



"Away We Go"

Went Way Green During Production

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We posted way back last summer that John Krasinski's then-upcoming project, untitled at the time, was going to be very, very green. The eventually titled *Away We Go* turned out to be a groundbreaking green production as promised. Not only did producers utilize innovative ways to reduce carbon emissions and their environmental

impact, but they also took detailed notes and documented the entire process, releasing it to the public as *Away We Go: A Pilot Study of Sustainable Film Production Practices*. The crew worked closely with Green Media Solutions and TerraChoice to create what executive producer Mary-Jo Winkler calls "the most detailed carbon footprint measurement anyone has ever done on a

film." Editor of Filmmaker Magazine, Scott Macaulay, writing for Focus Features' website, says that the report (and I don't doubt it) "will help film producers everywhere as they assess the impact of their own future productions." The solutions they came up with for *Away We Go* ranged from using biofuels and hiring carbon accountants to distributing reusable water bottles and sourcing local produce. For all of the specifics in the four main areas of energy, transportation, catering/craft/water, and waste, check out the entire report at Green Media Solutions.

