



**Kris Barberg**

Executive Director

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Consulting



# EcoSet Service Divisions

Zero Waste  
Productions &  
Events

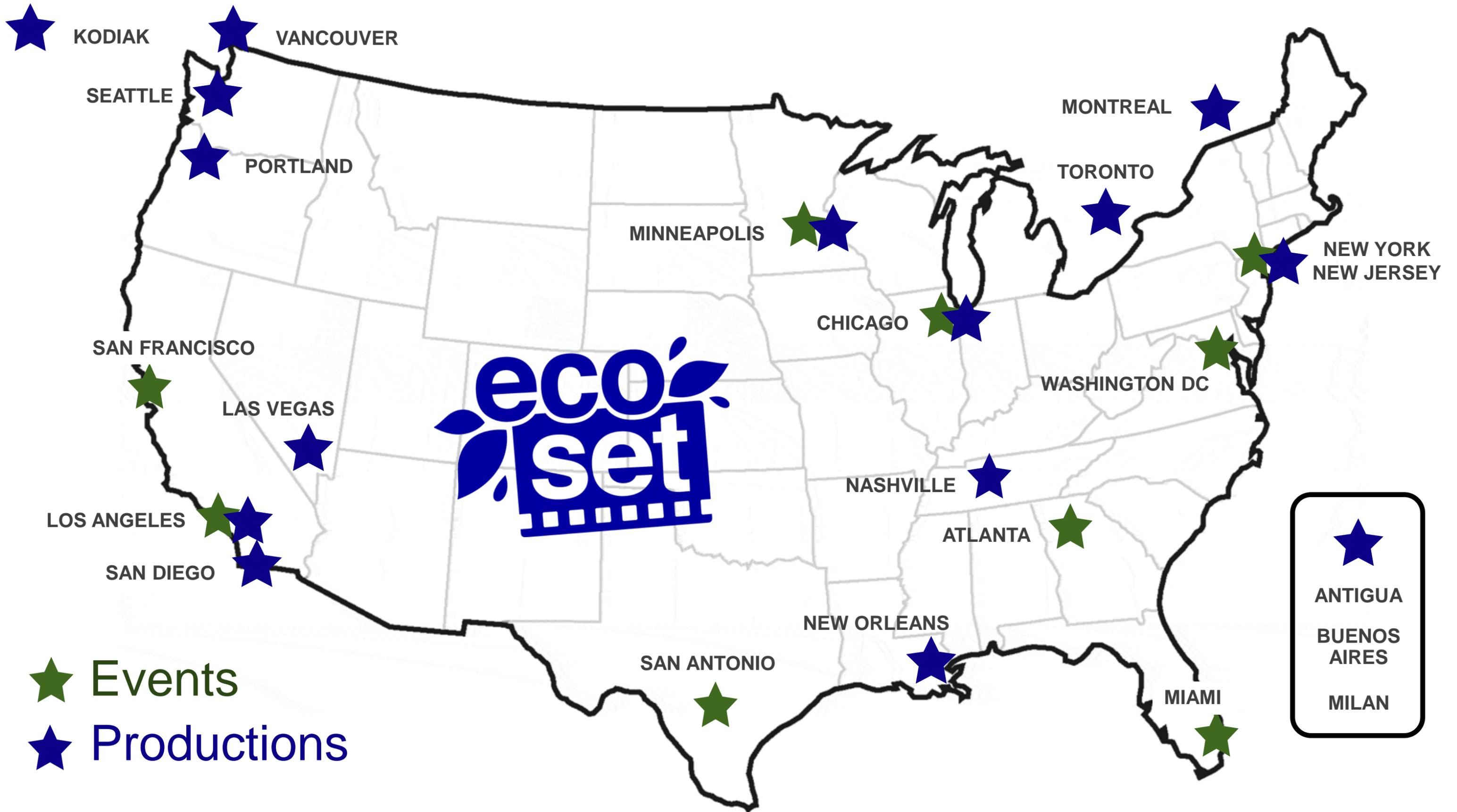


Recirculate Reusable  
Materials



Outsourced  
Sustainability

**EcoSet**  
CONSULTING



# Overview

- ZERO WASTE STANDARDS - PRODUCTIONS &  
EVENTS
- LEVERAGING REUSE AS A COMMUNITY  
INVESTMENT
- THE VALUE OF AN INTEGRATED REUSE PROGRAM



