



Sustainability Guidelines

Guidelines to help individuals and audio businesses consider how they can work more sustainably.

With thanks to ClimateEQ



Ten Steps

Towards a greener audio industry

The guidelines are split up into ten main sections. This is a working document, please do feed back any new and interesting ideas that you have come across to improve sustainable working practice across the industry.

01 Equipment

02 Transport

03 Food

04 Energy

05 Staffing and Culture

06 Resources and Recycling

07 Buildings and Studios

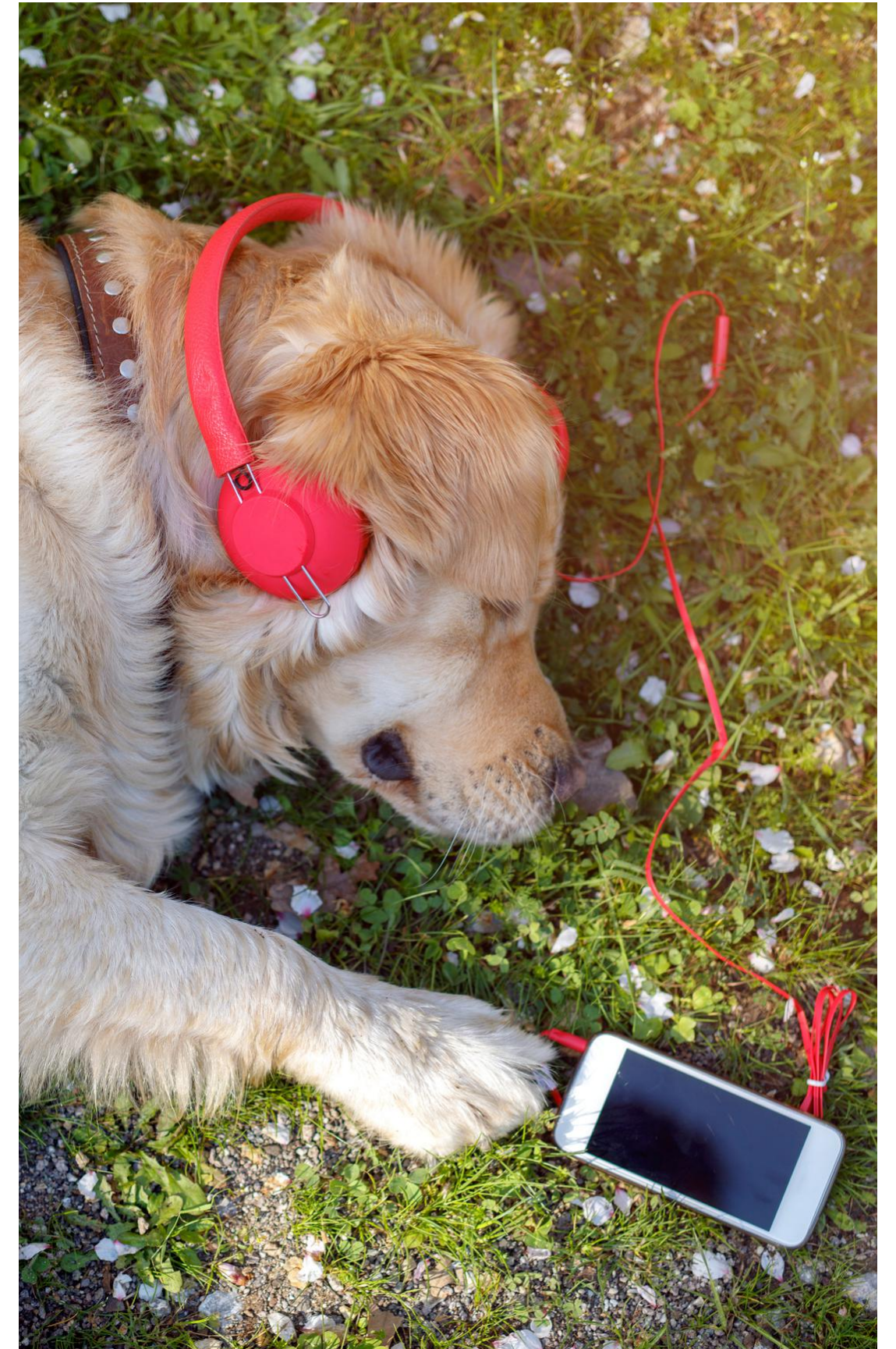
08 Offsite Production

09 Insetting vs Offsetting Carbon Footprints

10 Personal Responsibility

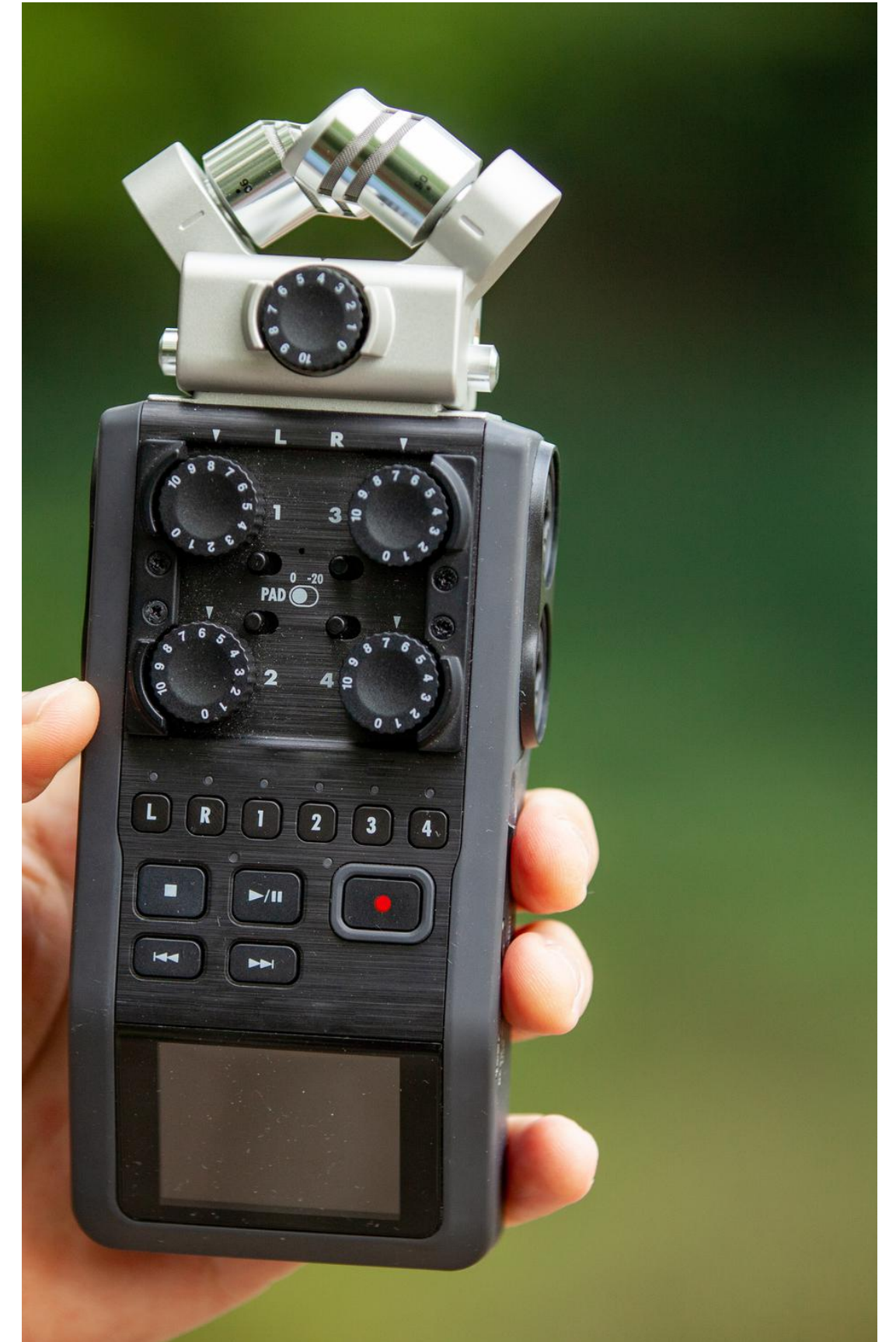
01 Equipment

- Minimise use of single-use products.
- Seek alternatives to single-use plastics in production plans. Some single-use plastics will be critical for health purposes.
- Consider re-usable, washable face-masks and equipment protectors as part of the kit complement.
- Use rechargeable batteries.
- Recycle unwanted packaging.
- Sell on or donate old, unwanted equipment that functions.
- Before buying new, consider if the latest, newest tech is needed, or is existing equipment still doing the job well?
