hungry man


Job# 224027 - Xfinity Commercial

# Production Sustainability Report

July 2024

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# HUNGRY MAN PRODUCTIONS

**Job# 224027 – Xfinity Commercial**
**Production Sustainability Report**
**July 2024**


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## Disclaimer

This sustainability report is a preliminary exercise designed to provide a baseline approximation of the environmental impact of the recent Xfinity commercial production. The data and calculations presented in this report are derived from a combination of external sources and extrapolated data from similar production cases. Due to the absence of a formal process for gathering comprehensive and accurate information from the actual project, these estimates serve as an initial framework. This baseline will be instrumental in developing more precise and comprehensive sustainability assessments for future production projects. As we move forward, we aim to refine our data collection methods and enhance the accuracy of our sustainability evaluations to support our commitment to environmentally responsible filmmaking.

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# INTRODUCTION

## Importance of Sustainable Productions

Sustainable or green production is crucial in today's environmentally conscious society, playing a pivotal role in minimizing the ecological footprint of the entertainment industry. By adopting sustainable practices, productions can significantly reduce waste, lower carbon emissions, and promote the use of renewable resources. This not only benefits the environment but also sets a positive example for audiences and other industries. Emphasizing sustainability by seeking alternative solutions to rethink film production that can lead to cost savings, improved public relations, and increased support from stakeholders who value corporate responsibility (EcoProd, 2024). For Hungry Man Productions, integrating sustainability into our projects, like the Xfinity TV commercial, offers an opportunity to deliver great value to our clients and stakeholders, demonstrating our commitment to environmental stewardship and innovative production practices.

## Objectives of the Sustainability Report

The primary objectives of this sustainability report are to evaluate the environmental impact of the Xfinity TV commercial production and to establish a baseline from preliminary data, calculations, and estimations. This effort seeks to assess, monitor, compare, enhance, and innovate production processes for future projects. By providing a comprehensive overview of the production's carbon footprint, waste generation, and resource consumption, this report aims to identify areas for improvement and offer actionable recommendations. The ultimate goal is to set a benchmark for continuous improvement, promote transparency and accountability in our sustainability efforts, and enhance the overall value proposition for Hungry Man Productions' clients and stakeholders.

## ESG Approach and Methodology

Our approach to Environmental, Social, and Governance (ESG) in the production of the Xfinity TV commercial involved a systematic methodology to measure, monitor, and mitigate the environmental impact. As stated by Ernst & Young (2024): "From a business perspective, ESG reporting is important to demonstrate how corporate purpose is brought to life and supports creating long-term value. It can also strengthen corporate reputations and trust with stakeholders." Utilizing industry-standard tools and benchmarks, such as the EPA Power Profiler and the Cornell Hotel Sustainability Benchmark Index, we calculated emissions and resource usage. Data was collected from vendors, transportation providers, and studio facilities to ensure comprehensive coverage of all sustainability indicators. However, it is important to note that most calculations were based on estimations and industry data from similar projects due to the lack of a formal process for gathering comprehensive and accurate data from this specific project. This holistic approach enabled us to identify key areas for improvement and implement strategies to enhance our sustainability performance while aligning with corporate responsibility initiatives. By adopting these practices, Hungry Man Productions aims to lead the industry in sustainable production, delivering exceptional value to our clients and making a positive impact on the environment.

## Energy Consumption

The emissions from electricity usage during the Xfinity TV commercial production at CineCity Studios were calculated using data on the average energy consumption of commercial buildings. The US Energy Information Administration (EIA) establishes that commercial buildings consume an average of 14.6 kWh per square foot (U.S. Energy Information Administration, 2016). By applying this average to the total square footage of the rented spaces at CineCity Studios, we estimated the total electricity usage. Using the EPA Power Profiler and applying the regional eGRID rates for the Midwest, we estimated an annual usage of 525,600 kWh (EPA, 2024). Transforming this usage into CO2 emissions using the appropriate emission factor resulted in an estimated 5,578.37 kg of CO2. To reduce electricity-related emissions in future productions, we plan to implement energy-efficient practices, such as using LED lighting, optimizing HVAC usage, and selecting studio spaces with robust energy management systems. These efforts will contribute to lowering our overall carbon footprint and promoting sustainability in our production operations.