# Aligning Advertising Productions with CSR Commitments



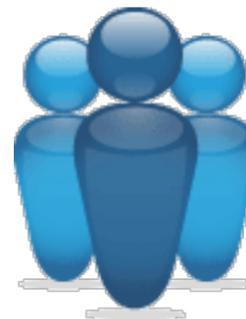
**MATERIALS**



**WATER**



**CARBON**



**COMMUNITY**

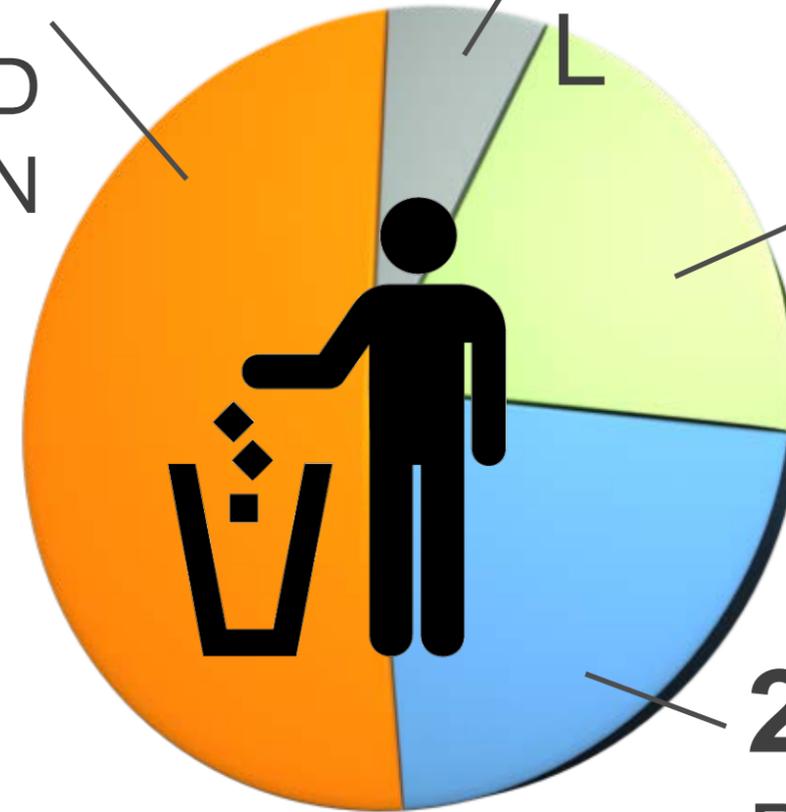


**ENERGY**

# Zero Waste Standards



**54%**  
REUSE  
+ FOOD  
DONATION



**7%**  
LANDFIL

**17%**  
ORGANIC  
S

**22%**  
RECYCLIN  
G

# Waste Prevention / Water Usage



**300-600/day**

# Comprehensive Recycling



**148**  
**TONS**



# Organics Recycling



90  
TONS



# Feeding Others with Unserved Food



**8.7  
TONS**

# Federal Good Samaritan Food Donation Act



- Donate to non-profit
- Release form is signed
- Non-profit accepts liability and inspects food before serving

# EcoSet's LA Food Donation Network

- Source recipients within 5 miles of filming location
- Coordinate in advance with non-profit
- Require flexibility with meal schedule and amount
- Engage caterers and on-set crew to complete the process



