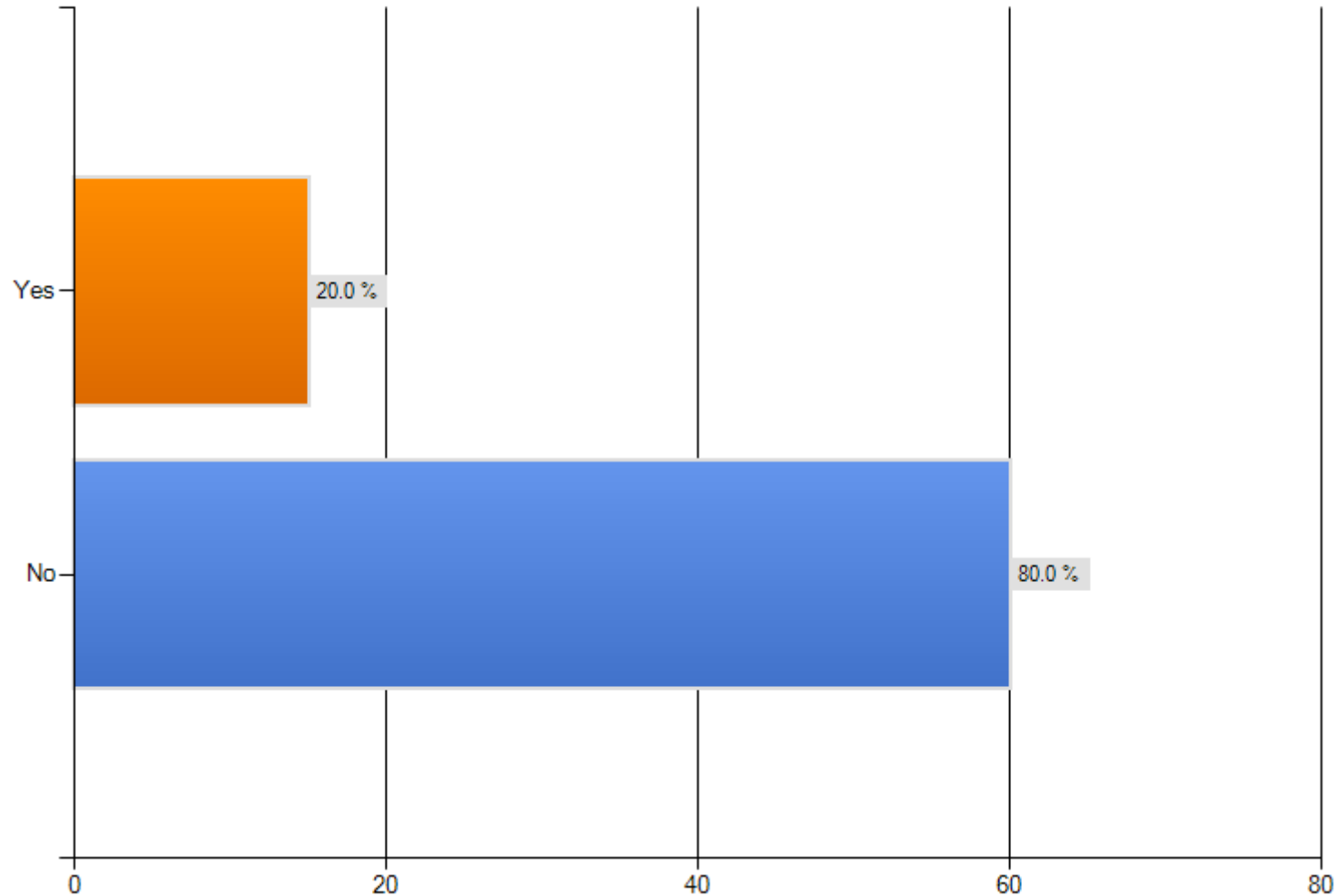
Does your company have any procurement guidelines or policies for sourcing green energy for on set production?



TV Commercial Producers Sustainability Survey: WHAT'S THE INDUSTRY DOING?

