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GREENHOUSE SOLUTIONS

**My Year Without Sex**

**Australian Film Carbon Footprint**

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# You Tube Film Trailer

<http://www.beyondneutral.com/what-weve-done/project-types/australian-film-industry/>



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# How Did This Come About?

- ArenaFilms and Beyond Neutral® were exploring effective, efficient and sustainable ways to reduce Australian films' footprint
- Hibiscus Films wanted to reduce My Year Without Sex's (its film) carbon and environmental footprint and to improve its sustainability
- Beyond Neutral® helped achieve their goals, producing a case study to support their claims and to assist future initiatives.



# Objectives and Goals

## OBJECTIVES

- Identify available info in existing accounting system
- Identify where data uncollected, unusable or inaccessible
- Establish footprint enabling informed offsetting decisions

## GOALS

- Reduce film's carbon and environmental footprint
- Improve film's sustainability, both environmentally and socially/ culturally



# How Were These Achieved?

- Undertaking internal actions where possible & feasible
- Set policies, procedures to minimise env impacts
- Communicating/ informing its staff, cast and crew
- Identify carbon footprint, documenting in case study
- Offset all quantified + extra (for unquantifiable emissions)
- Sourcing offsets that provide a sustainability dividend
- Contribute to social/cultural sustainability program
- Making case study summary publicly available

# The Footprint

- 69 tonnes of CO<sub>2</sub>e identified:
  - » Scope 1: slightly over 5 tonnes
  - » Scope 2: 13.5 tonnes
  - » Scope 3: quantified emissions >2.5 times Scopes 1+2
- Scope 3 unquantified emissions:
  - » other sources identified but no data available to calculate emissions
- Calculated using actual data, or proxy data combined with a series of assumptions.



# Addressing the Twin Imperatives

## CLIMATE CHANGE

- 100t Gold Standard Verified Emission Reductions (GS VERs) purchased and retired for the film
- Offset exceeded footprint by 31t (~½ quantified footprint)
- VERs from NZ's Te Apiti wind farm, first JI project to achieve the Gold Standard.
- GS VERs provides an accredited sustainability dividend
- Projects contribute to sust dev't by through inclusion of social and environmental indicators and broad stakeholder engagement

# Addressing the Twin Imperatives

## SUSTAINABILITY

- Significant support to Straight Talk 2009:  
Oxfam's cultural/social sustainability initiative
- Focussed on Indigenous and non-Indigenous women working together to advance reconciliation and achieve greater justice and equality
- Additional to internal efforts and offsets used to reduce impacts and improve sustainability
- Complements Gold Standards' sustainability dividend



# Issues: The Boundary

Setting the boundary is complex and strongly influenced by the footprint reduction goals

- Issues include:
  - » Emissions the film has control over vs. those by others
  - » Coverage and treatment of Scope 3 emissions specifically relating to the film
  - » The ultimate boundary of the wider film industry



# Issues: The Footprint

To deal with boundary issues, approach tried to be as broad in coverage of possible emissions sources as possible

- Issues include:
  - » Lack of actual energy or emissions data/ information in the firm's accounts and records
  - » Using proxy data derived from financial records or estimated using assumptions
  - » Calculations when no data or inferred from proxy data
  - » Additional data/info needed to improve accuracy
  - » Offset level needed after undertaking internal actions

# Issues: Carbon Neutrality

“Carbon neutrality” issues dealt with by opting to offset a specified emission level greater than identified & leveraging a sustainability dividend from purchase of high quality offsets

- Issues include:
  - » Carbon neutrality’s meaning
  - » Credibility of carbon neutrality claim’s highly dependent on the boundary chosen
  - » How to maximise credibility, sustainability and greenhouse effectiveness



# Future Opportunities and Improvements

Further research and better quantification processes will assist individual films and the wider industry to:

- More effectively identify their footprint
- Identify and undertake internal actions to reduce footprint
- Offset a known and justifiable quantity of emissions
- Establish credibility of a film's and/or industry's claims
- Demonstrate a commitment to addressing the twin imperatives of greenhouse and sustainability



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