- Is leasing / hiring a more environmental option?



01 Equipment

- Buy refurbished computer equipment with guarantees to cut down on manufacturing footprint.
- Be curious about manufacturer policies and supply chains – ask about the sustainability ethos behind any kit that is bought.
- Invest in great quality products with long-standing repair packages or guarantees to maximise longevity.
- Look for options to recycle old goods and avoid landfill or incineration.



02

Transport

- Before travelling, consider if the journey is essential. Is there a local or remote option that could work for the production or meeting?
- If a recording is far away, find out whether a local producer or tape sync-er can attend in person, instead of someone having to travel a long way to do the recording.
- Invite only the necessary individuals to attend meetings or productions on location.
- For shorter trips, assess whether it is possible to walk or cycle comfortably.
- Can public transport be used instead of a private car?
- Try to use biofuels / renewables in production and transport
- Consider greener modes of transport such as hiring electric vehicles or vehicle pooling.
- Use green / electric taxis where possible
- Consider travelling at quieter times to avoid contributing to air and noise pollution in transport hotspots.
- If you are driving, consider reducing the speed and weight in your vehicle to burn fuel more efficiently. Keeping the correct air pressure in your tyres can also give you better mileage.



03 Food

- Look for locally-sourced products to reduce the 'food miles' travelled
- Consider plant-based meals, reducing meat and dairy
- Consider choosing food with ingredients whose production involves fewer environmental impacts.
- Seek out in-season foods for options that are grown without extra energy consumption.
- Compost excess food or use household or local food waste recycling schemes to reduce methane emissions from landfill.
- Avoid products with unnecessary packaging.
- Explore food options with compostable, recycled, recyclable and minimal packaging.
- Reduce food waste: have a plan for after meetings / events / productions
- Choose products with only RSPO certified sustainable palm oil.
- Defra has created this helpful guide to labels such as Fairtrade, Rainforest Alliance Certified and Soil Association Organic standards.
- <https://www.rbkc.gov.uk/pdf/Defra-shoppers-guide.pdf>



