

CASE STUDY

THE TOOLBOX'S COLLABORATION WITH NEWPORTFILM

To support The Toolbox resources, The Toolbox community has created case studies to showcase how practical application and tailoring of the tools can help your organization.

In this specific case study, we look at how [newportFILM](#) has incorporated sustainability into their operations and utilized The Toolbox to assess progress.

BACKGROUND ON NEWPORTFILM

newportFILM, established in 2010, has grown into a vital cultural institution in Rhode Island, known for presenting compelling and impactful documentaries that foster community engagement and promote change. With an annual audience of over 20,000, the organization curates a robust lineup of nonfiction films, often drawn from prestigious festivals across the U.S. One of its hallmark programs is newportFILM Outdoors, a summer film series that transforms iconic greenspaces on Aquidneck Island into vibrant community gathering spots. These free, public screenings offer not just films, but also live music, filmmaker conversations, and an inclusive environment where attendees can bring their own picnics and enjoy the beauty of Rhode Island's outdoors.

SUSTAINABILITY INITIATIVES AT NEWPORT FILM

In recent years, newportFILM has positioned itself as a leader in sustainable event practices. Since launching its zero-waste initiative in 2022, the organization has diverted 78.9% of compostable waste from landfills. The initiative is characterized

by strategically placed composting and recycling stations at all outdoor events, which are managed by trained volunteers. The elimination of single-use plastics, the encouragement of 'carry in, carry out' practices among attendees, and the use of compostable and recyclable materials by food vendors further reinforce newportFILM's commitment to sustainability.

In 2024, these efforts were recognized by the Rhode Island Department of Environmental Management, which certified newportFILM as a Green Event.

Additionally, the organization has partnered with Bike Newport to promote biking as an alternative mode of transportation to screenings, reducing the carbon footprint of the events and encouraging a healthier, more sustainable lifestyle among attendees.



ZERO WASTE INITIATIVE

79% waste diverted from landfills



GREEN EVENT CERTIFICATION (2024)

Certified by Rhode Island Department of Environmental Management



BIKE-TO-EVENT INITIATIVE

In partnership with Bike Newport



Photo from NewportFILM



Photo by Maddie Van – maddievan.com

INTEGRATION OF THE TOOLBOX PROCESS

In their pursuit of continuous improvement, newportFILM adopted The Toolbox process as a framework to enhance and codify their sustainability practices. This process has been instrumental in reinforcing and grounding the work that the organization has been doing, particularly in terms of data collection and strategic planning.

One of the key benefit from using The Toolbox has been its robust data tools provided in **Step 7: Assessing Progress**. The trackers have enabled newportFILM to accurately measure sustainability metrics, informing decisions and validating outcomes. For example, data from waste diversion and bike-to-event efforts has been critical in evaluating program impact. Additional trackers in Step 7 will further support monitoring of travel and other consumption areas.

HOW TO:

7 ASSESS PROGRESS

Assessing progress is critical to understanding the success of your program, helping you identify lessons learned during the planning and implementation phase and to use it to inform ongoing improvement loops.

1. MEASURE PROGRESS

- Compile data relative to all your targets
- Process information using established industry protocols

2. COMPARE YOUR RESULTS

- Compare your results to your targets
- Conduct internal audits

3. EVALUATE AND REACT

- Evaluate performance
- Conduct a management review
- Address non-conformities

TEMPLATES IN THIS MODULE INCLUDE

- Carbon Calculator
- Trackers: Waste, water, travel, etc
- Climate Action Tracker
- Internal Audit

TOP TIP

Are there any trends that start becoming clear while collating data? Address them early!

QUICK GUIDE

Moreover, The Toolbox has helped newportFILM to formalize their sustainability efforts into a comprehensive policy framework. By grounding their work and direction established in previous years in principles guided by **Step 2: How to Create a Sustainability Policy**, newportFILM is now in the process of drafting a policy that will be published alongside their metrics and achievements. This policy will not only reflect their current practices but will also serve as a durable, evergreen document that will guide future efforts.



Looking ahead, newportFILM plans to use The Toolbox to identify solutions for remaining challenges, such as their reliance on diesel generators for power. The organization recognizes that while they have made significant strides, there is still room for improvement, and the iterative nature of The Toolbox process will be key in driving systemic change over time.

STRATEGIC PARTNERSHIPS AND COMMUNITY ENGAGEMENT

newportFILM has been strategic in building partnerships that align with their sustainability goals. Collaborations with local food vendors, the city of Newport, and other stakeholders have been critical in implementing zero waste initiatives. The involvement of a dedicated sustainability intern has also played a pivotal role in managing these partnerships and ensuring that all sustainability efforts are coordinated and effective.

The organization's approach to sustainability is not just operational but also educational. By leveraging their position as a cultural leader, newportFILM has been able to engage and educate the public on sustainable practices through dynamic signage, interpersonal interactions at events, and a comprehensive marketing strategy that mobilizes community buy-in.

CONCLUSION

newportFILM's integration of The Toolbox process represents a significant step forward in their sustainability journey. By using The Toolbox to codify their practices, enhance data-driven decision-making, and foster strategic partnerships, newportFILM is setting a new standard for sustainable event management. As they continue to refine their approach and address remaining challenges, newportFILM is well-positioned to achieve lasting, systemic change in how cultural events are conducted, not just in Rhode Island, but as a model for similar organizations nationwide.



The free popcorn served at newportFILM's weekly screening events comes in compostable bags from Plant City, stamped with a soy-based ink of the event's sponsor. (newportFILM photo)

If you have any questions about this case study or the wider Toolbox process, please get in touch with us at info@sustainabilitytoolbox.com. To stay up to date with the latest news on The Toolbox visit www.sustainabilitytoolbox.com or follow us on [LinkedIn](#).

If you have found The Toolbox How-to Guides, Templates, and supporting Case Studies useful for implementing your own sustainability program, we encourage you to create and share your own case studies based on your organization's experience. Please submit your documents through The Toolbox website.

REFERENCES

1. NewportFILM. (n.d.). NewportFILM Home page. Retrieved from <https://newportfilm.com/> (2024).
2. Rhode Island Department of Environmental Management. Green Events Certification. Retrieved from <https://dem.ri.gov/environmental-protection-bureau/customer-and-technical-assistance/green-certification-programs/green-events> (n.d.).
3. Unlocking The Toolbox: Tools and Tactics for a Greener Future | The Nest Climate Campus 2024. (2024). Retrieved from <https://www.youtube.com/watch?v=zD9FECEV1PM>
4. Whats Up Newp. (2024, June). NewportFILM announces lineup for its 2024 outdoors series. What's Up Newp. Retrieved from <https://whatsupnewp.com/2024/06/newportfilm-announces-lineup-for-its-2024-outdoors-series/>,

CONTRIBUTORS

Cathleen Carr, Director, NewportFILM

Isaac Murray, Toolbox Community Manager, 11th Hour Racing

Amy Munro, Managing Director, FoxallMunro Ltd.

Kristi Wilson, Marketing Consultant, FoxallMunro Ltd.



This Case Study demonstrates how The Toolbox collaborates with its users, Published December 2024
connecting the community to Toolbox Accelerators to deliver bespoke
projects supporting sustainability objectives.
It has been produced in collaboration with newportFILM and The Toolbox.
It is licensed under a [Creative Commons Attribution-NonCommercial-NoDerivatives 4.0 International License](https://creativecommons.org/licenses/by-nc-nd/4.0/).