*Table 1. Electricity Usage Emissions Estimation*

| SPACE | AREA (Sq. Ft.) | BUILDING TYPE LEVEL INTENSITY (KWh / Sq.Ft.) | ELECTRICITY CONSUMED PER DAY (KWh) | TOTAL ELECTRICITY USAGE (KWh) | eGRID RFCW EMISSIONS FACTOR (Kg CO2 /KWh) | ELECTRICITY CONSUMPTION EMISSION (Kg CO2) |
|---|---|---|---|---|---|---|
| **Studio A** | 5000 | 14.6 | 200.00 | 1600.00 | 0.4776 | 764.16 |
| **Studio B** | 9500 | 14.6 | 380.00 | 3040.00 | 0.4776 | 1451.90 |
| **Studio C** | 11000 | 14.6 | 440.00 | 3520.00 | 0.4776 | 1681.15 |
| **Offices 4th Floor** | 11000 | 14.6 | 440.00 | 3520.00 | 0.4776 | 1681.15 |
| **TOTAL** | | | | | | **5578.37** |

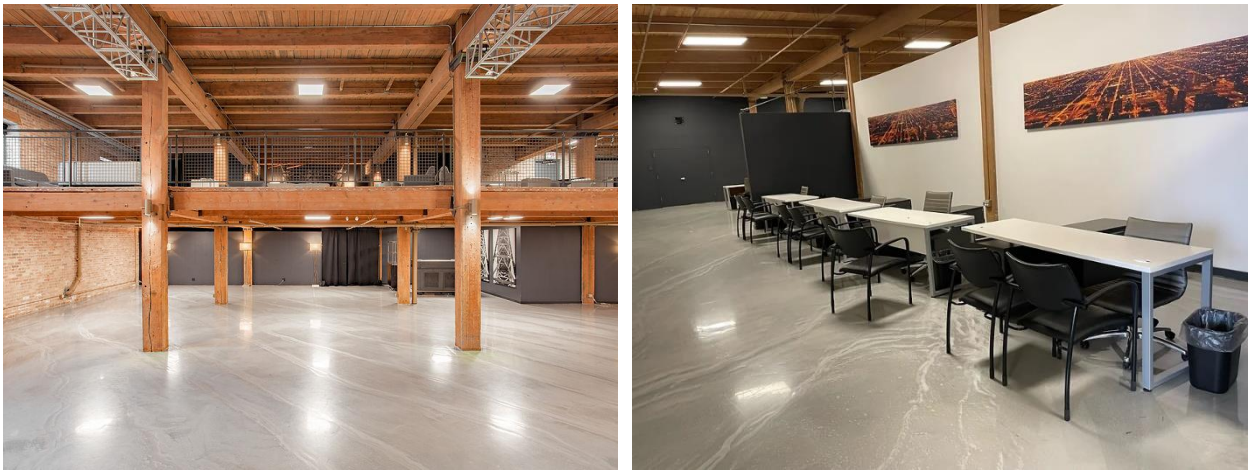


*Image 1. Studio and Office spaces photos*
*Source: (CineCity Studios, 2023)*

# Transportation and Logistics

## Rental Vehicles Emissions

We utilized various rental vehicles to mobilize crew members and production equipment for the Xfinity commercial production. The fleet included a box truck, a cargo van, a sedan, and an SUV. The total CO2 emissions generated from these rental vehicles amounted to 525.92 kg. This calculation includes all trips made throughout the production period, emphasizing the significant impact transportation has on our overall carbon footprint. The calculations were made using the value of 8,887[1] grams of CO2 per gallon of gasoline (EPA, 2023).

*Table 2. Emissions Estimation from Rental Vehicles*

| VEHICLE RENTAL DESCRIPTION | AVERAGE MILES PER GALLON (MPG) | MILES TRAVELED | GALLONS OF FUEL USED | CO2 EMISSIONS (Kg CO2) |
|---|---|---|---|---|
| **2024 Nissan Sentra - Sedan 4 Doors** | 28 | 150 | 5 | 47.61 |
| **Chevy Trax - Intermediate SUV** | 24 | 225 | 9 | 83.32 |
| **2023 Ford Transit Pass - Cargo VAN** | 14 | 57 | 4 | 36.18 |
| **2024 Ford Transit Pass - Cargo VAN** | 14 | 28 | 2 | 17.77 |
| **Box Truck 17 ft with Lift Gate** | 8 | 278 | 35 | 308.82 |
| **Box Truck 17 ft with Lift Gate** | 8 | 29 | 4 | 32.22 |
| **TOTAL** | | **767** | **59** | **525.92** |

This data highlights the importance of exploring more sustainable transportation options, such as electric or hybrid vehicles, to reduce our environmental impact in future productions.


