SUSTAINABILITY
AT JUICE FILM

How we reduce our footprint, on every production

IN PARTNERSHIP WITH

juicefilm

IN PARTNERSHIP WITH ECO NINJAS

In 2021 we partnered with Eco Ninjas, a passionate organisation that implements specialist sustainability practices on set — actively collecting, washing and separating recycling and food waste as it accumulates.

This partnership goes further than waste alone: rigorous carbon reduction and calculation strategies via AdGreen and Green The Bid, coupled with undeniably impactful socio-economic empowerment for the hardworking Ninjas themselves.

Carbon calculated via ADGREEN Sustainable Production Made Simple GREEN THE BID

R636,000+

put directly into the Ninjas' pockets since 2021 — sustainability that pays the people doing the work.

OUR APPROACH

Acknowledging the energy-intensive nature of film making, Juice Film is committed to significantly reducing its carbon footprint through sustainable practices, conscious consumption, waste reduction, and undeniable community impact.

Our sustainability policy revolves around three core principles, applied consistently both on set and in the office:

Be Mindful

Recognise the impact of consumption on natural resources.

Be Disciplined

Maintain accountability, especially under pressure.

Be Aware

Promote collective responsibility among all crew and partners.

SINCE 2021, WE HAVE MADE THE FOLLOWING IMPACT

R636,000+

contributed in waste management wages

4.3 tonnes

of recyclables diverted from landfill

20+ Ninjas

employed through the partnership

Thousands

of single-use coffee cups and water bottles eliminated

Since partnering with Eco Ninjas in 2021.

AT THE OFFICE

- **Clearly labelled bins & visual reminders**

  Recycling and composting in every high-traffic area.

- **Renewable energy**

  Energy-efficient lighting/equipment; switch off lights/computers; natural light; minimise AC

- **Washable dishes & cutlery**

  Single-use disposables replaced wherever possible. Reduce food packaging waste. Water dispensers eliminate single-use bottles

- **100% recycled paper**

  Double-sided printing; digital distribution (digital platforms, filing, communication) is the default.

- **E-waste collected separately**

  Batteries and electronics disposed of properly.

- **Sustainable materials**

  Eco-friendly office supplies & toilet paper. Non-toxic cleaning products. Local suppliers.

- **Water conservation**

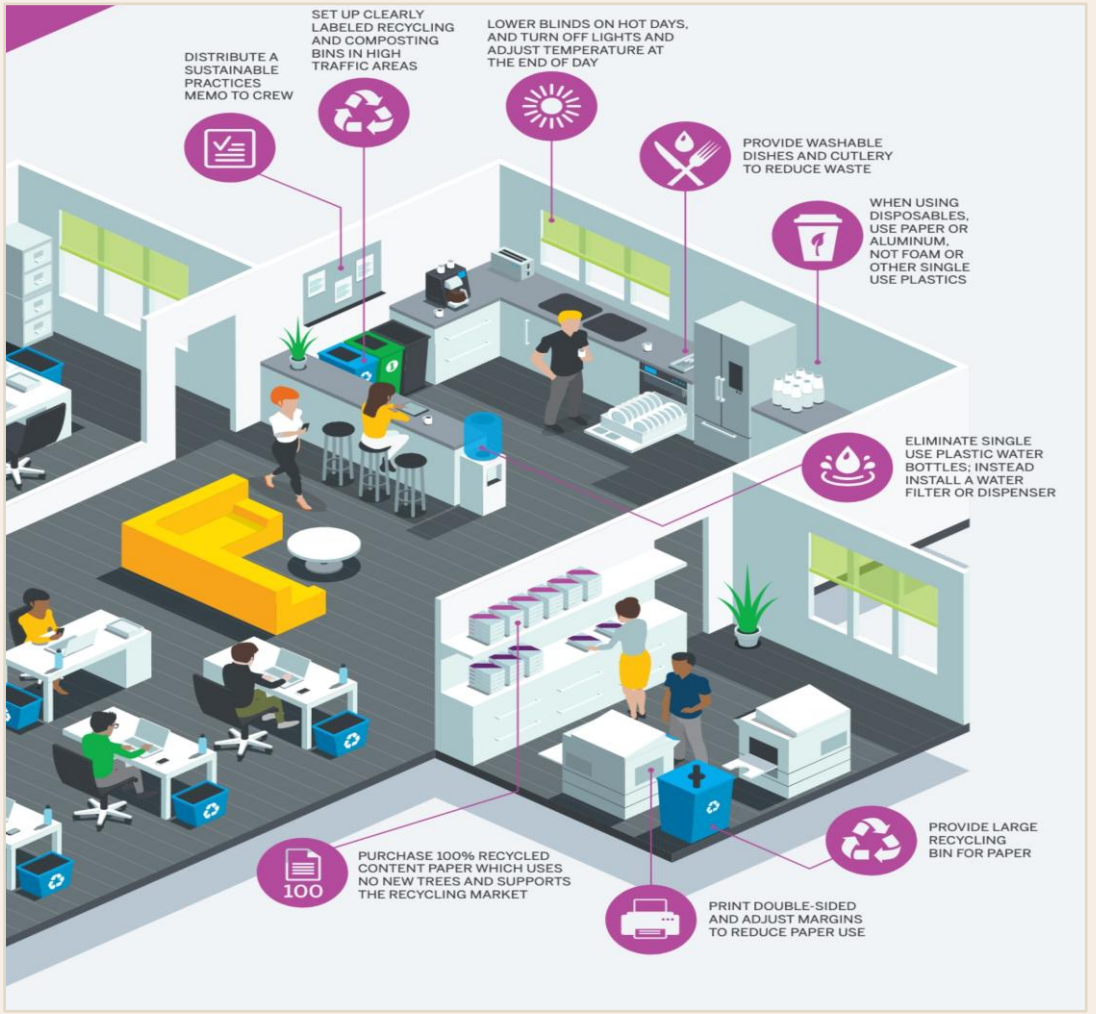
  Low-flow fixtures, water-saving practices/ education and reporting leaks.

