



**Sunbelt Rentals is the UK's largest equipment rental provider who provide the screen industry with custom-built studios, location support, powered access equipment as well as cameras lenses, lighting, grip and power. Jenny Clark, Head of Film and TV Partnerships and Marketing tells us how Sunbelt is driving sustainability in Film and TV.**

### **What does sustainability mean to Sunbelt Rentals Film & TV?**

Sustainability isn't just a buzzword for us. It's reshaping how film and TV productions plan, power, and deliver. For Sunbelt Rentals Film & TV, it's more than supplying greener kit. It's about collaboration: working with productions, studios, and suppliers to design practical solutions that reduce carbon, minimise waste, and improve efficiency—without compromising the reliability and performance productions need.

### **How is Sunbelt Rentals Film & TV reducing emissions in the sector?**

The biggest impact comes before cameras even roll. We engage with production teams early to scope power requirements and understand the rhythm of each shoot. This lets us deliver smarter solutions rather than just replacing diesel generators like-for-like.

We take a data-led approach, auditing past productions where low-carbon and hybrid solutions have succeeded. These insights inform tailored specifications optimised for actual demand, cutting carbon, improving efficiency, and reducing costs. Our solutions include hybrid power systems, battery storage, Stage V generators, and grid connections where feasible, all designed to minimise fuel use and emissions. Right-sizing equipment and reducing unnecessary generator hours saves both carbon and budget.

### **What are the current environmental challenges in the industry?**

The film and TV sector faces several hurdles:

- High energy demand on set, with intensive lighting, location moves, and long schedules relying on diesel power.
- Inconsistent reporting methods, making it hard to benchmark emissions.
- A perception that lower-carbon solutions are less reliable under tight schedules.
- Infrastructure limitations: not all locations have grid access, and sustainability planning often comes too late.
- Behavioural challenges: even with better technology, carbon reduction depends on how equipment is used and reported.

### **How do you help productions achieve their sustainability goals?**

At Sunbelt Rentals Film and TV, we act as a sustainability partner, not just a supplier. We do this by:

- Understanding the brief and goals—aligning with production targets, reporting needs, and budgets.
- Advising on greener alternatives, from hybrid power solutions to efficient film lighting, LED alternatives.
- Right-spec of equipment to actual needs, reducing fuel, emissions, and costs overall.
- Where possible providing access to data and reporting on fuel usage, running hours, and equipment performance to help productions measure their environmental impact.

### **What actions are you taking to lead positive behaviour change?**

Technology alone isn't enough. At Sunbelt Rentals Film & TV, we actively collaborate with key partners to drive meaningful change, supporting initiatives that promote sustainability across the industry:

- **Collaboration:** Supporting the SAN Sustainability Working Group and BAFTA Albert, including ongoing power education, training, and awareness campaigns to engage production crews.

- **Education:** Guiding production managers and crews on efficient site design and the integration of alternative power solutions.
- **Standardisation:** Promoting consistent data collection and reporting, working with key industry stakeholders to benchmark progress and improve transparency.
- **Fleet investment:** Continuously investing in new technology and research to ensure our rental fleet offers the latest low-carbon, high-performance equipment.
- **Sharing success stories:** Highlighting case studies to build confidence in sustainable practices and accelerate adoption across productions.

### **How do you see sustainability in the industry evolving over the next five years?**

At some point in the future we expect sustainability to become standardised, data-driven, and embedded in every production decision:

- Common frameworks will create a consistent approach to measuring emissions, fuel use, waste, and efficiency.
- Reporting will become simpler and more consistent, reducing administrative burdens.
- Industry-wide adoption of sustainability KPIs and CO<sub>2</sub> calculators will help rental companies make smarter choices.
- Sustainability will shift from “nice to have” to business as usual, with greener choices becoming the default in every production brief and rental decision.