*Image 2. Rental Vehicles photos*
*Source: (Chicagoland, 2024)*

## Ground Charter Emissions

Ground charter services were used to transport crew members from their residences to the airport and hotels during the Xfinity TV commercial production. This accounted for a total of 41.84 kg of

[1] CO2 emissions amount from burning a gallon of gasoline in a vehicle in the U.S.

CO2 emissions. This calculation was based on the EPA (2023) estimation that the average passenger vehicle emits about 400 grams of CO2 per mile. To reduce these emissions in future productions, we will consider implementing carpooling strategies, utilizing more fuel-efficient or electric vehicles, and optimizing travel routes to minimize mileage. These initiatives will contribute to lowering our overall carbon footprint and enhancing the sustainability of our ground transportation practices.

*Table 3. Emissions from Ground Charter Transportation Services*

| TRANSPORTATION SERVICES | MILES TRAVELED | CO2 EMISSIONS (Kg CO2) |
|---|---|---|
| **From Director's residency to LGA airport roundtrip (x2)** | 29.2 | 11.68 |
| **From Director of Photography's residency to LGA airport roundtrip (x1)** | 21.4 | 8.56 |
| **From Sofitel to ORD airport (x3)** | 54 | 21.6 |
| **TOTAL** | **104.6** | **41.84** |

## Air Travel Emissions

Air travel for the Xfinity TV commercial production involved two round trips for three crew members, from LaGuardia Airport (LGA) to Chicago O'Hare International Airport (ORD). The first-round trip was on June 6, returning on June 7, and the second was on June 10, returning on June 13. Using the Carbon Emissions Calculator (ICEC) tool (ICAO, 2024). We estimated 57.75 kg of CO2 emissions per passenger for this route, resulting in a total of 693 kg of CO2 emissions for these flights. To mitigate the environmental impact of such travel, future productions should consider strategies such as offsetting carbon emissions through verified programs, minimizing the number of flights by optimizing travel schedules, and exploring alternative transportation methods when feasible. These measures will help us reduce our carbon footprint and align with our commitment to sustainability.

*Table 4. Emissions from Air Travel*

| FLIGHT ITINERARY | DATE | NUMBER OF PASSENGERS | MILES TRAVELED | AVERAGE CO2 EMISSIONS PER PASSENGER | CO2 EMISSIONS (Kg CO2) |
|---|---|---|---|---|---|
| **From: New York (LGA) - To: Chicago (ORD)** | June 06 | 3 | 731 | 57.75 | 173.25 |
| **From: Chicago (ORD) - To: New York (LGA)** | June 07 | 3 | 731 | 57.75 | 173.25 |
| **From: New York (LGA) - To: Chicago (ORD)** | June 10 | 3 | 731 | 57.75 | 173.25 |
| **From: Chicago (ORD) - To: New York (LGA)** | June 14 | 3 | 731 | 57.75 | 173.25 |
| **TOTAL** | | | | | **693** |

## Hotel Accommodation Emissions

Regarding accommodations for crew members, the Director, the Linde Producer, and the Director of Photography stayed at the Chicago Athletic Hotel and Sofitel for one night and four nights,

respectively, accounting for a total of 270.60 kg of CO2e emissions. The calculations were made using the Cornell Hotel Sustainability Benchmark Index 2024 (Cornell University, 2024), where the mean carbon footprint per room per night is 18.04 kg of CO2e for the selected category of All Suites Hotels in the Chicago area. To minimize hotel accommodation emissions in future productions, we will explore options such as selecting hotels with strong sustainability practices, encouraging shorter stays, and opting for accommodations with lower carbon footprints. These steps will help us further reduce our environmental impact and promote more sustainable lodging choices.

