

# SUSTAINABLE PRACTICES GUIDE FOR FORTUNE CONTRACTORS

## A SPECIAL NOTE TO OUR EXCEPTIONAL CONTRACTORS

You bring unmatched creativity and professionalism to FORTUNE, and we couldn't be more thrilled to work alongside you. We're super passionate about taking care of our planet and have put together this laid-back guide filled with friendly tips to greenify our collective workflow.

Curious about our overarching eco-strategies?  
[[Read more about our commitment to sustainability here](#)]

## CURRENT SUSTAINABILITY INITIATIVES AT FORTUNE



### DIGITAL-FIRST APPROACH:

Leveraging technology to make physical office spaces optional, cutting back on emissions.



### CARBON OFFSETTING:

When the need for air travel arises, we collaborate with our blockchain-based carbon offset partners to guarantee complete transparency in our commitment to environmental sustainability.



### CONSCIOUS SCHEDULING:

We plan shoots during non-peak hours to alleviate road congestion and decrease emissions.



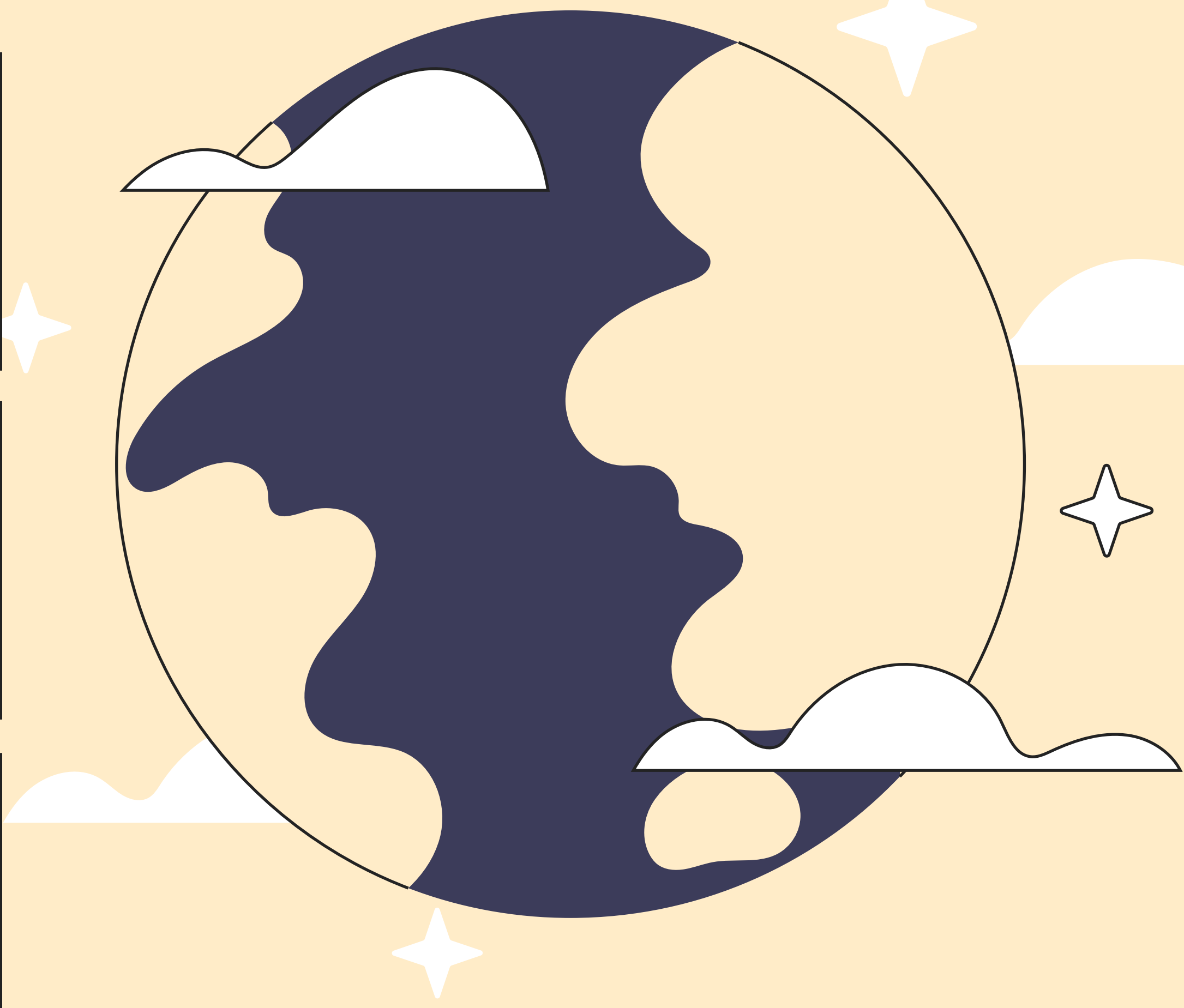
### EDUCATIONAL PLATFORM:

Coming soon, a resource hub to help our creators learn about sustainable practices, in addition to resources on how to use AI to optimize workflow.



### ALIGNMENT WITH SDG #9:

We fully support Sustainable Development Goal #9, which aims to build resilient infrastructure, promote inclusive and sustainable industrialization, and foster innovation. For those who aren't familiar, the SDGs (Sustainable Development Goals) are a universal call to action to end poverty, protect the planet, and ensure prosperity for all.



### LOCAL TALENT POOL:

We prioritize local talent to minimize the need for travel and reduce our collective carbon footprint.

## RECOMMENDED SUSTAINABLE PRACTICES FOR CONTRACTORS

### OFF-PEAK CHARGING

#### FAST FACT:

Charging your equipment during off-peak hours can save up to 30% in energy consumption.

#### RECOMMENDATION:

Optimize energy use by charging your equipment during off-peak electricity hours.

### COLLABORATIVE COMMUTING

#### OVERVIEW:

Multiple vehicles heading to the same shoot location increase our collective carbon footprint.

#### RECOMMENDATION:

If you're comfortable and it's convenient, consider carpooling with other FORTUNE contractors to the same shoot.

### EFFICIENT TIME MANAGEMENT

#### OVERVIEW:

Driving back and forth between shoots can add up in carbon emissions.

#### RECOMMENDATION:

If you're booked for multiple shoots in one day at or around the same location, consider utilizing local cafes or co-working spaces between shoots instead of driving home in between.

### ADDITIONAL SUGGESTIONS FOR SUSTAINABLE WORKFLOWS

#### ELIMINATE SINGLE-USE PLASTIC:

While many of our shoot locations offer single-use plastic water bottles, consider bringing your own reusable bottle.

#### INVEST IN ENERGY-EFFICIENT EQUIPMENT:

Next time you're upgrading, consider energy-efficient models for your gear.

#### ECO-FRIENDLY COMMUTING:

Although many markets we work in don't have great public transport, consider taking it when feasible, or even cycling for an eco-friendlier commute.

Feel free to adapt these tips into your workflow as you see fit. Your contributions, no matter how small, make a big impact on our sustainability goals. If you have further ideas or questions, we're all ears.

Thank you for not just creating exceptional content, but for being a part of our commitment to a sustainable future.