

ONTARIO GREEN SCREEN STRATEGIC PLAN 2023-2027



FOREWORD

At Ontario Green Screen, we believe that a profound shift to a more sustainable film and television industry is underway. We are proud to be part of global efforts to encourage this change. We are committed to expanding the tools, knowledge, and community that will support a reduction in energy use and consumption of natural resources.

Building on our inaugural 2021-23 Strategic Plan, which established a network of local and international environmental allies, circular economy partnerships, training opportunities, carbon reduction tools, and insightful sustainability research, this plan moves beyond exploration. Our 30 industry and government partners have worked collaboratively to produce a plan that enables both institutional and personal action. Together we have laid out an ambitious and tactical storyboard for climate action over the next four years.

We invite everyone to take part in this green transformation!

Ontario Green Screen Co-Chairs,

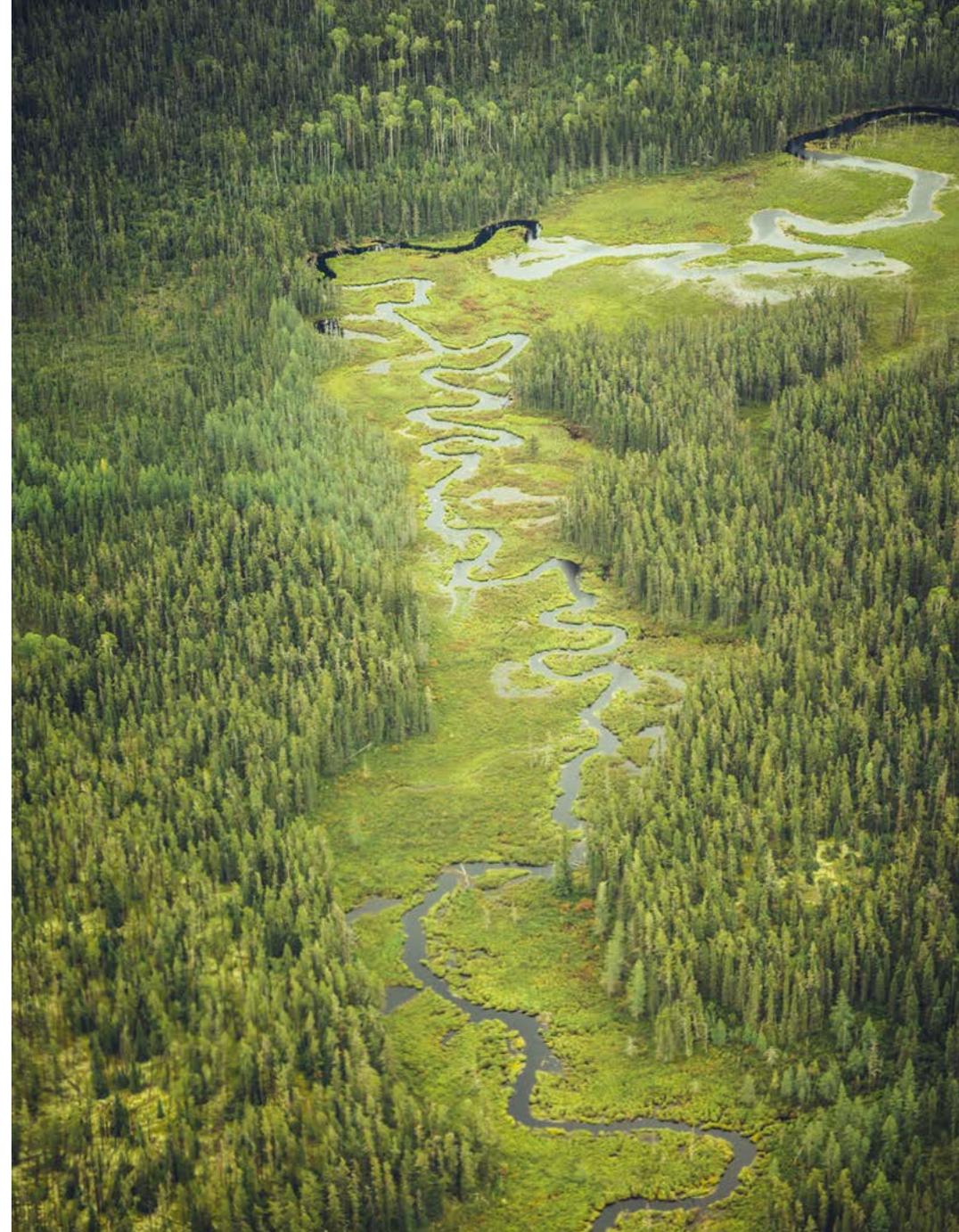
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Ontario Film Commissioner, Ontario Creates

