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Specification for a sustainability management system for film

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Contents

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This document comprises a front cover, an inside front cover,
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Foreword

Publishing information

This British Standard is published by BSI and came into effect on 31 March 2011. It was prepared by Subcommittee SDS/1/7, *Sustainable development for film*, under the authority of Technical Committee SDS/1, *Sustainable development*. A list of organizations represented on this committee can be obtained on request to its secretary.

Relationship with other publications

This standard is the first in a series of "daughter" standards of BS 8900, *Guidance for managing sustainable development*.

As a "derivative" of BS 8900, this standard has been written in such a way as to reflect the spirit of BS 8900. Consequently the principles described in the standard are designed to be compatible with BS 8900.

Presentational conventions

The provisions of this standard are presented in roman (i.e. upright) type. Its requirements are expressed in sentences in which the principal auxiliary verb is "shall".

Commentary, explanation and general informative material is presented in smaller italic type, and does not constitute a normative element.

Contractual and legal considerations

This publication does not purport to include all the necessary provisions of a contract. Users are responsible for its correct application.

Compliance with a British Standard cannot confer immunity from legal obligations.

1 Scope

This standard specifies requirements for a sustainability management system for film.

This standard is applicable to any organization that wishes to:

a) establish, implement, maintain and improve a sustainability management system for film;

b) assure itself of conformity with its stated sustainability policy;

c) demonstrate conformity with this standard by:

  1) first party (self-determination and self-declaration by the organization seeking compliance);

  2) second party (confirmation of conformance by parties having an interest in the organization, such as clients, or by other persons on their behalf); or

  3) an independent third party (e.g. certification body).

This standard is for organizations involved in the development, production, distribution, exhibition and archiving of film.

2 Terms and definitions

For the purposes of this standard, the following terms and definitions apply.

2.1 audit
systematic, independent and documented process for obtaining audit evidence and evaluating it objectively to determine the extent to which the management system audit criteria set by the organization are fulfilled

[BS EN ISO 9000]

NOTE 1   Internal audits, sometimes called first-party audits, are conducted by, or on behalf of, the organization itself for management review and other internal purposes, and may form the basis for an organization's declaration of conformity. In many cases, particularly in smaller organizations, independence can be demonstrated by the freedom from responsibility for the activity being audited.

NOTE 2   External audits include those generally termed second- and third-party audits. Second-party audits are conducted by parties having an interest in the organization, such as customers, or by other persons on their behalf. Third party audits are conducted by external, independent auditing organizations, such as those providing certification/registration of conformity to ISO 9001 or ISO 14001.

2.2 auditor
person with competence to conduct a management system audit

[BS EN ISO 14001]

2.3 film
recorded moving image works intended to communicate or tell a story, and intended for cinematic exhibition

2.4 management system
set of interrelated or interacting elements to establish policy and objectives and to achieve those objectives

[BS EN ISO 9000]

2.5 organization
group of people and facilities with an arrangement of responsibilities, authorities and relationships

EXAMPLE
Company, corporation, firm, enterprise, institution, charity, sole trader, association, or parts or combination thereof.

[BS EN ISO 9000]

NOTE   Although an organization is self-defining, the expectation in applying this standard is that the organization should be have overall long-term responsibility for sustainable development. This will make it easier to assess continuous improvement.

2.6 record
information, which could be on any supporting durable medium, stating results achieved or providing evidence of activities performed

[Based on BS EN ISO 14001]

2.7 sustainable development
development that meets the needs of the present without compromising the ability of future generations to meet their own needs

NOTE   The process provides an enduring, balanced approach to economic activity, environmental responsibility and social progress.

3 Requirements for a sustainability management system for film

3.1 General requirements

The organization shall establish, document, implement, maintain and continue to improve a sustainability management system in accordance with the requirements (**3.2** to **3.9**) of this standard and determine how it will fulfil these requirements.

3.2 Sustainability management system scope

The organization shall document the scope of its sustainability management system with respect to film-related activities and functions.

3.3 Statement of purpose and values

The organization shall define its sustainable development principles. The organization shall define and document its primary purpose and values with respect to its activities, products and services that relate specifically to film. Values shall be based upon the organization's sustainable development principles.