*Table 5. Emissions from Hotel Accommodation*

| HOTEL | NUMBER OF ROOMS | NUMBER OF NIGHTS | CARBON FOOTPRINT PER ROOM PER NIGHT | CO2 EMISSIONS (Kg CO2e) |
|---|---|---|---|---|
| **Chicago Athletic Club** | 3 | 1 | 18.04 | 54.12 |
| **Sofitel** | 3 | 4 | 18.04 | 216.48 |
| **TOTAL** | | | | **270.60** |

# Waste Management

## Waste Generation

During the production of the Xfinity commercial at Cine City Studios, we tracked the waste generation in collaboration with the studio's maintenance team. Based on their data, we considered the number of trash cans located throughout the studios and offices, an average weight of 30 lbs. per bag approximately, and the frequency of bag replacements. Over the 8-day production period, the total estimated waste weight amounted to 10,240 lbs. This significant amount underscores the need for effective waste management strategies, including recycling and composting, to minimize our environmental impact in future productions. To calculate the emissions generated from waste in landfill we apply the estimation of 1 kg of non-recycled waste generates 700g of CO2 (BBVA, 2024).

*Table 6. Emissions from Waste Generation*

| LOCATION | NUMBER OF TRASH CANS | DAILY FREQUENCY OF TRASH BAGS REPLACEMENT | AVERAGE WEIGHT PER BAG (lbs) | WASTE WEIGHT (lbs) | WASTE EMISSIONS (Kg CO2) |
|---|---|---|---|---|---|
| **Studio A** | 6 | 3 | 30 | 4320 | 1374.55 |
| **Studio B** | 4 | 2 | 20 | 1280 | 407.27 |
| **Studio C** | 4 | 2 | 20 | 1280 | 407.27 |
| **Offices 4th Floor** | 2 | 3 | 30 | 1440 | 458.18 |
| **Restrooms** | 4 | 4 | 15 | 1920 | 610.91 |
| **TOTAL** | | | | **10240** | **3258.18** |

Unfortunately, none of this waste was diverted or recycled; everything went into the common trash and subsequently to the landfill. This practice highlights a significant area for improvement. Implementing recycling and reusing practices in future productions will be crucial for reducing our environmental impact and moving towards a more sustainable production model.

### Single Use Plastics

A formal accountability system for tracking the use of single-use plastics was not implemented. However, estimates indicate that approximately 1,060 sets of disposable silverware and 1,950 plastic bottles were used over the course of the shoot. This substantial use of single-use plastics underscores the need for significant improvements in our sustainability practices. Moving forward, we plan to implement a formal tracking system to monitor and minimize the use of single-use plastics. Additionally, we will prioritize providing reusable water bottles and silverware to the crew, and set up designated recycling stations on set to ensure proper disposal and recycling of plastic waste. By adopting these measures, we aim to reduce our environmental impact and promote more sustainable practices in future productions.

*Table 7. Single Use Plastics*

| PRODUCTION STAGE | NUMBER OF DAYS | CREW MEMBERS | DAILY MEALS | BEVERAGES PER PERSON | SILVER WARE SETS | PLASTIC BOTTLES |
|---|---|---|---|---|---|---|
| **Preparation** | 5 | 45 | 2 | 4 | 450 | 900 |
| **Shooting** | 2 | 85 | 3 | 5 | 510 | 850 |
| **Wrapping Process** | 10 | 5 | 2 | 4 | 100 | 200 |
| **TOTAL** | | | | | **1060** | **1950** |