- **Staff/ Supplier education**

  Staff training/resources and asking suppliers to act sustainably/have environmental policies

- **Carbon offsetting**

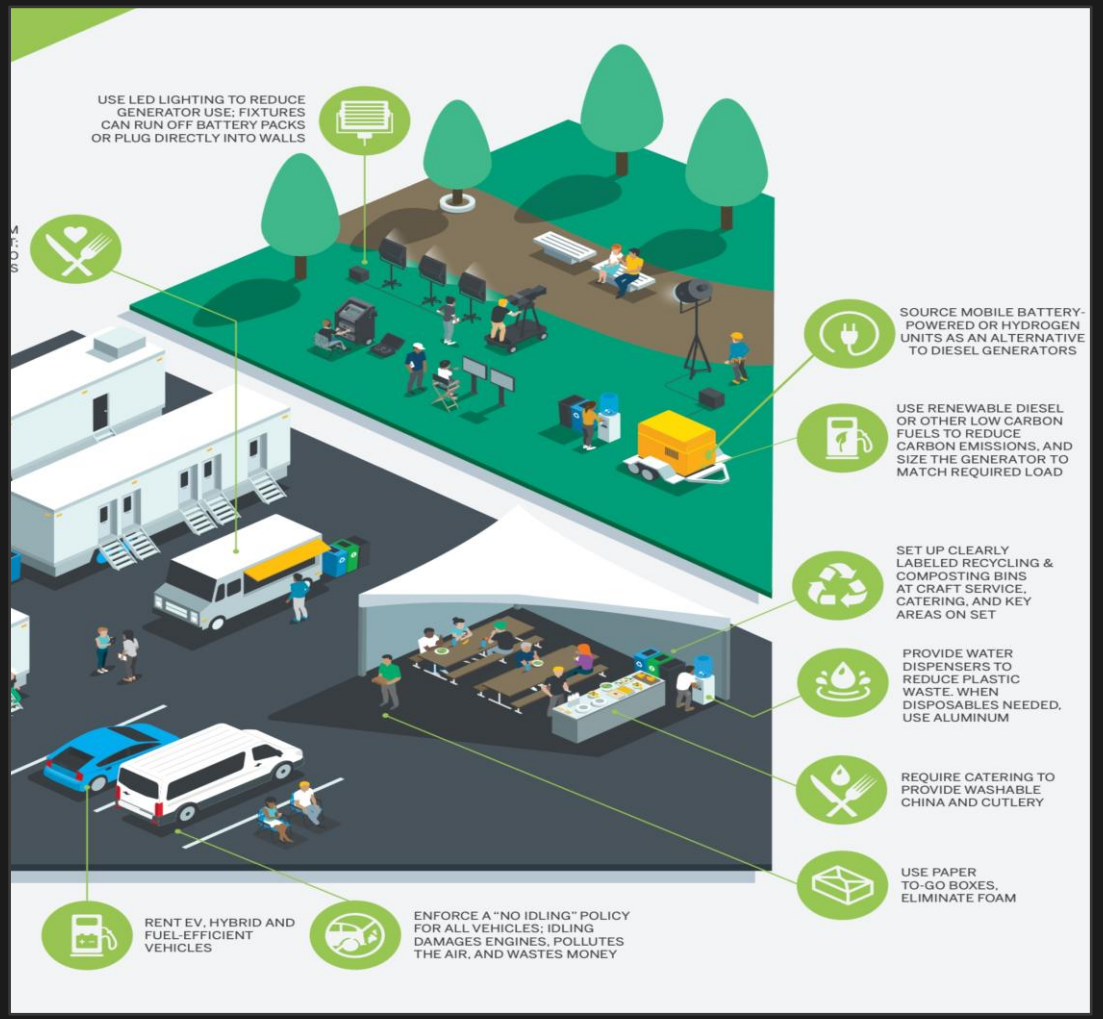
  Carbon credits can be purchased where requested to achieve a carbon-neutral shoot.