The purpose and values of the organization shall provide a framework for its policies, objectives and targets as defined within the scope of its sustainability management system.

NOTE   Examples of sustainable development principles are given in Annex A. Values are the behaviour characteristics that form a bridge between the principles and the operations of the organization.

3.4 Sustainability policy

The organization shall define its policy applicable to the defined scope, describing its commitment to its sustainable development principles. The policy shall be approved by top management.

The policy shall include:

a) a commitment to leadership within the field of sustainable development of film;

b) statements of purpose/mission and values;

c) a commitment to continual improvement; and

d) the organization's significant sustainable development issues (see **3.5.1**).

The policy shall represent the foundation for all film related activities, products and services. The policy shall take into consideration:

1) supply chain organizations (procurement of goods and services);

2) the on-going activities of the film company; and

3) the organization's location and relative influence within the overall film value chain.

The policy shall be communicated to relevant stakeholders, including:

i) those working for or on behalf of the organization; and

ii) relevant suppliers and subcontractors.

3.5 Planning

3.5.1 Issue identification and evaluation

The organization shall establish, implement and maintain a procedure to identify and evaluate the significance of sustainable development issues (including risks and opportunities), associated with its film related activities, products and services within the defined scope of the management system, including those relating to relevant supply chain elements.

The criteria for the evaluation of significance shall include a consideration of feedback from stakeholders, which shall include the identification of new emerging issues. The outputs of the procedure shall be recorded, kept up to date and shared with relevant stakeholders.

Issues that shall, as a minimum be considered are:

a) economic:

1) contribution to diversity and stability of the local economy;

2) ethical business and financial practice;

b) environmental:

1) biodiversity;

2) energy sources and usage;

3) greenhouse gas emissions;

4) land remediation;

5) pollution waste management;

6) protection of habitat;

      7)   recyclability and recycled content;

      8)   sourcing of materials;

      9)   transport impacts;

      10)   use and disposal of toxic materials;

      11)   water sources and usage;

   c)   social:

      1)   child labour;

      2)   community relations;

      3)   complaints and prosecutions;

      4)   equality in respect of disability, ethnicity, gender, political persuasion, religion, and sexual orientation;

      5)   fair wages;

      6)   freedom to join trade unions (freedom of association);

      7)   nuisance (light, sound, smell);

      8)   safe and healthy working conditions;

      9)   slave labour and other oppressive labour practices;

      10)   skills and training;

      11)   workers' conditions.

3.5.2 Legal and other requirements

The organization shall ensure that the relevant legal and other requirements to which it subscribes are kept under active review, and are taken into account in establishing, implementing and maintaining its management system.

3.5.3 Stakeholder identification and engagement

The organization shall establish, implement and maintain a procedure for the identification of and engagement with stakeholders on the identified and emerging sustainable development issues relating to film. The process and its outcomes shall be recorded.

The stakeholders shall, where applicable, include:

a)   staff, freelancers, cast and crew and other participants in film activities and activities related to the company;

b)   partners and investors;

c)   facilities providers and other suppliers;

d)   associated companies;

e)   sector interest organizations (e.g. trade/industry bodies);

f)   customers, users and audiences;

g)   local communities;

h)   statutory bodies, e.g. local authorities;

i)   trade unions and non-governmental organizations;

j)   any other stakeholder that has a legal right to be consulted.

3.5.4 Objectives, targets and plan(s)

The organization shall establish, implement and maintain documented objectives and supporting targets at each relevant function and level within the organization based upon:

a) the organization's statement of purpose/mission;

b) sustainability aspirations and policies of the organization;

c) the organization's significant sustainability issues (including stakeholder feedback and any relevant supply chain issues);

d) consideration of monitoring and measurement;

e) legal and other requirements;

f) technological options;

g) the organization's financial, operational and business requirements;

h) legacy potential;

i) consideration of alternative options for improved film sustainability to find the best overall available solution(s);

j) the greatest improvement practicably possible, within the objective's timescale and the organization's capacity to address;

k) the UK's overall sustainability obligations.

