

## Table of Contents

<b>II. Executive Summary</b> .....	<b>3</b>
Introduction .....	3
Company Goals and Objectives .....	3
Our Service .....	3
Marketing and Sales Strategy .....	5
Competitive Position .....	5
Financials .....	5
<b>III. General Company Description</b> .....	<b>7</b>
The Company .....	7
Problem .....	7
Solution .....	7
Company Goals and Objectives .....	8
Business Philosophy .....	8
Our Target Market .....	8
Our Industry .....	8
Company Strengths and Competencies .....	8
Mission Statement .....	8
Breaking Boundaries .....	9
<b>IV. Contributions</b> .....	<b>10</b>
<b>V. Situational Analysis</b> .....	<b>15</b>
<b>VI. Films</b> .....	<b>19</b>
<b>VII. Marketing Plan</b> .....	<b>21</b>
Strategy .....	21
Branding .....	21
Pricing .....	21
Location .....	21
<b>VIII. Focus Group Survey</b> .....	<b>23</b>
<b>IX. Stakeholder Analysis</b> .....	<b>28</b>
<b>IX. Website Plan</b> .....	<b>29</b>
Website Development Requirements .....	29
Website Marketing Strategies .....	29
<b>X. Production Plan</b> .....	<b>30</b>

Production and Location.....	30
Legal Environment.....	30
Regulations.....	30
Insurance.....	30
<b>X. Management and Organization.....</b>	<b>31</b>
Department Guidelines.....	31

## **I. Executive Summary**

### **Introduction**

The Film Industry produces a lot of waste; for example, according to the UCLA Institute of the Environment, film studios will easily produce 3,000 tons of waste in a five-month shoot. These materials may range from water bottles consumed by crew, to the props and set materials. There are many departments that make up a film, each emitting its own generous amount of litter and wasted energy. Some large budget films have started to take up “green filming,” however many smaller and Indie films (with limited filming time and a smaller budget) have not taken into consideration the environmental costs of producing a film. FORWARD FILMS breaks the boundaries of traditional film standards by designing an independent green film company that is geared towards producing environmentally friendly films. Our resources could open an energy efficient and long-term cost effective avenue for smaller films to take when producing their art.

### **Company Goals and Objectives**

Forward Films, for a greener tomorrow, is an independent film company that is geared towards producing environmentally conscious films. Focusing on an energy efficient and long-term cost effective avenue for smaller films. Our company could better our earth at a reasonable price to our audience of small film producers.

### **Our Services**

#### **→ ECO BASED PRODUCTION**

Forward Films could better our earth at a reasonable price to our audience of small film producers. It is an independent production company (smaller and indie films), geared towards producing more eco friendly and cost efficient films with instructional resources, green promotion, and sustainable equipment.

#### **→ TRAINED ECO PRODUCER**

Forward Films provides an Eco Producer for every film to help project work towards a more sustainable production. These are the services guaranteed by the Eco Producer provided:

- Memos for the cast and crew including notes and progress reports
- An Outline for waste management for wrap with department heads
- Reaching out to other productions that might be interested in purchasing any bulk materials.
- Locating vendors and products made with sustainable materials
- Circulating educational information, resources, and interim updates
- Meeting with departments heads to help them move forward with their goals

- Monitoring waste diversion strategies and results
- Managing the CHECKLISTS PROVIDED
- Weekly walk-throughs with departments
- Submitting the application for the Green Film Certification

#### ➔ **WASTE MANAGEMENT**

It's important to prevent as much waste as possible in the motion picture industry.

Forward films provides instructional resources, templates, and kits to prevent waste in all departments. As well as active steps including: one-on-one guidance, group education sessions, recycling services to separate and recycle materials, and trash audits to monitor waste levels,

#### ➔ **ENERGY CONSERVATION**

Forward Films encourages using the Forward Set, a net zero option to avoid cost of electricity and CO2 emissions. However those not taking that avenue are provided with resources and incentives to limit their energy usage to better the environment and save money in production.

#### ➔ **GREEN CAMPAIGN**

The outreach initiative will spread the urgency of implementing eco based filming in the industry and influence other companies to take part. Forward Films uses its expansive media resources to spread the green campaign of your product as well as find facilities for premiers of films to attract viewers.

#### ➔ **GREEN BOOK GUIDANCE**

By providing these guidelines and resources in our “Green Book” we offer a way to guide films towards a greener tomorrow

#### ➔ **GREEN FILM CERTIFICATION**

This guide also includes our Green Film Certification and the point system associated with granting the certification. We urge companies following these green guidelines to apply for the certification. As an united front, we want to spread the conscious effort companies are taking to move filming forward.



## CERTIFICATION PILLARS



### BUILDING EFFICIENT

Conduct energy improvement campaigns  
Drive energy conservation measures (weatherization, equipment upgrades, window



### LOW WASTE

Conduct reduce waste campaigns to increase organic composting, recycling and reduce waste generation

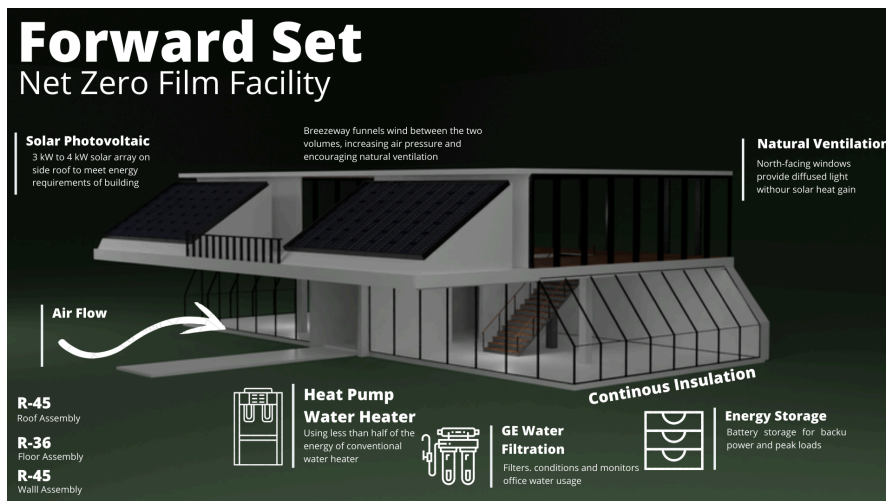


### INCREASE CLEAN ENERGY USE

Conduct Solarize campaign(s)  
Liaison with town officials to solarize municipal buildings as appropriate

