

Cleaner Production at South Pacific Pictures



Business profile

South Pacific Pictures is New Zealand's most prolific producer of film and television drama. In its 17 years, it has produced nearly 2500 hours of programming which has entertained audiences in New Zealand and around the world. South Pacific Pictures' cornerstone production is the primetime nightly half-hour series *Shortland Street*. Now in its 14th year of production, over 3300 episodes of *Shortland Street* have screened on New Zealand television. South Pacific Pictures productions also include the internationally award winning feature film *Whale Rider*, *Mercy Peak*, *Being Eve*, and more recently *Outrageous Fortune*, *Interrogation* and *NZ Idol*.

South Pacific Pictures environmental initiatives include:

1. CarboNZero® Status for Shortland Street and Administration.
2. A worm farm to divert organic waste from landfill.
3. Double-sided printing of scripts and associated material to reduce paper consumption.
4. An environmental policy.
5. Establishment of a health, safety and environment group.
6. Staff pack including a reusable mug, native seedling, cloth bag, personal ashtray, information about CarboNZero® and newsletter.

Worm Farm and Staff Pack



South Pacific Pictures environmental policy

We are pleased to demonstrate leadership in the promotion and preservation of New Zealand's unique natural environment by taking responsibility for the environmental impacts of our own business operations.

This will be achieved through:

- Setting and reviewing environmental objectives and targets with particular regard to energy efficiency, paper conservation and waste minimisation.
- Minimising our impacts on local communities and protecting natural and built environments when operating on location.
- Where appropriate favouring the purchase of environmentally preferable goods and services.
- Managing the special characteristics of our Henderson site to continue to improve its ecological value.
- Providing information and training to enable staff, contractors and suppliers to meet our environmental expectations in carrying out their functions and/or contracts.
- Meeting and where appropriate exceeding the requirements of all applicable legislation.
- Where appropriate communicating our commitment to the environment to our audiences, stakeholders, the wider screen production industry and the general public.

The environmental performance of South Pacific Pictures is the responsibility of all staff and is monitored and supported by our health, safety and environment committee.

As a result of better recycling facilities onsite and better staff awareness South Pacific Pictures decreased their recyclable glass, plastic and aluminium sent to landfill by 76%.

Butts out

South Pacific Pictures provided all staff, (smokers and non-smokers) with a personal pocket ashtray for the safe disposal of cigarette butts especially when working on location. Non-smoking staff were encouraged to pass their personal ashtrays on to those smokers they know who work with the screen production industry.

Worm farm

South Pacific Pictures has made significant progress in reducing its organic waste to landfill. With the addition of the worm farm, South Pacific Pictures is able to divert all its organic waste from landfill. Organic waste represents 37% of South Pacific Pictures' total waste. Food waste bins with composting liners are in each food preparation area of the building, including the café. The worm castings and liquid are given to staff for use as a fertiliser in their home gardens.

Café waste station



Travel mugs

Waste audits revealed significant amounts of waste from the consumption of disposable paper cups. In an effort to minimise waste created from disposable cups South Pacific Pictures provided 200 staff with a reusable travel mug that could be personalised. The café supported this by providing cheaper coffee to staff that brought their own mugs. Follow-up waste audits revealed that this initiative had reduced the waste generated from disposable paper cups by 51%.

Paper reduction

Shortland Street produced a large banner highlighting paper consumption and placed this in the photocopy room. The banner was a visual reminder of the amount of paper consumed and asks staff to make an effort to minimise this wherever possible. It also asks staff to provide their feedback and suggestions as to how paper consumption can be reduced. This banner was printed on used office paper.

Shortland Street photocopy room banner



On screen imitates behind the scenes

Shortland Street have always included recycling bins on set but have recently taken this a step further by including a food waste bin and signage on the Shortland Street staffroom set.

Shortland Street staffroom set



Off-setting carbon emissions

South Pacific Pictures have made a commitment to better understand their energy use and to achieve CarboNZero® status for Administration and Shortland Street. From the 1st of September 2005 South Pacific Pictures began:

1. Calculating their carbon dioxide emissions from electricity consumption, fuel consumption, air travel and outgoing couriers monthly.
2. Managing and reducing their carbon dioxide emissions.
3. Offsetting unavoidable carbon emissions by purchasing carbon credits where the funding is used to support forest regeneration.

For Further Information Contact:

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