

What is circularity?

When we talk about circularity in film production, we mean the intentional design and management of material flows across the production lifecycle—from procurement through design, build, shoot, and wrap.

This approach preserves the embedded value of materials for as long as possible, prioritizing reduction, redesign, reuse, remanufacturing, and recovery to minimize waste at every stage.

Learn more at: ellenmacarthurfoundation.org

Plan early

Early planning helps overcome time constraints and streamlines waste diversion and material reuse efforts throughout production.

In use

Opt for **reusable, recycled, or upcycled materials** for props and costumes. Consider **sharing and renting equipment** instead of purchasing new.

Design props and sets with reusability in mind. After production, these items can be repurposed for other projects.

Use **recyclable materials** whenever possible. Consider modular sets that can be easily disassembled and reused.

Stage of circularity to consider

Circular economy principles can be applied throughout the duration of filmmaking in the motion picture industry.

