



April 2021

## Decorating practices :

for the implementation of eco-responsible solutions

Summary of the survey conducted by Samuel Zarka, sociologist, at the initiative of the collective Ecodéco Ciné and Film Paris Region



## **In 2020, a survey is set up to draw a portrait of the professional practices of decoration in the film and audiovisual sector.**

Conducted at the initiative of the Collectif Ecodéco Ciné\* in collaboration with the sociologist Samuel Zarka and Film Paris Region, it aims to identify the levers for an eco-responsible evolution of working methods.

This document is a synthesis of the results obtained from the questionnaire distributed over a period of 7 weeks, from October 26 to December 13, 2020.

*\*A group of professionals from the associations of the Chefs Décorateurs du Cinéma - ADC and Métiers Associés du Décor – MAD*

### **INITIAL OBSERVATIONS :**

The decoration professions in the film and audiovisual industries are major consumers of raw materials: wood, paper, plastic, paint, which they transform to create sets.

By their very nature, they are major sources of energy expenditure and waste production. According to a 2010 Ecoprod study, they represent one fifth of the carbon impact of a shoot.

Each decoration team has its own practice, often experimental.

The prototypical nature of the industry and the time pressure hinder the implementation of sustainable eco-responsible solutions.

## OBJECTIVES OF THE SURVEY :

**To improve knowledge** of the film and audiovisual decoration business based on the expertise of decorators.

**To identify** structural inertia.

**To nourish a collective reflection** on working methods that are more responsible both for the teams' health and for the environment.

**To raise awareness** and mobilize the entire profession, in particular producers, production managers, suppliers and studios.

**To create training programs** to support the evolution of practices.

**To identify levers** that favor the implementation of regulatory, financial and technical measures with the perspective of a circular economy.

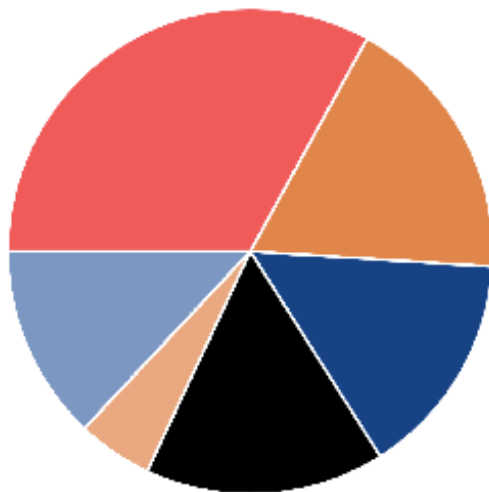
# The SURVEY

About 50 questions were asked to the sector's postmasters on the whole film-making process.

## 331

professionals  
responded,  
including :

- **33%** Heads of set design
- **18%** First assistants
- **16%** Location managers
- **15%** Set designers
- **13%** Head painters
- **5%** Head builders



*The survey reveals that paint is the most widely used eco-labeled material in the industry by decorating professionals. Among the ecological paints, we find the solvent-free, clay-based or silicate-based paints.*

# Results of the survey

**50%**

have no knowledge of the ecological qualities of the materials used

**71%**

are not asked by the production or the stage management about the installation of the office stage management elements

**91%**

believe that the studio is the best place to promote eco-design

**72%**

believe that 30% or more of a set can be made from removable and recoverable sheets

**16%**

use ink cartridge recycling services

**69%**

store office tools that are reused from film to film

**99%**

would be interested in a dedicated eco-design training

**86%**

are in favor of shared access to information sources

# Recommendations

## INFORMATION SOURCES :



Set up mutualized subscription solutions via the professional associations, towards the reference sources of information in the technical, organizational and logistical dimensions of the profession, in connection with ecology.

Organize, via an online support, the mutualization of professional expertise and information related to materials, products, suppliers and service providers.

## TRANSPORT :



In the choice of locations for preparation, construction and filming, encourage the consideration of accessibility and distance criteria.

Encourage the grouping of sets.