The organization shall establish and maintain (a) plan(s) for achieving its objectives and targets. It shall include:

1) designation of responsibility for achieving objectives and targets at each relevant function and level of the organization;

2) the means and time-frame by which they are to be achieved.

3.5.5 Dealing with modified activities, products or services

Where new or modified activities, products or services, or changing operational circumstances are encountered, issues, objectives, targets and plan(s) shall be reviewed and amended where relevant to ensure that the best overall solution is delivered.

3.6 Performance against principles of sustainable development

The organization shall establish its approach to evaluating current and target performance against its principles of sustainable development (see **3.9**).

3.7 Implementation

3.7.1 General

The organization shall establish, implement, maintain and modify if necessary its procedures to implement the sustainability management system by:

a) designating appropriate roles and responsibilities;

b) providing the necessary training and resources;

c) establishing the necessary operational controls;

d) communicating effectively with stakeholders;

e) effective supply chain management; and

f) appropriate records.

3.7.2 Roles and responsibilities

The organization shall define and document accountability for all film related activities, products and services within the defined scope. The organization's top management within the defined scope shall take overall responsibility for implementing the management system to improve the sustainability of film and will appoint a competent management representative(s) who shall have responsibility and authority for:

a) ensuring the management system is established, implemented and maintained in accordance with this standard; and

b) reporting to top management on the performance of the management system, including making recommendations for improvement.

3.7.3 Operational control

The organization shall establish, implement and maintain operating procedures for those activities critical to the successful implementation of the sustainability management system, i.e. where their absence could lead to a departure from the organization's values, policy, objectives and targets. Such procedures shall, where appropriate, cover reaction to unforeseen and emergency situations and suppliers.

3.7.4 Resources

Resources essential to the implementation and control of the management system shall be provided by the organization or by a third party appointed by the organization. Resources shall include staffing, expertise, training, infrastructure, technology and finance. Resource requirements shall be assessed in terms of:

a) nature and scale of activities;

b) occurrence and duration;

c) cost/benefit; and

d) financial planning (e.g. cash flow).

3.7.5 Competence and training

The organization shall ensure that relevant employees are trained or instructed in the practical requirements, in relation to their role, of the sustainability management system.

Training and development programmes shall be reviewed and updated periodically to develop essential competencies.

3.7.6 Supply chain management

NOTE   Guidance on sustainable procurement is provided in BS 8903.

The organization shall establish the relevance of each of the objectives, targets and plan(s) to individual suppliers, and include

sufficient information in tender or other documentation to enable its suppliers to demonstrate their capability to support the objectives.

The organization shall assess tender submissions on the basis of their capability to meet or contribute towards objectives, targets, cost-effectiveness and quality.

The requirements for sustainable development met by the successful tender submission shall be reflected in the supplier's conditions of contract. Sufficient detail shall be included to be able to determine instances of non-compliance and to inform subsequent performance reviews.

3.7.7 Communication

With regard to its sustainable development issues and the sustainability management system, the organization shall establish and maintain procedures for:

a)   internal communication between the various levels and functions of the organization;

b)   communication with relevant suppliers and contractors; and

c)   receiving, documenting and responding to relevant communication from external stakeholders.

The organization shall identify, with its stakeholders, the most effective means of communication, and take into account the interests of different stakeholder groups.

The communications shall include, where appropriate, the following:

1)   the system for managing improved sustainability ;

2)   issues, objectives, and targets;

3)   guidance, best practice in achieving objectives, targets, etc.;

4)   relevance to organizations (roles and responsibilities);

5)   key contacts; and

6)   progress in relation to performance.

3.7.8 Documentation and record-keeping

The organization shall maintain and control documents and records. The organization shall ensure, where appropriate, that its suppliers contribute to its documentation. The documentation shall include:

a)   documents, including records, required by this standard; and

b)   documents, including records, determined by the organization to be necessary to ensure the effective planning, operation and control of processes that relate to its significant sustainable development issues.