Following Green Production Guide's sustainable office standards — visit GreenProductionGuide.com

ON SET

- **Solar-powered trailers**
  Silent, renewable equipment wherever a shoot allows it.
- **LED lighting, less generator load**
  Fixtures run off battery packs or plug into walls.
- **No-idling policy**
  Enforced for every vehicle — idling wastes fuel, pollutes air.
- **EV, hybrid & fuel-efficient rentals**
  The default choice for production vehicles.
- **Leftover catering donated**
  A contact person coordinates daily pick-ups with a non-profit.



Following Green Production Guide's sustainable location standards — visit GreenProductionGuide.com

THE FULL SCOPE

Office and set are just the start. The following pages set out dedicated practices for every department on a production.

At The Office

Travel & Transport

Locations

Construction

On Set

Catering

Camera

Lighting

Wardrobe

Art Department

Hair & Make-up

Sound

Direction

See the following pages for full department-by-department protocols.

TRAVEL & TRANSPORT

01 **Eliminate air travel**

Meetings held remotely via video conferencing instead of domestic or international flights.

02 **Green transportation**

Low-emission, hybrid and electric vehicles prioritised; carpooling encouraged among crew.

03 **Efficient trip planning**

Trips consolidated and scheduled efficiently to minimise unnecessary journeys. Optimising vehicle load capacity and consolidating shipments/deliveries

04 **Sustainable fuel choices**

Biofuels and other sustainable alternatives used for vehicles and generators.

05 **Offset carbon emissions**

Transport emissions calculated and offset through certified carbon offset providers.

06 **Measurement and reporting**

Fuel consumption, distance travelled and emissions tracked and reported for improvement.

07 **Sustainable accommodation**

Eco-friendly accommodation close to filming locations

02 **Measurement/ reporting & education**

Training crew + tracking location energy, waste and sustainability metrics.

LOCATIONS

01 **Sustainable scouting**

Easily accessible sites with existing power and water infrastructure prioritised.

02 **Environmental impact assessment**

Sensitive ecosystems identified and protected in consultation with local experts.

03 **Waste management**

Clearly labelled recycling and compost bins; reusable bottles replace single-use items.

04 **Conservation and restoration**

Natural surroundings protected during filming and restored once a shoot wraps.

05 **Energy and water efficiency**

Grid power preferred over generators; natural light and low-flow fixtures used.

06 **Community, noise and permits**

Local hiring, quiet hours, a strict no-idling policy and all required permits secured.

CONSTRUCTION

01 **Sustainable materials**

Recycled, reclaimed and FSC Certified materials prioritised over virgin resources.

02 **Waste reduction and recycling**

Wood, metal and concrete sorted for recycling; debris sent to certified processors.

03 **Energy and water efficiency**

Energy-efficient tools and LED lighting used; rainwater captured for non-potable use.

04 **Noise and air pollution control**

Noise barriers, dust suppression and water sprays limit impact during builds.

05 **Sustainable design and planning**

A Sustainable Strike Action Plan maximises the recovery and reuse of materials.

06 **Donations and hazardous waste**

Surplus materials donated to vetted organisations; hazardous waste handled by accredited providers.

07 **Measurement/ reporting**

Tracks materials, energy and waste and reports results.

CATERING

01 **Sustainable menu planning**

Local, seasonal and organic ingredients; plant-based options and careful portioning cut waste.

02 **Ditching single-use items**

Bulk condiments and reusable or compostable service ware replace single-use plastics.

03 **Water and energy conservation**

Refill stations for crew and energy-efficient kitchen equipment throughout catering.

04 **Ethical and fair-trade sourcing**

Sustainably-sourced seafood and fair-trade coffee, tea and chocolate as standard.

05 **Composting and food recovery**

Food scraps composted on set; surplus edible food donated to a local food bank.

06 **Education and reporting**

Catering staff trained on waste reduction, with progress tracked and shared with production.

CAMERA

01

Equipment efficiency

Camera and lighting equipment usage optimised to minimise energy consumption.

02

Battery management

Rechargeable batteries used throughout, with a responsible battery recycling programme.