CARBON FILM QUOTE ROAD-TESTER ROUND TABLE

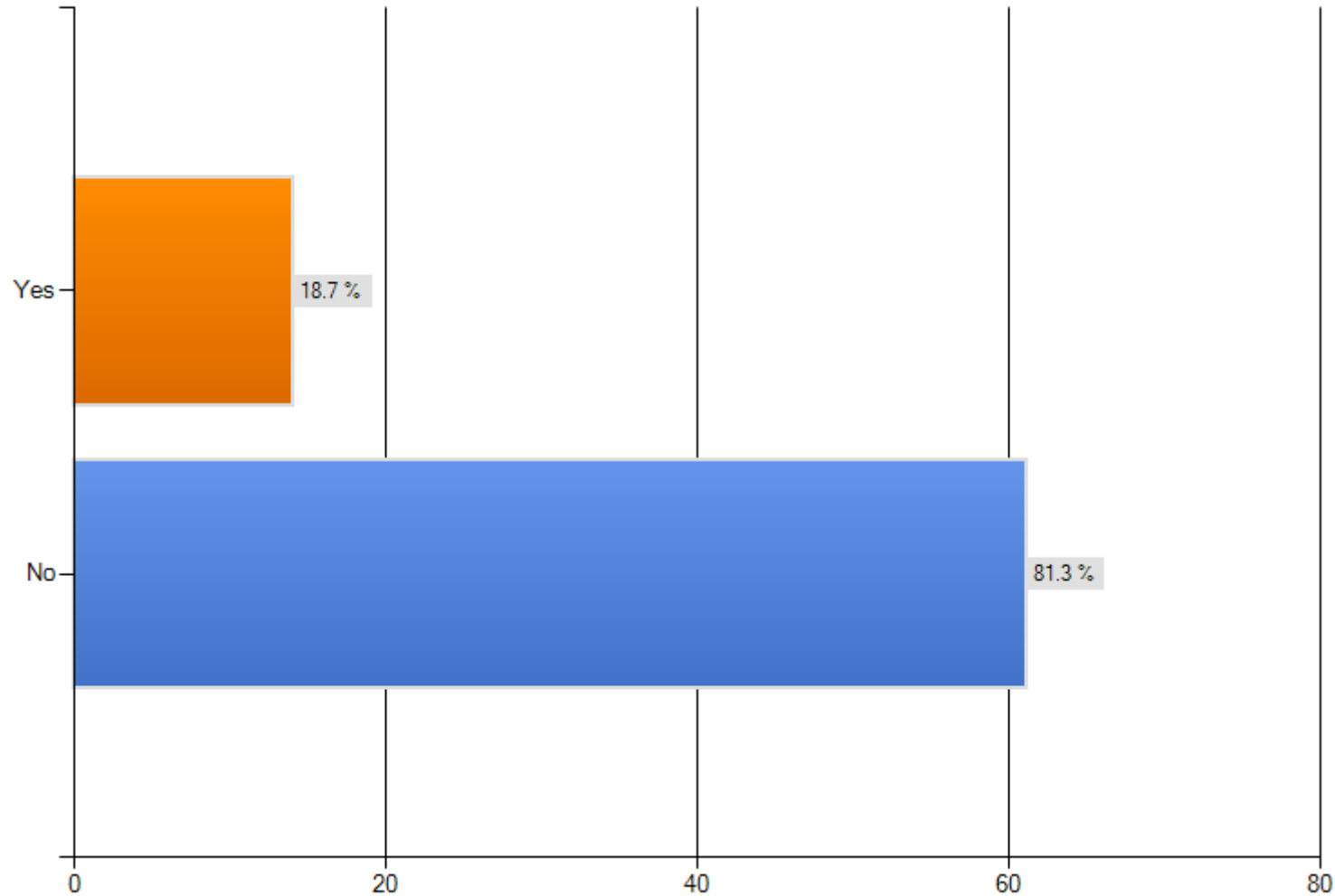
Does your company have any procurement guidelines or policies for sourcing green art department materials for on set production?



TV Commercial Producers Sustainability Survey: WHAT'S THE INDUSTRY DOING?

CARBON FILM QUOTE ROAD-TESTER ROUND TABLE

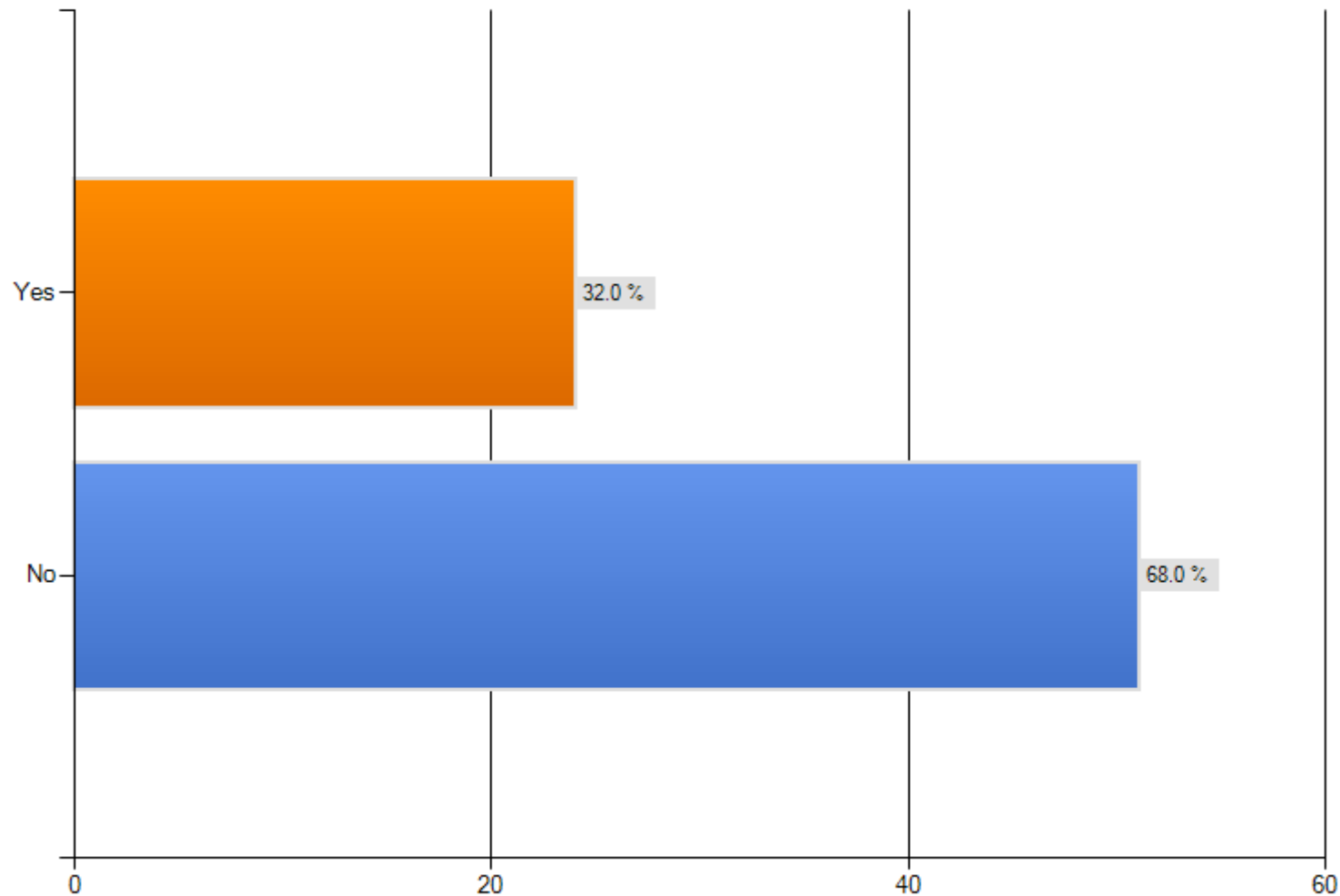
Does your company have any procurement guidelines or policies for sourcing green production materials for on set production?



