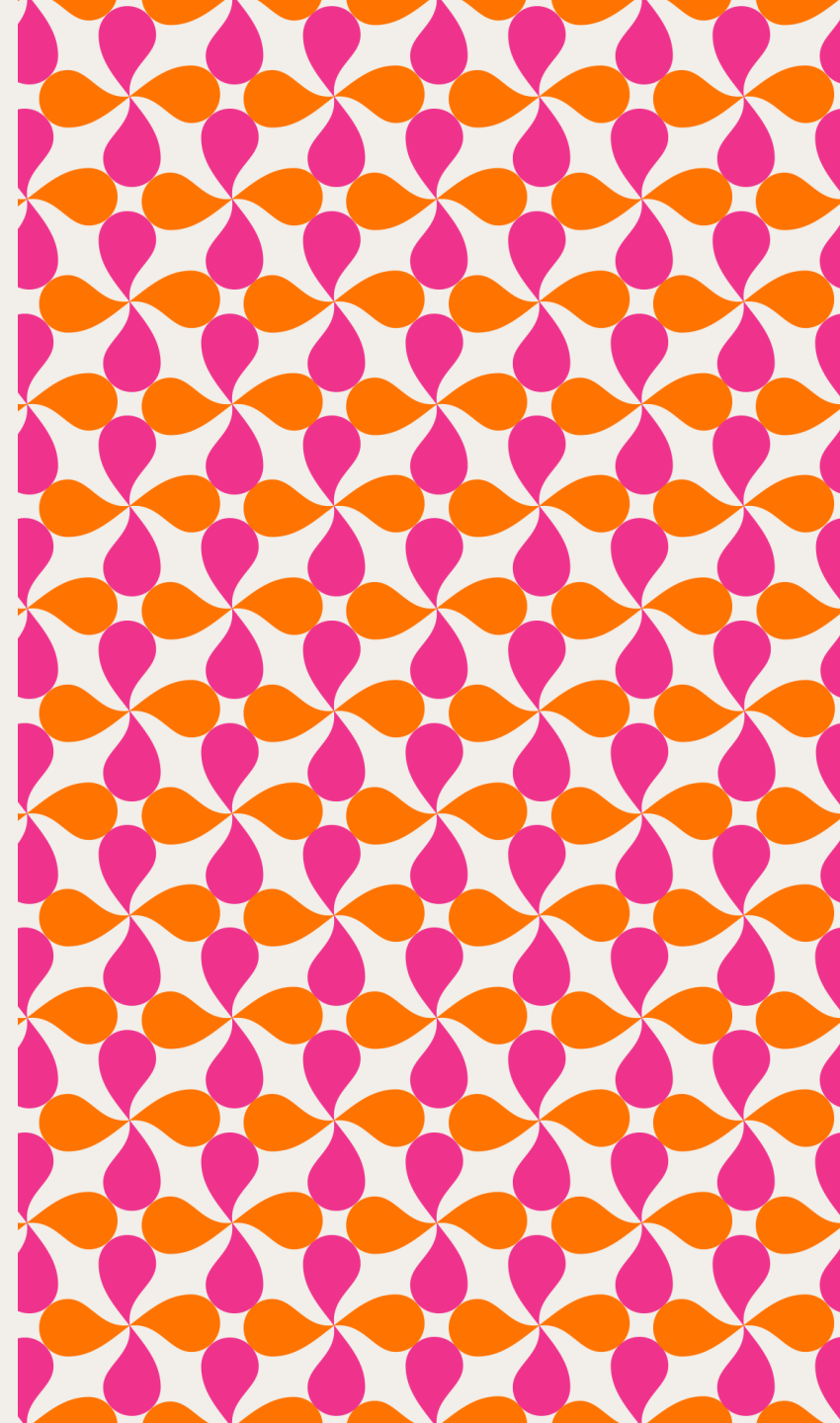


SUSTAINABILITY POLICY

juicefilm





ENVIRONMENTAL ETHOS

Juice Film is fully committed to minimizing our environmental impact
and taking responsibility for our actions.

We are actively involved in reducing, recycling, and reusing.

Together with our staff and production teams, we are conscious of making better consumption and
environmental choices on set, in our office, in our homes, and throughout our lives.

Educating ourselves and those around us is imperative to combat the current cycle of waste, environmental
damage, and global warming.

IT ALL STARTS WITH COMMITMENT!



A lush green forest with a field of white flowers in the foreground. The text is overlaid on the image.

OUR COMMITMENT

**JUICE FILM IS COMMITTED TO CONDUCTING OUR
OPERATIONS AND ACTIVITIES IN AN ENVIROMENTALLY
RESPONSIBLE AND SUSTAINABLE MANNER**



OUR COMMITMENT

RE-USE

Find ways to re-purpose packaging, giving it a longer lifespan.

REFUSE

Say "no" to any unnecessary packaging or plastic

REDUCE

Reduce our waste. Consuming less and disposing of less.

RECYCLE

Responsibly dispose of our waste, working with businesses that are accredited by the Institute of Waste Management of Southern Africa.

