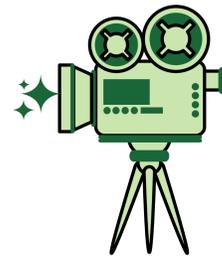


Creative Responses to Climate Change: An Environmental Sustainability Assessment of The Indian Screen Industries



FUTURE CHANGE:

Role of Technology

Awareness Campaigns from Activists

Celebrities as Ambassadors

Government and Industry Roles

Consumer Impact

Collaboration for Sustainability

The screen industry holds immense power to combat climate change globally. While India reigns as the film production giant, its environmental impact remains overlooked. This paper assesses the sustainability of India's screen industry and its potential in driving a greener future.

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INTRODUCTION

Climate change and sustainability are urgent global challenges, and the screen industries hold powerful position in advocating for sustainable practices through their narratives. India, known as the world's largest film producer, often overlooks the environmental impact of its screen productions. The industry's significant carbon footprint, due to energy-intensive set production, contributes heavily to greenhouse gas emissions, a major driver of climate change.

This research conducts a comprehensive sustainability assessment of India's screen industry (particularly mainstream Bollywood films), evaluating the challenges and opportunities associated with promoting sustainable practices. Further, it draws on compelling case studies to showcase the potential for screen industries to drive positive change towards a more sustainable future.

SIGNIFICANCE

Contribution towards a more sustainable and climate conscious approach within the Indian screen industries and beyond, highlighting the transformative role they can play in shaping a greener and more conscientious future for the nation and beyond.

"There is pre- production, during- production, and post- production. Together, I think the film industry is in a powerful position to really make a change."

-Anonymised

ANALYSIS

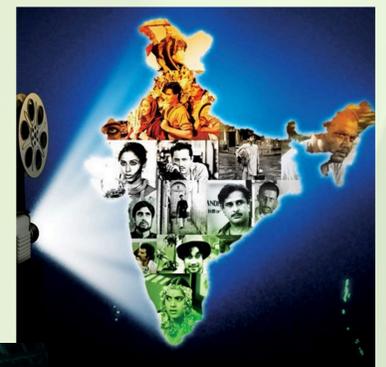
Assessment of Current Scenario and Challenges:

- Mainstream Indian films lack sustainability in both content and production processes.
- Industry treats sustainability as secondary. Lack of transparency, audience interest, and readiness to sustainable practices.
- Government and industry bodies show no efforts to promote. Pollution from production houses goes unnoticed, unlike other visible industries.
- Transition to digitalization, sustainability in post-production and distribution, Film piracy needs to be addressed.



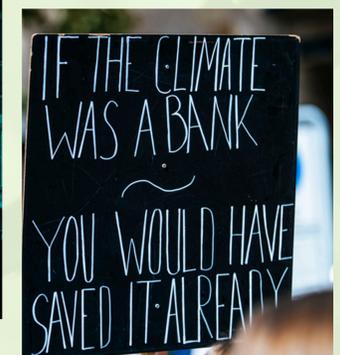
Opportunities:

- Reduction of carbon footprint is possible through the implementation of sustainable production guidelines.
- Technology-supported oversight committee to monitor sustainable practices and motivate producers.
- Sustainable methods can actually be cost-effective!
- Sustainable practices can enhance industry reputation, cater to consumer demand for environmentally responsible content, and improve the well-being of cast and crew.
- Companies like Netflix calculate production carbon footprints and create Carbon Action Plans.



Potential to drive positive change:

- Focus not just on climate change narratives, but to foster emotional connections and avoid normalizing unsustainable behaviors.
- Effective waste management through collaboration among various stakeholders, including governmental bodies, recyclers, and civil society.
- Working together creatively and strategically to address climate crisis challenges and contribute positively to sustainability.



METHODOLOGY



Data Collection:

Qualitative approach with content analysis and semi- structured interviews of 10 national-level climate activists and 10 workers from 5 film production houses each, using snowballing technique. Case studies to demonstrate potential for sustainable transformation.

Anonymity and Confidentiality:

Anonymized interviews and confidential handling of personal information.

Temporal Focus:

Analysis within the timeline of 2000-2030

FINDINGS



Low Sustainability Ratings: Activists rated the storytelling efforts between 2-3 out of 10. Implementation of sustainable production methods were rated between 1-2 out of 10.

Environmental Impact in Films: Positive impacts including raising mass awareness. Examples: Mainstream movies like "Leila" and mainstream TV advertisements. Challenges included lack of transparency in larger film fraternity, tokenism, film piracy, and popularizing places leading to ecological harm.

Sustainability Measures: Lack of focus on climate change in mainstream films affects implementation of sustainable practices. The industry's interest in sustainability is driven by audience response; hence, need for readiness, awareness and cultural shift.

Proposed Solutions: Collaboration with experts for sustainable production practices, use of technology like VR, oversight committee for ratings and sustainability-oriented guidelines.



CONCLUSION

This study highlights that resource consumption and carbon emissions in the film industry are often underreported. Effective sustainability requires coordinated efforts across stakeholders, from minor daily practices to major structural changes. Embracing digitalization and sustainability can enhance production quality and efficiency, and the film industry should lead by example in promoting environmental justice and green filmmaking.