## → NET ZERO SET ACCESS

An important aspect to sustainable business is the structural initiative. Forward Films leads with a Net Zero building facility and a sustainable set design. Forward Set provides hourly rates to host a cost effective place of work.



## Marketing and Sales Strategy

When promoting Forward Films, an independent film company, our target market will be any company or person who is interested in producing a film, commercial, or media project. The basis of our marketing will be through social media such as Instagram and Youtube. These platforms will contain the link to contact Forward Films and get an initial quote. As our following grows, we are creating more traditional marketing channels such as networking, direct marketing, print media advertising, and press releases.

## **Competitive Position**

Our company is one of many independent film companies, yet Forward Films is in a competitive position that sets us aside from competitors because of our cost effective and energy efficient perspective to film production. At a relatively comparable price to production companies, our company offers a wide range of services.

## **Financials**

### **→ Net Zero Facility Rates**

- ◆ Regular Package: \$225 an hour. Full studio use, no additional set up or crew members.
- ◆ Premium Package: \$425 an hour. Basic equipment and full crew members additional for editing software
  - Lighting Board \$15 an hour
  - Sound Board \$15 an hour
  - Voice Over \$20 an hour
- ◆ Deluxe Package: \$600 an hour. All equipment including light boardm sound, and voiceover. Full crew members. Include free certification analysis.

### **→ Eco Production Rates**

- ◆ Premium Package: \$200 an hour. Full crew to film and set up scenes. Includes Eco Producer and green book resources.
- ◆ Premium Package: \$300 an hour. Full crew to film and set up scenes. Includes Eco Producer and green book resources. 4K provided and ultimately cameras present.

### **→ Green Campaign Rates**

- ◆ Premium Package: \$2,000 per month.
  - Film promoted through two platforms
  - \$200-400 boosted post ad spend
  - 30 social posts/ month
  - 3 boosted post
  - 1 sponsored location premier
- ◆ Premium Package: \$2,500 per month.
  - Film promoted through three platforms
  - \$300-600 boosted post ad spend
  - 45 social posts/ month
  - 4 boosted post
  - 2 sponsored location premier

### **→ Certification Rates**

- ◆ Bronze, Silver, and Gold Certification

- \$50 for initial assessment
- Additional annual fee of \$50

## **II. Company Description**

### **The Company**

Forward Films, projected B Corporation, a benefit corporation company is an eco based independent motion picture based company, with a focus on indie and smaller films, geared towards producing more eco friendly and cost efficient films. Forward Films has a three part structure that tackles the three threats of production pollution: The executive initiative will track and eliminate waste by organization of the departments in a film. The structural initiative will provide an energy efficient space for filmmakers to create. The outreach initiative will spread the urgency of implementing eco based filming in the industry and influence other companies to take part.

Under this legal entity classification for a for-profit business. Forward Films commits to making a material positive impact on society and the environment, our corporation is required to consider the consequences of all key actions as they affect stakeholders and corporate laws. This classification is aimed at attracting customers for our values.

### **Problem**

The motion picture industry has created an expansive threat to the environment. Filming produces a lot of waste and energy in the many departments that make up a film. While some large budget films have started to take up “green filming”. Many indie films that consist of limited filming time and a smaller budget have not taken into consideration the environmental costs of producing a film. The problem in the motion picture industry today is the lack of sustainability and environmental consideration in the filming process.

### **Solution**

The solution to this epidemic is eco based production. My project is an independent production company (smaller and indie films), geared towards producing more eco friendly and cost efficient films. Forward Films has a three part structure that tackles the three threats of production pollution:

The executive initiative will track and eliminate waste by organization of the departments in a film.

The structural initiative will provide an energy efficient space for filmmakers to create.

The outreach initiative will spread the urgency of implementing eco based filming in the industry and influence other companies to take part.

## **Company Goals and Objectives**

The goal of Forward Films is to produce eco friendly films that pave the way for a greener tomorrow. We also want to work towards promoting sustainability in the film industry.

## **Business Philosophy**

Our company ensures that filmmakers are making the right decision choosing a greener tomorrow. By providing energy efficient tools and equipment we want to continue to spread the ideals of eco based production.

## **Our Target Market**

Many indie films that consist of limited filming time and a smaller budget have not taken into consideration the environmental costs of producing a film. My target audience is businesses with less expansive projects in the motion picture industry.

## **Our Industry**

The U.S. grossed at \$11.4 billion and global box office revenue hit a record \$42.5 billion in 2019. The market for independent films has greatly expanded in recent years amounting to worldwide grosses of over \$1.5 billion. The highest grossing indie film of 2019 was “The Upside”, with a current gross of \$108,252,517. The success of 1999’s low budget film, “The Blair Witch Project,” which earned over \$200 million in worldwide revenue, revolutionized how studios and distributors look at the production and marketing of films. The future of the indie industry is fresh and impactful perspectives. Our Films will provide the generation with new boundaries to the impact of film.

## **Mission Statement**

We want to promise our customers a greener tomorrow.

## **Breaking Boundaries**

FORWARD FILMS breaks the boundaries of traditional film standards by designing an independent green film company that is geared towards producing environmentally friendly films. This could open an energy efficient and long-term cost effective avenue for smaller films to take when producing their art. My company could better our earth at a reasonable price to our audience of small film producers.

