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Greening the Screen re-launches position on future industry sustainability

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FILM NEW ZEALAND IS A MEMBER OF THE AFCI

Film New Zealand has just re-launched the *Greening the Screen* website. Four years after its initial launch at the SPADA conference in 2005, the re-launch presents a totally up-to-date resource for screen production companies wanting to think and act smarter on 'green' issues.

Film New Zealand CEO, Judith McCann said that Film New Zealand decided late last year that there was more it could do to address the long-term sustainability of New Zealand's screen production industry.

"Taking a fresh look at the *Greening the Screen* website to make it even more relevant for today is just the first step in our plan to make the long-term sustainability of our industry a key priority," she commented.

Greening the Screen is owned by the Ministry for the Environment and now licensed to Film New Zealand. Film New Zealand engaged consultant Emma McConachy from sustainability consulting firm Green Fox, to work on revising the content of the website. Oktobor undertook technical enhancement to the website under a shared sponsorship arrangement with Film New Zealand. The result of this collaboration is a superb up-to-date environmental toolkit.

"Greening the Screen now presents environmentally responsible principles that reflect international industry best practices and can be implemented by any screen production company regardless of size," said Film New Zealand Projects Coordinator Sandra Clark.

"Recognising the constraints faced by the industry, we've created a practical, workable toolkit to help screen production companies work more effectively on environmental improvements on, off or behind the screen."

She points out that New Zealand's screen production industry has been regarded as a leader in environmental sustainability largely due to its well-marketed 'clean green' image and projects like *Greening the Screen*, but that its competitive advantage in this field had diminished.

"There are now many other international film offices presenting outstanding environmental initiatives and using an environmental leadership stance to huge advantage. New Zealand has lost ground in recent years and it's time to act now and reassert our position."

Visit: www.greeningthescreen.co.nz

Background on Greening the Screen

Development of the *Greening The Screen* website and toolkit was funded by the Ministry for the Environment, Landcare Research and Waitakere City Council and developed in association with South Pacific Pictures and SPADA, the Screen Production and Development Association representing New Zealand producers and production companies. It has been widely endorsed by the screen production industry here in New Zealand.

For additional comments: Judith McCann 021-490-448 and /or Sandra Clark 021-449-851

About Film New Zealand

Film New Zealand is the independent industry-led national film office, supported by Government with core operating funding from Ministry of Economic Development, supplemented by the New Zealand Film Commission, project funding from NZ Trade & Enterprise/Investment NZ, and contributions from key sponsors and screen production industry members. Its services are employed by New Zealand filmmakers as well as those from overseas.

For more information about Film New Zealand visit www.filmnz.com