

## The EMA Green Seal



### About the EMA Green Seal:

The EMA Green Seal is a recognition program honoring progress in sustainable production. As the only environmental non-profit working within the entertainment industry to motivate through role modeling, the Environmental Media Association along with its partner, Green Seal, created the Program to both promote sustainable production methods and identify those in the industry who've made a significant effort to reduce their production's environmental impact. Our Program honors film and television productions as well as award shows and galas. The Program's criteria cover all facets of a production to provide a practical, comprehensive guide to environmentally responsible filmmaking and event planning. In each area of focus, the criteria include specific environmental actions in order to help producers focus their greening efforts. The EMA Green Seal Program is designed to be flexible enough that any production can potentially qualify, regardless of budget or size. The Program is based on a self-assessment by the production company on how well it complies with the criteria developed by EMA and Green Seal.

*The Program rating is determined on a scale of 145 points and, in addition to the mandatory requirements of the program, a minimum threshold of 40 points must be obtained in order to receive EMA Green Seal recognition. Neither EMA nor Green Seal verifies the accuracy of the self-assessment beyond a review of the application materials, although a voluntary site visit can be requested by the applicant for additional points (see Site Visit below).*

**How to Apply:** In order to apply for an EMA Green Seal please completely fill out the "Award Criteria" tab on this document and email the completed application with attached documentation for all requirements and any applicable criteria to [becca@ema-online.org](mailto:becca@ema-online.org).

**Production Information:** At the top of the "Awards Criteria" section, please provide the requested production information as well as contact information of two production representatives. Contact (1) will be the main contact.

**Terms Defined:** Note that many of the criteria are based on terms that are definition specific. Please familiarize yourself with the "Terms Defined" tab before completing the application.

**Completing the Application:** The EMA Green Seal criteria are stated in the affirmative, so if the production is employing/pursuing an initiative, it should leave that checkbox as is and attach the necessary documentation (see next paragraph). For all criteria that do not apply to the production, the applicant should mark the "Points Earned" column with "N/A."

After you've filled out the spreadsheet, please create a document (PDF is best for the final submittal) with a description of how your production achieved and/or implemented each criteria left in the affirmative, i.e. unmarked. Provide as much detail as you can and feel free to send along back-up documentation in the form of pictures, videos, invoices, etc. for further explanation (see Additional Documentation). Please label all descriptions and attachments with corresponding criteria number, i.e. 1.1, 1.2, etc.

\* Credit will only be given for environmental initiatives completed during the current production of a television series. Credit will not be given for initiatives employed during past seasons or productions.

**Comments and Partial Credit:** If your production is looking for partial credit on a criteria asking for "100%" or "all" with regards to a certain environmental initiative, please make sure to provide the approximate percentage achieved or alternative approach you pursued. In general, if you have any further details or explanations that will assist us in our evaluations, please provide this information within your written statements.

**Additional Documentation:** Provide and attach any additional documentation for each requirement with your application (electronic form). *Please properly label all written, photographic, and video documentation with the corresponding requirement/credit number per the Award Criteria.* All documentation is considered confidential and is covered under EMA Green Seal's confidentiality agreement. Please also note any additional items in the column provided on the Award Criteria tab.

**Site Visit:** A site visit to the primary production location(s) is not required for recognition to be conferred, but it does carry a significant point value that can be advantageous for those productions willing and able to pursue it. The visit allows us to see, first hand, those practices put in place and allows for an interview with representatives of the production. Prior to the visit, an EMA Green Seal representative will request the compilation of any formal documentation that may be required as proof of certain criteria being met. The site visit should not last more than half a day and will not interrupt the production. There is currently no charge to the productions for the site visit or for the recognition itself.

*To provide adequate time for an EMA Green Seal representative to plan and carry out a site visit, please allow for two or three weeks of lead-time. EMA cannot pay for*

**Application Timeline:** For recognition at the 2011 EMA Awards please complete and submit the application before Sept 1, 2011.

