



Elephant Productions

Solid Waste Services started the WasteSMART program to recognize local businesses that reduce and recycle waste and buy recycled products...

Elephant Productions designs and produces film, video and interactive communications that build brands, market ideas, raise public awareness, and document the human story. Their turnkey production services include creative development and scriptwriting, film and digital video production, non-linear editing, motion graphics, and multi-media design.

Elephant Productions is a small, Austin-based business located in a house built in 1907. They redesigned and renovated the house to create the perfect blend of modern digital studio and old-fashioned home.

How They Do It

At this workplace there is a sense of satisfaction and a feeling of making a difference on both a local and global scale by recycling, reducing or eliminating as much waste as possible. The office regularly recycles:

- paper products
- cans
- bottles
- batteries
- toner cartridges

Small changes in the office can have a big impact on the environment. Elephant Productions:

- uses washable dishes and utensils
- prints documents only when needed
- reuses paper to print on both sides whenever possible
- have filtered water, eliminating the need for plastic water bottles
- recycles used CDs, DVDs, VHS tapes, batteries and phone books
- donates outdated computers for reuse as well

Above and beyond

Staff buys recycled products wherever possible. Paper towels, toilet paper and office supplies, such as notepads, are all purchased with recycled content.

Going Green is as Big as an Elephant

The success of the recycling program is easily seen in the reduced amount of waste placed in the garbage and the overflowing recycling containers. In this small office, information from the City of Austin and online resources is shared with employees. If an aluminum can was accidentally placed in the trash, Elephant Productions staff would notice and speak up.