3.8   Checking and corrective action

3.8.1   Monitoring and measurement

The organization shall establish and maintain procedures to monitor and measure on a regular basis the key characteristics of its operations and activities that can affect the delivery of its policy, objectives and targets. This shall include the recording of information to track

performance, relevant operational controls and conformance with the organization's objectives and targets.

The organization shall identify lessons learned from each film related activity and will feed this learning into the planning and delivery of future film activities and, where practicable, make the information available to others.

Where practicable, equipment that is provided by the organization, used for gathering data relevant to the sustainability management system shall be calibrated and maintained and records of this process shall be retained according to the organization's procedures.

3.8.2 Evaluating compliance

The organization shall periodically evaluate its compliance with legal and other requirements to which the organization subscribes.

3.8.3 Non-conformity and corrective and preventive actions

The organization shall establish and maintain procedures defining responsibility and authority for handling and investigating non-conformance, taking action to mitigate any impacts caused and for initiating and completing corrective and preventive action.

These procedures shall define requirements for:

a) anticipating non-conformances and recommending preventative action;

b) correcting actual incidents of non-conformance; and

c) investigating the causes of actual non-conformances and making recommendations to prevent recurrence.

Any corrective or preventive action taken to eliminate the causes of actual and potential non-conformances shall be appropriate to the magnitude of problems and commensurate with the problem encountered.

The organization shall implement and record any changes in the documented procedures resulting from corrective and preventive action.

The organization shall ensure, where appropriate, that suppliers contribute to compliance evaluation and to addressing non-conformity.

3.8.4 Management system audit

The organization shall establish and maintain (a) plan(s) and procedures for periodic sustainability management system audits to be carried out, in order to:

a) determine whether or not the sustainability management system:

1) conforms to planned arrangements for sustainability management including the requirements of this standard;

2) has been properly implemented and maintained; and

3) is being effective in delivering against the sustainability policy, objectives and targets; and

b) provides information on the results of audits to management.

The organization's audit plan, including any schedule, shall be based on the relevance or importance of the activity concerned and the results of previous audits.

The audit procedure shall include:

1) the frequency, scope, methodology and criteria for auditing;

2) roles and responsibilities for audit; and,

3) communicating outcomes and recommendations from audits to top management.

Selection of auditors and conduct of audits shall ensure objectivity and the impartiality of the audit process.

3.9 Management review

The organization shall conduct management reviews at regular intervals appropriate to the scale and frequency of its involvement in film. The organization shall synchronize management reviews with the film life cycle, or where there is continual involvement in multiple film, conduct management reviews at intervals that maximize learning opportunities from different film activities.

The purpose of the review is to ensure the continuing suitability, adequacy and effectiveness of the management system. Management reviews shall assess opportunities for improvement and the need for changes to management system, including the sustainable development policy and objectives and targets. The review shall take into consideration:

a) monitoring and measurement results, evaluations of compliance and the findings of internal audits;

b) communications with stakeholders and changes in stakeholder expectations;

c) the extent to which objectives and targets have been met;

d) status of corrective and preventative action;

e) recommendations for improvement;

f) implementation of previous review recommendations;

g) progress against sustainable development principles.

For the sustainability management system to remain BS 8909 conformant, the organization shall ensure that it progresses against its principles of sustainable development.

NOTE   Progress against the principles of sustainable development may be assessed by measuring its position on its maturity matrix (see **A.4**)

The outputs from management reviews shall include any decisions and actions related to possible changes to sustainability policy, objectives, targets and other elements of the management system, consistent with the commitment to continual improvement.

Annex A (informative)   # Guidance for use of this specification

NOTE   See also BS 8903 for guidance on supply chain management.

A.1   Implementing this standard

This standard is applicable to film organizations of any size. The effort and expertise required to implement this standard should be proportionate to the size and capability of the organization. Easy-to-follow guidance is under development for smaller organizations to simplify implementations.

A.2   Relevant stakeholders

Stakeholders are those affected by and having an effect upon the organization. Consideration should be given to the geographical scope of operations, i.e. if a film shoot is scheduled for another country, that country's authorities and local community representatives should be consulted.

