

Sustainable Innovation 2023
Accelerating Sustainability in the Creative Economy and Creative Industries
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Ellie Ashton, Production Sustainability Advisor, Seren Studios, Wales

She is presently working on a Kapital Entertainment / CBS UK production for Hulu as the sustainability advisor, working with every department to develop a new model for sustainable film production. Ellie engages the whole crew through a communications toolkit, building positive working relationships, and provides practical support across the studio and locations. Prior to this production, she worked on the Netflix film *Havoc* (2023) as the Environmental Assistant, after witnessing first-hand the scale of the industry's environmental impact. Ellie contributed a chapter on developing sustainable habits among crew to a subsequent report on *Havoc's* green initiatives.

Ellie graduated from the University of Edinburgh in July 2022 with an MA in Religious Studies. Throughout her degree, Ellie focused on the intersection of women's liberation, indigenous activism, the climate crisis and spirituality. This culminated in her dissertation on the use of contemporary witchcraft as a form of political activism, with the locus of the Trump election in 2016. During her final year at Edinburgh, she was elected President of the Fashion Society, an opportunity she used to develop and promote the sustainable fashion network in Scotland. Prior to this, Ellie wrote as Editor in Chief of the Fashion Society online paper, as well as contributing articles to the university newspaper.

Ellie believes that radical transformation of any industry is possible through positive, practical leadership. Developing this approach first within film and television, Ellie intends to bring sustainability to every sector; a critical task in the context of the climate crisis.