04 Energy



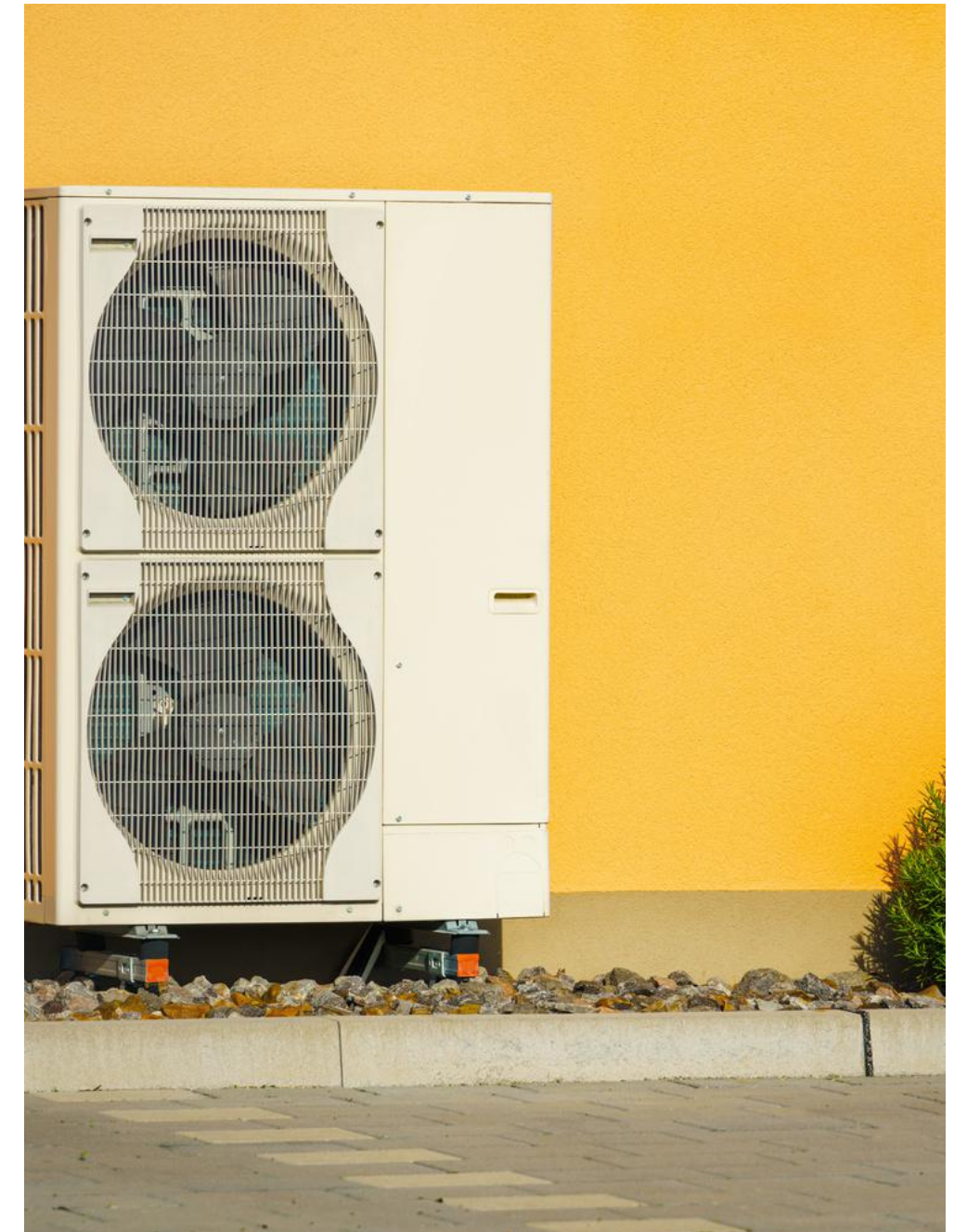
- Install smart or LED lightbulbs
- Embrace clever new tech such as smart metering, thermostat and heating programmes to regulate a comfortable temperature.
<https://www.smartenergygb.org/smart-living>
- Install draft-proofing and update wall and loft insulation.
- Consider setting thermostats no higher than 19 degrees C.
- Consider greener ways to maintain optimum working temperature: can extra clothing layers be added as an alternative to turning the heating up? Turning down central heating by 1 degree centigrade could reduce the energy used for heating by 10%. Worth bearing in mind that energy is one of our biggest carbon emitters!
- Place furniture a hand width away from radiators to allow more efficient airflow.

04 Energy

- Don't leave appliances on standby, turn them off, especially if you have older, less-energy efficient equipment.
- Set heat in hot water systems no higher than 55°C
- Boil only the water you need in kettles
- Consider charging equipment (phones, batteries) when the Grid is at its least carbon intense.

