

Lena C. Emery: Kinder Solutions

I believe that our efforts towards a more sustainable and overall kinder world require more transparency and to truly make a difference we need to implement real and consequent action in both our daily habits as well as working lives. I have been able to support environmental and animal welfare initiatives through fostering and adoption programs, vegan charity dinners, book and print sale fundraisers, tree planting and conservation, beach cleans ups and organized protest. I support businesses that are vegan, sustainable and/ or committed to positive change and create content and advertise for charities at no cost. If you find yourself wanting to support certain initiatives but aren't sure of where to start, or if you have existing projects that I can contribute to please reach out to: studio@lenaemery.com.

ANIMALS AS FOOD

I am committed to a plant based lifestyle. We request vegan and plastic free catering on all projects and support vegan and plastic free businesses across all sectors. This is where I believe we all have the responsibility for improvement. Looking at reducing and ideally eliminating animal products is something we can do on a daily basis without much effort or extra monetary requirements. Removing meat and dairy from our lives is the single biggest way to reduce our impact on the planet and could lead to global farmland reduction by more than 75%, allowing large areas to be reforested. I strongly believe that once you can open your mind to the inconvenient truth that your dog is no different from a pig, your horse no different from a cow, everything else will follow.

Plant Based Catering: planthub.net, eatchay.com, cookdaily.com, culinary-health.com, eco-cuisine.co.uk, palmgreens.co.uk

ANIMALS AS FASHION

I am committed to not collaborating on projects where fur or exotic skins are present. Every year, more than 100 million animals are raised and killed for their fur. Over 95% of fur sold globally, comes from farmed animals, such as mink, foxes, raccoon dogs, rabbits and chinchillas. Animals spend their entire lives in cramped battery cages causing them extreme physical and mental harm. Working with and for the fashion industry we have been given the incredible opportunity of being able to directly affect its mechanisms. By simply refraining from collaborating with brands who continue to support the exploitation of wild animals and by refraining from supporting projects where fur is present we can send a strong message to those who continue to neglect their ethical responsibility.

The Animal Free Rating rewards companies that pledge to stop their use of animal derived materials: animalfree.info/en/why.html

LESS TRAVEL

I am committed to continuing to choose more sustainable travel alternatives. My daily commute is done on foot, bike or public transport. On those occasions where cars are required we ask clients to book green car services for myself and the team. Wherever possible we choose train journeys over flights and limit airplane travel, particularly long-hauls to a maximum of 3 per year.

Mossy.earth reduces (it does not and never can eliminate!) your carbon footprint by funding the planting of native trees in rewilding areas, grentomatocars.com is a hybrid car service that offset any CO2 emissions

LESS WASTE

I am committed to continuing to reduce waste both at home and at work. We focus on eliminating plastic and reducing general waste on productions by asking all team members to bring reusable and sustainable alternatives and only opt for vegan and plastic free caterers with leftover food donated to charities. We encourage photographic studios to offer the reuse of colored gels, provide more sustainable alternatives such as sustainable gaffer tape, use natural cleaners and the correct methods of recycling and disposal of waste. We encourage our on set teams to choose vegan and sustainable styling products.

A life with less waste: z-w-c.com, wortwhyle.com, lowtoxbox.com, andkeep.com

GREENER SOLUTIONS

I am committed to continuing to implement greener alternatives. We use bicycle/green couriers, cloud back up over harddrives for internal archiving, tap water over bottled and generally avoid all plastics and chemical cleaners while recycling and composting all generated waste. We no longer print at the office and only use printing via outside providers when deemed absolutely necessary for finalizing artwork, books and proofing. All published books from 2018 are printed on 100% recycled paper and a percentage of profits is donated to environmental and animal welfare charities.

Greener solutions: greencourier.co.uk, eco18.com/our-favorite-sustainable-water-filters, recycled-papers.co.uk, gogreencloud.com