Sensitize production companies and management departments to the modalities of collective, shared or mutualized transportation.

## PRÉPARATION :



Extend the preparation time for a better implementation of an eco-design of sets.

To this end, it is necessary to inform the productions of the work actually done during this phase of work, but also on the potential financial savings in travel and work methods induced by a preparation better controlled by the teams.

Improve the quality of the exchange between the decoration team and the production team and/or the productions regarding the office equipment: sorting garbage cans, coffee machines, water bottles, but also vehicles, preparation areas...

Implement training related to upgrading skills in online sharing software.

## **MATERIALS, ACCESSORY FURNITURE, SET SHEETS :**



Implement a referencing as complete as possible of alternative methods, materials and supplies to the most polluting products, in collaboration with suppliers.

Cross this referencing with tests and video tutorials (materials, etc.). The tests currently conducted by Ecodeco Ciné could be carried out on a larger scale, if financially supported. Manufacturers, suppliers and service providers must participate in the financing and realization of these tests and tutorials, as is already done in the field of digital cameras.

Support the activity of furniture and accessories rental companies, which are particularly vulnerable because of the price of the land in the Paris region and almost non-existent in other regions. This implies stabilizing their economic activity, for example in the form of mixed «rental partnerships» that could associate local authorities, production companies and various reference rental companies or recycling centers. The modalities of these partnerships are to be discussed.

Supporting the reuse of set sheets. The updating of this type of practice supposes the development of pilot experiences, of recycling centers to evaluate their artistic, technical and financial feasibility; but also to think about a rational management of the stocks of sheets (referencing, dimensions, cost,

etc.) by new specialized service providers.

In these various fields, the information must be easily accessible on Internet and relayed by the associations and the professional organizations.

## **DISPERSAL OF SET ELEMENTS DURING AND AFTER FILMING :**



Provide the temporal and financial means to rationally direct furniture and accessories after use, during and after filming, towards reuse, recycling or storage circuits.

Initiate a discussion with rental companies, studios and recycling centers about the opportunity to create new types of shared, non-competitive stocks, close to each other.

Define with the productions the terms of existence of such a stock: subscription, fees...

## **RECYCLING :**



Produce less set waste by dedicating the necessary preparation time to eco-design and to the training of station managers.

Refer to territorial sorting and recycling service providers.

Raise awareness / train territorial public authorities, companies and associations to the problems of recycling in the cinema and audiovisual industry and in particular in the decoration area.



## ECO-DESIGN :



Communicate widely on the practical sheets concerning decorations, available for free on the Ecoprod website.

List the contact information and useful links, for renting, purchasing, recycling... in the Paris region as well as in other regions.

Give to all an access to a forum of discussion and exchange of practices.

## EVOLUTIONS AND PERSPECTIVES :



Set up specific AFDAS trainings for the different decoration positions, allowing to update the skills.

Integrate eco-responsibility in the initial training in film decoration.

Adjust existing financial incentives, in particular the tax credit (granting criteria or targeting of expenses).

Include eco-design in decorating estimates, and more generally in film estimates. Introduce an eco-responsibility label for filming.

Place eco-design at the source of projects, in relation with all the production partners.

# Objectives of Circul'Art 2

Based on the results of the survey initiated by the EcoDéco Ciné collective, Film Paris Region and all the partners of the Circul'art 2 project wish to provide professionals in the sector with tools that will enable them to improve their practices in terms of ecoproduction, including:

## **Communication tools**

to fluidify information between professionals and institutions and professional organizations, and to better highlight the available resources.

## **An expertise on the state of practices and the points of support**

to initiate changes in terms of eco-responsibility in decoration.

## **A decision-making aid**

for the Image sector's actors in order for them to commit to more eco-responsibility.

**Find all the news about the  
Circul'Art 2 project on the Film  
Paris Region website  
[contact@filmparisregion.com](mailto:contact@filmparisregion.com)**



*illustration : Hélène Builly / Costume3pièces*