

AMAZED

ZERO IMPACT REPORT

WHAT'S
GOING
ON

On March 14th 2023 the European Parliament approves a legislation to reduce greenhouse gases by 2030. From 30% to 40% below the levels in 2005. Europe's goal remains climate neutrality by 2050.

If volumes continue to grow, by 2030, the system could emit up to 2.7 billion tons of CO₂, with an annual growth rate of 2.7%.

The greenhouse effect consists of the planet's ability to retain some of the heat from the sun's rays and is a natural phenomenon essential for life on Earth. Unfortunately, this is now amplified by a whole series of gases produced by humans and their activities, those being; carbon dioxide in addition to methane, nitrous oxide, and ozone. This causes average temperatures to continue to rise. There are only two paths, and they must be taken in sync.

According to a UN report, the fashion industry produces between 8%-10% of all global emissions, and for the European Commission textiles rank fifth in climate change impact after construction, agricultural business, mobility, and leisure & culture.



Several companies are already working to progressively measure and limit their footprint. Some of them, to complement their sustainability strategies, choose to offset the emissions produced by their activities on a regular basis.

Decarbonizing as much as possible and attempting to offset the produced emissions - after measuring them - with projects to remove carbon dioxide and gases from the atmosphere, for example, by reforesting certain areas of the planet properly. By absorbing CO2 and releasing oxygen, trees have always been the best ally.



**NO ONE THINKS
ABOUT THE
ENVIRONMENTAL
COST OF
COMMUNICATION**

70%

We know that 70% of carbon emissions in the fashion industry are due to the raw material sourcing and production phase: this in jargon is called the “upstream chain”.

30%

The trickle down impact is around 30% that takes into account distribution, usage, and end life of products.

WHAT
WE DO

**LIKE EVERY PROJECT
WE BRING
TO FRUITION,
OUR APPROACH TO
SUSTAINABILITY
IS TAKEN WITH THE
UTMOST REGARD
AND MAXIMUM
DEDICATION**

**AMAZED
BY NATURE**

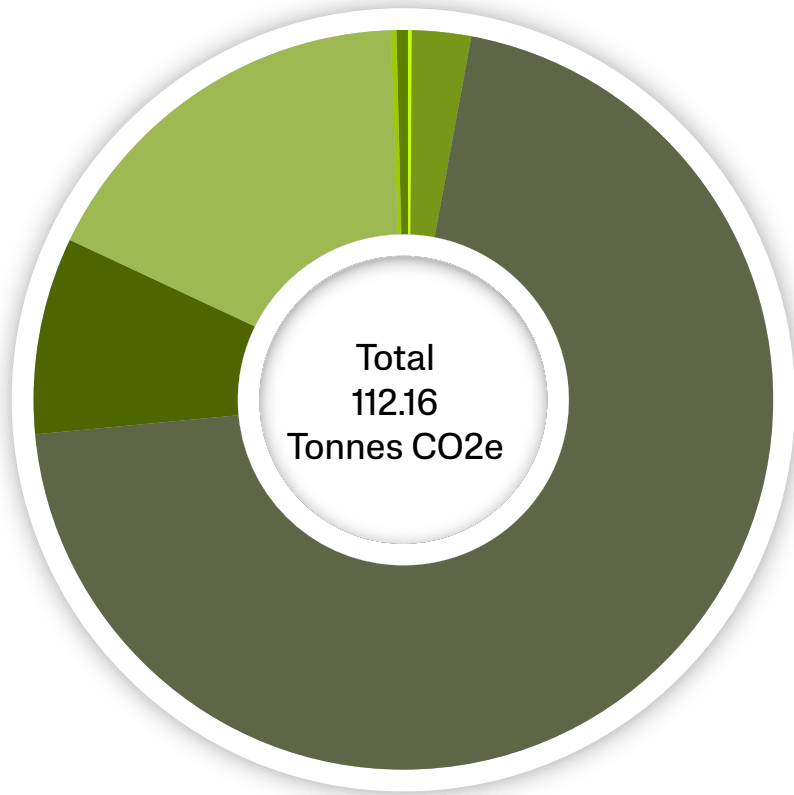




We started by examining and distinguishing how our scope of business contributed to the overall picture in order to determine how to reduce our impact as much as possible. Consistent to our ethos, we then acquired the **ISO 14001** certification which consists of a series of internationally agreed standards that sets out the requirements for an environmental management system. ISO 14001 provides the management of all phases in planning, execution, control, and related improvement actions, monitoring the processes of organizations that choose to adhere to the environmental policy.

We are the first production company in Italy to have embarked on this path and considering our current awareness, we see this as just a starting point rather than a final achievement. Although we are proud to have obtained the certificate, we still feel this is not enough and strive to do better and achieve more.





- Non-filming spaces
- Filming spaces
- Travel and transport
- Accomodation
- Materials
- Disposals
- Post-production

Thanks to the calculation system with geolocated parameters of **AdGreen** - a British company highly specialized in the field of advertising and in the scaling of its impact – we are able to calculate from A to Z the footprint of each of our productions.

This system allows us to understand the most significant elements and to set new goals on how to reduce each component.

Once the overall environmental impact of our productions have been quantified, we offset the produced emissions by joining global projects developed by **Bcorp Ecologi**, a social enterprise and platform specializing in action plans to counteract the climate emergency.

AWARE MINDSET
FOR ZERO IMPACT