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LAND

ACKNOWLEDGEMENT

We recognize that our work at Ontario Creates vis á vis Ontario Green Screen (OGS), and the work of the OGS Advisory Committee partners, take place on many traditional Indigenous territories across the province and throughout Turtle Island. Ontario Green Screen's office is located on the traditional territory of the Huron-Wendat, the Haudenosaunee, the Anishinaabe, and the Mississaugas of the Credit.

This land acknowledgment is both a recognition of the contributions made by the First Nations, Métis and Inuit people who have cared for these lands since the beginning, and who are the original storytellers on this land, as well as an acknowledgement of our own ongoing responsibilities as guests on these lands.

OGS PARTNERS

ABOUT ONTARIO CREATES

Ontario Creates is an agency of the Government of Ontario that facilitates economic development, investment and collaboration in Ontario's creative industries including the music, book, magazine, film, television and interactive digital media sectors. Our investments help to ensure that Ontario is a better place to live and work, and that Ontario companies continue to be leaders in the domestic and international marketplace. For more information, visit ontariocreates.ca.

ABOUT THE ONTARIO GREEN SCREEN ADVISORY COMMITTEE

Ontario Green Screen (OGS) is made possible through a partnership between Ontario Creates, industry, and municipal partners, representing all aspects of the industry across the province. Collectively, we have a shared passion to facilitate sustainable production practices.

Ontario Green Screen is co-chaired by the Ontario Film Commissioner at Ontario Creates and an OGS elected industry representative. On behalf of the Advisory Committee, the co-chairs work with the Ontario Creates program consultant and the program management team to deliver the goals and tactics of the initiative. Collectively, the OGS Advisory Committee has approved this 4-year strategic plan and will work closely with the program management team to reach our goals.

The success of OGS could not be accomplished without the dedication, input and investment of these champions.



INTRODUCTION

MISSION & VISION

Ontario Green Screen's mission is to provide the tools necessary to empower the film and television industry in Ontario to adopt and scale up sustainability best practices that protect the well-being of our environment. OGS envisions a robust industry that thrives through its commitment to environmental stewardship, made possible by a non-political partnership of industry stakeholders and government partners across the province.

PURPOSE OF THE PLAN

The purpose of the 2023-2027 Strategic Plan is to build on the efforts of the previous plan by implementing tactics that help to reduce greenhouse gas emissions, expanding industry reach, and supporting the film and television industry in reducing its environmental impact.

In March 2021, the Sustainable Production Alliance (SPA) published a report titled Carbon Emissions of Film and Television Production that found that across all types of feature films from tentpole to small budget productions, anywhere between 48% and 56% of the carbon emissions created by production in North America are related to fossil fuel consumption.¹ Helping to reduce greenhouse gas emissions must be an important focus for OGS and we will strive to engage individuals at all levels of production to achieve this goal.

An important piece of this plan is to educate the film and television industry about best practices in reducing waste and incorporating circular economy principles throughout the industry. By incorporating the circular economy into the industry, we can help reduce the amount of material sent to landfill and save productions money in the process.



STRATEGIC PLAN

2023-2027

The pillars, goals, and tactics of this strategic plan were developed in collaboration with the OGS Strategic Planning subcommittee group members, the OGS co-chairs, and the Circular Innovation Council program management team. Commissioned OGS research, sustainability reports from international partners, and subject matter experts informed the development of this plan to ensure relevancy and consistency with current production practices.

The planning process was anchored in OGS' mission and priority areas, and the committee adopted an inclusive engagement approach that built consensus among a diverse set of stakeholders. The sections below detail the pillars, goals, and tactics that will be implemented over the next four years in order to achieve OGS's mission of a more sustainable film and television industry. The plan will be reviewed on a yearly basis and adjusted to reflect the evolving nature of the industry as needed.

