

**THIS HOUR HAS 22 MINUTES
SUSTAINABLE FILM PRODUCTION
CASE STUDY**

**22
MINUTES**

**SCREEN
NOVA SCOTIA**

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INTRODUCTION

As carbon impact reduction in film production becomes increasingly accessible to filmmakers across Canada and around the world, Screen Nova Scotia is working to provide the industry with the necessary tools, resources and skills to incorporate green initiatives across all stages of production.

This case study will focus on the long running CBC comedy series *This Hour Has 22 Minutes* and how they have been incorporating green practices on and off set.

In 2021, [Hollywood Studios released a carbon emission report](#) stating that on average, a one-hour scripted series can have a carbon footprint of 77 metric tons of carbon dioxide (CO2) emissions per episode. This is equivalent to the energy required to charge 9,366,484 smartphones or 8,664 gallons of gasoline consumed.

A television series such as *This Hour Has 22 Minutes*, a half-hour scripted multi-camera show, can have a carbon footprint of up to 18 metric tons. This is the equivalent of the energy required to charge 2,189,568 smartphones and equal to 2,025 gallons of gasoline consumed.

This varies based on budget, location, and a myriad of other factors, but it is imperative that the screen industry learn to take advantage of locally available resources to mitigate its carbon footprint, and adopt more sustainable practices.

In addition to our newly-launched Sustainability webpage and Strategic Plan, Screen Nova Scotia intends to periodically conduct case studies of local productions that are taking initiative and making strides in reducing their carbon footprint.

This Hour Has 22 Minutes embarked on their sustainability journey in 2022 for their 30th season. In season 29, the show was part of a [CBC Pilot Project](#), which gave the production a head start on the learning curve and helped to identify areas where they could improve their work in season 30.

Key features of *This Hour Has 22 Minutes*



Crew Size:
80 - 100 members



Run Time:
Half Hour



Genre:
Comedy

The first step taken by *22 Minutes* was to form a Green Team. The team consisted of: Tracey Jardine, Producer and Executive in Charge of Production; Elsa Tokunaga, Sustainability Manager; and Saskia Clinton, Sustainability Assistant. Together, they researched ways to reduce the show's carbon footprint and implemented several sustainability initiatives, which will be discussed in this case study.

The team at *22 Minutes* are constantly seeking ways to improve and become more sustainable, but have encountered external limitations, such as those imposed by economic policies or landlords. To address this, the production opted to focus solely on what they could control internally - aiming to promote green practices on set and encourage environmentally-friendly behaviors among the cast and crew.

"Of course there have been challenges - budgetary considerations, and some specific behaviors and mindsets will always be difficult to change - but with time, positive reinforcement and education, soon all cast and crew will be some of the more environmentally friendly individuals in Nova Scotia, both at work and in their personal lives." – Elsa Tokunaga, Sustainability Manager, *This Hour Has 22 Minutes*

DEPARTMENT DISCUSSIONS

To understand the necessary adaptations, it was essential for the Green Team to communicate directly with each department. This allowed the Green Team to establish a comprehensive understanding of existing processes. Speaking with each department created a space to gather feedback and suggestions on the various areas that could be improved.

Elsa reported that most changes came from crew members reflecting on their daily processes to identify areas for improvement.

Through these conversations the Green Team was able to identify areas of strength and weakness, and create a cohesive plan for moving forward. Engaging with each department proved to be a vital step in the process of making necessary changes.

Key tips provided by sustainability coordinator, Elsa Tokunaga, when communicating with departments are:

- Understand that they are experts in their field and are more aware of the materials and equipment they need. Work with them to find best practices within their departments.
- Lead by example! Sharing things that have worked for you personally are much more effective than facts or statistics.

