

Faculty Sustainability Leadership Award Nomination

Nominee: Kent Hayward, Associate Professor

Title/Department: College of the Arts, Cinematic Arts

Years at CSULB: 10 years

Nominated by: Noelle Bergevin, Undergraduate Program Advisor, Cinematic Arts

Capacity Nominator has worked with Nominee: The nominee is tenured faculty in the department I serve.

Narrative Statement

Kent Hayward continually looks for ways to implement sustainability-conscious elements in his Cinematic Arts courses. Most recently, he developed a brand new course debuting in Spring 2026 called Sustainability and Film (CINE 313), which examines sustainability as it relates to film including the areas of production, climate storytelling, connections between culture and environment, and careers in sustainability. Kent has long contributed to global conversations surrounding sustainability in the area of film production, including a recent presentation this year on sustainability in filmmaking at the Berlinale film festival in Berlin, Germany. Just published this year by Routledge is Kent's book called "Green Filmmaking: A Guide to Sustainable Movie Production." Kent works tirelessly to build awareness around sustainability in our Cinematic Arts department, including carpooling to work as often as possible to reduce emissions!

Supporting Materials

<https://www.routledge.com/Green-Filmmaking-A-Guide-to-Sustainable-Movie-Production/Hayward/p/book/9781032545622>

Nominated by: Riley Eggleston, Production Safety Support Assistant, Cinematic Arts

Capacity Nominator has worked with Nominee: I support the student films which come from the classes he teaches.

Narrative Statement:

Kent is one of the fore runners in sustainability in film. He encourages his students to try and make their films green which some have and gotten EMA seals of approval and been featured by their organization. He wrote and published a book all about sustainability in film which had many examples and quotes from sustainability coordinators from big Hollywood studios. He helped start the Green Film School Alliance club on-campus and even participates each year (along with other students) at the sustainability event on-campus. This past summer he talked at the sustainability summit about his work and recent book, again all about sustainability in film.

Supporting Materials:

<https://collab.sundance.org/catalog/Advisor-Studio-A-Guide-to-Sustainable-Movie-Production-with-Kent-Hayward-Video> - Article from Sundance about Kent and his recent book

<https://www.csulb.edu/news/the-media/article/csulb-instructor-comments-green-filmmaking> - Article from CSULB

<https://sites.google.com/view/greenfilmschoolalliance/home> - GFSA an organization he help found which is used by many films schools around the country

Nominated by: David Waldman, Department Chair, Cinematic Arts

Capacity Nominator has worked with Nominee: I have been Kent's colleague for 8+ years. During that time, we co-ran the Narrative Production Option and worked together every week.

Narrative Statement:

Kent Hayward's primary mission seems to have become sustainability in filmmaking practice. It is clear in his teaching- for years he has taught sustainable practice in his advanced narrative Production course, and recently developed our CINE 313, Sustainable Filmmaking course, which will run in Spring 2026. He serves as a founding member of the Green School Alliance, an international organization of film schools who promote 'green filmmaking.' Additionally, Kent recently published a book called 'Green Filmmaking', and has been invited to speak around the world on the subject (including the Berlinale and Cannes), and as an invited guest in university classes domestically. Kent is really a shining example of 'walking the walk', and is recognized as an instrumental author of green filmmaking practice.

Supporting Materials:

<https://collab.sundance.org/people/Kent-Hayward-1722361471>

<https://youtu.be/qnFer62JsV8?feature=shared>

Nominated by: Alicia Dwyer, Lecturer, Cinematic Arts

Capacity Nominator has worked with Nominee: I taught with Professor Kent Hayward in an exchange with HAW-Hamburg in Hamburg this summer (2025). I had preciously noticed that he leads a group of CSULB students in a green filmmaking initiative, and was able to see firsthand how he brought that curriculum to the students in Hamburg and I have referred my CSULB students to his work and organizing efforts to make filmmaking more sustainable and less wasteful. Also, Kent has recently published a book on the topic. It's inspiring, and I'm so glad Professor Hayward is doing this work and enriching our department in this way.

Narrative Statement:

Professor Kent Hayward is an Associate Professor in the CINE department at CSULB and the co-founder of the Green Film School Alliance, and Author of Green Filmmaking: A Guide to Sustainable Movie Production. He works with students on bringing sustainable practices to the art of movie-making, inspiring a new generation of media-makers to think about movie production in a whole new way, where they consider the impact of their production from an environmental lens and are able to use a system that has been developed to quantify and track those impacts and to think through changes that can make a difference. As a filmmaker I have seen firsthand the incredible waste of resources that often goes into particularly the production process, so I have been grateful to see Professor Hayward working together with students to train the next generation to work in new ways, always with an eye on sustainability. Professor Hayward has brought to our attention in the CINE department tools that we can all share with our students, and I have seen him work internationally with students in our exchange with the Department of Media Technology HAW-Hamburg. And his reach is extending beyond these settings through his book. Altogether, Professor Hayward's explorations into green filmmaking have infused his classes, his service work with mentoring students in the club that is part of the Green Film School Alliance at CSULB, his scholarship through his book, and his leadership in bringing this to the rest of us faculty at CINE and through talks and workshops and mentoring around the world. In a difficult time in our industry, Professor Hayward faces one of our most critical problems head on, with humor and determination, carving out and supporting paths for students who are passionate about cinematic arts to bring sustainability to their practice. For these reasons, it gives me great pleasure to recommend Professor Hayward for this award.

Supporting Materials:

- <https://www.routledge.com/Green-Filmmaking-A-Guide-to-Sustainable-Movie-Production/Hayward/p/book/9781032545622>
- <https://collab.sundance.org/catalog/Advisor-Studio-A-Guide-to-Sustainable-Movie-Production-with-Kent-Hayward-Video>
- <https://sites.google.com/view/greenfilmschoolalliance>

Nominee: Kent Hayward, Associate Professor (self)

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Narrative Statement:

Teaching: Class projects in FEA336, FEA342, and the option to earn a green seal for senior film projects. CINE313 - Sustainability in Film coming this Spring!

RSCA: Book Green Filmmaking, (Routledge 2025), and the formation of the Green Film School Alliance. Hayward has participated in sustainability in film talks for the Hollywood Climate Summit at the Academy of Motion Picture Arts and Sciences, for Sundance Collab, Advisors Studio, at Sustainable Film School Day at the Berlinale, and more.

Service: The Green Film School Alliance has grown, and GFSA student ambassadors have created an official GFSA chapter as a student organization. Their leadership has resulted in a microgrant to create Green Film Kits that future filmmakers can check out of our Equipment Center when they film their projects.

Leadership: The Green Film School Alliance now has 50 member schools in 6 countries supporting sustainability in film production and climate storytelling. :)
More info is available from CINE and kent.hayward@csulb.edu

Supporting Materials:

- Refer to folder in one-drive