



CAMA AssetStore's Environmental Policy 2024/5

CAMA offers sustainability solutions through its storage service (AssetStore), its partnership platform asset management software (AssetFlow), and reuse services (AssetCycle), which include production asset lifecycle consultancy.

These three services assist studios and productions in reducing waste and environmental impact. Clients are encouraged to invest in the lifecycle of their assets, aiming to return items to production or industry and support the circular economy.

CAMA's storage facilities are expertly managed by a team that fully comprehends the importance of preserving creativity, intellectual property and where possible making physical assets available for reuse, thereby avoiding landfill.

Scope of Plan

This plan outlines the goals and objectives for our storage and reuse hubs (AssetStore and AssetCycle). The focus of this plan is to create goals to ensure the company is enhancing services to film and TV productions, facilitating waste reduction, reducing carbon footprint, and investing in the circular economy.

Internally, CAMA is dedicated to reducing the environmental impact of its own operations. Building on its 2022 Environmental Report and Carbon Reduction Plan, CAMA has established new measurable targets. Further details are provided in our operational Carbon Reduction Plan.

Environmental goals for services 2024 - 2027

- 1. Develop the infrastructure and consultancy to film & TV productions to reduce their carbon footprint and adopt a lifecycle approach to their assets.** To enhance our work collaboratively across production and promote end of life strategies for physical assets (sets, props and costumes). Continue to be one of the leading voices around reuse, circularity and sustainable asset management.

From 2022 – 2024 the organisation made strides with industry partnerships and promoting sustainability. [A full list of our partnership](#)

[work, sustainability promotion and awards can be found HERE.](#)

- **How measure?** 1. Annually monitor collaborations, partnerships and promotions with industry organisations. 2. Collect annual statistics to monitor the increase of reuse and sharing of assets. 3. Collect feedback from clients after each job.

- 2. Reduce transport by providing regional coverage and invest in local infrastructure.** The company is partnering with local storage providers to improve asset management services and support the local economy. Expanding operations across key UK filming locations will enable more efficient and sustainable storage solutions, reducing travel and transport. This investment in local companies and infrastructure encourages regional production hub sharing.

- **How measure?** 1. Promote regional hubs and track their adoption. 2. Focus on Cardiff, Manchester, Liverpool, and Bristol initially; then review progress. 3. Monitor regional production storage and collect AssetCycle and Assetflow data for comparisons. 4. Where possible evaluate the reduction of fuel emissions annually through regional hubs

- 3. Implement a zero-waste strategy for all productions.**
 - When productions ask for AssetStore to dispose of sets, props, and costumes, provide guidance and support for reuse and repurposing to avoid waste.
 - Highlight the comparative carbon emissions and cost savings to encourage reuse.
 - Collaborate with reuse partners who are mindful of intellectual property concerns and reputable regional recycling partners.
 - Work with productions at wrap and picture lock stages to prevent assets from going to landfill, thereby extending the life cycle of existing assets and reducing the need for new materials in future productions.
 - Minimise waste and carbon emissions by connecting existing assets and materials with industry professionals. This approach lowers the demand for new materials and decreases overall consumption.
 - Engage with our circular economy network to maximize the reuse of existing items. Many props, sets, and costumes remain in excellent condition and can continue to be utilised, preserving their inherent value.

Policy to be reviewed and updated in 2023

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- With the new government legislation on recycling and waste, costs have risen. Our team recommends prioritising reuse to benefit from the circular economy and save significant costs. We always present reuse options and costs when productions inquire about recycling.
 - Continue to work in partnership with ReLondon and access their support networks.
- **How measure?** 1. Monitor the number of reuse jobs annually and compare year on year. 2. Monitor the number of disposal and recycling jobs year on year – to ensure this figure is reducing. 3. Evaluate how many disposal orders turn into reuse and repurposing orders

4. Upgrade the detailed waste and carbon emissions avoided data for productions through the CAMA carbon calculator.

AssetCycle's carbon reporting for film productions includes comprehensive details such as the number of recycled items, their reuse, end users, and a complete asset management breakdown, including emissions avoided through reuse.

CAMA collaborates with productions to offer pioneering carbon data on the impact of reuse through our in-house redistribution service and Circular Economy certification (AssetCycle*). This data is powered by our bespoke Life Cycle Analysis calculator, aligned with the Greenhouse Gas Protocol, created by Climate Essentials. It forecasts the emissions avoided through asset reuse compared to purchasing new items and sending them to landfill. This approach is unprecedented for productions and the industry as it specifically quantifies the impact of reuse—data that is typically unexplored, uncalculated, or undisclosed. This untapped Scope 3 data plays a significant role in understanding the global footprint of film and television productions. An example can be found here: [BFDG Planet Positive Presentation](#)*More about AssetCycle can be found at the bottom of this report.

Upgrade: CAMA AssetStore intends to upgrade the Carbon Calculator developed by Climate Essentials. The upgrade will include new features and updated carbon factors to improve functionality and accuracy.

A summary of this upgrade includes:

1. Mystery Box

This work package involves adding a new feature to the Asset Carbon Calculator to estimate carbon emissions for "Mystery Boxes." These boxes will have a predefined composition of materials.

2. Unit Change

This work package will introduce the option to calculate percentages based on volume (cubic metres) in addition to the existing weight-based option at the same time. Additionally, the Climate Essentials team will include the ability to account for "empty" space as part of the total percentages.

3. Transportation

We will include an option to have multiple trips and add various trips for different vehicles, as well as the laden and unladen loads, including Vans, HGVs, and percentage laden.