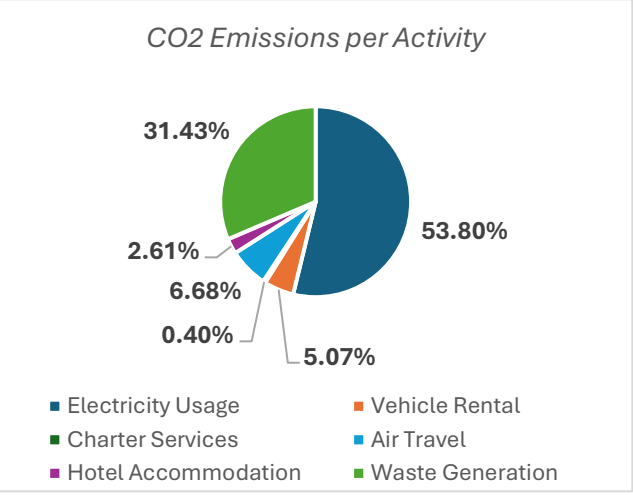
## CO2 Emissions

### Emissions Contributions

The production of the Xfinity TV commercial involved tracking CO2 emissions from various sources, resulting in a total of 10,367.91 kg of CO2. The largest contributor to our carbon footprint was electricity usage, accounting for 53.80% of the total emissions, or 5,578.37 kg of CO2. Waste generation was the second-largest source, contributing 31.43% and totaling 3,258.18 kg of CO2. Vehicle rentals for transporting crew and equipment accounted for 5.07%, amounting to 525.92 kg of CO2. Air travel emissions were 6.68%, adding up to 693 kg of CO2, while hotel accommodations contributed 2.61% or 270.60 kg of CO2. Lastly, charter services added 0.40%, equivalent to 41.84 kg of CO2. Understanding these contributions is crucial for identifying areas where we can implement more sustainable practices to reduce our overall environmental impact in future productions.

*Table 8. CO2 Emissions Contributions*

| SOURCE | EMISSIONS (Kg CO2) | CO2 EMISSIONS CONTRIBUTIONS |
|---|---|---|
| **Electricity Usage** | 5578.37 | 53.80% |
| **Vehicle Rental** | 525.92 | 5.07% |
| **Charter Services** | 41.84 | 0.40% |
| **Air Travel** | 693 | 6.68% |
| **Hotel Accommodation** | 270.60 | 2.61% |
| **Waste Generation** | 3258.18 | 31.43% |
| **TOTAL** | 10367.91 | 100.00% |



## Scope 1, 2, and 3 Emissions for the Xfinity Commercial

In assessing the carbon footprint of the Xfinity commercial production, it is essential to understand the different scopes of emissions as defined by the Greenhouse Gas Protocol. Scope 1 emissions refer to direct greenhouse gas emissions from sources that are owned or controlled by the production, such as fuel combustion from rental vehicles and generators used on set. For this commercial, Scope 1 emissions include the CO2 produced by the rental vehicles used for transporting crew members and equipment. Scope 2 emissions encompass indirect emissions from the generation of purchased electricity, steam, heating, and cooling consumed by the production. In this case, the electricity usage at Cine City Studios, based on the estimated consumption during the production period, falls under Scope 2. Scope 3 emissions are all other indirect emissions that occur in the value chain of the production, including both upstream and downstream activities. For the Xfinity commercial, this includes emissions from air travel, charter services, hotel accommodations, waste generation, and the disposal of single-use plastics. By accounting for emissions across all three scopes, we can gain a comprehensive understanding of the production's total environmental impact and identify key areas for improvement. The image presents scope 1, 2, and 3 emissions from different activities within the supply chain of a business (Climate Partner, 2024).

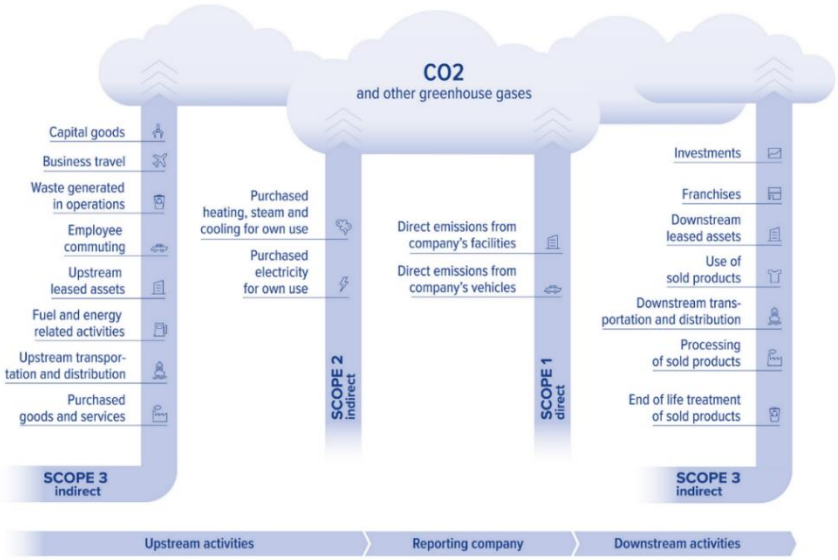



*Image 3. Scope 1, 2 and 3 emissions according to the GHG protocol. Source: (Climate Partner, 2024)*

## Carbon Offsetting Opportunities

In addition to reducing emissions through various sustainable practices, we recommend exploring carbon offsetting opportunities to further compensate for the production's carbon footprint. Carbon offsetting involves investing in environmental projects that reduce or capture greenhouse gases, such as reforestation, renewable energy, or energy efficiency initiatives (CarbonCredits.Com, 2024). By purchasing carbon credits or supporting verified offset projects, the production can balance out its remaining emissions, effectively making the Xfinity commercial carbon neutral. This approach not only enhances the environmental responsibility of production but also aligns with corporate sustainability goals and can be a powerful tool in demonstrating commitment to climate action to clients and stakeholders.