<https://carbonintensity.org.uk>

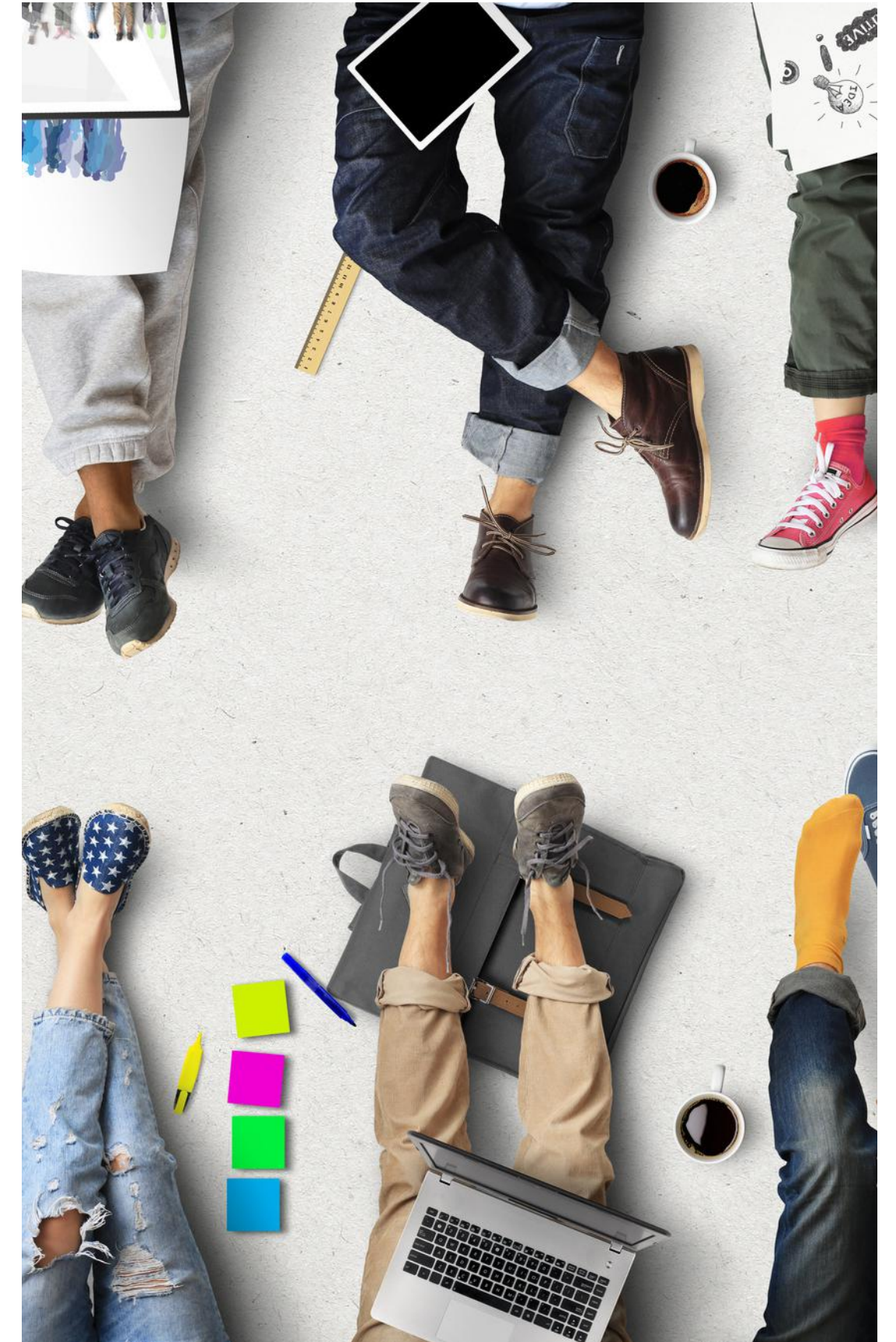
- Do you need to send that email? We're talking marginal gains here: <https://www.bbc.co.uk/news/technology-55002423>
- Now is not financially a great time to switch energy deals due to the energy crisis, but in more stable times, looking for 100% renewable option can help.