TV Commercial Producers Sustainability Survey: WHAT'S THE INDUSTRY DOING?

CARBON FILM QUOTE ROAD-TESTER ROUND TABLE

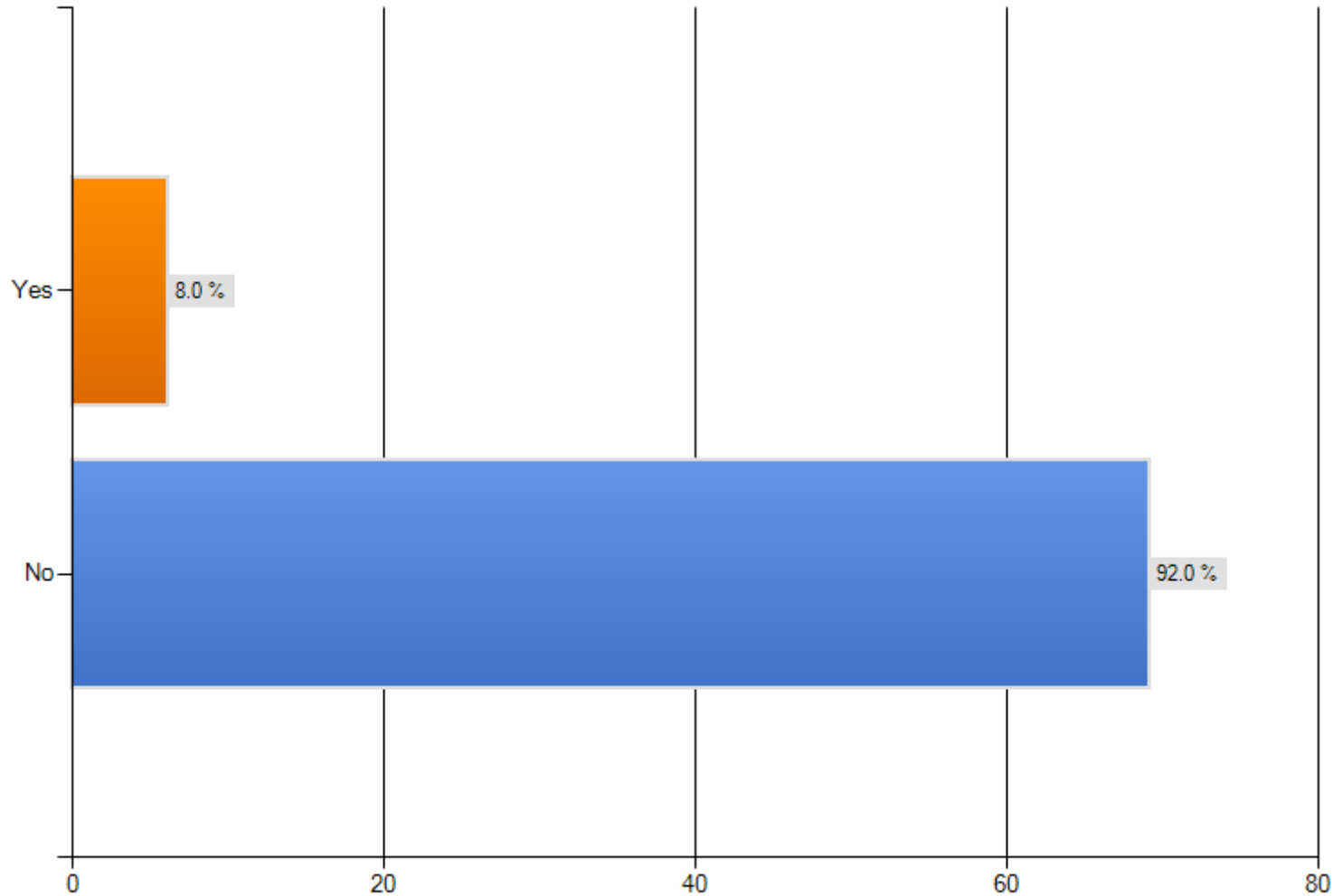
Does your company have any procurement guidelines or policies for sourcing green craft/catering and recycling on set?



TV Commercial Producers Sustainability Survey: WHAT'S THE INDUSTRY DOING?