- Meet your crew where they are at - give ideas, education, and suggestions to departments that will be relevant to them.
- Engrain a sustainable mindset from the beginning. Ensure that all departments know that sustainability is a part of everyone's job.
- Keep it simple, with slow changes to start. Rapid changes can be overwhelming or discouraging.
- Share manageable bits of information, develop a voice, and avoid jargon.
- Always ask for crew input. This allows everyone the opportunity to be heard and feel valued, leading to more engagement.
- Avoid chastising anyone for unsustainable actions. Positive reinforcement is much more effective than guilt.

Key outcomes resulting from department discussions:

QUICK HIGHLIGHTS

Reduce

 **2,500**

Pieces of paper reduced per week by printing everything double-sided.

 **~2800WH**

of electricity saved per year by donating two fridges and a printer.

Reuse



Craft started providing reusable utensils rather than single-use plastic



Refurbished staff laptops to keep them in circulation longer versus disposing of them which would end up in the landfill.

Recycle



Moved from 50% recyclable paper to 100% recyclable paper.



Using the company **TerraCycle** to recycle complex items and prevent them from going into the landfill.

Additional outcomes included:

- Craft Services began donating leftover meals to local organizations such as [Hope Cottage](#), reducing waste and supporting the community.
- Wardrobe began sourcing costumes from sustainable and ethical brands, reducing the environmental impact of their clothing choices.
- The Green Team added large composting bins near their newly implemented catering bussing station in the cafeteria. This reduced the amount of waste sent to landfills.
- The set painter began recycling paint cans at [Clifton Recycling Centre](#), avoiding landfills.
- They established a requirement for background and dailies to bring their own water bottles. Very limited plastic water bottles available on set.
- They followed up with the catering company to discuss smaller portion sizes and reducing meat consumption in the next season.
- Production installed carbonated water machines to reduce aluminum can consumption.

GREEN INITIATIVES

This Hour Has 22 Minutes implemented a number of green initiatives to reduce their carbon footprint. This case study will focus on the four initiatives that were identified as having the greatest impact.

1. Snack Tubs

To reduce the amount of packaging waste on set, the carpentry team built snack tub dispensers, saving packaging materials from going into the landfill. Instead of purchasing **3,500 individual packages** of trail mix as in previous production seasons, the team **bought 75 large packages** and poured them into recyclable containers (**See Appendix A**). Production purchased their snacks in bulk from [Bulk Barn](#) and [Costco](#), which helped to reduce waste and save money.

Bulk Barn allows customers to bring their own reusable containers which production has been doing. They also offer 15% off purchases for [Sustainable Sundays](#) when customers bring their own reusable bags or containers.



BENEFITS OF USING SNACK TUBS

- Foster a green mindset among cast and crew by using reusable, refillable containers.
- Reduce the number of wrappers in landfills by 97.6%
- Cost savings can be invested in healthier snack options for cast and crew.

2. Recycling & Composting System

Production started composting on location. Previously, compostable items were mixed in with the garbage.

After implementing a composting system, the sustainability coordinator noticed bananas that had gone slightly brown were being composted by the Craft Services team. To better manage food waste, the Craft Services team was asked to place those bananas in the freezer with a message to crew with links to banana bread and banana smoothie recipes, encouraging them to take the bananas home and repurpose them. This action helped shift cast and crew behaviour from generating waste to repurposing it.

The production returned all refundable cans and plastic bottles to recycling depots, with the proceeds donated to Feed Nova Scotia. Additionally, they donated scraps of wood for kindling to the crew and gave away more usable items to [NSCAD](#).

A lot of production waste generated on set is hard to dispose of. Some of these items include latex, batteries, and with recent times, face masks. *22 Minutes* is now using the organization [Terracycle](#) and participating in free recycling programs offered by [Staples](#) and [IKEA](#) to help dispose of their complex waste and develop solutions for those items that are not recyclable at the curb.

BENEFITS OF RECYCLING SYSTEM

- Separating trash influences sustainable behaviour that can be transferred at home.
- Separating trash allowed for production to donate \$160 to FeedNS at 5c per item recycled.