05

Staffing & Culture

- Establish a working-group or 'green team' to help pool ideas and implement sustainability policies that fit with company culture. This can be done within a company, or between companies / individuals.
- Invite colleagues to input ideas and information into this on an ongoing basis.
- Add a green / sustainability agenda to company meetings, updates and communications.
- Consider offering incentives or rewards for colleagues who prioritise sustainable practice.
- Have a clearly-defined set of actions to reduce environmental impact
- Share and celebrate insights and schemes with colleagues in the industry via AudioUK, and help add to this document.
- Introduce sustainability and carbon literacy training from organisations such as ClimateEQ (<https://climate-eq.co.uk>)



06

Resources & Recycling

- Avoid unnecessary printing.
- Have clearly-labelled recycling points available to staff and guests.
- Distribute recycled materials for collection as part of the weekly cleaning program.
- Regularly recycle spent batteries.



07 Buildings & Studios

- Reconsider individually-packaged guest 'treats' such as sweets and branded paraphernalia (low-quality or single use pens, usb sticks, headphones etc) in the studios.
- Consider using reusable cutlery and plates instead of single use plastic/ paper cups & cutlery. Encourage guests to bring their own reusable mugs & containers.
- Consider switching to reusable mugs or containers and encouraging guests to bring their own.
- Manage guest behaviour: pre-warn guests if the environment is cool or warm so they can be comfortable, reducing the need for heating or air conditioning variation.
- Consider opening doors and windows to cool studio environments ahead of use.
- Clean appliances and machinery regularly to prevent dirt-build up which can increase power usage.
- Encourage use of cold water for hand-washing and washing up (cold water makes no difference to germ busting in soaps) <https://www.reckitt.com/newsroom/latest-news/news/2021/november/changing-habits-for-our-changing-climate/>



