environmental media association
Entertainment’s foremost environmental organization
Founded in 1989, the Environmental Media Association 501(c)(3) (EMA) has become THE voice of the environment. For nearly 30 years, EMA has successfully used the power of entertainment and storytelling to shine a light on the issues that affect our planet.

Through its program work, social media campaigns and three high-profile events, EMA is able to reach billions each year with messaging focused on solutions. Further, its deep connection to Hollywood allows EMA’s positive voice to reach families and individuals other organizations and the business community cannot.

EMA tells the story of our planet in an authentic, hopeful, and inclusive way, which allows us to reach the global public moving us into the sustainable economy in an empowering and proactive way.
The EMA community is the loudest voice for our planet

- 5.7B 2019 MEDIA IMPRESSIONS
- Over 1K EMA GREEN SEALS
- 1.5M MONTHLY SOCIAL IMPRESSIONS @GREEN4EMA
- Billions IMPACTED BY OUR MESSAGING
- 116M TOTAL EMA BOARD REACH
- 1K Likes AVERAGE PER INSTAGRAM POST
2019 EMA Event Season Media Impressions

- Impact Summit: 324 Million Impressions
- EMA Awards: 2.9 Billion Impressions
- EMA Honors Benefit Gala: 2.4 Billion Impressions

Total Impressions for Impact, Awards & Honors: 5.7 Billion
Our personal @green4ema handle received over TWO MILLION organic impressions on Twitter, Instagram and Facebook for our Awards.

50M REACH
100K INTERACTIONS
8K PEOPLE USING HASHTAG

#EMAawards Hashtag Breakdown

Los Angeles trends: Change

#UCLAVesStan
1,849 Tweets

#Worlds2017
26K Tweets

Beach House
9.678 Tweets

#EMAawards
@Wildaboutmusic is Tweeting about this

#GoDucks
6,112 Tweets

#RodeoOkl

Oregon
21.5K Tweets

Fleet Foxes

Bruce Maxwell
Bruce Maxwell is the first MLB player to kneel for national anthem

Stevie Wonder
Stevie Wonder "takes knee" during Global Citizen Festival

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Since taking over the organization in 2000, Debbie Levin has been singular in harnessing the power of the media and entertainment communities to pioneer a high impact model of social activism, utilizing storytelling and message development to drive awareness into action and solutions. Through over 20 years as the CEO of EMA, she has expanded the organization to serve as a leading tool to connect industries, brands, influencers and entrepreneurs to collaborate, advocate and drive action empowering not only individuals, but the corporate world as well. The organization has grown into a diverse subsection of entertainment industry tastemakers, entrepreneurs in finance and technology and green icons dedicated to the mission of promoting environmental progress and innovations through celebrity role modeling, campaign work, year-round programs and our three large scale annual events.

Debbie has the pulse on the millennial generation, understanding their thirst for transparency, willingness to be educated as consumers and the strong desire to maintain the earth’s natural resources and embrace new technology, ideas and the imminent green economy. The consummate connector within the global celebrity world as well as the corporate and sustainability communities, Debbie is authentically the iconic persona and voice clearly embracing and educating the sustainable lifestyle.
EMA & Toyota Motor North America: Partners through and through

In their 20th year together, EMA and Toyota Motor North America has shown the world that being green is good for our planet AND for business. EMA has used its extraordinary influence in the entertainment industry to shine a light and role model the exemplary actions Toyota has taken to be a leader in sustainability and innovation.

EMA played a crucial role in launching the Prius by shaping the hybrid’s image into the iconic Hollywood car that it is today. EMA continues to bring the entertainment community and Pop Culture from polluting automobiles to “must have” alternative fuel cars. Toyota maintains a long-standing partnership with the EMA Awards & Honors Benefit Gala, and EMA IMPACT Summit, which has resulted in billions of media impressions for the company. The collaboration between EMA and Toyota continues to change the way the world buys cars.

We are proud to have Toyota Motor North America as such a key part of the EMA family.
EMA & Toyota Motor North America: Get the Message Out on Social
Utilizing an incredible network of influencers, EMA is able to reach a vast audience with its social media campaigns. A unique opportunity for brands to tell their stories of sustainability.

**EMA’s Social Campaigns Reach Millions Organically**

**EMA Social Sunday**

- Stana Katic
- Malin Akerman

**EMA Videos**

- Video Partnership with JUST Water
- 10M Views

**Behind The Scenes**

- Our partners capture great content with exclusive behind the scenes access at our events.

**Case study: Biossance**
H&M and EMA Clothing Recycling Video Campaign

Constance Zimmer
Karrueche Tran
Malin Akerman
Emmanuelle Chriqui
Rachelle Lefevre

250,000+ video views
EMA Celebrity Influencers
Love to Share Our Messaging

Jaden Smith
Shailene Woodley
Amber Valletta
Madelaine Petsch
Jenna Dewan
Jordana Brewster
Joey Graceffa
Liza Koshy
Run-of-the-mill sustainability conferences are everywhere. Nowhere else but IMPACT will you find such a unique confluence of business, academia, the public sector, and Hollywood influencers.

- Doug Coleman
Mobility Services, Digital Transformation & Mobility, Toyota Motor North America

Partnering with EMA has gone far beyond our expectations around simply marketing and awareness for JUST water, it’s been throughly gratifying to work with a group that understands ‘mission and purpose.’ Its part of their DNA and they amplify that spirit of impact, creatively out to the world for all the partners in the EMA family.

- Drew FitzGerald
MCo Founder JUST Water & JUST Impact

EMA IMPACT Summit is a powerful forum for entertainment, businesses, and tech leaders.