### III. Contributions

**Founder:**

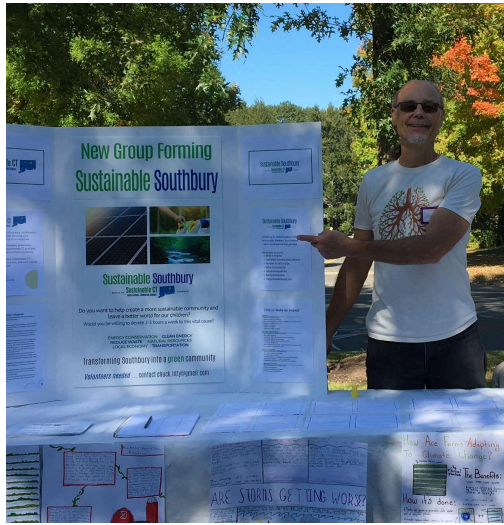
*Kat Bonomo*



“I am a spirited student at Pomperaug high school, fueled by the inspiring people, places, and passions in my life. Something that pulls me is my determination. I get excited about a lot of things and I use that as motivation to excel. I do a lot in school and there is definitely a lot of stress that comes with it. However, I use the stress to push me to try my hardest in the many different things I am passionate about. I have gotten a lot of experiences from my scatterbrain interests from public speaking in Model UN and debate to getting my hands dirty while leading my robotics team. The opportunities at my school have influenced my project to become what it is. Growing up, I realized I had a deep passion for the environment and understood the importance of reducing our carbon footprint on earth. In high school, I joined several community and state environmental activist organizations and started an environmental action club called "Eco Friends" with my friend. The same eagerness has also molded my spirited motivation for everything I create. The aspects of composition that I have thrown into all components of my life have built my identity. Since I was young, I have been fascinated with art and technology. I discovered new outlets to present my passion with every new project that I took on. This lead me to the deep interest in film that I have been able to channel through the film club at my school and the skills 21 film fest. Combining my passion for the environment, engineering, and film, I am working on an eco-based production company, focusing on making the process and set of films more sustainable. With this project, I am continuing to improve my ideation and design skills, but this is just the beginning. I have only just begun to make an impact from my high school pursuits, but it's only the start of my effect on the world.”

## Mentors:

*Chuck Litty*



Retired and recently completed a Masters Degree in Sustainable Design applied to residential and commercial buildings, landscapes, and communities. Originally trained as a Forester and a Management Scientist. Former career at GE Capital as a Management Scientist where he became a highly proactive, experienced solutions-driven professional with a dynamic track record, coupled with proven expertise in Decision Science, modeling and analytics and outstanding management abilities. Started Sustainable Southbury, working to transform Southbury into a more green community.

*Nannette Tarkinus*



Nannette has always been passionate about the environment and believes we are all stewards of our Mother Earth. Her enthusiasm for sustainability is strongly inspired by her children and her desire to ensure that they and all future generations have a healthy planet to live on.

Nannette has a background in art direction and corporate advertising with a concentration in creative services. Working in conjunction with marketing, manufacturing, R&D, engineering, vendors, and agencies has given her the tools to coordinate many different groups for a common goal. She worked at First Brands Corporation and held an executive creative position at James River Corporation before becoming a Creative Consultant. She's received numerous awards for her innovation, creativity, and ability to "think outside the box".

Nannette graduated from Western Connecticut State University with a BA in Graphic Design, and also holds a certification in Printing Excellence from The Art Institute of Pittsburgh. She has continued her lifelong learning in a variety of fields by taking courses through Coursera, listening to podcasts, and attending conferences. She is especially interested in learning about the interconnectedness of psychology, the environment, and sustainability.

Nannette loves spending time with her family and is most proud of her two wonderful children. She enjoys playing tennis, walking in nature, painting, and drawing in her free time.

She has spent many years volunteering and has held leadership roles at a range of organizations including: Make A Wish, The Harold Leever Regional Cancer Center, Connecticut Children's Hospital, Easton Country Day School, Thomaston Opera House, Newbury Musical Theatre, and Main Street Ballet.



## Contributors

*William Smelser*



Film major attending Southern Connecticut College. Experience with many short films, currently in the process of creating “Charcoal Toothpaste”. 8 years of experience with professional film production equipment.

*Sena Wazer*



16-year-old from Mansfield who, like many other young people around the world, is growing increasingly frightened and angry about what unchecked climate change could do to their future. She is an activist currently attending University of Connecticut. Wazer was one of the organizers who helped bring hundreds of protestors to the state Capitol in September for a Climate Action Strike to demand that Lamont declare a climate change emergency in Connecticut. Despite her youth, Wazer has been involved in environmental activism for a decade. She's lobbied Congress to preserve protections for marine mammals. For years, she's been giving public presentations on the plight of the world's whales. She regularly speaks at schools on the need for climate action, including an appearance last week at Windsor High School. At the Hartford rally, Connecticut

students speak out against climate change, joining millions of others across the world. Major environmental organizations that include the Natural Resources Defense Council and Clean Water Action have praised her work or given Wazer awards. She has been interviewed on National Public Radio and by other media outlets. Through her organization, Sunrise Connecticut, Forward Films has sponsored green campaigns and upcoming films to highlight her activism.

*Bella Brodsky*



Currently attending the University of Vermont, she runs Sage Magazine, based out of connecticut. Producing magazines that promote creativity and environmental sustainability. Her interest in Forward Films and promotion of the company in her June issue has boosted our company outreach.

## IV. Situational Analysis

### SWOT ANALYSIS:

#### Strengths

##### Advantages over competitors

- Provides eco based production for a comparable price to competitors.
- Promotes sustainability
- Offers energy efficiency avenues that will help customers save money on electricity.