CARBON FILM QUOTE ROAD-TESTER ROUND TABLE

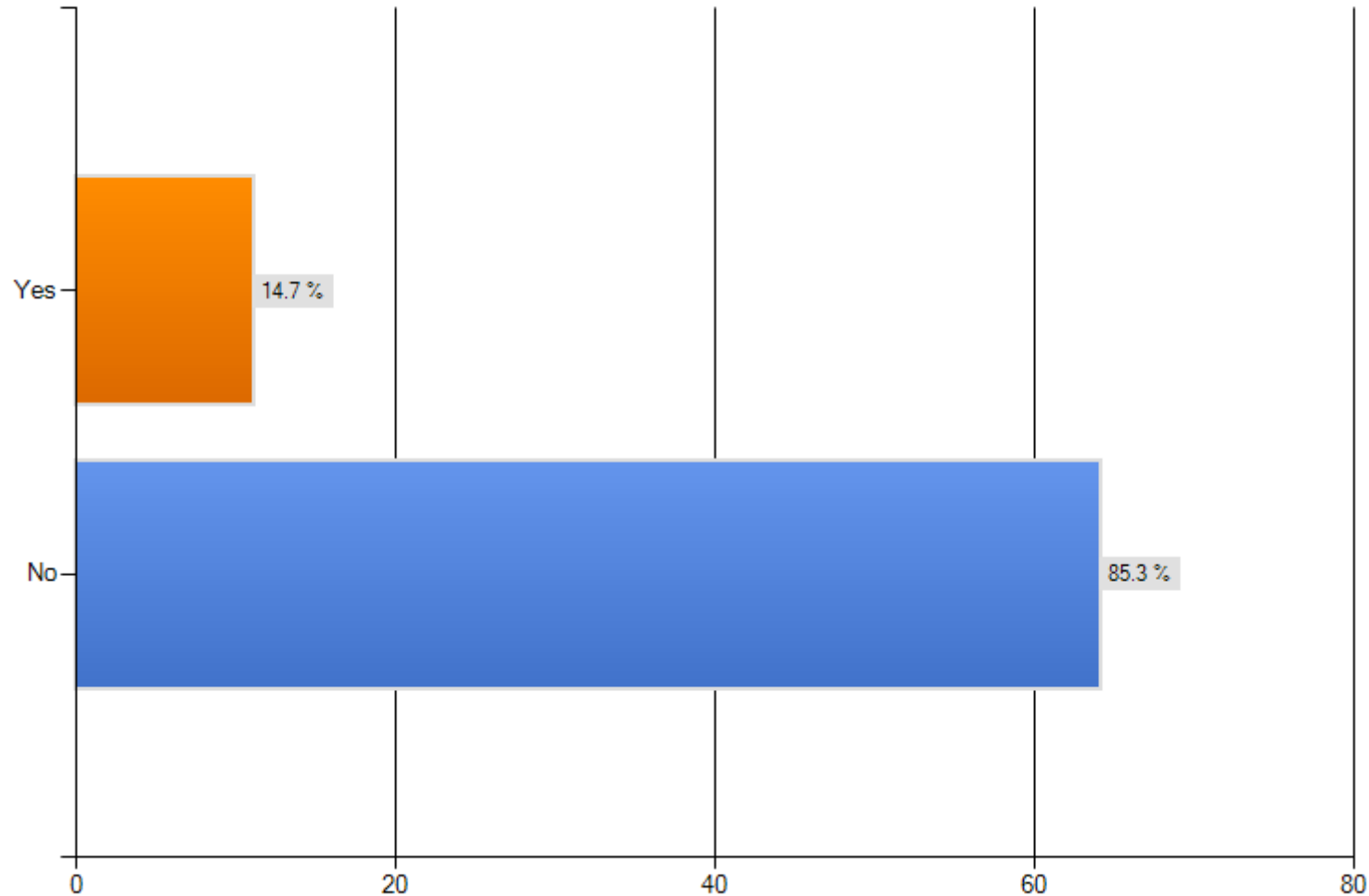
Does your company have any procurement guidelines or policies for sourcing the rental of hybrid/ low CO2 vehicles on set?



TV Commercial Producers Sustainability Survey: WHAT'S THE INDUSTRY DOING?

CARBON FILM QUOTE ROAD-TESTER ROUND TABLE

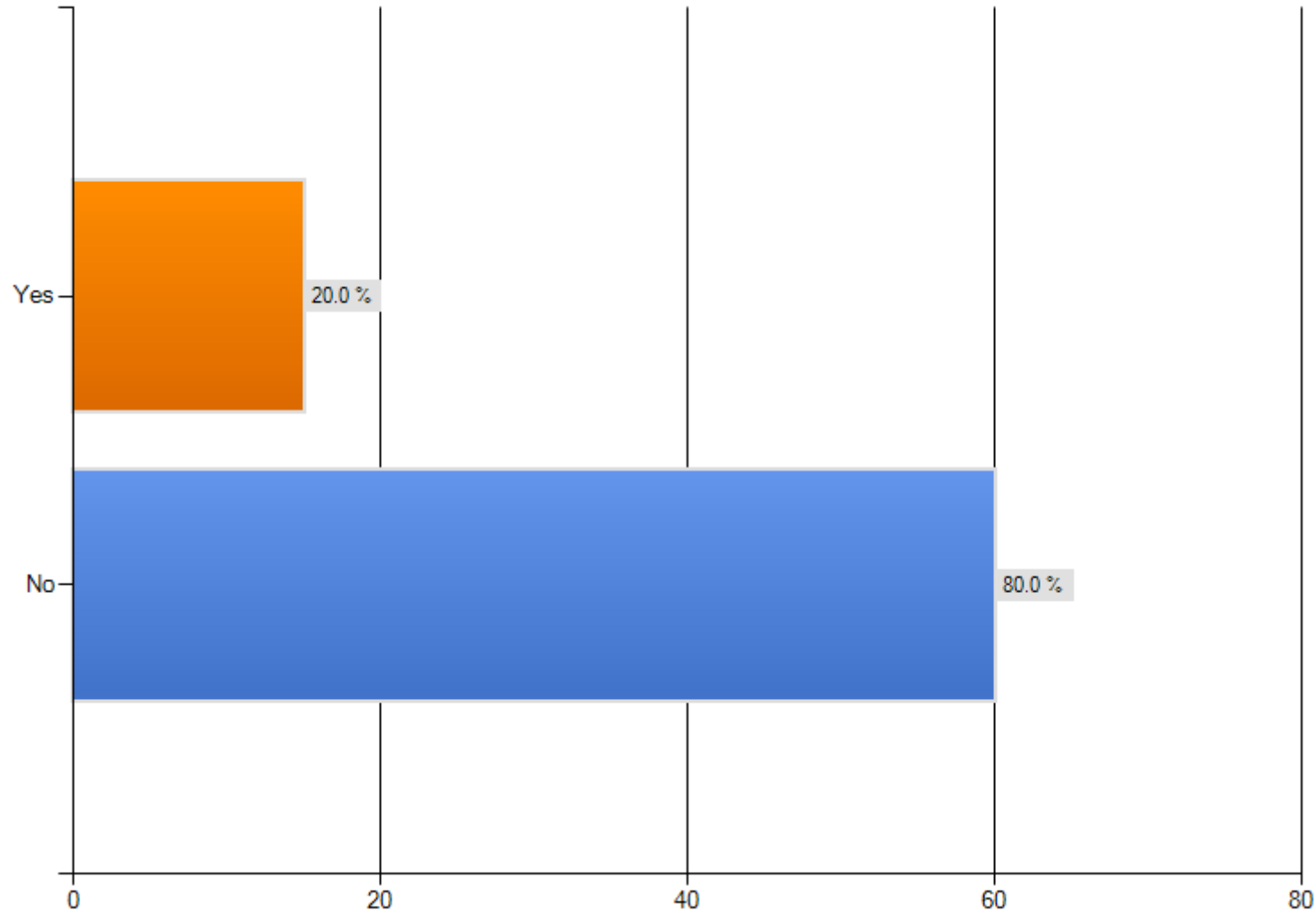
Does your company have any procurement guidelines or policies for booking hotels with a clear environmental plan? (The practice of placing signs in each room promoting reuse of towels ostensibly to "save the environment" doesn't necessarily qualify as a clear environmental plan)