3. Bussing Station

The production team added a bussing station to reduce daily consumption of single-use containers and other single-use items. The bussing stations resulted in **savings of approximately 4,000 single-use containers** over the course of the season. This implementation allowed craft services to completely eliminate single-use coffee cups.



BENEFITS OF BUSSING STATION

- Reduces the use of single-use food containers.
- Encourages and enforces environmentally friendly behaviours.
- Created a job opportunity.

4. Water Stations

To reduce single-use plastic on set, production stopped making plastic bottles readily available and encouraged crew members to bring their own reusable water bottles. To facilitate this, five water stations were set up throughout the studio for easy access. On location days, production would bring a five gallon jug of water to avoid single use plastic bottles.

While it takes time to change long established behaviors, crew members adapted to the change. During the last month of shooting, production rented a carbonated water station to reduce the number of aluminum cans disposed of on set. This change **resulted in a reduction of approximately 30 cans per week, or 25% fewer cans used**. Production plans to scale this up for the next season and will rent more carbonated machines.

BENEFITS OF WATER STATIONS

- Reduces the amount of single-use plastic on set.
- Encourages crew to bring their own reusable water bottles.
- Reduced plastic bottles use by 91.67%



MOVING FORWARD

The goal of *This Hour has 22 Minutes* is to develop and incorporate more green initiatives into their production. In addition, they aim to enhance their sustainability outreach and are looking to collaborate with industry partners to create a more sustainable screen industry in Nova Scotia. Moving forward the production is considering:

- Exploring electronic COVID-19 waivers for audience members.
- Speaking with lawyers and auditing departments to determine means of going paperless in the accounting department with department approval.

- Creating a best practices document that provides guidelines for green production.
- Developing a writer’s guide that emphasizes the importance of environmentally friendly writing in film.

TIPS TO CONSIDER

1. Implementing New Procedures

When implementing new procedures, there are several things that need to be considered. Firstly, it is important to clearly define the objectives of new processes and procedures. This ensures that everyone involved has a shared understanding of the expectations intended to achieve a common goal. It may be necessary to modify existing processes or systems to accommodate the new procedures.

For example, establishing one small change can require modifying an entire system and create complications for other departments. *22 Minutes* found that when considering going digital with its Accounting department, it also would affect legal and human resources. Going digital also means that agreements would need to involve language recognizing an electronic version, and research on what is legally accepted. Changes may also require training to adjust department workflows.

It is important that productions consider the domino effect of a decision. Production must find ways to incorporate new procedures without sacrificing efficiency and productivity.

2. Onsite Green Team

Allowing space for a Green Team in the studio catalyzed environmental thoughts and actions from each department. Having an environmental presence on set proved to be invaluable, as it caused the cast and crew to think twice about their actions. The teams’ presence allowed everyone to ask questions, share environmental ideas, and question ‘the way it’s always been done’.

“When introducing environmental changes, it is vital to empower and listen to individuals. Make sure the crew knows that while they are not responsible for the climate crisis, it is their responsibility to make it better. Asking questions, nudging the cast and crew to make sustainable decisions, and helping to facilitate their environmental ideas were the most important aspects of the Green Team’s presence.”

– Elsa Tokunaga, Sustainability Manager, *This Hour Has 22 Minutes*

Overall, *This Hour Has 22 Minutes* has made significant strides in reducing their environmental impact and increasing production sustainability, while also saving money on production costs. Their efforts serve as an inspiring example that others in the film industry can follow. This case study shows how small changes can make a big impact on the environment.

If you want to make your production more sustainable, check out Screen Nova Scotia's new sustainability webpage for guidance and resources.

