

Sony Pictures A Greener World



We strive to “light up screens around the world” with quality content, and are also committed to playing our part to protect the environment for future generations. “Sony Pictures A Greener World” is the environmental initiative of Sony Pictures Entertainment, and supports the Sony Group’s global environmental plan “Road to Zero.” In partnership with employees and its global community, the studio is working more sustainably throughout all of its facilities and operations including film and TV productions, supply chain, policies, and procurement choices.

In 2008, Sony Pictures set companywide sustainability goals for carbon, waste, employee engagement and green filmmaking with the goal of achieving these targets by 2012. The studio accomplished its goals, becoming zero waste in 2011 and cutting its carbon emissions over 20% since 2006. For more information, visit www.sonypictures.com/green.

CURRENT SUSTAINABILITY GOALS

The second generation of sustainability goals for “Sony Pictures A Greener World” include: reducing absolute carbon emissions globally by an additional 15% by 2020; achieving sustainable production status on all film and TV productions; using the studio’s global reach to raise environmental awareness and inspire action; increasing employee awareness and empowerment; and promoting the transition to digital in processes and workflow.

Corporate Operations

Sony Pictures is committed to reducing its environmental impact at the workplace through all its facilities, operations and supply chain. Initiatives cover the full range of environmental impacts, including energy, materials and water. Results include generating almost 2 million kWh of renewable power, saving hundreds of thousands of gallons of water from low-flow plumbing and artificial grass, and reducing the rate of hazardous waste disposal for Sony Pictures Studios by 95% since 2007.

In 2001, Sony Pictures achieved ISO 14001 Environmental Management Systems certification for its Studio Lot in Culver City, and is the first and only Studio to be certified to this rigorous, third-party standard. In recent years, Sony Pictures has expanded this environmental management system to its larger locations worldwide, with offices from London, Gdynia, Miami, Singapore, and Manila also achieving ISO 14001 certification.

Sony Pictures’ greenhouse gas emissions are reported publicly through Sony Corporation’s annual disclosure. In addition, the studio generates a greenhouse gas inventory every two years that incorporates a larger range of “Scope 3” emissions, such as physical productions, theatrical distribution and home entertainment.

In collaboration with Sony DADC and key vendor partners, Sony Pictures Home Entertainment (SPHE) pursued environmental initiatives in all areas of the supply chain, including adopting lightweight cases and jointly completing a global supply chain carbon footprint study. Most recently, SPHE is promoting a closed loop recycling program for DVD and Blu-ray Disc™ cases.

Green Film-Making

In an effort to reduce the physical impacts of production and increase awareness of sustainable behaviors, each Columbia and Screen Gems feature and all Sony Pictures Television (SPT) scripted television series are required to:

1. Submit a Carbon Footprint Calculator (to assess greenhouse gas emissions);
2. Complete a Best Practices Green Production Checklist for each department;
3. Enforce a no-idling rule for transportation vehicles;
4. Report lumber purchases.

We also recommend all shows contract with a green caterer, eliminate disposable water bottles from set, participate in a food donation program and take part in our set reuse program. Since no two productions are alike, many Sony Pictures shows have developed creative ways to be more sustainable, from using 100% LED lighting (*Think Like a Man*) to offering battery recycling for the crew (*Community*) to starting a “Green Crewmember of the Week” program (*The Amazing Spider-Man 2*). Columbia Pictures and Screen Gems require their features to complete a legacy project, typically planting one tree for every day of shooting. Since 2010, hundreds of trees have been planted worldwide.

Raise Awareness and Inspire Action

Green filmmaking does not just occur behind the scenes. Our productions strive to incorporate relevant environmentally conscious set dressing, behaviors and/or props whenever possible. Columbia Pictures’ *21 Jump Street* and two SPT shows – *Shark Tank* and *Happy Endings* – each received an Environmental Media Association nomination for incorporating sustainable products and messages on screen.

We also strive to use our marketing efforts to raise awareness and inspire. Sony Pictures Animation’s *Cloudy with a Chance of Meatballs* partnered with Feed America to address hunger; *Smurfs* encourages kids to Discover the Forest. Our International Publicity and Marketing team partnered *The Amazing Spider-Man 2* with Earth Hour, the global environmental movement of WWF (World Wide Fund for Nature), in 7,000 cities and over 150 countries for a first of its kind collaboration, which reached hundreds of millions across traditional and digital platforms.

Empower Employees

Sony Pictures believes in empowering our employees with resources to be sustainable both at home and at work. The employee-based Greener World Group upholds its mission statement with a volunteer board and over 650 members committed to promoting all things sustainable. Employees from Culver City to Tokyo to Sao Paulo have given to their communities (Greener World Grants), lightened their personal environmental footprint (alternative vehicle and solar eco-incentive programs), increased their environmental awareness (LINKS Green Series, Earth Day Extravaganza), changed daily habits to be more sustainable (Practically Green, Green Thumb Garden Club) and implemented green savings ideas at work (Idea to Action grants, Green Office Certification). These programs enable all employees to ‘Play their Part’ toward A Greener World.

Promoting Digital Processes and Workflow

The studio is advancing digital workflows in corporate, production, post production and distribution, which as a whole is not only more efficient and economical, it also has a much lower environmental impact. SPE’s People & Organization on-boarding process went digital, Payroll’s ePaystub initiative has saved tens of thousands of sheets of paper, and Marketing has implemented electronic management systems to develop, distribute and store creative advertising and publicity content. In production administration, shooting digitally avoided 20 million feet of film annually, equivalent to 294 tons of CO₂. SPHE is committed to make content ownership more convenient and flexible in the evolving digital marketplace through support of a range of digital initiatives including Ultraviolet™ and the Common File Format (CFF).