

How to guide for production design as an eco-cinematic tool

This toolkit is compiled and designed for user-friendly access for all industry members, in order to create environmentally friendly and sustainable awareness and promote sustainable perspectives.

This eco-easter egg toolkit will follow the four key areas, namely 1 - set building and set-dressing, 2 - props, 3 - hair and make-up, 4 - costume and wardrobe and 5 - production designs that are context-driven and character modelling behaviour.

1. Set and set dressing

- Adding recycling bins and replacing regular bins with recycling bins.
- Hang posters and signs with eco messages.
- Add environmentally friendly barcodes/QR codes that audiences could scan and get redirected to green websites.
- Use eco-product placement or green product placement.
- Put earth-friendly dishwashing soap and earth-friendly laundry soap on counters.
- Show sustainable alternatives to objects found in the house, for instance, bamboo tissues, reusable water containers, etc.
- Show appliances with energy star labelling.
- Show off eco-labels when applicable.
- Use solar energy for outdoor fairy lights and patio lighting.
- Have laundry drying on a clothesline.
- Plants throughout the house: as decor and to reiterate air purification.
- Flowers and shrubs: use those that are indigenous to the show's fictional location.
- Overall using sustainable, reusable or recyclable items as set dressing.
- Avoid using paper, plastic and polystyrene and other non-sustainable elements.

2. Props

- Characters using reusable grocery shopping canvas bags.
- Driving electric cars, carpooling, using eco-conscious transport and riding bicycles.
- Characters putting food into reusable storage containers.
- Characters using glass/metal straws.
- Characters using reusable mugs and cutlery.
- Having organic and vegetarian or vegan meals/produce.
- Show labelled organic products on the kitchen counter, offices and school.

- Reusable coffee cups, reusable food containers and reusable lunch bags.
- Use eco-product or green product props.
- Same as above - overall, using organic, sustainable, reusable or recyclable items as props.
- Avoid using paper, plastic and polystyrene and other non-sustainable elements.

3. Hair and makeup

- Characters using vegan and cruelty-free brands.
- Characters avoid non-sustainable hair and make-up tools and accessories.
- Characters having culture appropriate hairstyles - showing the natural texture of certain hair types.

4. Wardrobe and costume

- Characters using vegan and cruelty-free brands.
- Characters wearing t-shirts with green slogans.
- Wearing sustainable and organic outfits.
- Showing costumes that are inspired by nature.

5. Production designs that are context-driven and character modelling behaviour.

- Turn off lights when leaving the room.
- Donate to charities, shelters, schools etc.
- Buy organic food and other products from farmer's markets or health food stores.
- Turn off the water when brushing teeth, and washing dishes.
- Volunteer for environmental and social causes.
- Throwing away recyclables and sorting items into different trash bins.
- Picking up trash/not throwing trash on the ground.
- Not harming animals and promoting conservational practises - for instance, do not harm spiders.

By using this Eco-easter egg toolkit as a starting point for film productions, as well as incorporating creative zoomorphic- and solarpunk aesthetics, filmmakers, could create environmental agendas within their films, which have the possibility to create environmental awareness and promote the audience's sustainable behaviour and eco-conscious perspectives.