

A photograph of a forest scene. In the foreground, a large, textured tree trunk is prominent on the left. The background shows a body of water, possibly a lake or bay, with several other trees and a distant shoreline under a soft, overcast sky. The overall mood is serene and natural.

# GREEN PRODUCING GUIDLINES

Ecological Minimum Standards



# WHY WE ACT

We live in a time where the climate crisis is no longer a distant future – it's our present. Global warming, caused by human activity, is already changing the world around us. Germany is among the top ten CO<sub>2</sub> emitters worldwide – and as part of the film industry, we share responsibility. Every production, every decision, every shoot leaves its mark.

On average, a German feature film generates about **one ton of CO<sub>2</sub> per minute of runtime**. That's a number we cannot ignore. We want to create images that move people – without harming the planet. Our belief: **film should leave lasting stories, not destructive footprints.**

That's why at Tidewater Pictures we actively commit to **Green Producing**. We take our ecological footprint seriously and see sustainability as part of our work ethic. Our goal: to **cut the CO<sub>2</sub> emissions per film minute by at least one third** – a bold step toward future viability.

For us, sustainability is not a limitation, but a mindset: deciding consciously, acting with care, taking responsibility. As a new generation of filmmakers, this is not an extra task – it's the very foundation of our work. **Ethics means being creative without passing the cost on to future generations.**





## HOW WE ACT...

**01** Our entire energy supply runs on certified green power – in offices, studios and on location. We use daylight wherever possible, switch to LED lighting, and work with energy-efficient devices. Generators are only used as a last resort, and then only modern, low-emission models. We also track our energy use to cut it down step by step.

**02** We avoid flights whenever a train ride under five hours is possible. We're building up a fleet of electric and hybrid vehicles, encourage carpools, and keep travel distances short by producing locally whenever we can. For the crew, bikes and public transport are not Plan B, but part of the plan.

**03** Waste is everywhere – but we keep it as low as possible. We provide clear recycling stations for glass, paper, plastic, metal, and organic waste. Recycling paper is standard in all offices and printers. Disposable tableware and plastic bottles are off the table – everyone gets their own reusable cup and bottle. We also test zero-waste approaches and document what we actually save.

**04** At least half of our food is regional, seasonal, and organic. Coffee and tea are always fair trade. A fully vegetarian or vegan catering day per week is mandatory – and often we do more. Portions are planned carefully to avoid food waste. Leftovers are shared with the team or donated to local initiatives.

**05** We carefully choose hotels and accommodations that meet sustainability criteria: green electricity, efficient heating and water systems, and waste separation. We prefer short distances between lodging and set – saving time, money, and emissions.

**06** Everything we use on set is part of a loop: we rent, buy second-hand, or reuse from our stock. New items are the last option. Costumes no longer needed go to donation cycles or are cleaned eco-friendly for reuse. For materials we choose FSC/PEFC-certified wood and water-based paints. Each reuse is documented – because things deserve a second and third life.

**07** We keep things paperless: call sheets, schedules, and contracts are digital. When printing is unavoidable, we use recycled paper with a high post-consumer content. We rely on cloud solutions powered by green hosting. Efficiency meets climate protection.



## HOW WE ACT...

**08** Our sets are built as modular and reusable as possible. Renting comes before buying, second-hand before single-use. Materials are reused or donated after the shoot. One-use plastics are avoided completely. Where wood is needed, it comes from sustainable forestry; paints are water-based. Creativity big, resource use small.

**09** Every production starts with a preliminary CO<sub>2</sub> footprint. It shows where our biggest emissions lie and where we can improve. After each shoot, we do a final balance and report. That makes our progress transparent – inside the company and outside. Every project is a learning process to make the next one better.

**10** Green Producing only works if everyone's on board. That's why every production kicks off with a Green Briefing to align on goals and rules. Our Green Consultant supports the team throughout the whole process, answers questions, and keeps the standards on track. Sustainability is not a solo act – it's part of our culture.

**OUR STORIES  
SHOULD LEAVE  
IMPRESSIONS  
  
NOT EMISSIONS.**





# **SUSTAINABILITY IS NOT A TREND. IT'S OUR ATTITUDE.**

Green Producing is not an add-on – it's part of our identity. It combines artistic excellence with ecological awareness. Let's make Green Producing part of Tidewater Pictures' DNA – lived by each of us, visible inside and out.



# LET'S CREATE STORIES - WITHOUT LEAVING A TRACE.

If you have questions, want to share ideas, or need support:  
our Green Consultant is your go-to. Write us, call us, or just talk to us  
on set. No topic is too small, no suggestion too unimportant.

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