Tidyup Media Grassroots and Sustainability

Grassroots goals

* To advance the education of the public in Hammersmith and Fulham, London, UK, in relation to the production and recycling of legacy video tape and hardware (E-waste) and the effect that this has on people and the natural environment;
* To support local initiatives in Hammersmith and Fulham, London UK which promote sustainable media production, post production, and recycling of legacy tape, and hardware (E-waste) so it does not go to landfill.
* To strengthen civil society and especially the efforts of grassroots organisations and key institutions involved in providing well-being, social, cultural, faith, and community services for people, family, friends, and associates of the Windrush Generation, alongside anti-slavery awareness, of compensation, research and organisations supporting less affluent people in the borough of Hammersmith and Fulham in London, UK.

Tidyup Media operates in the area of Hammersmith and Fulham, London, UK.

Sustainability goals

* To become carbon neutral, so we measure the carbon our movies are emitting, and take steps to reduce it.
* Document our carbon footprint to build a snapshot of our work as visual artists to find ways to lessen environmental impact.
* Make movies with an eye on our carbon footprint.
* Our draft footprint predicts the areas of production with the highest carbon footprint, with a focus on reducing it.
* Use a calculator to find ways to switch if our footprint is high, to lower it.
* Create a carbon action plan, with accountability in the form of a starred certification from wearealbert.org.

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