
Overview

The standard is about developing and maintaining communication channels on sustainability including sustainability updates and memos from the beginning of the production throughout to the wrap report.

It is also about the importance of using these updates and memos to keep cast, crew and contributors engaged and motivated and to celebrate achievement.

This standard also covers educating cast, crew and contributors on sustainable production methods.

This standard is for those who work primarily in Sustainability lead, manager and coordinator roles on a production. Some of the tasks could alternatively be undertaken or supported by the Sustainability assistant depending on the type, size and budget of the production and the size of the sustainability team deployed.

Performance criteria

You must be able to:

1. establish and agree clear lines of communication with all departments
2. tailor communication methods and timelines to the needs of the production
3. build relationships with all departments and suppliers and be available to answer production and crew queries on sustainability measures and impact
4. communicate the sustainability goals and ongoing objectives
5. work in collaboration with the production to schedule sustainability communication
6. visit all production spaces to share and collate information on sustainability implementation in all departments
7. provide updates on sustainability implementation progress to the production, cast, crew and contributors, and any other relevant stakeholders including funders, commissioners and broadcasters
8. tailor and deploy existing resources
9. use the sustainability updates and memos to keep cast, crew and contributors engaged and motivated
10. create a wrap report or final green memo to share with the production, cast, crew and contributors and any other relevant stakeholders including suppliers where applicable
11. communicate mitigations and positive actions and learnings celebrating success with cast, crew, suppliers and contributors

Knowledge and understanding

You need to know and understand:

1. how to draft concise sustainability communications, for example updates and memos
2. how to manage and analyse data to ensure accuracy when communicating progress on a range of measurable metrics
3. the range of communication methods, tools and approaches used to engage with different audiences and create behaviour change
4. the benefits of tailoring and deploying sustainability communication ideas
5. how to agree a schedule with the production for issuing sustainability communications
6. how to work collaboratively and communicate with all relevant teams and departments when creating sustainability memos and updates
7. the benefits of visiting production spaces to collate information on sustainability actions
8. how being integrated as part of the production across all departments helps you with your role in implementing sustainability practices
9. the importance of celebrating achievement and recognising learnings in the updates, memos and wrap reports

SKSSP4

Develop and maintain communication on production sustainability ethos and initiatives



Developed by	ScreenSkills
Version Number	1
Date Approved	31 Mar 2025
Indicative Review Date	31 Mar 2027
Validity	Current
Status	Original
Originating Organisation	ScreenSkills
Original URN	SKSSP4
Relevant Occupations	Sustainability lead, Sustainability manager, Sustainability consultant, Sustainability coordinator, Sustainability runner, Sustainability assistant
Suite	Sustainability for Productions
Keywords	develop; communication; sustainability; sustainability ethos; sustainability initiatives; productions;
