

# Resources for Circular Economy Initiatives in B.C.'s Motion Picture Industry

#BeReelGreen™



REEL  
GREEN™  
AT CREATIVE BC

Circular  
Economy

## Explore the Toolkit

The **Circular Economy Toolkit** is a resource designed by the Reel Green™ Circular Economy Committee for the motion picture industry.

It's an evolving resource that orients, engages and services productions, municipalities and individuals to help the film industry adapt the tools to embrace a circular economy.

A circular economy is one that minimizes waste and makes the most of available resources. In contrast to the traditional linear economy, which follows a "take, make, dispose" model, a circular economy aims to keep products, materials, and resources in use for as long as possible. It emphasizes recycling, reusing and refurbishing to extend the lifespan of products and reduce their overall environmental impact.

## Spread the Word

Share the toolkit with:

1. **Set Designers and Builders** who can use reusable and recyclable materials during set construction and prop development.
2. **Costume and Wardrobe Departments** who can rent and repurpose previously used costumes.
3. **Film Production Crews** who can encourage and advocate for circular economy principles throughout the production process.

**Spark conversation** with our shareable social media and editorial content:

- Circular Economy [blog posts](#)
- Circular Economy [events](#)

**Tag us:**

📷 @reelgreenbc | @creativebcs  
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**#ReelGreen™ #BeReelGreen™**

## Join us

If you are a member of B.C.'s motion picture industry and you'd like to be part of our network of informed changemakers, participate in Reel Green™ initiatives by:

- [Subscribing to the newsletter](#)
- [Participating in a training session](#)
- [Becoming an ambassador](#)

Work with us to make B.C.'s motion picture industry a global leader in going green!