##### Capabilities

- Forward Films provides an Eco Producer for every film to help the project be a more sustainable production. These are the services guaranteed by the Eco Producer provided
- By providing these guidelines and resources in our “Green Book” we hope to guide films towards a greener tomorrow. The guide also includes our Green Film Certification and the point system associated with granting the certification. We urge companies following these green guidelines to apply for the certification. As an united front, we want to spread the conscious effort companies are taking to move filming forward.
- Forward Films leads with a Net Zero building facility and a sustainable set design. Forward Set provides hourly rates to host a cost effective place of work.

##### Location

- Small amount of competitors in area
- Ideal climate for Net Zero Facility

##### Uniqueness

- Stand as a unique independent film company as we address a not well highlighted issues with indie films

#### Weaknesses

##### Experience

- Eco based production has not been well tested or marketed in Indie Films
- Most team members have a limited background working on professional films

##### Lack of reputation

- Our company has not fully established ourselves as a reputable company

##### Lack of capital

- With all funding lost from COVID-19 related issues, it is expected all startup funds will come from loans and investors

### **Opportunities**

#### **Environmental effects**

- Film studios will easily produce 3,000 tons of waste in a five-month shoot. These materials may range from water bottles consumed by crew, to the props and set materials. There are many departments that make up a film, each emitting its own generous amount of litter and wasted energy.
- California film and television industry created 8.4 million metric tons of carbon dioxide; the number for the U.S. film and TV industry as a whole was 15 million tons
- A single sound stage can be responsible for destroying 4,000 hectares of rainforest.

#### **Unique Market**

- Some large budget films have started to take up “green filming,” however many smaller and Indie films (with limited filming time and a smaller budget) have not taken into consideration the environmental costs of producing a film.

### **Threats**

#### **Material scarcity**

- Our business model and structural initiative is dependent on a lot of waste free and PET (Polyethylene terephthalate) material. Under the current situation the use has become scarce.

#### **Global Pandemic**

- With social distancing underway due to the current COVID-19 virus, film making and moving viewing have been postponed until further notice

### **PEST ANALYSIS:**

### **Political**

#### **Political Trends**

- In 2015 the world committed to 17 sustainable development goals (SDGs), and a historic new agreement on climate change was signed. These two events signal a major shift in international commitments to both sustainability and development.
- Increasing public pressure from rising youth activist groups to declare a moratorium on all new fossil fuel infrastructure and put an end to the proposed power plant in Killingly, CT, expand energy efficiency and renewable energy and ensure climate education in all public schools.

### Current Legislation

- The Clean Air Act (CAA) is the comprehensive federal law that regulates air emissions from stationary and mobile sources.
- The Toxic Substances Control Act of 1976 provides EPA with authority to require reporting, record-keeping and testing requirements, and restrictions relating to chemical substances and/or mixtures
- Energy Policy Act provides loan guarantees for entities that develop or use innovative technologies that avoid the by-production of greenhouse gases

### Economical

#### Economic Growth

- Leadership companies such as Walmart and Apple continue to raise the “green business” bar, with a commitment to remove a billion tons of greenhouse gases from the atmosphere, in the case of the retail titan, and a pledge to make mobile phones entirely from recycled materials.
  - Newer and smaller firms are making moves, too, ramping up renewable energy purchases and taking on other green initiatives once seen as purely the domain of the world’s biggest brand
- Independent producers notched a 30 percent increase in business last year as work for foreign productions, internet platforms and streaming services put the local service industry at its strongest position in 15 years

#### Employment

- This is a job field with many applicants in need of jobs in production and marketing

### Social

#### Media Views

- The company will have a positive outcome on on all media platforms because it promotes environmental action
- Will be seen as comparable price but more effective to alternative production companies

#### Brand Image

- The product represents safety for all vehicle operators, which the majority of people value
- In working with motorcycle helmets and innovative technology, we will look to appeal to enthusiasts in both areas. In turn, we hope this can create free promotion through social media.

## **Technological**

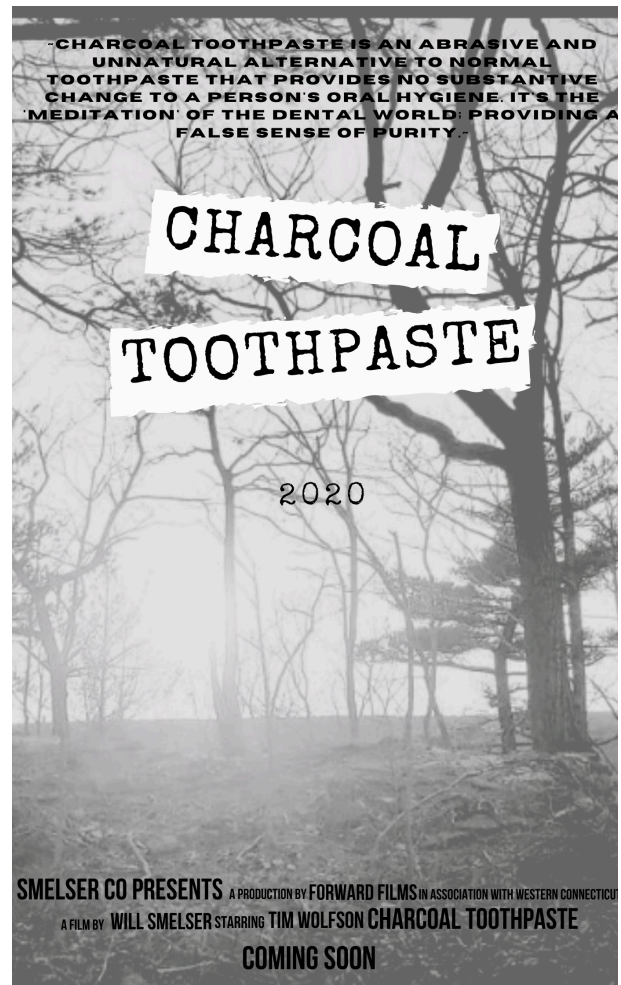
### **Net Zero Technology**

- Reduce energy consumption
  - Lighting designs, heat storage system, envelope design
- Passive sustainable design
  - Natural lighting, natural ventilation
- Renewable energy
  - Solar thermal, geothermal

