



US EPA Region 9

Act Environmentally!

Green Messages for Show or Scenes Set in a School



Environmental Finance
Center Region 9

Television can and does change viewer's behavior. The Environmental Finance Center, Region 9 (EFC9), with U.S. EPA, wants to work with you to leverage your power to encourage the American public to behave more environmentally responsibly. To address some of our most pressing environmental problems, we have assembled a list of suggested behaviors and products you can include in scenes set in a school. Even if only a small percentage of your viewers mimic these behaviors or use these products, your green messages have the potential to improve human health and the environment.

We encourage you to pursue this opportunity to make this planet a healthier place to live. To get involved in Act Environmentally, please contact Sarah Diefendorf, Executive Director EFC9, at (415) 664-4715 or email her at sdief@aol.com. Just a few simple acts can make all the difference to the world.

EPA and EFC9 have extensive resources to assist you in finding the right message for your show. Here is a sample of behaviors you may want to consider for inclusion with your show.

Green Behaviors

- Characters place cans, bottles, paper and newspapers in recycling bins and leftover food in compost or worm bins
- Kids get to school by walking, bus, bike, skateboard, electric or hybrid vehicle
- Characters bring lunches in reusable containers
- Characters use reusable mugs, glasses, plates and silverware in cafeteria

Green Products

- Recycling bins in cafeteria and on quads and in courtyards and "Landfill" label on garbage cans
- Bicycle rack, in use
- Posters and bumper stickers with environmental themes
- School bus with sign indicating "Clean Fuel Bus"

Who is ACT Environmentally?

ACT Environmentally is a collaboration of the US EPA, California Integrated Waste Management Board, University of California and California State University. We have come together to ask the television industry to act environmentally and to incorporate environmental messages in TV shows.

United States Environmental Protection Agency

EPA's mission is to protect human health and the environment. The EPA's Office of Solid Waste and Emergency Response (OSWER) provided funding for this project as one of a series of innovative pilots to test new ideas and approaches to waste minimization, energy recovery and recycling.

California State University, Environmental Finance Center 9 (EFC 9)

EFC9 is a California State University-based organization working for greener business. EFC9 was chosen by US EPA to lead the effort to promote environmental message placement in TV shows.

California Integrated Waste Management Board (CIWMB)

The CIWMB promotes a zero waste goal in California in partnership with local government, industry, and the public. The Board is working with the Motion Picture Industry to promote sustainable practices.

University of California, Los Angeles (UCLA)

UCLA received funding from CIWMB to study environmental practices in the Motion Picture Industry. The Anderson School of Management and the Institute of the Environment are taking the lead.

Why Act Environmentally?

Viewers adopting your Act Environmentally messages can save energy, reduce pollution, and protect natural resources and human health. For example,

- Microwaves use around 50% less energy than conventional ovens; they're most efficient for small portions and defrosting.
- Substituting a compact fluorescent light for a traditional bulb will keep a half-ton of CO₂ out of the atmosphere over the life of the bulb and will use less electricity.
- If every American household recycled just one out of every ten plastic bottles they used, we'd keep 200 million pounds of the plastic out of landfills every year.
- Recycling used oil would save the U.S. 1.3 million barrels of oil per day. One gallon of motor oil dumped into the sewer can contaminate up to 2 million gallons of water.