4. Updated Carbon Factors

This involves updating the Carbon Calculator with accurate and up-to-date carbon factors for 2024 different materials and potential groupings after the previous work packages have been completed.

**A copy and breakdown of this work is available upon request.*

- **How measure?** 1. To monitor the reuse data and carbon emissions data for each production. 2. To collect annual statistics to provide a picture for the industry around reuse. 4. Look to provide industry data to Albert and other environmental bodies. 5. Review the upgrade of the calculator and monitor productions satisfaction and quality of data

5. Enhance internal engagement and training on sustainability and environmental impact. From 2022 to 2023, CAMA employed Sustainability and Communications Consultant Yosien Burke (AIEMA). In 2023, Ella Nevill (Circular Economy Expert) was hired to advance this work further. The company's AssetCycle's lead, Sam Collins, who manages all reuse jobs, completed the AIEMA training course, University of Cambridge's Sustainable Marketing, Media and Creative and Reel Green Climate & Sustainable Production Training.

- As part of the organisation's internal communication plan, weekly meetings have been implemented to engage with the wider team about environmental goals and developments to the

sustainability service, ensuring there is buy in across the whole organisation. From 2025 CAMA are looking to ensure all team members attend Albert sustainability training and other circular economy webinars through ReLondon and Ellen MacArther Foundation.

How measure? 1. Review number of team members undertaking training 2. Review and encourage sustainability leads to keep training up to date 3. Review expertise around reuse and recycling legislation to ensure best possible support is provided to productions. 4. To provide more training through AIEEMA, Climate Essentials and Better Futures.

6. To continue to develop and invest in the circular economy for film and TV industry. CAMA specialises in promoting redistribution of physical production assets back into the film industry. They do this through various FB Groups, Prop Houses, Film Schools, directly to production teams, studios, arts & media organisations, and social enterprises including PropUp, Restage, Recollective, ReLondon, and the British Film Designer's Guild. They aim to continue these relationships and develop more ongoing partnerships, especially with prop houses, social enterprises, and costumiers.

- **Goals and Measure** 1. Review relations annually with organisations such as Prop Up. And other industry partners and reuse networks 3. Enhance closer working relationships with Sustainability Consultants working in film and TV (Sustainable Film, Picture Zero and Green Eyes, trying to avoid duplication of services. Review these partnerships annually.

7. Enhance our Community Repurposing in regional areas . CAMA AssetStore has a strong network of educational and creative partners, as well as social enterprises and charities. These partnerships enable efficient redistribution of items to the creative industry and community investment. Our specialised team matches unique items with specific organisations. Since the 2022 Environmental Report, we have expanded our community reuse partner network to 150 in Essex, Suffolk, and Reading. Our aim is to build a regional network across the country while collaborating to avoid duplication with other consultancies and reuse hubs.

- **How Measure?** 1. Monitor the increase of reuse and community partners in our new regional hubs 2. Review the distribution of items and where they go to spot trends

8. Addressing CAMA AssetStore's operational impact

- In 2024 AssetStore moved its warehouse to a new BREEAM rated warehouse facility in Southend and the company invested in solar panels to power the entire plant.
- **The Space is Green - BioDiversity**
Our new warehouse is next to a 200-acre wildlife park, wildflower gardens, and outdoor meeting areas with bird boxes everywhere. Team members are encouraged to walk outside at lunchtime for fresh air and enjoy the nature surrounding our new office. There are no loud generators allowed on site and trucks arriving switch off their engines when idle.
- **Cherry Orchard Jubilee Country park is** situated in the rolling countryside of the Roach Valley at the south of the District, the 200 acre beautiful wildlife park continues to mature, providing unique recreational facilities for residents and visitors to the area. The woodland, lake, open grassland and network of connecting paths and bridleways also provide habitat for a huge range of animals and plants.

Management Systems to Achieve Our Goals

To meet these objectives effectively, we have established a robust support system, including:

Dedicated Team Members

Two team members are exclusively focused on driving reuse, promoting circularity, and reducing operational emissions.

Sustainability Consultant

We collaborate with a sustainability and comms expert who provides specialised guidance and support to ensure we achieve our goals.

Additionally, progress is meticulously tracked through our Teams Tracker, and monthly team meetings are conducted to review developments, assess progress, and refine strategies.

With a steadfast commitment to sustainability and a proactive approach, we aim to set a benchmark for responsible and environmentally conscious practices within the film and TV production industry.

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Further information

What does AssetCycle calculate?

Bespoke life cycle analysis calculator

Our bespoke life cycle analysis calculator was developed in partnership with award-winning ClimateTech startup, Climate Essentials.

What are we measuring?

We compare the emissions avoided through the reuse of props, sets, and costumes versus emissions generated through newly bought assets sent to landfill. This is part of Scope 3.

Methodology

Our methodology is based on the Greenhouse Gas Protocol, using data published by the UK Government's Department for Energy Security and Net Zero.

Scope

Calculations consider material, transport, and end-of-life disposal methods. We convert material volume, to density, to weight, in order to gain the most accurate figures.

Upgrade

CAMA is investing further into this service and the calculator is being upgraded in 2025.

Accreditation

CAMA are incredibly proud to be affiliates, members, and endorsed suppliers of a number of industry-leading organisations including the Production Guild of Great Britain, BAFTA albert, the British Film Designers Guild, and ReLondon's circular community.

[You can find out more about our partnerships with these organisations and opportunities HERE.](#)

Signed

Michael Apostolides