- Kelly Vlahakis-Hanks
President & CEO, Earth Friendly Products, maker of ECOS
EMA’s events attract the biggest names in Hollywood, technology, business, and activism. Now with two prominent annual events, EMA keeps its messaging loud and consistent throughout the year.

The EMA IMPACT SUMMIT is all about solutions. A catalyst for action, IMPACT challenges the best and brightest in business, entertainment, science, and technology to work together to bring solutions to the public as quickly as possible. The two-day event in Los Angeles features keynote speeches, breakout sessions, panel discussions, a green “Shark Tank” competition for sustainable solution-based startups, and incredible networking and sponsorship opportunities.
EMA Events

The EMA Awards: EMA’s flagship event. The world-renowned Awards ceremony, which takes place alongside the Honors Benefit Gala, champions the films, television and new media that use storytelling to educate the public on today’s most important issues and tomorrow’s solutions.

Past winners include:

- EATING ANIMALS
- BLACKLIST
- THE CROWN
- LAST WEEK TONIGHT WITH JOHN OLIVER
- okja
The EMA Honors Benefit Gala honors globally-recognized trailblazers for their tireless work protecting our planet. The evening includes a green carpet, the EMA Awards, galvanizing Honoree speeches, a musical performance, and a celebrity host. EMA Awards & Honors Benefit Gala provides our brand partners with a unique opportunity to get their products in front of an audience of media influencers.
EMA's objective is to amplify the positive message of sustainable practices that organizations have accomplished and for which they continue to strive. Our goal is to distinguish businesses that hold environmental stewardship as a value that cannot be compromised. While the numerous certifications and seals allow consumers to be more informed, it's still ambiguous as to which businesses actually care. In other words, companies may attain an environmental seal to stay competitive, not because stewardship is a company value. For this reason, EMA showcases organizations that have sustainability as part of their culture, to further inform consumers to make the best choice for our planet and their health. This is what differentiates our Standards from other seals and certifications.

EMA works to tell the story to the public for these organizations and creates a standard for others to strive towards, affecting change one organization at a time. We believe that businesses play a critical role in conserving our environment, which is why companies committed to this cause deserve to be recognized.

Given our unique position at the intersection of the environmental and entertainment industries, we can amplify your message uniquely and effectively.
EMA Sustainability Standard

EMA’s objective is to amplify the positive message of sustainable practices that organizations have accomplished and for which they continue to strive.

Our goal is to distinguish hotels and resorts that hold environmental stewardship as a value that cannot be compromised. While the numerous certifications and seals allow consumers to be more informed, it’s still ambiguous as to which hotels actually care. In other words, companies may attain an environmental seal to stay competitive, not because stewardship is a company value. For this reason, EMA showcases organizations that have sustainability as part of their culture, to further inform travelers to make the best choice for our planet and their health. This is what differentiates our Standards from other seals and certifications.

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EMA Sustainability Standard - Hotels/Resorts

Montage Beverly Hills
Montage Los Cabos
Montage Laguna Beach
Montage Palmetto Bluff
Montage Kapalua Bay
Montage Deer Valley
Sagamore Pendry Baltimore
Pendry San Diego

EMA is a member of the Global Sustainable Tourism Council (GSTC)
EMA is working hard so that the shows and movies you love to watch on TV, in theaters, and streaming online have minimal footprints on our planet. From recycling bins to hydration stations to paperless sets, EMA plays a crucial role in helping studios and production companies set the example for other business sectors.

EMA works with the Heads of Sustainability at all of the major studios sitting on the EMA Board. So far, we have distributed over 1,000 Seals, a record 188 Green Seals in 2019. EMA authors Annual EMA Green Production Guides, which offers a sustainability checklist for productions, with the highest performers receiving our EMA Gold Seal.

Recently, we’ve expanded our EMA Green Seal to the business sector, awarding The Montage Beverly Hills our first EMA Green Seal for Hospitality. Our goal is to have many diverse sectors follow and live by our EMA Sustainability Standard.
EMA excels when it comes to corporate partnerships, with some relationships lasting nearly 20 years. Because of our unique connections to celebrity and entertainment, EMA brings a marketing power to brands that rivals traditional advertising. Additionally, EMA works with businesses to reduce their carbon footprint, and help them become known as a sustainable and environmentally responsible enterprise. Whether a company is a disruptive green innovation or an iconic brand working to move further in their journey to sustainability, EMA can help tell its story in an impactful and authentic way.

“EMA has been credited with launching consumer awareness for several of today’s most successful sustainable brands, including their landmark celebrity-driven campaign to popularize the globally bestselling Prius hybrid, resulting in a 20% increase in sales for Toyota.” -Forbes

- Celebrity-driven events and social campaigns that attract national attention
- Activations at entertainment industry events that build partnerships with studios and productions
- Work with company leadership to improve sustainability practices, and provide certificates to provide assistance to achieve EMA Green Seal status
School gardens are mutually beneficial for both the environment and the students involved. Working hands-on in the garden allows students to gain leadership skills, learn where their food comes from, and add fresh produce to their meals. Additionally, outside educational experiences lead to higher learning and test scoring. Due to the significant benefits from school gardens, EMA launched the School Garden Program in 2009 to provide schools with skills and resources for shared urban garden experiences. From tomatoes to apples to peppers, students and faculty are able to see their seeds grow into delicious produce while gaining a greater connection to the environment. With assistance from our program’s presenting sponsor, City National Bank, continuous support from Kellogg Gardens Products, a helpful volunteer network from L.A.WORKS, and gardening expertise from UC Master gardeners, EMA has directly supported over 21 schools across the nation from LA to Mississippi.
Multi-level marketing opportunities
Iconic and impactful programs
Robust and far-reaching messaging
Let EMA tell your story!