## V. Films

### Charcoal Toothpaste

“Charcoal Toothpaste” is a projected film by Southern Connecticut film major Will Smelser. The short film is in the style of 1920s German Expressionism that condemns self-centeredness and argues that we must work with our fellow man to solve the world’s issues. As Forward Film’s first film using the executive initiative to promote eco based production, Smelser Co was sent the green book and plans were put in place for an eco producer, Kat Bonomo, to participate in the filming process and get the film promoted in a showing including the documented environmental initiative. With Southern Connecticut film school closing for the rest of the year and the barriers of social distancing, the film has been postponed until further notice.



## The Sun Does Rise

“The Sun Does Rise” is a projected documentary following the message and life of the co-founder of Sunrise Connecticut: Sena Wazer. Including interviews and footage of the progress towards the Earth Week Climate Strike. With the climate strike becoming a virtual rally and the barriers of social distancing, the film has been postponed until further notice.

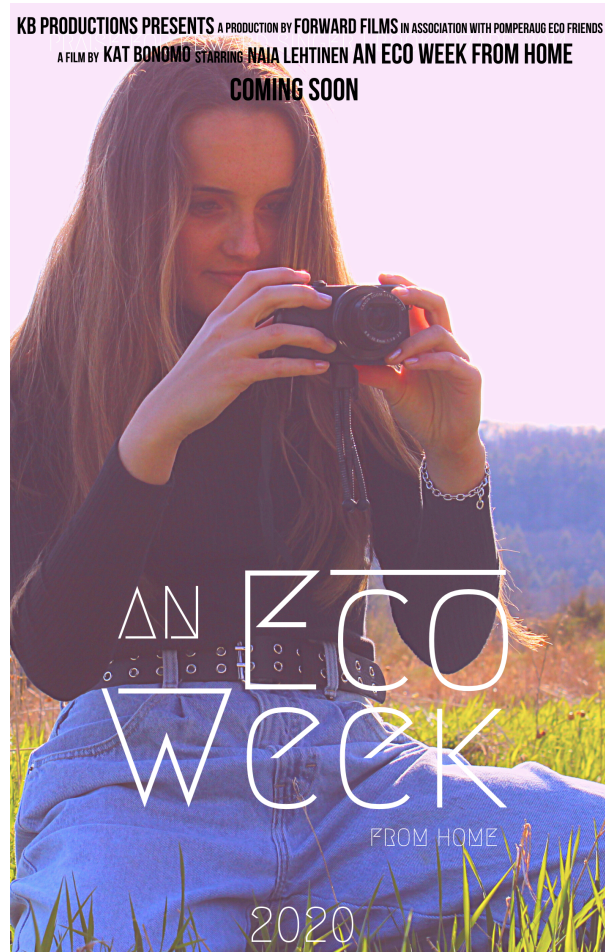




## An Eco Week From Home

We can use this solitary time to reassess our current habits and develop new ones that are better for the planet. We journey into a high school ECO WEEK from home, to get insight on the action we all can take for the planet while social distancing with the hope they'll stay, even after our global health crisis subsides. Eco week consists of online events that aim to spread awareness about environmental issues and create a greener local community.

We created a dynamic plan at Pomperaug in order to engage the student body.



## **VI. Marketing plan**

### **Strategy**

Our marketing plan promotes an expansive and impactful service that promotes a cost-effective way to ensure a greener future in the film industry. Our plan platforms for advertising have been on Instagram, facebook, and youtube as well as periodically posting sustainable movements with Sustainable Southbury and Sunrise Movement Connecticut. Our advertisements aim to inform viewers on the current environmental crisis in the film industry and engage them in ways to make an impact.

### **Branding**

Through a unique and trendy image, Forward Films continues to provide a message to the next generation to join the action. With an online expo, our company will continue to promote our branding through our themed social media platforms.

### **Pricing**

Pricing is an important aspect to Forward Films. While initial cost for building of the Net Zero Facility, zero waste initiative, and energy efficient film equipment will be costly, the long term will be vital as saving money with no electricity bill and reusing of many set items will create a lower cost for customers. Since it will take a good while to recoup the investment in net zero facility and start up costs, and we plan to have competitive pricing, Forward Films will need to target investors like Kresge that invest in social or environmental causes. These firms have lower profit thresholds and some provide guidance to help causes get off the ground.

### **Location**

Forward Films is currently located at 234 Judd Road in Southbury, Connecticut. The design of our Net Zero Prototype has been geared towards the climate and civilization in the suburban town. We believe that our location is important to our customers due to its easy accessibility and lack of competitors.

## VII. Focus Group Survey

### Marketing Survey

#### Purpose

Our marketing team at Forward Films created a survey that was sent to fellow filmmakers to get an understanding of our potential market. Conducting this focus group on a reddit domain dedicated to independent filmmakers.

