

Carbon Positive Crew Gift Email Template

Dear 'UPM NAME HERE',

There is a climate emergency! It's something we hear almost everyday, but we are still wondering what we can do to help... Crew gifts have been a fantastic initiative for many years, but could they be better? Could they also be a fantastic initiative for the planet?

BECTU LPD's newly launched Sustainability Committee (<https://bectu.org.uk/get-involved/sustainable-workplaces/>) has partnered with Ecologi (<https://ecologi.com/>) to try and address this. Ecologi are a fantastic organisation who work very closely with Gold Standard and The Eden Projects. Their aim is to help society become climate positive, by offering people a chance to offset their personal emissions.

Going forward, BECTU is proposing that all productions offer crew an 'Opt-Eco' on Crew Gifts. This would always be the crew member's choice, and offer either a partial supplement or complete replacement on the usual gift, for one that has a positive carbon impact. People who still want the physical gift shouldn't lose out, so this should 100% be a choice, but more and more people are climate conscious and want to help where they can!

This could be achieved very simply through Ecologi's gifting mechanism (<https://ecologi.com/gifting>). Even the tiniest contributions make a huge difference; 1 tree planted = £0.12 and 1 tonne CO₂ Offset = £3.40. As you can see, this soon adds up... A gift of £14.10 would offset somebody's life for 3 months, in addition to planting 36 trees OR a gift of £12.40 simply plants 100 trees. Across a whole crew, this would make such a difference to the planet.

Following ARUP, Albert & BFI's 'A Screen New Deal' review of the film industry and its sustainability (<https://wearealbert.org/2020/07/22/screen-new-deal/>), people across the sector are looking to make a difference, and I believe this could be a great first step.

If you have any questions, both Ecologi and BECTU's Sustainability committee are happy for you to get in touch;

Dennis Hettema - Ecologi Head of Business - dennis@ecologi.com
Laurence Johnson - BECTU Sustainability - camerabranhclimate@gmail.com

Ecologi are also offering BECTU members a month of offsetting free with the code 'BECTUSUSTAIN'

It would be incredible if our production was to lead the way on this, and I really hope you're able to consider it!

Yours Hopefully,

'CREW MEMBER NAME HERE'

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in association with



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with