OFFSET

Over and above our recycling efforts, we work with various organizations to further educate ourselves and help us compensate for the carbon footprint each production creates.



GREEN OFFICE

- ◆ We **recycle** paper, glass, plastic, and cardboard throughout our office.
- ◆ We **print only when necessary** and encourage double-sided printed pages.
- ◆ **E-waste is recycled.**
- ◆ We do our best to **source cleaning products** free from harmful chemicals.
- ◆ We **reuse woven shopping bags** when buying food or supplies for the office.
- ◆ We do **“Meatless Mondays”** in our kitchen and have started applying it across other days to off-set our carbon footprint caused by meat production.
- ◆ We encourage our teams and crew to recycle at the office, on set and in their homes, extending this green mindset beyond the office environment.
- ◆ **Being green is a daily practice we try to live by.**



GREEN SET

Our production teams are educated and briefed on sustainable practices. We have a green ethos document which we share with crew and suppliers to advise and include them in our commitment.

This document is used to educate, enable, and support crew to keep their departments as sustainable as possible.

We have monitors on set who assist with recycling and reusing as much as we can.



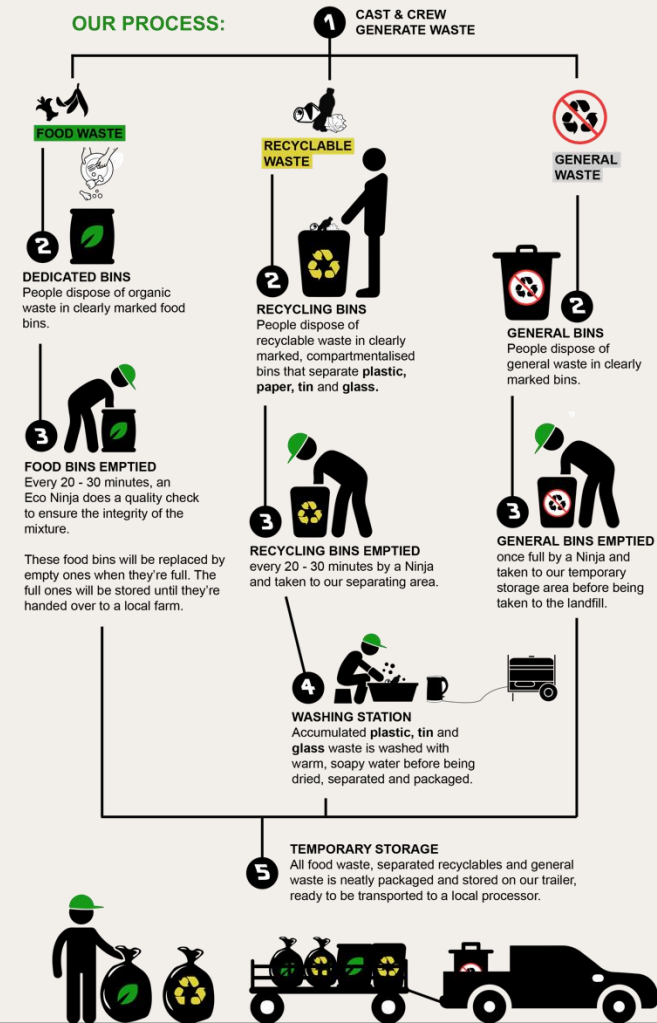
RECYCLING ON SET

We encourage the use of recycling and waste management systems on set.

We use Eco Ninjas on set to guide the crew, assist with the recycling process, and ensure protocols are adhered to.

We encourage making use of reusable coffee mugs and water bottles.

We make use of biodegradable containers & cups, therefore a rule: NO Poly on set.



WATER ON SET

The bottled water industry is one of the biggest contributors to environmental damage; from the packaging to the disposing thereof, the damage they cause is irreparable.

Therefore, we have a strict “No Plastic Bottles” rule in place.

- Crews are encouraged to bring their own water bottle to set and make use of the water coolers we provide.
- We offer soda stream machines on set for sparkling water drinkers using their own reusable water bottles.
- We support businesses who provide us with canned water, glass bottled water and other environmentally friendly alternatives.





MINDFUL GIFTING

We love finding innovative, consciously, and ethically produced gifts for our clients!

We source products that are made with the intent of up-cycling or recycling and support small businesses within our local communities.

We encourage our clients to reuse their previously provided travel adaptors and bring their own water bottles.



GIVING BACK

We donate to, and work with a variety of organizations based in Cape Town and in South Africa. These vary from night shelters, homes for the elderly, children's homes, community upliftment schemes, shelters for abused women, accessibility programs and environmental organizations.



RECORDING OUR FOOTPRINT

While exact numbers are difficult to sum up due to the many moving parts on individual job's we have recorded the following from the last season over 43 shooting days:

2.5 tonnes of organic waste was donated to organic community farms

We donated 1036.7 kg of recyclables to various organizations diverting this from landfill

Created employment for Eco Ninja's for waste management services – over 13 Ninja's employed!



“The Earth does not belong to us:
we belong to the earth”

- *Marlee Martin*

