

INTERNATIONAL, SUSTAINABILITY BEST PRACTICE AWARD - PRODUCTION/EXPERIENTIAL

OUR HUMAN MOMENT

Challenge

How do we minimise emissions while upholding the quality and consistency of our work?

Brief

Create a production that upheld Accenture Song's ethos of sustainability, not just in what was seen on screen, but in every aspect of the project.

Solution

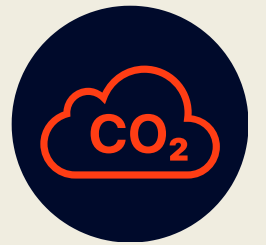
Use the team's extensive training and tools, such as the AdGreen calculator, to design a production strategy that minimised emissions.

- Identified that the director and producer could reach the UK via ferry for the first shoot which would lay the foundation for a comprehensive shoot playbook that would serve as a step-by-step guide for local teams around the world.
- One central production partner led the project out of Ireland and liaised with local production teams in six countries, using the 'shoot playbook' to provide an integral overview of intent and key approval items from schedules to location approach, casting, wardrobe and creative approach.
- Local production teams informed negotiations on prices, timings, food and transportation so as not to disrupt local production ecosystems and not be driven by a one-size-fits-all.

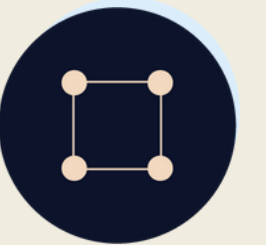
Results



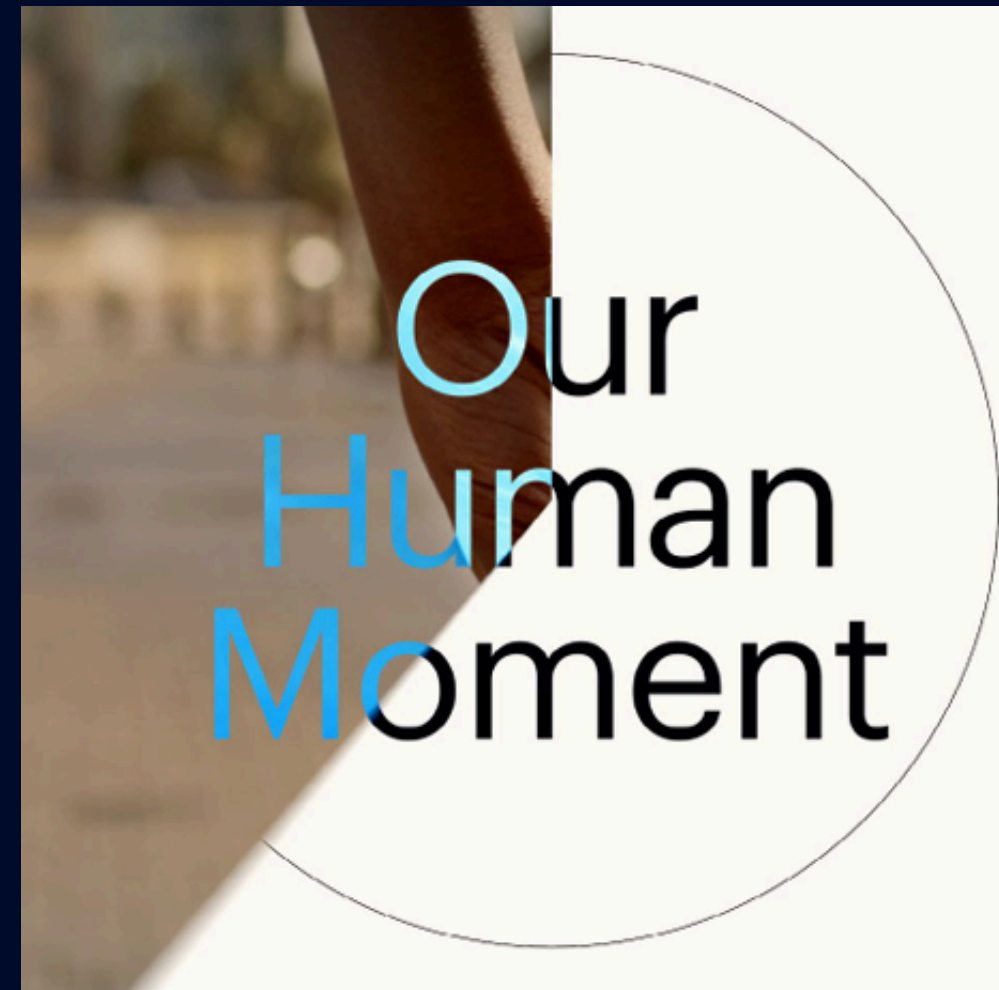
Only 3.49 tonnes of Co2 for a production of stills and live action in 6 countries, across 5 continents, spanning 4 months.



'Our Human Moment' is the centrepiece of Accenture Song's services and projects at the intersection of creativity, design and sustainability.



The film plays a central role in client engagement and projects, globally kickstarting sustainable innovation and behaviour change projects



Execution