[Stream the 30th Season of This Hour Has 22 Minutes Now!](#)



APPENDIX

Appendix A: Craft Services Inventory Usage (S29 vs S30)

Created by: Julia Catalan

Green Shift Inventory				
Item	per Box	We start	Used S29	
Plates: Round 7"		0	0	0
Square 10" plate	500	14	3	1,500
Container: 8" square Box	300	37	26	7,800
Container: 20 oz rectangle	500	33	10	5,000
Bowl: 8oz for soup	1000	15	7	7,000
Lid: for 8oz for soup	1000	14	5	5,000
Cups: 12oz Hot beverage	1000	19	4	4,000
Lid: for 12oz Hot beverage	1200	15	1	1,200
Cutlery: Forks 7"	1000	14	6	6,000
Cutlery: Knives 7"	1000	10	1	1,000
Cutlery: Spoons 7"	1000	14	2	2,000
Napkins: Dinner	3000	12	7	21,000
Cups: 9oz clear	1000	4	0	0
Cup: 4oz insert	1000	4	0	0
Lid: 9oz Clear Dome	1000	4	0	0
Cup: 5oz Clear(for audience wine)	2000	3	0	0
Multifold Paper Towels	10*400	2	2	

Cases of Water we used to buy on season 29	Each cases	Weeks	Use per Week	Total
	24	25	12	7,200

Individual packages	Each cases	Week	buy per week	Total
Trial Mix	28	25	5	3,500
Nuts	30	25	5	3,750
Mini Choc(kit.kat, Aero, Mars, etc)	75	25	8	15,000

Green Shift Inventory				
Item	per Box	we Start	Used S30	
Plates: Round 7"		0	0	
Square 10" plate	500	11	0	
Container: 8" square Box	300	11	8	2,400
Container: 20 oz rectangle	500	23	4	2,000
Bowl: 8oz for soup	1000	7	4	4,000
Lid: for 8oz for soup	1000	9	2	2,000
Cups: 12oz Hot beverage	1000	15	1	1,000
Lid: for 12oz Hot beverage	1200	14		0
Cutlery: Forks 7"	1000	8	4	4,000
Cutlery: Knives 7"	1000	9	1	1,000
Cutlery: Spoons 7"	1000	12	3	3,000
Napkins: Dinner	3000	4	4	12,000
Cups: 9oz clear	1000	4	0	0
Cup: 4oz insert	1000	4	0	0
Lid: 9oz Clear Dome	1000	4	0	0
Cup: 5oz Clear(for audience wine)	2000	3	0.5	1,000
Multifold Paper Towels	10*400	2	2	










Cases of Water we used to buy on season 30	Each cases	Weeks	Use per Week	Total
	24	3	1	72

we have now 2 stations of craft tables available with a water dispenser plus one is in the cafeteria. On locations days we use a water jug of 5 gallons.

Bags of...	Each cases	Week	buy per week	Total
Trial Mix	1	25	3	75
Nuts	1	25	3	75
Mini Choc(kit.kat, Aero, Mars, etc)	1	25	4	100
Crackers	1	25	3	75

Now we have 2 station of snack dispensers with diferents snack like nuts, chocolate, and crackers. one of them with 8 dispensers and the other one with 6 dispensers. all the snacks from Costco, and Bulkbar were I can reused my bags. On the other hand, the price does not make a big difference since it gives me more options for healthier snacks.

Appendix B: Vendors

Category	Organization(s)
 <p>Second Hand Clothing For Purchasing & Donating</p>	<p>Mission Mart Value Village Dress For Success</p>
 <p>Complex Recycling</p>	<p>Terracycle Clifton Recycling Centre IKEA Staples</p>
 <p>Bulk Purchases</p>	<p>Bulk Barn Costco</p>
 <p>100% Recyclable Paper</p>	<p>Spicers</p>
 <p>Laptop Refurbishment</p>	<p>Lakecity Works</p>
 <p>Food Donations</p>	<p>Hope Cottage</p>
 <p>Used Food Items & Toiletries</p>	<p>Souls Harbour Rescue Mission</p>
 <p>Wood Donations</p>	<p>NSCAD</p>
 <p>Used and Empty Batteries</p>	<p>Out of the Cold</p>