

**Green Toolkit and A24 achieve groundbreaking sustainability milestone with ISO 14067 certification – A24's *Mother Mary* becomes first international feature film certified under ISO environmental standards.**

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**The collaboration paves the way for a new era of accurate, data-driven climate action in film production.**

# GREEN TOOLKIT

**Green Toolkit and A24 pioneer industry-leading sustainability milestone in global film production. Building on this groundbreaking achievement, Green Toolkit also announces a strategic partnership with Green Spark Group to empower media professionals with innovative tools to achieve their climate goals.**

*Cologne, April 17, 2025.*

In a historic breakthrough for sustainable filmmaking, Green Toolkit and A24 have achieved what no other collaboration has before:

**ISO 14067** certification for a major international film. The upcoming feature film *Mother Mary* has officially become the first production worldwide to meet the rigorous standards of the **Product Carbon Footprint (PCF)** – setting a new benchmark for transparency and credibility in entertainment sustainability. A24, the studio behind Academy Award-winning films such as *Everything Everywhere All at Once*, continues to lead the industry with its commitment to climate responsibility.

The certification was achieved through **A24's** collaboration with **Green Toolkit**, the world's first ISO-compliant **sustainability software platform** designed specifically for film, TV, and streaming productions. By providing precise, automated tools to reduce carbon emissions, minimize waste, and manage resources efficiently throughout all phases of production, Green Toolkit has delivered a new standard of data accuracy and comparability.

The carbon accounting process **was independently audited and verified by GUTcert**, ensuring full compliance with **ISO 14067's stringent methodology and validating each lifecycle phase of the production**. Green Toolkit's data-driven approach delivers unparalleled accuracy, offering productions a level of completeness and comparability that sets it apart from conventional systems. Recognizing the benefits of Green Toolkit's innovative software, **A24 has fully integrated the tool into its production workflows.**

The full audit report for *Mother Mary* will be publicly released by Green Toolkit, demonstrating the company's commitment to transparency and rigorous climate reporting.

## **A Milestone for North American Productions**

This achievement is especially significant because it represents the **first successful integration of US-specific factors and data sources into ISO 14067 certification for film production**. By including regionally relevant criteria such as the U.S. energy grid, transportation systems, and infrastructure, Green Toolkit has **established a new global standard** for ISO-compliant carbon accounting in North America. This capability ensures that the methodology is tailored to accurately reflect the unique environmental factors impacting North American productions. Since its launch in 2022, Green Toolkit has been adopted by productions in over 37 countries, making it the **leading ISO-compliant sustainability software in the entertainment industry**. By retroactively integrating data from 2024 productions, A24 is establishing a comprehensive emissions baseline for 2025, enabling accurate tracking of CO<sub>2</sub> savings and financial impacts of their sustainability efforts.

Green Toolkit founders **Lisa Plesser and Roman Russo**, along with a dedicated team, have successfully developed the platform through **various pilot projects in the U.S.** The next two major feature films by A24, both produced in late 2024 and **supported and advised** by Green Toolkit and Green Spark Group, are currently undergoing **ISO certification**.



**Team Green Toolkit at the Eisvogel 2025 at the Federal Ministry for the Environment, Nature Conservation, Nuclear Safety and Consumer Protection, representing Mother Mary from A24/Augenschein**

## Strategic Partnership with Green Spark Group

**Green Toolkit's collaboration with Green Spark Group** marks a transformative step forward for the industry. As **one of the most respected sustainability consultancies** in North America, Green Spark Group brings unmatched expertise and credibility to the entertainment sector's transition to sustainable practices. Their partnership with Green Toolkit is creating an industry-leading solution to help productions achieve their climate goals efficiently and accurately.

The joint effort between Green Spark Group and Green Toolkit has been instrumental in setting **new standards for ISO certification**, starting with A24's two pilot projects in North America. By combining Green Spark Group's consultancy expertise with Green Toolkit's powerful software capabilities, the collaboration delivers a streamlined and robust approach to sustainability management for film and television productions worldwide.

**ISO 14067**

**Verified Product  
Carbon Footprint**



**Green ISO 14067** label by **GUTcert** certifying verified product carbon footprint.

## About Green Toolkit

Launched in 2022, Green Toolkit is the **world's first ISO-aligned sustainability software platform tailored specifically for the entertainment industry**. The platform helps productions track and reduce their environmental impact through innovative, automated tools. Since its launch, it has supported over 1500 films, series, and event projects – including *Mother Mary* (A24), *Perfect Strangers* (Fifth Season), and *Pauline* (Disney).

Green Toolkit is a two-time winner of Germany's most prestigious environmental award for film, presented by the Federal Ministry for the Environment since 2022. The 2024 award-winning project supported by Green Toolkit – the feature film *School of Magical Animals 3* – topped Germany's box office last year.

Six of the films nominated for a 2025 Lola – Germany's equivalent of an Oscar – were supported by Green Toolkit, including *The Light* by Tom Tykwer, a German-French co-production that opened the 75th Berlin International Film Festival (Berlinale) in February.

For the third consecutive year, the German Academy worked with Green Toolkit to certify the Lola Awards ceremony under ISO 20121 – the international standard for sustainable event management.

Green Toolkit's global reach, proven results, and dedication to creating a more sustainable industry are transforming how film and television productions approach their climate goals. With visionary partners like A24 and Green Spark Group, Green Toolkit is not just supporting productions worldwide – it's redefining how sustainability is measured, implemented, and achieved in the entertainment industry.

A24 is an independent entertainment company known for producing and distributing bold, original storytelling across film and television. Founded in 2012, the company has garnered widespread critical acclaim, earning multiple Academy Awards and other prestigious honors. A24's commitment to innovative storytelling is matched by its dedication to sustainability, as demonstrated through its collaboration with Green Toolkit on the feature film *Mother Mary*.

## About Green Spark Group

Green Spark Group is a sustainability consultancy dedicated to advancing sustainable practices across the entertainment industry. With extensive experience and a strong presence in North America and Australia, Green Spark Group partners with leading companies to help them achieve their climate goals. Their collaboration with Green Toolkit represents a significant step forward in uniting technology and strategy to create measurable environmental impact.

To ensure full compliance with ISO standards and validate each lifecycle phase of the production, Green Toolkit partnered with GUTcert, an independent certification body based in Berlin. **GUTcert** specializes in environmental, energy, and quality management systems, providing reliable audits and certifications according to international standards, including **ISO 14067** for carbon footprint quantification and **ISO 14001** for environmental management systems.

Notably, GUTcert has been working with the **German Film Academy** for several years to certify the **German Film Awards (Lola)** under **ISO 20121** – the international standard for sustainable event management. This ongoing collaboration highlights GUTcert's expertise and credibility in the field of sustainable event organization and cultural production.



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**Verified by GUTcert** – this certification confirms *Mother Mary's* carbon footprint meets the highest international standards.

Certified for transparency and precision: **Green Toolkit** meets the requirements of **ISO 14067:2019-2**, verified by **GUTcert** (AFNOR Group) as of July 24, 2024.