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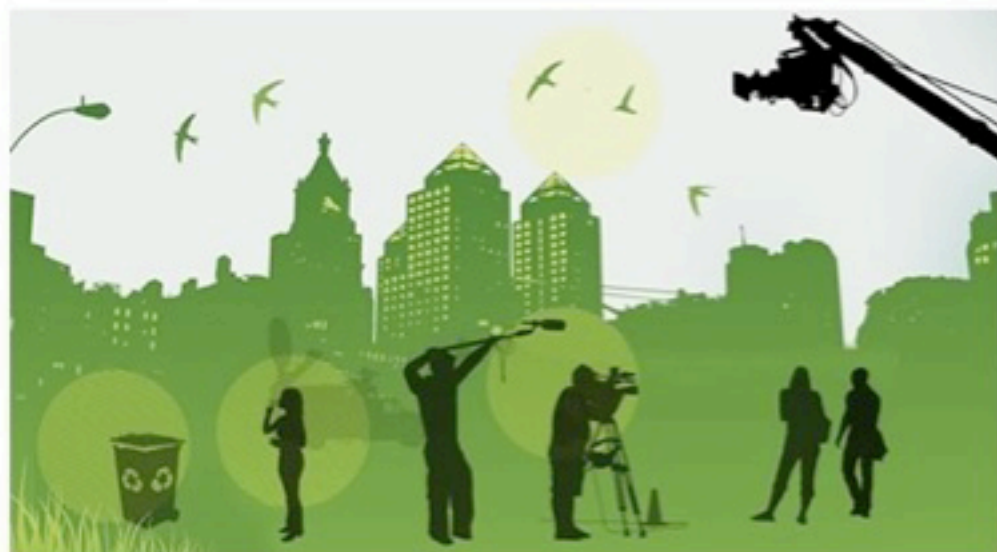
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greener screens

There are only a handful of firms that specialize in reducing the carbon emissions of media productions...

For years, the film industry has been accused of generating extravagant waste in their quest to achieve screen magic: elaborate sets, exploding vehicles, hundreds of trailers and thousands of meals. Disposable elements of all kinds typically contribute to the thrill we feel when we see a great movie, but recently a few intrepid producers have started experimenting. Their mission is to find strategies that will reduce the carbon emissions and the environmental impact of their productions, and to monitor how the new strategies impact day-to-day activities of media production.

Enter Green Media Solutions (GMS), one among a handful of small consulting firms that specializes in reducing the carbon emissions of media productions. But in addition to recycling assistance, sustainability training for the production crew, alternative energy strategies and sourcing and waste diversion, GMS offers a comprehensive sustainability program, making the process as clear and straightforward as possible for busy producers and film executives without impacting their schedule or budget.



Every production has its unique challenges that can complicate a carbon reduction effort. But by working with the production team and meeting individually with department heads and key personnel, GMS tailors its energy, waste and water

reduction strategies to fit the demands of the individual project.