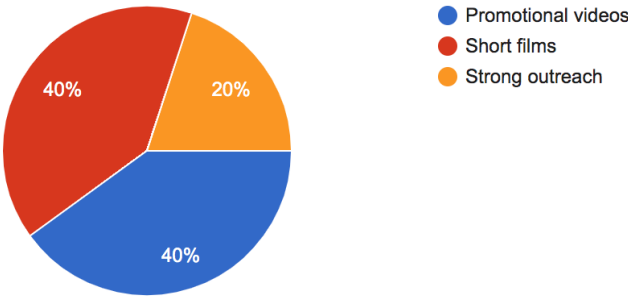
#### Data:

What is your main goal in the motion picture industry?	Is environmental business a priority?	Would energy efficiency be an incentive to your project?	Does your project need a set ?	Does your project need additional outreach support ?
Promotional videos	Yes	Yes	No	No
Short films	Yes	No	No	Yes
Short films	Yes	Yes	Yes	Yes
Promotional videos	No	Yes	Yes	Yes
Strong outreach	Yes	Yes	No	Yes

Graphs

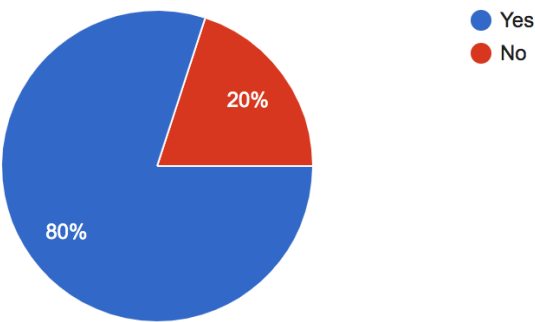
What is your main goal in the motion picture industry?

5 responses



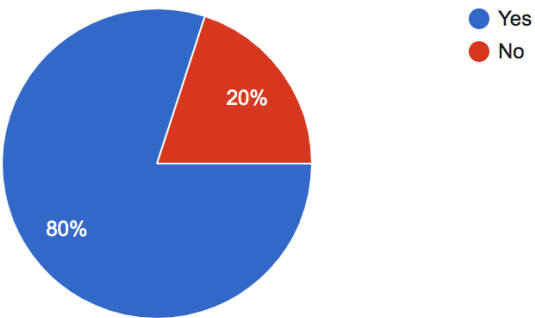
Is environmental business a priority?

5 responses



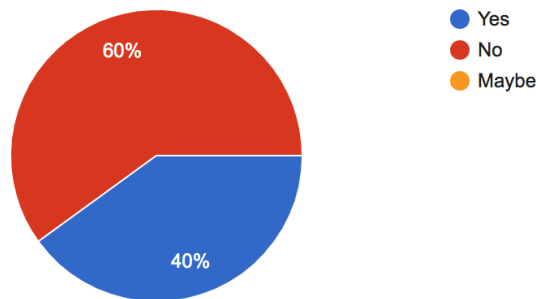
Would energy efficiency be an incentive to your project?

5 responses



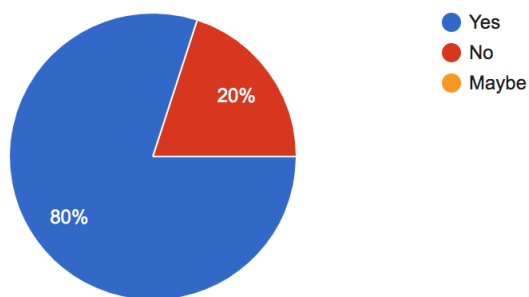
Does your project need a set ?

5 responses



Does your project need additional outreach support ?

5 responses



## Analysis

The survey asked a variety of people who worked for companies in the motion picture industry or were independent filmmakers, our target audience. We found that the majority of the participants who answered were equally interested in producing a short film or promotional video , and that up to 80% said environmental business was a priority. Furthermore 80% also said that energy efficiency in a production company served as an incentive. We were able to gain more data on how we can target our audience by promoting short films and promotional videos. It was also positive to see that our demographics presented an interest in eco based production. In regards to our structural initiative, 40% of participants confirmed they would need a set for their project , this is not a majority but still a high enough number to market to our audience. Additionally, when testing our outreach initiative, 80% of participants confirmed they would benefit from additional outreach support, we concluded we would engage in a stronger outreach initiative in the next month to engage more clients.

## Purpose

An essential part to Forward Film's analytics team is community engagement as a strategy to connect company with the public view. Given the impact of the task force's recommendations for the short film it provides an opportunity to increase public interest.

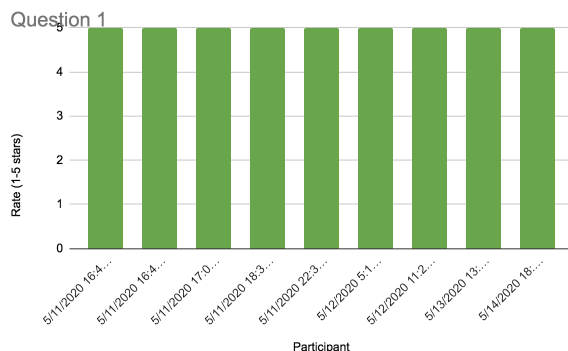
To begin in a community-focussed direction, the focus group created a questionnaire across two social media platforms. It was constructed to gain insight from those engaged with Forward Film's message and acknowledge the priorities of an external audience. Open on a volunteer basis, the online conversation empowered participants to respond to a set of questions, rate the film, and provide feedback on its goals.

## Participant Responses

In answering the questions on the google form in the focus group discussion, participants provided the task force with expansive information. This section summarizes the themes of the responses of each question:

### → Q1: Rate (1-5 stars)

- ◆ Overall, participants demonstrated a positive feeling towards the film on a numerical level. When asked to rank the film from 1 to 5 stars, there was a 100% rating of 5 stars.



### → Q2: Thoughts on short film ?

- ◆ Overall, participants responded to the specific questions with positive remarks, especially when referring to the message of the film. Engaging a green message with a positive response was an important theme to the investigation. Sample responses include:

- “Very informative and reachable to many audiences—children, teens and adults alike.”
- “Excellent! Great message, great clips, great editing.”
- “Really informational, interesting, and well put.”