TV Commercial Producers Sustainability Survey: WHAT'S THE INDUSTRY DOING?

CARBON FILM QUOTE ROAD-TESTER ROUND TABLE

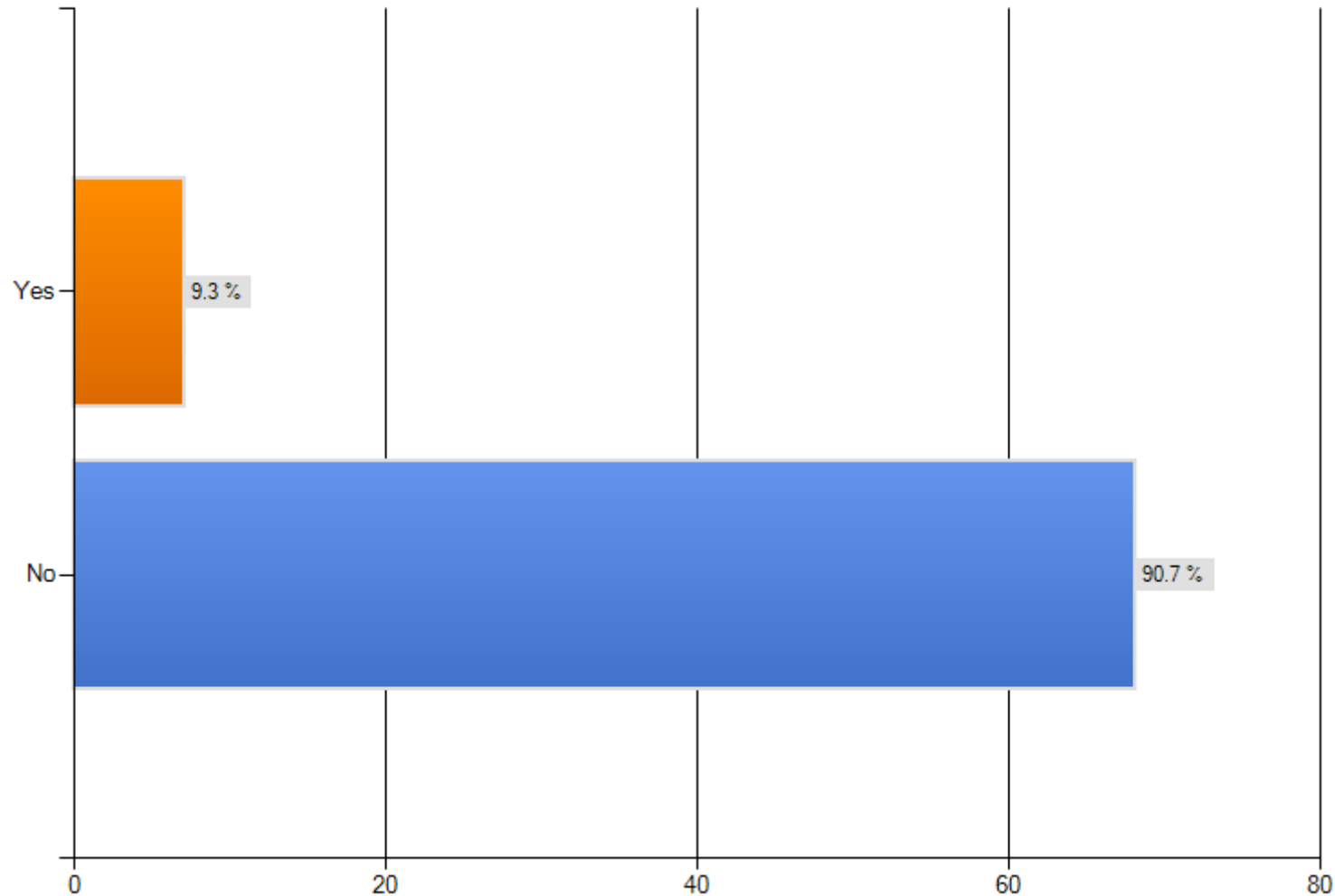
Does your company have a green travel policy? (Airline, railtravel, etc.)



TV Commercial Producers Sustainability Survey: WHAT'S THE INDUSTRY DOING?