03

Maintenance over replacement

Equipment regularly serviced, repaired and refurbished to extend its lifespan.

04

Digital workflow

Paperless camera reports and efficient file management reduce waste and storage needs.

05

Recycling and disposal

Packaging, cables and plastics recycled; lens-cleaning chemicals disposed of responsibly.

LIGHTING

01 **Energy-efficient fixtures**

LED lighting used throughout, with setups optimised to minimise the number of fixtures.

02 **Lighting control**

Dimmers, timers and motion sensors reduce consumption when lights aren't needed.

03 **Natural light first**

Windows, skylights and daylight maximised before artificial lighting is introduced.

04 **Renewable energy exploration**

Solar and wind power explored as sources of electricity for lighting setups.

05 **Considered bulb selection**

Low-wattage, high-output bulbs chosen for lifespan and recyclability, then disposed of properly.

06 **Measurement and reporting**

Energy consumption and bulb waste tracked and shared to guide future improvements.

WARDROBE

01 **Sustainable fabric selection**

Organic cotton, hemp, linen and recycled materials prioritised over synthetic fabrics.

02 **Costume rental and reuse**

Rental options and an inventory of past costumes reduce the need for new purchases.

03 **Responsible processing**

Eco-friendly dyeing and printing, plus non-toxic, environmentally-friendly detergents.

04 **Ethical and fair-trade sourcing**

Costumes and materials sourced from suppliers with transparent, fair-wage practices.

05 **Upcycling and repurposing**

Existing garments and waste materials creatively repurposed into new costume pieces.

06 **Waste and logistics**

Fabric scraps recycled, materials sourced locally, and pickups consolidated to cut emissions. Unused fabrics/materials donated to community organisations/schools

ART DEPARTMENT

01 **Eco-friendly materials**

Recycled paper, sustainable wood and low-VOC paints and finishes used wherever possible.

02 **Set design for reuse**

Sets designed with modularity in mind, built for easy reuse or donation after the shoot.

03 **Considered prop sourcing**

Props sourced locally, rented or reused ahead of new purchases; unneeded props donated.

04 **Energy efficiency**

LED lighting, natural light and energy-efficient equipment used across department operations.

05 **Hazardous waste handling**

Chemical and liquid waste collected and processed by an accredited service provider.

06 **Waste management and reporting**

Comprehensive recycling systems in place, with sustainability efforts tracked and shared.

HAIR & MAKE-UP

01 **Considered product selection**

Cruelty-free, vegan products free from parabens and phthalates, in sustainable packaging.

02 **Eco-friendly practices**

Reusable brushes, washable cotton pads and biodegradable glitter replace disposables.

03 **Energy and water conservation**

Tools unplugged when idle; spray bottles used in place of running water where possible.

04 **Waste management**

Packaging recycled and hazardous waste, such as expired products, disposed of per regulation.

05 **Hair and wig sustainability**

Human-hair wigs and pieces reused, recycled, donated or repurposed rather than discarded.

06 **Education/ reporting**

Educating cast/crew, interdepartmental collaboration and measurement/reporting.

SOUND

01

Efficient equipment and gear

Energy-conscious audio equipment, rechargeable batteries and a battery recycling programme.

02

Maintenance over replacement

Regular servicing keeps equipment in optimal condition and extends its working life.

03

Soundproofing on location

Prioritised to reduce the need for energy-heavy re-recording and additional editing.

04

Efficient editing workflow

Energy-efficient hardware and software, with optimised file management for sound work.

05

Everyday energy efficiency

Equipment powered down when not in use, with natural light preferred during editing.

DIRECTION

01

Sustainable production planning

Sustainability introduced at the safety meeting and reinforced through call sheet reminders.

02

Considered script development

Environmental impact and sustainability themes considered when developing scenes and storylines.

03

Sustainable location leadership

Low-impact, accessible locations chosen, permits secured, and disruption to communities minimised.

OUR PARTNERS & STANDARDS

LOCAL PARTNER

Eco Ninjas

On-set sustainability since 2021 — collecting, washing and separating waste as it accumulates, shoot after shoot.

INDUSTRY STANDARD

Green Production Guide

Sustainable best practices for both production offices and on-location shoots, applied wherever possible.

CARBON CALCULATION

AdGreen

Rigorous carbon reduction and calculation strategies, available for any shoot on request.

INTERNATIONAL RECOGNITION

Green The Bid

Carmen featured as one of their first Green Crew Heroes — a global sustainability network for production.

A leader in sustainable film production.

Through discipline, awareness and collaboration, we actively mitigate our environmental impact and contribute to carbon reduction and circular economy goals.

Read our full Sustainability Policy at juicefilm.com/sustainability

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