→ Q3: *Suggestions to modify short film ?*

- ◆ This was the most effective part of the focus group as many responses included constructive feedback. Sample responses include:
  - “Perhaps balance some of the audio a bit more and include some more of the carrying results of the eco-week.”
  - “The audio is a little weird”
  - “I would present a follow up on others taking on film”

## **Key takeaways**

From the online discussion had by the 10 members of the focus group, the following central themes arose:

→ Audio Concerns

- ◆ Balancing audio to avoid distraction from the message

→ Perspectives

- ◆ Include more results from eco week
- ◆ Include a follow up of its effect on community

→ Green Message

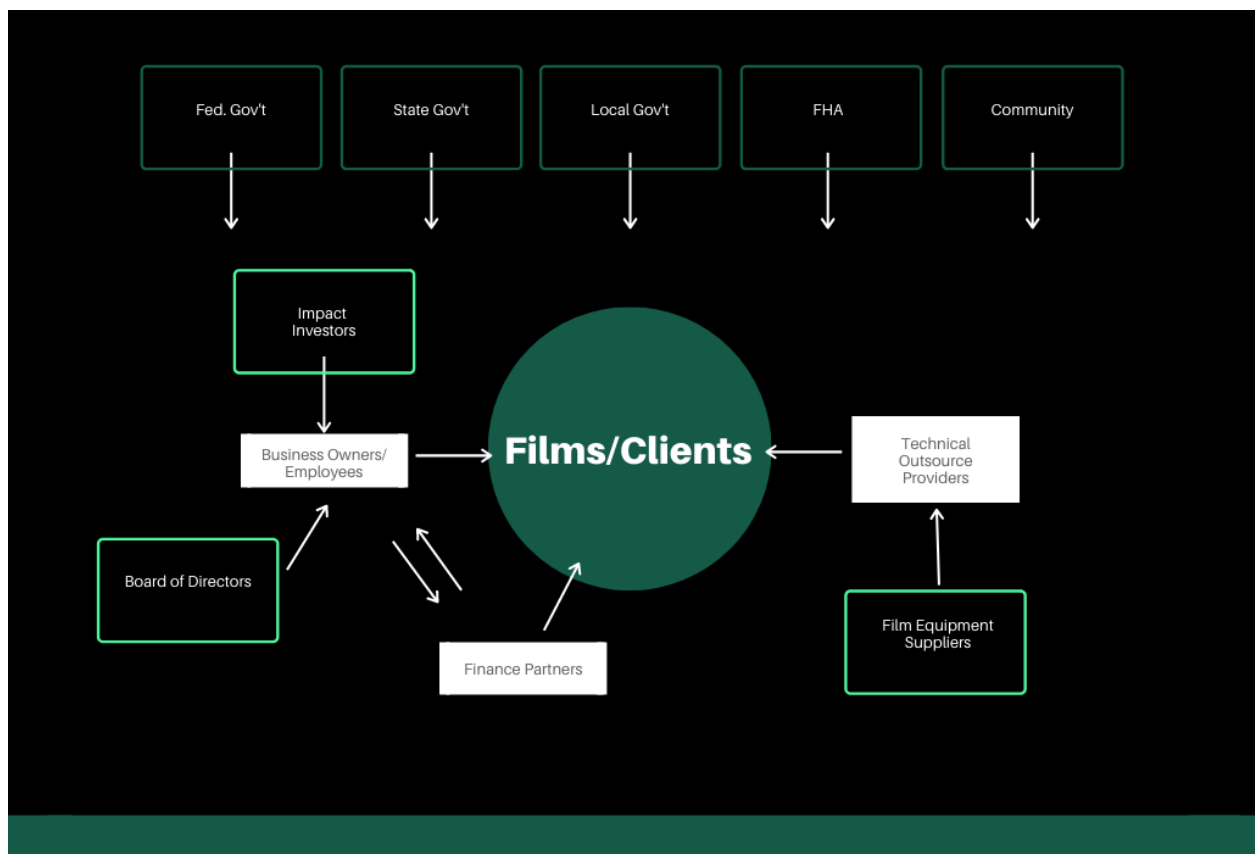
- ◆ Positive feedback overall came from the viewers of the film, it’s important to continue to present a green message in a similar way

## VIII. Stakeholder Analysis

### Analysis

Forward Films has identified all potential key stakeholders, understanding who should be brought into business planning, who will be impacted, who might support or oppose a greening as a service business, and who has power and influence.

The high power/influence key players are identified and are the ones that require the most attention. Next important stakeholders are identified as ones that you will need to maintain their interest. Moderate and low stakeholders are grouped separately.





## **IX. Website Plan**

### **Website Development Requirements**

Forward Film's website that includes learning information on our company and films.

Our website includes:

- About Us
- Films
- News (blog)
- Services
- Certification
- Rates
- Net Zero facility

### **Website Marketing Strategies**

With a strong outreach initiative, Forward Film's relies on an online presence. We regularly update our media platforms on growth and progress. As well as share posts and information from our mentor organizations like Sustainable Southbury and Sunrise Movement Connecticut. Since we have a specific target market, our online presence appeals to young filmmakers looking for a sustainable aspect to their production.

## **X. Production Plan**

### **Production and Location**

When producing films, we will have to budget out initial production costs like permits, this will depend on several factors including the location of all scenes in the film and if the customer will choose to use the Forward Set. Quality assurance will be included with inspections of the set to maintain it's Net Zero standards. We will also need to obtain licenses and permits for hosting our buildings and will comply with all zoning regulations upon constructing it. As for power sources we will continue to use our solar power and geothermal sources to maintain production.

### **Legal Environment**

As a projected B corporation, to be owned and operated by the production team will be the sole manager of a second LLC, limited liability, as well to finance, develop, and distribute a particular film. Investors of the movie are members of the second LLC.

### **Regulations**

The Motion Picture Production Code or the Hays Code is the set of industry censorship guidelines which governed the production of the vast majority of United States motion pictures released by major studios.