08

Offsite Production

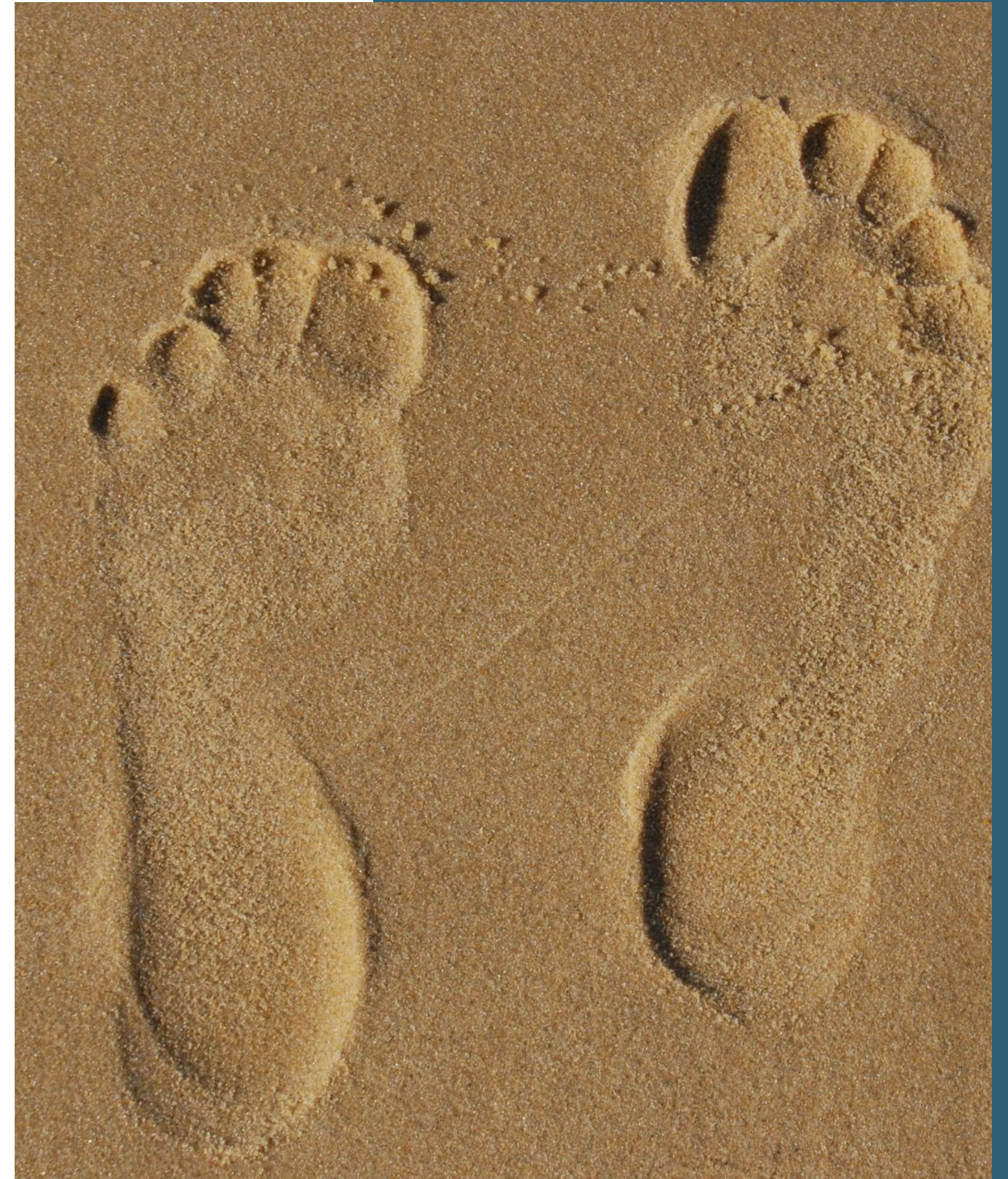
- Plan ahead for crew and guest needs to avoid having to make last-minute, unsustainable purchases.
- Notify presenters and staff to bring their own reusable water bottle and cups.
- Identify the locations of water and coffee top-up points in advance and include on the production plan.
- Encourage staff to pre-charge reusable batteries and packs before they leave, to avoid falling back on single-use solutions.
- Seek alternatives to single-use plastics in the production plan. Some single-use plastics will be critical for health purposes.
- Consider re-usable, washable face-masks and equipment protectors as part of the kit complement.



09

Insetting & Offsetting

- **Insetting** is the practice of making actual reductions in the production process. Look for ways to reduce the most carbon intensive hotspots. These tend to be energy, transport and food & drink.
- Prior to production create a checklist of potential studios and suppliers. Find out which ones use renewable energy, have insulation, generate their own energy through solar PV, heat pumps.
- Consider using carbon measurement companies such as Carbon Quota who specialise in accurately measuring the emission scopes of your productions. (<https://www.carbonquota.co.uk>)



