



CLIENT DISCLOSURE AGREEMENT 2019

# A CLIMATE EMERGENCY



# HELLO WHAT

HELLO WHAT is a UK based film production company, working with brands who challenge the norm. To us, Hello What is a way of opening people's eyes to an alternative way and thinking 'what's that about then?'

We produce films for brands that either tackle environmental, social or health issues, as well as private companies that are committed to supporting good causes and are also committed to tackling environmental impact.

We are just as guilty as any other film production company though in overlooking our own footprint, and we are committed to changing the film community and ourselves to reduce our impact, looking at how we can reduce travel, single use purchases and consumption of large volumes of electricity with little thought of the supplier.

Founded in August 2019, we are proud of the strong foundation we have built over for how we want to operate in 2020. We are proud to present this report that analyses our first five months in business, disclosing the percentage income received from different sectors and defining objectives for reducing any negative environmental impact for 2020. to



## OVERALL REVENUE

**27%**

Environmental Agencies and Charities

**23%**

Health Foundations

**20%**

Social Welfare

**20%**

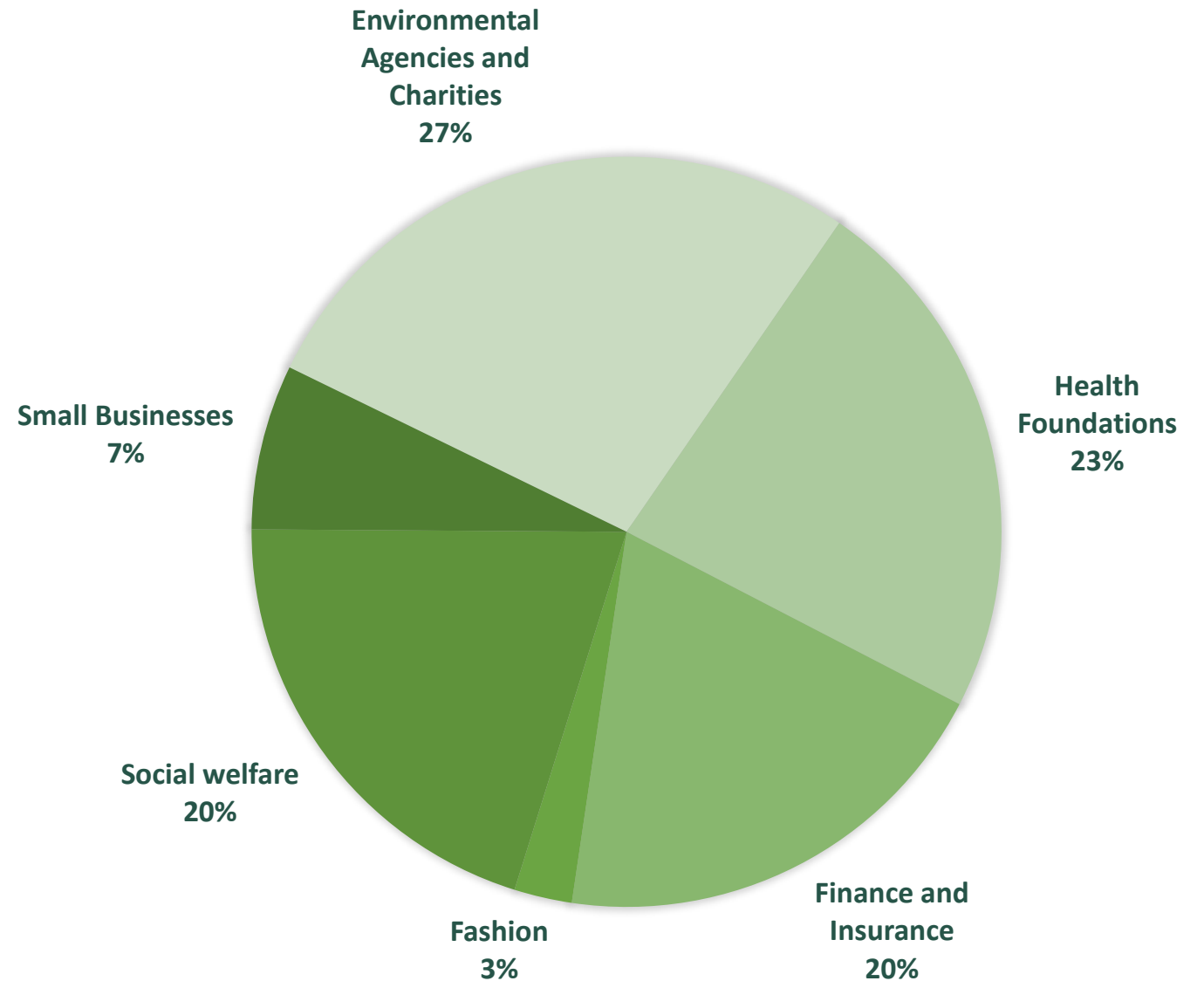
Finance and Insurance

**7%**

Small businesses

**3%**

Fashion



## REVENUE FROM 'CONTROVERSIAL CLIENTS'

0%

Coal

0%

Tobacco

0%

Oil & Gas

0%

Alcohol

0%

Arms

0%

Pornography

0%

Politics

0%

Religion

This list of potentially controversial sectors is taken from the International Finance Corporation and Ethical investment criteria.

## FASHION

Fashion is the most environmentally damaging sector that we work in. To combat this, we only work with clients that meet our expectation. We also like to see companies working towards less harmful alternatives to water-dyeing, and offering opportunities and empowerment for workers, such as the [HerProject](#).

- Slow fashion focused, prioritising long lasting products with a significant return and repair policy
- A clear and ambitious pledge to reducing environmental impact caused by cotton. The [Better Cotton Initiative](#) is an agreement we like to see clients signed up to.
- Commitment to workers' rights and standards, supported by reviews or memberships to independent initiatives such as [ETI \(Ethical Trading Initiative\)](#).

# CARBON EMISSIONS

2880.5 Miles driven



We filmed throughout the country, with an average shoot of 2-3 days but on occasion doing a 500-mile round day trip.



2 Flights taken.



An estimated 2500kw power used



Carbon emissions of 2.56 tonnes of CO<sub>2</sub>e



Carbon offset through C-Level projects in central America, Africa and Asia.





# OUR PLEDGE

Each client will receive this report along with a company environmental agreement to be completed by February 2020.

We will strive to learn about innovative methods to reduce carbon emissions and energy consumption in the film industry, advocating for electric generators once they enter UK distribution.

We will continue to educate brands we work with about the impact of film production, making sure each single-use purchase (props, costume and water bottles) have an agreed action for recycling or re-use.

We will strive to reduce or off-set our carbon footprint, choosing to travel by car rather than air for any job in Great Britain and looking at how we can off-set emissions through air travel abroad.

We will swap our office energy provider to a green energy supplier such as Bulb, and champion the use of clean energy to our clients and on set locations.





# HELLO WHAT

EMBRACE A NEW WAY OF THINKING THROUGH FILM