SOCIAL (S)

## Diversity, Equity & Inclusion (DEI)


### Crew Gender Distribution

During the production of the Xfinity commercial, we closely monitored our Diversity, Equity, and Inclusion (DEI) indicators to ensure a diverse and inclusive workforce.

The total crew comprised 90 members that were distributed by departments above and below the line according to their level of authority and their role's responsibilities in the production (MasterClass, 2021).

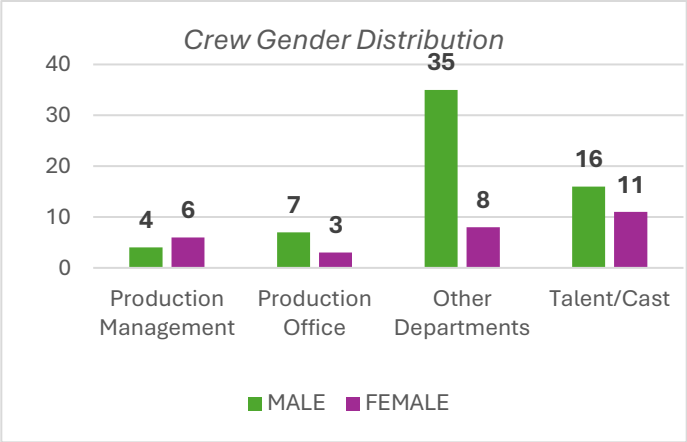
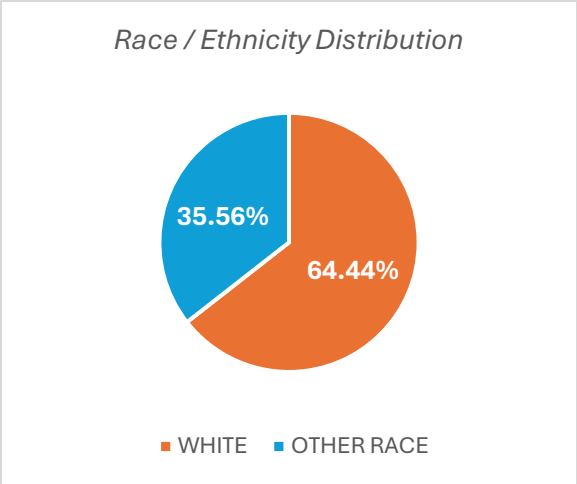



*Table 9. Crew Members Gender and Race Diversity*

| DEPARTMENT | TOTAL | MALE | FEMALE | WHITE | OTHER RACE |
|---|---|---|---|---|---|
| **Production Management** | 10 | 4 | 6 | 9 | 1 |
| **Production Office** | 10 | 7 | 3 | 3 | 7 |
| **Other Departments** | 43 | 35 | 8 | 33 | 10 |
| **Talent/Cast** | 27 | 16 | 11 | 13 | 14 |
| **TOTAL** | **90** | **62** | **28** | **58** | **32** |

### Crew Ethnic Diversity

Regarding inclusion parameters, the crew's racial and ethnic composition was primarily white, making up 64.44% of the team. The remaining 35.56% were members of other race and ethnic groups, including Asian, Hispanic, and Black communities. These figures underscore the importance of ongoing efforts to promote a more balanced and inclusive working environment.




## Labor Rights & Safety Protocols

### Fair Remuneration and Labor Rights

We placed a strong emphasis on fair remuneration and labor rights to ensure a supportive and equitable working environment for all crew members. Every individual involved in the production, from entry-level positions to senior roles, was compensated according to industry standards and in compliance with local labor laws. We strictly adhered to regulations regarding working hours, breaks, and overtime, ensuring that all team members received appropriate compensation for their contributions. Additionally, we provided a safe and respectful workplace, free from discrimination and harassment, and upheld the rights of workers to voice their concerns and participate in decision-making processes.