Non-Profit

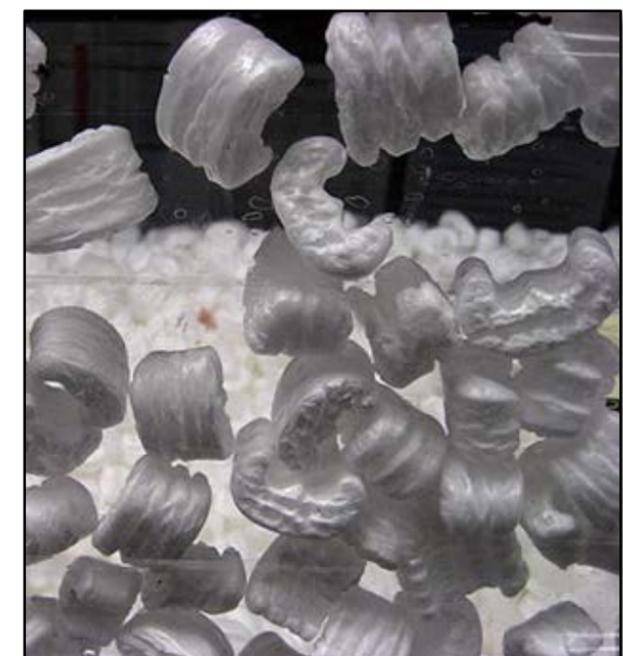
Food Bank

# Redefining Waste as Resources



**382**  
**TONS**

# Redirecting Reusable Production Materials



# Managing Location Impacts

Sand, Sod, Greenery, Mulch, Fake Snow



# Managing Challenging Materials



# OLD NAVY 7.5 Tons Reused by 22 Recipients

SAN FRANCISCO, CALIFORNIA



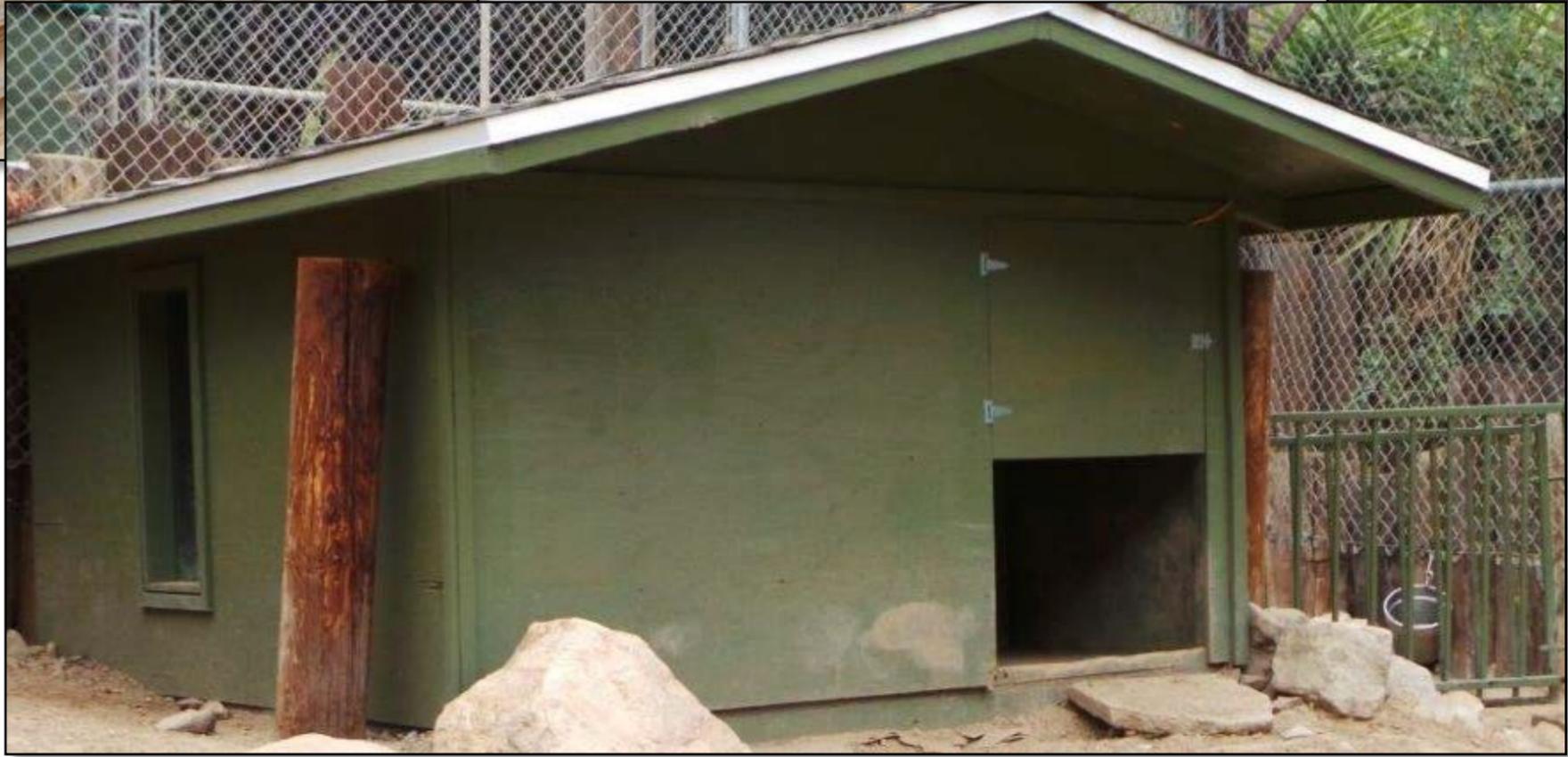
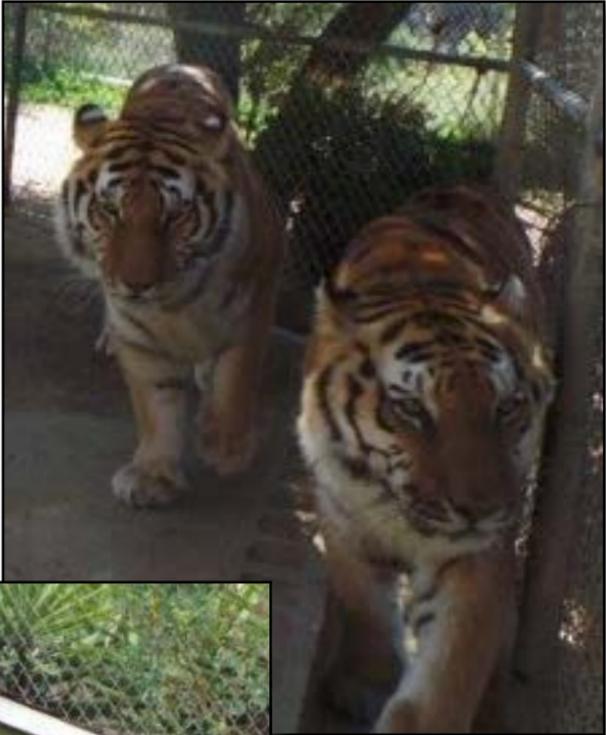