09

Insetting & Offsetting



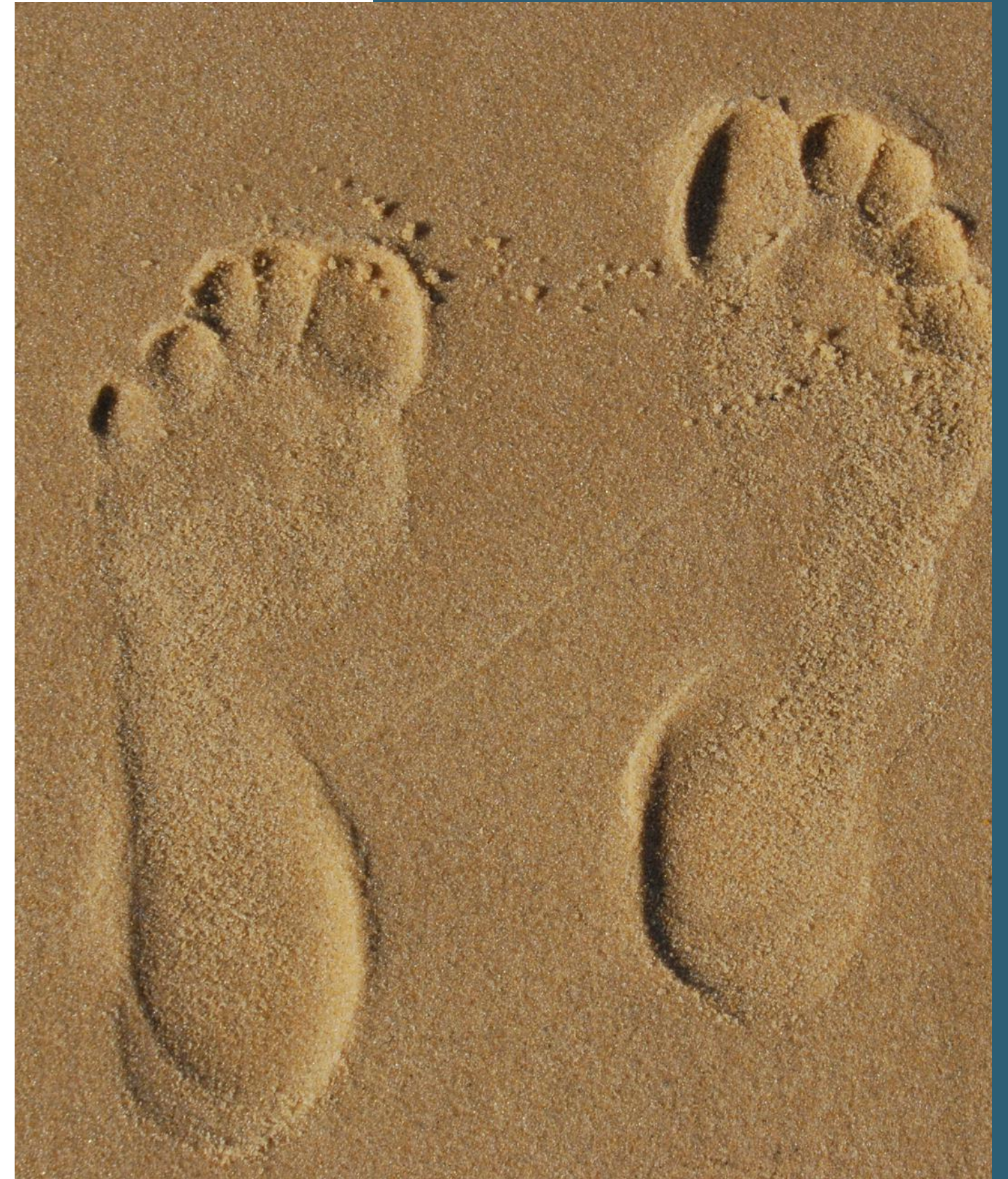
Finally, look at off setting as a last resort when you have exhausted all options available to make reductions in the production process.



Only use verified Gold Standard or Verified Carbon Standard off-setting projects



Consider donating a portion of profits to sustainability programmes: Klima's subscription model helps companies work towards off-setting their carbon footprint through tree-planting programmes, solar power initiatives or clean cooking projects. <https://klima.com>



10

Personal Responsibility



Work in a way that supports sustainability.



Share information on sustainable solutions and alternatives with colleagues.



Play a role in sharing knowledge with clients and audiences.

The WWF offers this questionnaire to work out your carbon footprint as an individual and offers helpful ideas. You can compare your results to the national average and see how postcodes compare.

<https://footprint.wwf.org.uk/#/>