CARBON FILM QUOTE ROAD-TESTER ROUND TABLE

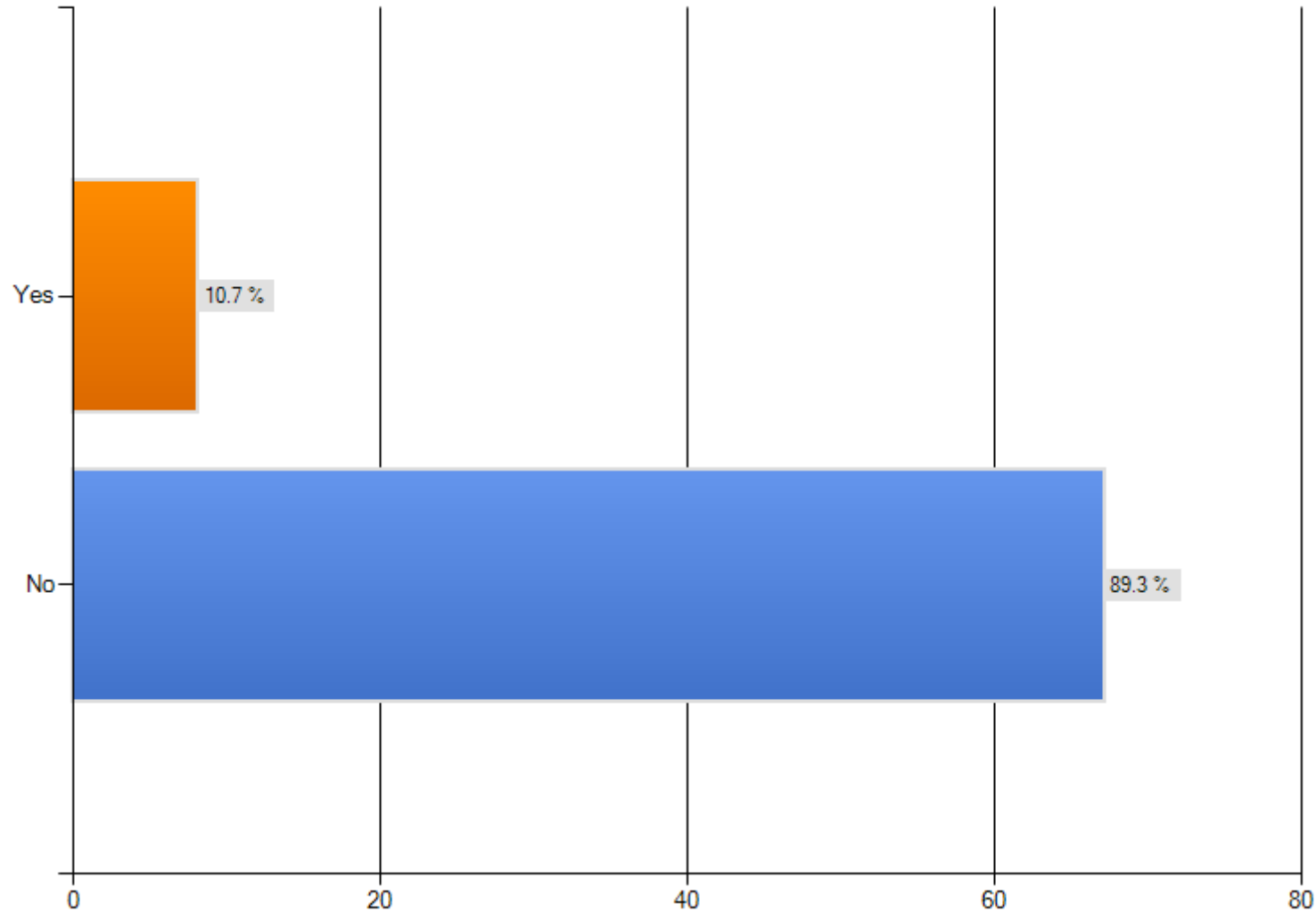
Does your company undertake any measures to measure your CO2 emissions or measure in any other way your environmental impact?



TV Commercial Producers Sustainability Survey: WHAT'S THE INDUSTRY DOING?