A.3   Assessment of greenhouse gas emissions/carbon footprint

No single method of calculating carbon footprint is prescribed by this standard. The method chosen should be appropriate to the size and nature of the organization, and should be applied consistently. Methods available include ready reckoners, best suited to small organizations, PAS 2050 and associated guidance from BSI, and the use of consultancies.

A.4   Maturity matrix

The organization is required to define its sustainability principles and to make progress against those principles. One tool for assessing progress against sustainability principles is a maturity matrix such as the example in Table A.1.

Table A.1 Outline structure for a sustainable development maturity matrix – Guidelines for continual improvement

Principles and practice		Characteristics of the approach to sustainable development in developing organizations		
		Maturity →		
		Minimum involvement	Improved commitment	Full engagement
Inclusivity	Stakeholder engagement and issue identification	• Few stakeholders/groups consulted. • Defensive in approach.	• Stakeholders identified and engaged with systematically. • Issues that create a competitive advantage are addressed and used for publicity.	• Relationships with stakeholders nurtured through continued engagement and issues are clearly addressed.
Integrity	Key drivers	• Short-term profit and return-on-investment driven. • React to (and not anticipate) regulation, pressure groups, shareholders and/or investors.	• SD part of reputation/risk management. • Based on longer term development.	• Short-, long-term and broader view fully integrated. • Proactive planning and seeking out opportunities.
	Leadership	• Grudging application of standards and regulations under commercial and/or legal pressure.	• Stay appraised of changes in practice, standards and legislation. • Publish SD policy and objectives.	• Lead the market sector on sustainability issues. • SD policy and objectives integrated with organizational purpose, vision and values.
	Managing risk	• Reactive approach to risk management • More likely to avoid responsibility than seek ways of handling risks.	• Main risks identified and managed but possibly not integrated with SD management system.	• SD policies fully integrated with risk management system. • Seek to adhere to the principles of risk management rather than simply do the minimum for compliance.
Stewardship	SD culture	• Minimalist, tick-box approach. • Meet regulatory baseline requirements only.	• See a business advantage in SD but still PR/marketing focused. • Develop internal/external education programme.	• Culture of SD embedded at all levels. • Share know-how outside organization.
	Building capability	• Minimum standards of training.	• Stimulate innovative learning and empower employees.	• Continual reappraisal and training, including training that builds capability for future expansion. • Recognize and reward innovation in SD.
	Supply chain	• Select lowest cost suppliers. • Delay payments as long as possible.	• Supplier rating based on technical compliance, cost and delivery time, and possibly SD factors.	• Recognize that the supply chain has common long-term interests and take those into account. • Assistance given to lower tiers where necessary.
	Environmental assessment	• Minimum awareness. • Ad hoc solutions.	• Education and training. • Apply environmental policies and external standards.	• Comprehensive environmental impact/risk assessment/audit, integrated in decision making and valued. • Prevention rather than cure approach.
Transparency	Review	• Not valued.	• Needs analysed.	• Periodic review and adjustment.
	Building confidence	• Little or no reporting unless pressed.	• Selective reporting to pre-determined ends.	• Stakeholders receiving regular and appropriate reporting. • Building understanding in the stakeholder community.

NOTE   The organization or individual should consider which criteria best fits their current practices.   SD = sustainable development.

Annex B (informative)

Guidance on claims of conformity to this standard

Claims of conformance may take the form of:

- for organizations: "[Insert name of organization] operates a sustainability management system that conforms to BS 8909.";

- for a film: "This film was produced by [insert name of organization], which operates a sustainability management system that conforms to BS 8909.".

Bibliography

For dated references, only the edition cited applies. For undated references, the latest edition of the referenced document (including any amendments) applies.

BS 8900, *Guidance for managing sustainable development*

BS 8903, *Principles and framework for procuring sustainably – Guide*

BS EN ISO 9000, *Quality management systems – Fundamentals and vocabulary*

BS EN ISO 14001, *Environmental management systems – Requirements with guidance for use*

PAS 2050, *Specification for the assessment of the life cycle greenhouse gas emissions of goods and services*

Further reading

BS ISO 26000, *Guidance on social responsibility*

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