***Please include a bio and headshot for whoever is answering the questions and send to newsdesk@lbbonline.com***

**Sustainable `Production Template**

*This is an interview series for producers with a passion for sustainability and who have been working to reduce the carbon footprint and environmental impact of their productions. It is intended to highlight best practice, share helpful pointers and also discuss some of the challenges moving forward. It’s a feature that’s appropriate for producers working in agency, production, production service, or even in-house at brand.*

* Can you tell us about your own personal journey when it comes to getting involved in sustainable production - how did you get started and where has that journey taken you?
* What are the conversations that clients are having with you about their desire to reduce the carbon footprint and environmental impact of their content production? (i.e. does it feel like there’s a high demand or does it vary from client to client)
* Speaking generally, how do you tend to approach assessing and minimising the footprint of the productions you are involved in -and is this something that is built into your processes?
* To what extent do you think the advertising and production world will retain and build on the lessons learned during the pandemic?
* What have you been finding are the most useful tools, resources and partners for reducing environmental impact/carbon footprint of productions?
* How is sustainability being built into your training and development for members of the production team?
* At a recent Ad Net Zero event, Mark Read at WPP said that in total just 3% of the footage shot ends up on screen - does this signify huge wastage and the need for greater efficiencies in the production and craft or do you have other thoughts on this stat?

- Because of remote production and the impact of transporting people and kit, I guess most sustainable production conversations are limited to live action, but what are the challenges and opportunities on the VFX and animation front?

* In some ways it seems that when it comes to reducing carbon footprint, the advertising and marketing industry is focused almost exclusively on production (for good reason - there are obvious areas in production where clear, substantial and measurable progress can be made). What are your thoughts on this - is it a positive that production is able to take the lead or is there a risk that the industry will take the win and fail to look elsewhere (e.g. media)?
* Looking more broadly than carbon footprint, what are the other ways that production can be more sustainable?
* To what extent is the social or community impact of a production an important part of the sustainability conversation?
* Can you share some examples of projects you’ve worked on where you feel that the carbon footprint and sustainability were tackled in interesting or effective ways?
* What advice would you give to anyone working in production, whether for production company, agency or brand, who is struggling to get buy-in from their clients and colleagues on sustainable production?