CARBON FILM QUOTE ROAD-TESTER ROUND TABLE

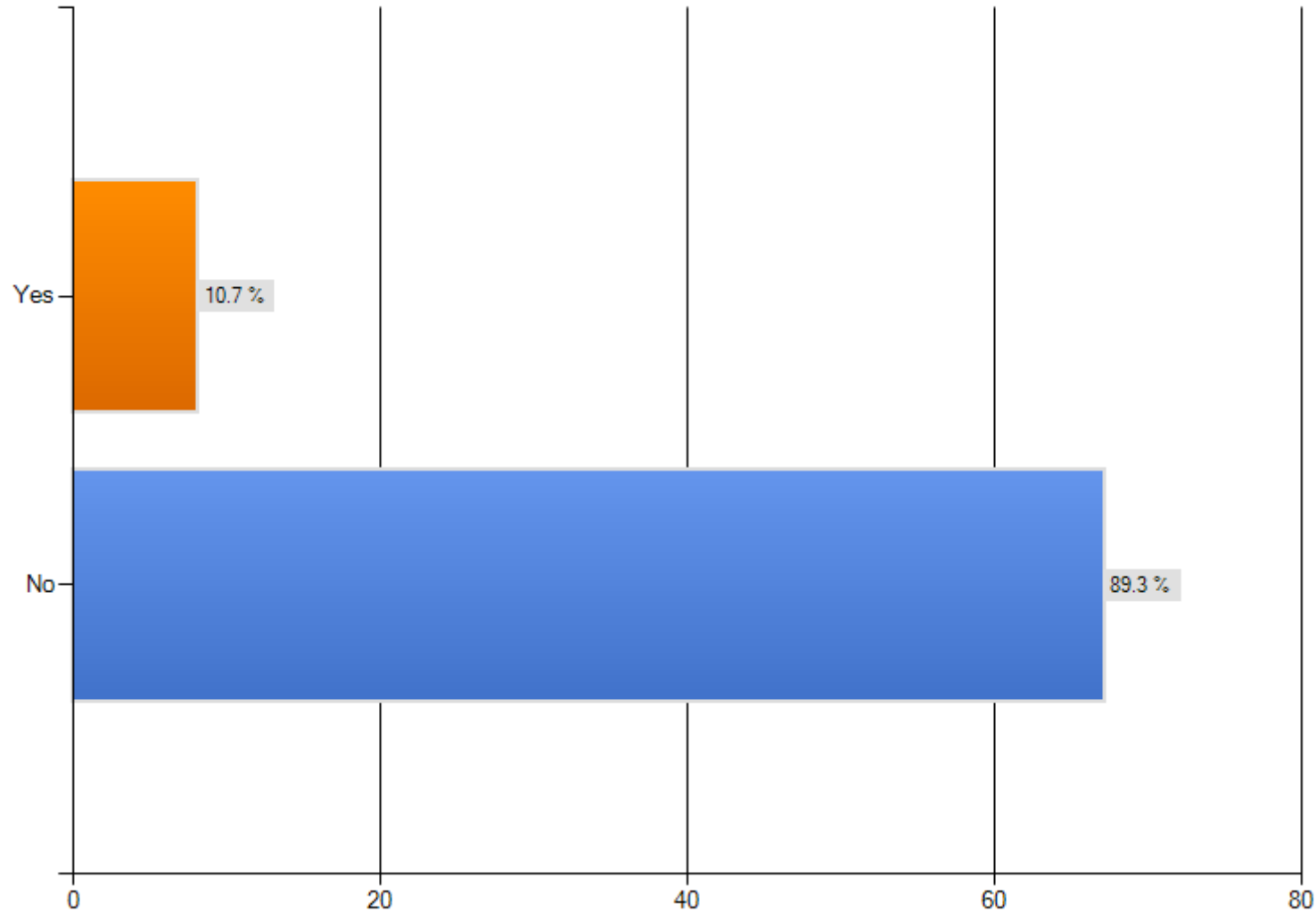
Do you or does your company use compensation certificates?



TV Commercial Producers Sustainability Survey: WHAT'S THE INDUSTRY DOING?

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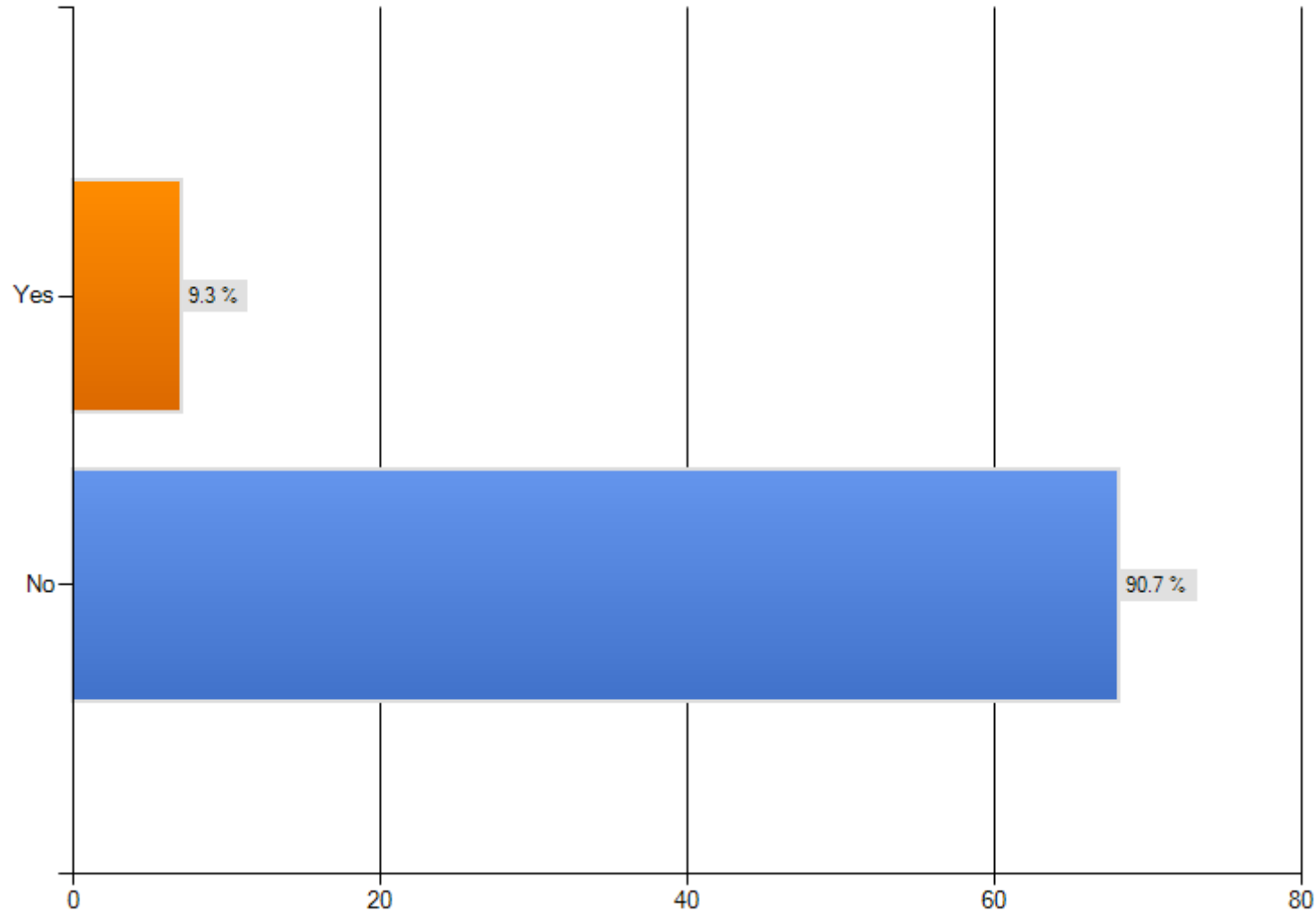
Is your company in anyway certified as environmental friendly?