**Printing Instructions:** The award criteria page by default is set to print on 3 pages (preferably double sided) to reduce paper use. The default setting can be modified in Microsoft Word by going into the "File" - "Page Setup" function (or comparable function for other programs) and changing the settings to suit your needs.

**Further Questions/Comments:** Please send specific questions or comments to Jenny Shafritz at [jenny@ema-online.org](mailto:jenny@ema-online.org)

## Terms Defined

<b>Action Plan</b>	Includes goals and what the production will do to meet the goals
<b>Alternatively Fueled Vehicle</b>	A vehicle that runs predominantly or exclusively on compressed natural gas, biodiesel from recycled vegetable oil, or electrically-generated power as demonstrated by fuel purchase records and mileage records for the vehicle(s). Gasoline purchases for the vehicle(s) shall not exceed the amount required to drive the vehicle(s) 15% of the miles driven annually.
<b>Carbon Footprint</b>	GHG emissions/carbon dioxide equivalents associated with its energy use and transportation.
<b>Carbon Offsets</b>	Projects or processes that reduce GHG, that are developed and/or certified by a third-party certification program (e.g., Center for Resource Solutions, Carbon Fund). A successful project is issued credits for its CO <sub>2</sub> reduction (usually one credit equals one ton of abated CO <sub>2</sub> ) and these credits can be purchased to help mitigate or offset the GHG emissions.
<b>Energy Efficient Lighting</b>	Bulbs that have a long rated life (e.g. 10,000 hours or more) and high luminous efficiency (e.g., 50 lumens per watt or more), this typically includes LED or CFLs, or ENERGY STAR qualified bulbs
<b>Environmentally Preferable</b>	Typically products that are certified by a credible third party program (including: Green Seal, Forest Stewardship Council, USDA Organic, Food Alliance, Rainforest Alliance, Protected Harvest, Marine Stewardship Council, Aquaculture Certification Council, Bird Friendly)
<b>Fuel Efficient Vehicle</b>	A vehicle performing in the top 25% in fuel economy (mpg) for its specific vehicle class according to the DOE/EPA Fuel Economy Guide
<b>GHG</b>	Greenhouse gases, those that trap heat in the atmosphere, including carbon dioxide, methane, nitrous oxide, sulfur hexafluoride, hydrofluorocarbons, perfluorocarbons, chlorofluorocarbons, and ozone. These are often put into terms of carbon dioxide equivalents.
<b>Hybrid Vehicle</b>	A vehicle that runs on a combination of electrically-generated power and gasoline.
<b>Low Emissions</b>	Products that have been tested and meet or exceed applicable product emissions standards (such as CHPS) through a third-party certification program or an independent laboratory (e.g., GREENGUARD, SCS, CRI).
<b>PERC-free</b>	Without using perchloroethylene
<b>Post-Consumer Material</b>	Items discarded by customers, including food after it was sold or served and used service ware and packaging.
<b>Recovered Material</b>	Includes material that was recovered or diverted from the landfill. May include post-consumer material or post-industrial material.
<b>Renewable Energy</b>	Energy from non-depleting sources and derived from natural processes that are replenished indefinitely, including wind, solar, water, or geothermal.
<b>Renewable Energy Certificate</b>	Units of renewable energy that are purchases from a third-party certification program and are not sold more than once or claimed by more than one party (e.g., Center for Resource Solutions)
<b>Seasonal Food</b>	Food that is produced within the normal growing cycle of the operation's agricultural geographic location (e.g., excludes hot house production) and within 200 miles of the operation.
<b>Socially Preferable</b>	Typically products that are certified by a credible third party program (including: Fair Trade, Food Alliance, Rainforest Alliance)
<b>Vendor Code of Conduct</b>	Should include preferences for suppliers that provide environmentally preferable products, use efficient transportation, and use reusable packaging, or help the production meet other environmental goals
<b>VOC</b>	Volatile organic compounds