### Health and Safety

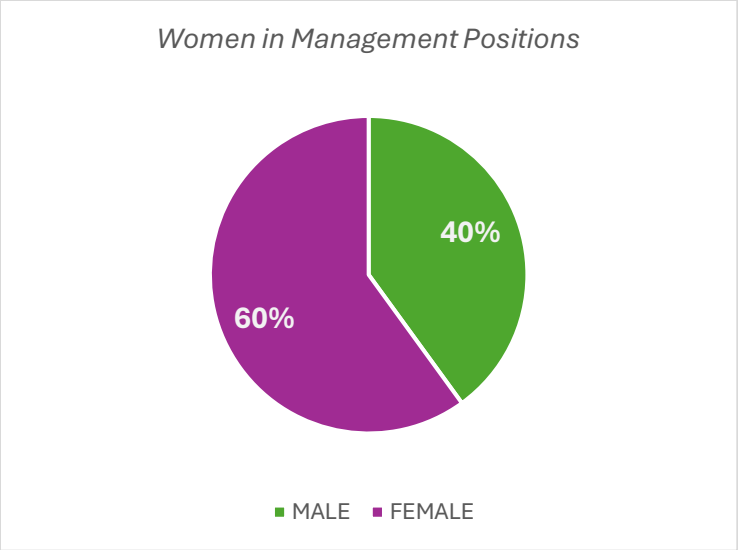
Health and safety were top priorities during the production of the Xfinity TV commercial. We are pleased to report that no incidents occurred throughout the entire production period. To ensure the well-being of all crew members, a paramedic was present on set to address any first aid situations promptly. Comprehensive safety protocols were implemented, including regular safety briefings, proper use of personal protective equipment (PPE), and adherence to all relevant health and safety regulations. Our commitment to maintaining a safe working environment is fundamental to our operational standards and reflects our dedication to the welfare of our team.

# GOVERNANCE (G)

## Management & Stakeholder Engagement

### Women in Management Roles

Women held 60% of management roles during this production. This reflects Hungry Man's commitment to gender diversity in leadership positions including the Director, the Executive Producers, the Head of Production, the Line Producer, and the Production Supervisor.
However, in the other departments, the gender distribution was 72.50% male and 27.50% female, which also represents a chance to provide equal opportunities.




### Supply Chain Diversity

Although vendors and service providers did not participate directly in the decision-making process, the production management made a concerted effort to promote diversity and inclusion through the governance framework. To this end, the Illinois Film Tax Credit Tracking Sheet was sent to all vendors and service providers. This form is used to determine if the businesses are owned by women or members of minority groups. By completing this form, vendors can help production companies qualify for tax credits in Illinois, an initiative designed to promote diversity and inclusion, particularly in economically depressed areas. This approach not only incentivizes diverse business participation but also aligns with our commitment to equitable and inclusive practices in our production operations.

### Community Engagement

Given that the Xfinity TV commercial production was shot entirely indoors at CineCity Studios, there was limited opportunity for direct community engagement during the shoot. However, we actively supported local catering services by partnering with various vendors and prioritizing Chicago-based businesses. In the future, we can further enhance community connections by organizing open house events or studio tours for local schools and community groups to provide insights into the production process and career opportunities in the film industry. Collaborating with local artists for props and set design can also support and showcase regional talent. By continuing and expanding these efforts, future productions can significantly contribute to the Chicago area and enhance their community engagement initiatives.

