

KINETOSCOPE

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Enough is enough says China

For years China has been the largest global importer of many types of recyclable materials. That's about to end. In July 2017, China announced that it will ban imports of 24 categories of recyclables and solid waste by the end of the year. This applies to plastic, textiles and mixed paper. The American and Canadian recycling communities are unsure where the waste formerly sent to China will end up. It may stay in Canada — all the more reason to cut down on the use of items that need recycling and to reuse what we can. ■

Studios sign up for sustainability

If you would like to see what some of the major studios are doing to support sustainability in the industry, visit the CreativeBC website for details at www.creativebc.com (click on Reel Green icon). ■



"Tomorrowland," filmed in Vancouver, is an example of a production that employed an environmental steward and achieved a 91 percent waste diversion rate from landfills by following a comprehensive zero waste initiative.

Industry ramps up on sustainability



Zena Harris

Zena Harris is one of the driving forces behind the recent push to transform the BC film industry into a world leader in sustainable production. She has been hired by productions such as The X-Files seasons 10 and 11, The Man in High Castle, and Legion to help them reduce waste and lighten their carbon footprint; she's also heavily involved with the revitalization of Reel Green, the organization that champions sustainability in our industry.

Eventually, Zena hopes that jobs like hers won't be necessary because sustainability will automatically be woven into every aspect of film and television production. "I would love for sustainability to not even be a separate word but just the way people do business — where the processes and materials that we use have been streamlined to the point that to recycle and reuse is just what you do," explains Zena.

With more studios recognizing the need to drastically reduce the waste involved in making motion pictures, and understanding that there are big cost savings in doing so, the future looks promising. Zena is hopeful that crew members will also embrace these changes. "In BC, lots of people know how to recycle at home — it's part of everyday life — yet translating that behaviour to work and on set isn't automatic. When people do make that leap it gives them a great sense of pride to know that they are part of something bigger and that they are working on something that really matters," says Zena. Though there are some people who are resistant to green initiatives, says Zena, overall, people are usually interested to learn more. "Crew members have told me, 'Wow I'm so glad we are doing this!' and they get excited to have the opportunity to do something at work that jives with their personal values."

As well as hoping the initiatives that Reel Green is rolling out will make a huge difference to everyday green practices on set, Zena believes that demonstrating the efforts the industry makes to reduce climate change will also rub off on the general public. "The film industry and the people that work in it are usually considered super-cool. If we talk about sustainable production and people know that our productions are made in a sustainable way they may associate with that and it might also affect their behaviour to be more green," she explains.

Zena is optimistic about the future. "As more innovative products become available in terms of transport, electric vehicles, battery power stations that can replace the use of generators, etcetera, and crew incorporate sustainable production practices and new technology, we will reduce our impact. If we do that, we will overall have a very light environmental footprint."

In the meantime, watch out for some exciting projects from Reel Green that Zena hopes will truly establish BC's film industry as an inspiration to the entire world.

REEL GREEN hosts bi-monthly meetings and Carbon Literacy courses for all members of the industry. If you'd like to attend, visit reelgreen.ca.



Kelsey Evans (second from left) a member of the Production Office Department has converted her passion for recycling into a business that now recycles for almost all the film and television productions made in the Lower Mainland. Kinetoscope checked in with Kelsey to find out more.

How did you become interested in sustainability in the film industry?

I was interested in recycling and composting from an early age, we did it at home and I was also a part of our elementary recycling club. When I started in film in 2004, I noticed that everything was going into the garbage, even returnable bottles. So I started to create recycling programs for the production office and it expanded from there.

As well as collecting recycling, what else does your company do?

We've just started accepting textile recycling and costume departments are now ordering collection bins from us. Along with the Green Spark Group, we've also started the Sustainable LockUp at which productions can drop off set materials of all kinds and also reuse materials from other productions. We're actually now seeing items coming back to us to be used again. We've also just

rolled out food donations so that food not used on-set can be used by non-profits that support people in need. The Sustainable LockUp also sells 100% compostable cutlery to make it easy for productions to minimize contamination in the waste stream.

How do you ensure that the items you collect are recycled responsibly?

Like the film industry, the recycling world is a small community. I have strong relationships with the people that I deal with so I can be kept updated. The Recycling Council of BC

also helps keep me up-to-date with all the regulations.

What are the worst examples of waste on film sets?

Right now we are seeing large amounts of contamination —which is basically food mixed in with recycling. If there's one thing I would ask people to do it would be PLEASE RINSE! Contaminated items can't be recycled and end up on landfill. ■



www.keepitgreenrecycling.ca
www.sustainablelockup.com