"The Complete Green Post Production Manual" as it relates to Local 600 Members

Green the Bid, a sustainable consulting company for film, recently released The Complete Green Post Production Manual. For a section of it, Green the Bid chatted with Local 600 DITs Kyle Hoekstra and Lonny Danler for insight. This manual covers many areas of post-production including VFX, color, data centers, and archiving. It encourages us to think of digital media as physical waste: the resources used to create and store our media cause considerable carbon emissions. We live in an era of high-resolution, multi-camera shooting where "one more for safety" is the norm.

This Manual had many great suggestions and insights:

-Call out in the bid letter that you have a moratorium on asset storage and will not store media/projects beyond an agreed date, after completion, unless prior discussion and storage payment has been arranged.

-Five-year-old equipment will be far more expensive in terms of power consumption and carbon emission. Transitioning to newer, more energy-efficient equipment can significantly reduce overall energy consumption.

-Earmark clients that frequently use old assets, don't store everything forever.

-Consider charging an "Unarchive" fee to repost old links past a certain age.

It's important to think about how a project is stored, consider this:

-The carbon cost of storing data on **drives** is around 250kg of CO_2E per drive.

-The carbon cost of storing on **servers** is around 4 tons of CO_2E for 10TBs over 5 years.

-Typically the cost for storing data on **LTO** ranges from around $30 a year per TB up to $80 per TB depending on supplier/method/contract.

We need to foster a culture of intentionality. We must remember that we are mining the Earth for each piece of media and hard drive. The storage of media releases extensive amounts of carbon into the air we breathe. We must realize that digital media has health and environmental implications, and its creation and lifespan use finite resources.

To read the full document, click here.