### **Insurance**

Intellectual property will need to be covered under the right insurance policies. All upcoming films will eventually be registered with the US Copyright Office, a lawsuit for damages in the event of infringement cannot be brought. Forwards Films vows to protect the work of our filmmakers and make sure they are not infringing on the copyright of others.

## **XI. Management and Organization**

### **Department Guidelines:**

- **Producer:** Independent filmmaker
- **Eco Producer:** Forward Films provides an Eco Producer for every film to help project work towards a more sustainable production.
  - ◆ Engage the filmmakers and funders in the conversation early.
  - ◆ When interviewing key positions on the film create an awareness that it is a sustainable production.
  - ◆ Make sure to set and follow feasible goals for the group.
  - ◆ Hold an initial meeting with the Head of Departments (HOD) on the sustainable plan for the film.
  - ◆ Communicate sustainable production goals and strategies for the production to all cast and crew at the start of production.
  - ◆ Include sustainable production updates in weekly production meetings. Conduct a mid- point evaluation: compute progress statistics and share lessons learned
- **HOD's:** Forward Films provides a template and track for the HODS, head of departments, of every film to help project work towards a more sustainable production. Here are some weekly goals for each head to work with their crew to move this goal forward:
  - ◆ Reach out for support if needed (research eco-vendors/products? Recycle odd items?).
  - ◆ Contact Eco Producer
  - ◆ Confirm use of eco-friendly, non-toxic, environmentally friendly cleaners, detergents, products, paints, etc.
  - ◆ Inform and confirm members of your department and cast bring their own water bottle.
  - ◆ Include eco tips on daily call sheets and/or make
  - ◆ Call eco-announcement
- **Electric:** Forward Films provides a template and track for the Electric and Camera Department of every film to help project work towards a more sustainable production. Here are some weekly goals for the department to work with their crew to move this goal forward:
  - ◆ Confirm use of LED lighting
  - ◆ Manage FORWARD Set utilities
  - ◆ Ensure electrical expendables are donated, repurposed, or returned to the supplier. (Steps and resources in donation section)

- ◆ Keep elephant doors closed when AC is on and turn off power, HVAC, catwalk and house lights when not needed
- ◆ If not on the FORWARD set, utilize house power or tie into the grid instead of using generators.
- ◆ Use electric generators or battery packs
- ◆ Shoot digitally instead of on film
- ◆ Stream dailies instead of burning DVDs.
- ◆ Use rechargeable batteries
- ◆ Recycle batteries, film waste, and/or media?
- ◆ Send all bags, cores and cans to the lab with exposed film for reuse.

→ **Catering :** Forward Films provides a template and track for the Catering Department if needed to help project work towards a more sustainable production. Here are some weekly goals for the department to work with their crew to move this goal forward:

- ◆ Use reusable dishes, cups, mugs, silverware & table cloths
- ◆ Eliminate use of #6 polystyrene plastic products (aka Styrofoam)
- ◆ Offer a vegetarian or vegan option
- ◆ Donate leftover food to local food banks and/or charities
- ◆ Insure food that cannot be donated is composted
- ◆ Implement codes and guide in section in food areas
- ◆ Clearly place recycling, waste, and compost bins for crew and cast

→ **Construction:** Forward Films provides a template and track for the Construction Department of every film to help project work towards a more sustainable production. Here are some weekly goals for the department to work with their crew to move this goal forward:

- ◆ Use alternatives to wood for structural support, such as steel scaffolding or shipping containers
- ◆ Use paints, stains, and finishes that are low or no-VOC
- ◆ Encourage sets are built with reused or repurposed set materials or modular blocks
- ◆ Encourage sets and set materials are given to another production or vetted non-profits for reuse
- ◆ Recycle construction pieces
- ◆ Recycle specialized waste such as polystyrene blocks and carpet

→ **Set Dec/Props:** Forward Films provides a template and track for the Set Dec/Props/Wardrobe Departments for every film to help the project work towards a more sustainable production. Here are some weekly goals for the department to work with their crew to move this goal forward:

- ◆ Encourage ideas to incorporate sustainable behaviors through props like reusable water bottles and shopping bags

- ◆ Encourage rented or purchased used items
- ◆ When buying new items, research environmentally responsible brands or products
- ◆ Donate props, materials, wardrobe pieces, and properly stored food to local charities at the end of production (see donation section)
- ◆ Purchase or rent a wardrobe made with certified organic materials or waterless dyes or use second-hand clothing and accessories?
- ◆ Use reusable shopping bags and garment bags
- ◆ Reuse clothing hangers or return for reuse
- ◆ Avoid dry cleaning when possible and, when required, use PERC-free, environmentally preferable dry-cleaner

→ **Hair and Makeup:** Forward Films provides a template and track for the Hair and Make up Departments for every film to help the project work towards a more sustainable production. Here are some weekly goals for the department to work with their crew to move this goal forward:

- ◆ Use cruelty-free, non-toxic and organic products
- ◆ Recycle cosmetic packaging and product containers
- ◆ For prosthetics, use cruelty-free, non-toxic products and adhesives
- ◆ Were cruelty-free, non-toxic and organic products
- ◆ Avoid the use of ozone-depleting aerosols and petroleum based synthetic chemicals

→ **Transportation:** Forward Films provides a template and track for the transportation, if needed for the project work towards a more sustainable production. Here are some weekly goals for the department to work with their crew to move this goal forward:

- ◆ Enforce a no idling initiative
- ◆ Encourage use of electric or hybrid cars
- ◆ Use low-carbon fuels such as biodiesel or renewable diesel in generators and trucks
- ◆ Combine trailers, and limit equipment to make more space
- ◆ If using trailers, encourage solar powered trailers that can run without tying in or using generators
- ◆ If needed provide a shuttle service provided to condense drives or provide access and education on local public transportation in area