## Business As Usual vs Sustainable Production

*Table 10. BAU vs Sustainable Production Comparison*

| PRODUCTION LINES | SCENARIO 1 - BUSINESS AS USUAL (BAU) | | | SCENARIO 2 - SUSTAINABLE PRODUCTION | | |
|---|---|---|---|---|---|---|
| | **BAU Actions** | **Emissions Reduction Potential** | **Budget Cost** | **Sustainable Strategies** | **Emissions Reduction Potential** | **Estimated Investment[2]** |
| **ENERGY USAGE** | Utilize existing studio lighting and HVAC systems without specific energy efficiency measures. | Minimal - 0% | Standard operational costs | Implement lighting efficiency, schedule energy-efficient HVAC usage, and utilize renewable energy sources where possible. | Significant reduction in CO2 emissions by up to 30% | $15,000 for equipment rentals, renewables and energy storage procurement |
| **TRANSPORTATION** | Use conventional gasoline vehicles for crew and equipment transport. | Minimal - 0% | Standard transportation costs | Rent hybrid or electric vehicles, implement carpooling, and optimize travel schedules. | Reduction in Transportation emissions by up to 20% | $3,000 for vehicle rental and carpooling incentives |
| **CATERING SERVICES** | Use disposable cutlery and non-local catering services. | Minimal - 0% | Standard catering costs | Source catering from local vendors, use reusable cutlery, and offer vegetarian/vegan meal options. Rent a beverage and water refill machine. | Reduction in CO2 emissions by up to 15% | $4,500 for reusable items, refill water vending machine, and local sourcing |
| **WASTE MANAGEMENT** | No recycling or composting, all waste directed to landfill. | Minimal - 0% | Standard waste disposal fees | Implement recycling bins for plastic, paper, and metal, and composting for organic waste. | Reduction in waste-related CO2 emissions by up to 50% | $5,000 for recycling and composting services |
| **VENDORS AND PURCHASE** | Purchase from conventional vendors without sustainability criteria. | Minimal - 0% | Standard procurement costs | Select vendors based on sustainability credentials and prioritize eco-friendly products. | Reduction in procurement-related CO2 emissions by up to 8% | $1,000 for vendor selection and premium pricing |
| **PRODUCTION MANAGEMENT** | Conventional production management practices without specific sustainability focus. | Minimal - 0% | Standard management costs | Hire a Sustainable Production Manager to oversee green production practices, conduct assessments, and perform sustainability audits. | Reduction in overall production-related CO2 emissions by up to 20% | $8,500 salary for the sustainable production manager |
| **COMMUNICATION, EDUCATION & STAKEHOLDER ENGAGEMENT** | Minimal communication and engagement with stakeholders. Lack of sustainability training for crew members. | Minimal - 0% | Standard communication costs | Implement a communication strategy to integrate sustainability training for the crew, use on-set visuals and reminders for effectiveness. Engage with vendors, clients, and the community to gain support. | Reduction in overall production-related CO2 emissions by up to 10% | $2,000 for training and communication |

[2] These values are only for reference, quotes and further market research are required to update actual costs.

# RECOMMENDATIONS

### Green Production Costs

- Explore budget redistribution or increase to allocate between 1% to 3% for sustainability practices. This adjustment can lead to significant benefits in the production process.

### Energy Efficiency Practices

- Adopt energy-efficient lighting and schedule HVAC systems for optimal use. These practices can reduce energy consumption significantly. Where feasible, source electricity from renewable energy providers and clean energy storage generators.

### Eco-Friendly Transportation

- Use hybrid or electric vehicles for crew and equipment transport to lower greenhouse gas emissions. Additionally, encourage carpooling and optimize travel schedules.
- Carefully plan travel schedules to minimize unnecessary trips and ensure efficient use of transportation resources, further reducing the carbon footprint.

### Catering Services

- Choose local catering vendors including vegetarian menu options to support the local economy and reduce emissions associated with meat production and food transport.
- Implement the use of reusable cutlery, plates, and cups to minimize single-use plastic waste. Encourage crew members to bring their own reusable items as well.

### Waste Management

- Set up recycling bins for plastic, paper, and metal, and provide compost bins for organic waste. Partner with local waste management services to ensure proper disposal and processing of recyclables and compostables.
- Educate the crew on waste reduction practices and set clear guidelines for sorting and disposing of waste. Promote a culture of sustainability on set.

### Sustainable Procurement

- Prioritize vendors with strong sustainability credentials and opt for eco-friendly products.
- Use biodegradable or recycled materials for props, sets, and other production needs.

### Sustainable Production Leadership

- Appoint a Sustainable Production Manager to oversee green practices, conduct assessments, and ensure regular sustainability audits.
- Implement a comprehensive sustainability training program for all crew members.
- Engage with stakeholders to communicate sustainability goals and garner their support.

### Carbon Offsetting Opportunities

- Explore carbon offsetting opportunities; by purchasing carbon credits or supporting verified offset projects, the Xfinity commercial can balance out its remaining emissions, enhancing its environmental responsibility and aligning with corporate sustainability goals.

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