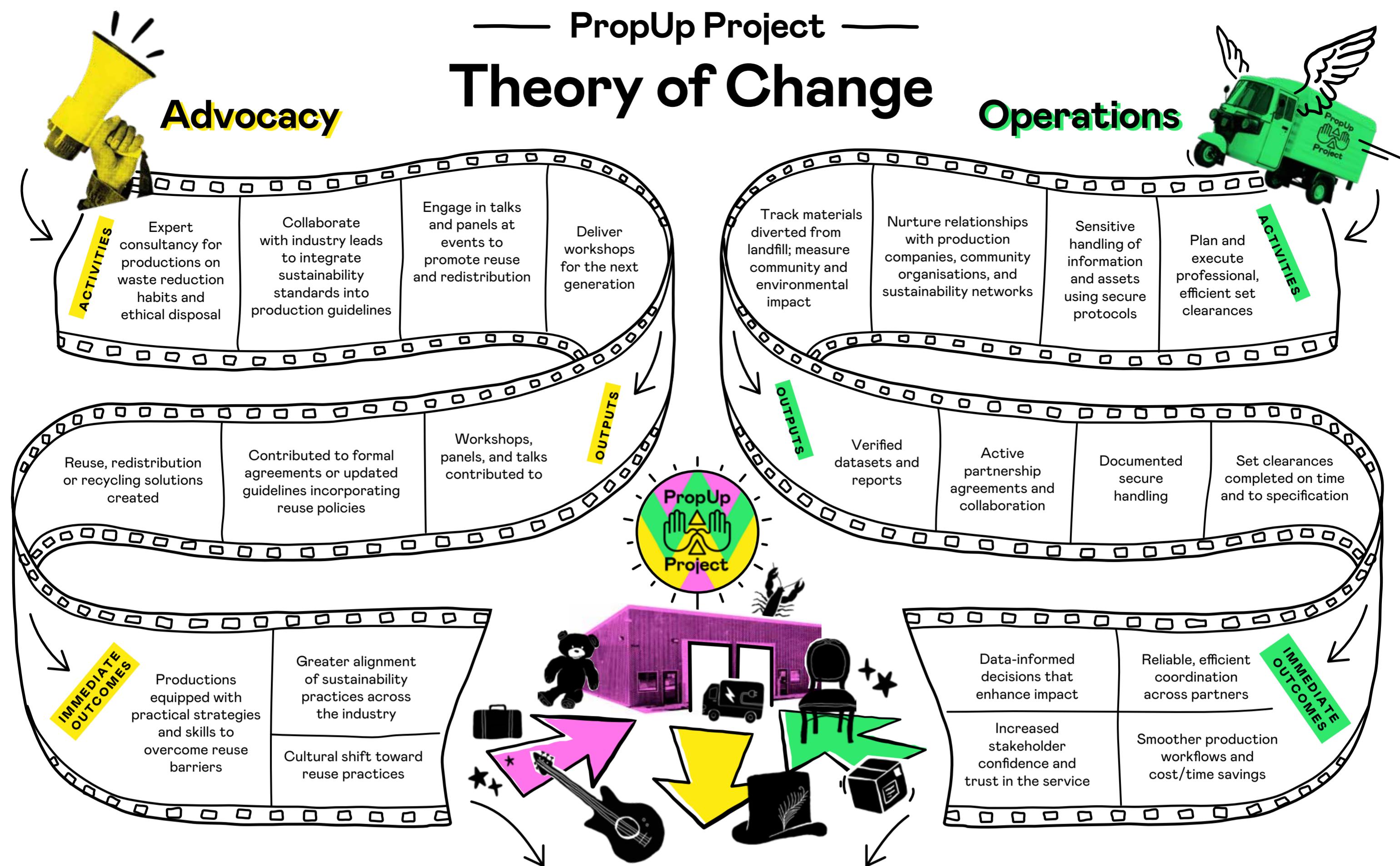


PropUp Project

Theory of Change



Advocacy

Operations

Materials are catalogued, evaluated and sorted into the most suitable service pathway, to ensure every material is given its highest value next life

Rehome

- ★ Find and verify aligned causes / organisations
- ★ Coordinate donations logistics
- ★ Track materials distributed and capture beneficiary feedback

Outputs

- Materials successfully donated or repurposed
- Diverse recipient organisations engaged
- Impact Report with distribution data and beneficiary testimonials

Immediate Outcomes

- Under-resourced groups gain better access to creative materials
- Production teams recognise the value of redistribution

Intermediate Outcomes

- A strengthened creative and social impact network
- Productions adopt sustainable end-of-production practices

Target Outcomes

- TV and film industry actively supports community and cultural development
- Amplify the impact of community and charitable organisations

Resell

- ★ Connect with industry network for resale
- ★ List and market materials on dedicated online platforms
- ★ Prepare materials for local in-person sales

Outputs

- Additional revenue generated to fund company operations
- Growth in network of return buyers boosting sales
- Sales and reuse data tracked and reported

Immediate Outcomes

- Extended lifespan of production materials
- Reduced demand for new material production
- Enhanced financial stability of PropUp service

Intermediate Outcomes

- Reused materials are preferred for production purposes
- Functioning circular marketplace for film/TV materials
- Second-hand buying culture grows among crew and the wider public

Target Outcomes

- A self-sustaining business model that delivers economic and environmental returns
- The reuse and resale of materials is normalised in the TV and film industry

Recycle

- ★ Partner with certified recycling suppliers
- ★ Manage confidential, branded and IP sensitive items
- ★ Coordinate safe and compliant recycling logistics

Outputs

- Non-reusable materials ethically recycled
- Maximum waste diverted from landfill and incineration

Immediate Outcomes

- Improved waste management for film productions
- Clear data provided on recycled volumes and carbon savings

Intermediate Outcomes

- Productions integrate recycling protocols into production planning
- Strengthened recycling infrastructure that is supporting the TV and film industry

Target Outcomes

- Reduced carbon footprint and environmental impact of the TV and film industry
- Industry alignment with circular economy standards and green certifications

IMPACT GOALS

A sustainable TV and film industry where waste is prevented through rehoming, reselling and recycling



A future where TV and film resources are reused to benefit society and create a lasting human impact