TV Commercial Producers Sustainability Survey: WHAT'S THE INDUSTRY DOING?

CARBON FILM QUOTE ROAD-TESTER ROUND TABLE

Does your company employ or maintain environmental consultants?



TV Commercial Producers Sustainability Survey: WHAT'S THE INDUSTRY DOING?

CARBON FILM QUOTE ROAD-TESTER ROUND TABLE

TV Commercial Producers Sustainability Survey: SUGGESTIONS?

OFFICE:

Showing 5 Most Important Words and Phrases

Energy Heating **Printing** Separate the Trash

CARBON FILM QUOTE ROAD-TESTER ROUND TABLE

TV Commercial Producers Sustainability Survey: SUGGESTIONS?

OFFICE:

lights, printing, heating / aircon >>> isothermal window foil

smaller office space less heating and lighting

<http://coonet.me/>

no standby modus, energy bulbs, green electricity,

skype calls instead of meetings

Reduce the heat.

Servers and other equipment off, if Not needed

company bicycles for employees, we have one ;-)

separate the trash

use green energy supplier

recycle paper

printing only the real important stuff

No printing, no plastic glasses, recycled envelopes, separate the trash

We replace all faulty electrical lines or switchboards to avoid consuming extra energy

No aircons, separate waste, low energy tools, controlled heating, controlled lighting, no plastic bottles, eco friendly materials only e.g. recycled papers, as little printing as possible

less printing

CARBON FILM QUOTE ROAD-TESTER ROUND TABLE

TV Commercial Producers Sustainability Survey: SUGGESTIONS?

PRE PRODUCTION:

Showing 5 Most Important Words and Phrases

Meetings **Paper Ppm Print** Recycle Video Conferences

CARBON FILM QUOTE ROAD-TESTER ROUND TABLE

TV Commercial Producers Sustainability Survey: SUGGESTIONS?

PRE-PRODUCTION :

ppm via skype etc.

<http://coonet.me/>

print as less as possible

recycle location refs on blackboards, video conference

less physical meetings with agencies, clients

no printed booklets

only bikes and subway

Doing PPMs or meetings via video conferences if possible

recycle paper, don' print out documents un-necssarily

present pre production documents electronically - save paper. call sheets accessible on iphone/ipads where possible

more video conferences

No printing, Internet cloud ppm books, scout only selected locations (only tech scouts)

less travel, more video conferencing, less paper waste (i.e. printed ppm booklets)

CARBON FILM QUOTE ROAD-TESTER ROUND TABLE

TV Commercial Producers Sustainability Survey: SUGGESTIONS?

TRAVEL:

Showing 1 Most Important Words and Phrases

Train Travelling

CARBON FILM QUOTE ROAD-TESTER ROUND TABLE

TV Commercial Producers Sustainability Survey: SUGGESTIONS?

TRAVEL:

train instead of airplane or car

comp certificates. you don't really choose where you shoot.

<http://coonet.me/>

less people on client and agency side

less physical meetings with agencies, clients

I use this petrol card and I think the project is amazing: <http://www.arktisk.de/>

less flights / train instead of flying

putting projects together and only travel one time to a destination

No travel abroad

driving by train if possible

only when necessary

less flights, more trains, more video conferences

Use hybrid vehicles, public transportation and bikes

less travelling in general, more trains, eco efficient hotels, cars w/ low co2 footprint

less travelling abroad, instead supporting local dealers/ suppliers

CARBON FILM QUOTE ROAD-TESTER ROUND TABLE

TV Commercial Producers Sustainability Survey: SUGGESTIONS?

ON SET:

Showing 2 Most Important Words and Phrases

Local **Separate Waste** Water

CARBON FILM QUOTE ROAD-TESTER ROUND TABLE

TV Commercial Producers Sustainability Survey: SUGGESTIONS?

ON SET:

seperate waste

<http://coonet.me/>

separate waste

separate waste & reduce cars

smaller crews, less construction, local locations

as we mostly shoot in sunny places use of more photovoltaik sources

separate the trash

use green energy / use recycling material / use material more than once

CARBON FILM QUOTE ROAD-TESTER ROUND TABLE

TV Commercial Producers Sustainability Survey: SUGGESTIONS?

POST PRODUCTION:

CARBON FILM QUOTE ROAD-TESTER ROUND TABLE

TV Commercial Producers Sustainability Survey: SUGGESTIONS?

POST PRODUCTION:

<http://coonet.me/>

recycle hard drives

less physical meetings with agencies, clients

CARBON FILM QUOTE ROAD-TESTER ROUND TABLE

TV Commercial Producers Sustainability Survey: SUGGESTIONS?

OTHER:

<http://coonet.me/>

recycle hard drives

green bonus program

please see our facebook page "greenmyshoot"

for all categories: more conscious about ordering food and/or buying it, with all packaging needed. Same goes simple things take-away coffee, etc. An enormous amount of plastic and other junk is used for this, which both put a pressure on the sources and only add to our garbage mountains

Instead of printing Pre Production Meeting books we hand out iPads with the presentation loaded on it to avoid wasting paper
use common sense.

after producing: less wasting objects, ie furniture or products by trashing - instead donating if possible

CARBON FILM QUOTE ROAD-TESTER ROUND TABLE

TV Commercial Producers Sustainability Survey

HOW CAN WE APPLY THE RESULTS OF THIS SURVEY IN
GUIDING BEST PRACTISE?

CARBON FILM QUOTE ROAD-TESTER ROUND TABLE