# 14 Tons Reused by 25 Groups





# Reusable Materials Drop Off Service



Scenic Builds, Walls,  
Flats, Flooring,  
Backgrounds, Table  
Tops, Surfaces,  
Lumber, Wood Scraps,  
Custom Props, etc.



# “Access to the Excess”



Theaters, Filmmakers, Artists, Schools, Camps, Parks, Animal Shelters

# Strategic Reuse and Donation Partnerships

## Non-profits



## Agencies



## Creative Network





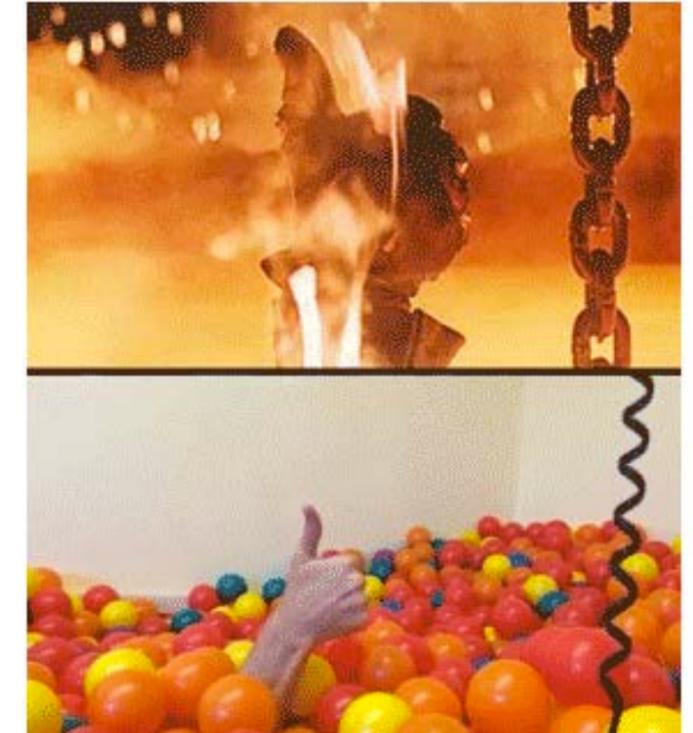
# 60,000 Play Pit Balls x 3 Donations



Apocalypse Now

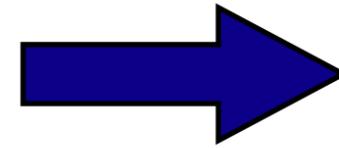


Terminator 2





# 60,000 Balls Benefit Children



Family oriented community event

Ongoing use at 17 centers



# INTEGRATED REUSE PROGRAM

# 220+ Shoots Since 2009



# Supporting Education & Youth



# Supporting Non-Profits & Families



# Avoiding Disposal / Supporting Local Artists





# Storing Creative Elements for Reuse



- Reuse Props,  
Merch
- Shipping,  
Receiving  
= Ongoing Savings



# Cost Savings for Campaign

\$5K storage fee vs \$120K to rebuild



# Minimizing Marketing Event & Other Impacts



- **MARKETING & EXPERIENTIAL EVENTS**
- **CORPORATE MEETINGS & CONFERENCES**
- **STORAGE & ASSET PURGES**

# Target Events Divert 127 Tons





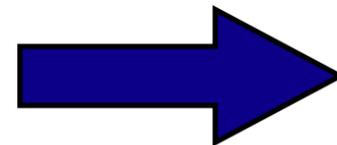
# Integrated Program / Value to Client

COMMERCIALS, DIGITAL &  
PRINT SHOTS

MARKETING &  
EXPERIENTIAL EVENTS

CORPORATE MEETINGS  
& CONFERENCES

STORAGE & ASSET  
PURGES



**Reuse, Cost Savings**

**CSR Alignment**

**Community Investment**

**Risk Mitigation**

**PR & Messaging**

**Annual Reporting**