IMPLEMENTATION

The program management team will work with the OGS Advisory Committee and the relevant subcommittees to achieve the goals set out in this Plan. OGS will conduct annual reviews to evaluate progress based on the success metrics that have been developed and to realign priorities as required. We will communicate our progress to external partners and the wider community of film workers to ensure industry-wide alignment.

2023-2027 STRATEGIC PILLARS

1

STRENGTHEN PARTNERSHIPS

2

INFORM & EDUCATE

3

SUPPORT BEST PRACTICE IMPLEMENTATION

4

MEASURE IMPACT

1 STRENGTHEN PARTNERSHIPS



We commit to fostering an engaged, diverse, inclusive, and collaborative community that advances and enables sustainable production practices.

GOALS

1. Foster collaborative partnerships with industry stakeholders to increase awareness of sustainable production practices.

2. Maximize the impact of the ambassador program to support widespread adoption of sustainability initiatives during production.

3. Identify external funding sources to support implementation of the OGS Strategic Plan and industry led sustainability initiatives.

TACTICS

- > Establish a regular meeting schedule with international and domestic production companies and Ontario municipalities to exchange knowledge, understand their challenges, and broker connections.
- > Host Green Table meetings with targeted stakeholders to facilitate informal information sharing and build partnerships.
- > Promote OGS to schools with production programs across the province.

- > Review the ambassador list to identify gaps in departments and/or positions, and target those missing areas for membership.
- > Collaborate with the ambassadors to develop mechanisms for ambassadors to improve their visibility in the industry.

- > Identify and promote available programs and funding from all levels of government and foundations for OGS and/or OGS stakeholders, as applicable.

2 INFORM & EDUCATE



We commit to informing and educating Ontario's film and television industry stakeholders about sustainability best practices.

GOALS

1. Develop and deliver new educational resources to equip film and television industry stakeholders with the latest information to support the implementation of sustainable production practices.

2. Ensure existing educational resources and the OGS website align with industry needs and serve as many stakeholders as possible.

TACTICS

- > Collaborate with stakeholders to identify topics for educational resources.
- > Develop online, self-directed courses to enable stakeholders to learn at their leisure and increase broader participation.
- > Create a library of information sessions and other educational materials available on the OGS website using third party sources.
- > Develop new best practice documents and case studies.
- > Develop short educational videos that can be shared within the industry.

- > Develop online, self-directed versions of existing training courses.
- > Review and update existing educational resources (e.g., resource guides) and training courses (e.g., C&SP Training).
- > Review & rebrand the OGS Website and other marketing materials.

2 INFORM & EDUCATE

(continued)

GOALS

3. Showcase OGS at film and television industry events and conferences to raise awareness about sustainable production in Ontario.

4. Develop a communications plan that supports and aligns with the strategic plan, and that outlines who we want to communicate to, when, and for what purpose.

TACTICS

- > Have a presence at appropriate national and international forums/ events to inform participants of what Ontario is doing to promote sustainability in the industry.
 - > Identify key filming jurisdictions in Ontario and organize forums/events where OGS can host discussions and share best practices.
-
- > Develop a stakeholder map to identify and characterize key stakeholders, and understand how best to communicate with them.
 - > Develop an annual communications calendar of events.
 - > Build out marketing assets that can be used throughout the term of the strategic plan.



3 SUPPORT BEST PRACTICE IMPLEMENTATION



We commit to delivering resources, tools, and initiatives to empower individuals to incorporate sustainable strategies and protocols that will help reduce the negative environmental impacts of film production across Ontario.

GOALS

1. Encourage greenhouse gas emission reduction related to fuel and energy consumption.

TACTICS

- > Continue to identify and promote opportunities to implement grid tie-in capability in frequently used production locations and base camps.
- > Expand the OGS 'Resources' web page with more vendors/suppliers that provide solutions for high efficiency power sources and fuel alternatives, and include it as a link in the Producer Welcome Package.
- > Develop cost-benefit analysis tools to help productions assess GHG reduction initiatives.

3 SUPPORT BEST PRACTICE IMPLEMENTATION

(continued)

GOALS

2. Support waste reduction across the film and television industry

TACTICS

- > Evaluate waste audit report findings to identify and promote opportunities for action.
- > Develop cost-benefit analysis tools to help productions assess waste management initiatives.
- > Expand the OGS 'Resources' web page with waste reduction and diversion vendors and include it as a link in Producer Welcome Package.
- > Promote food rescue to productions and municipalities, leveraging our partnership with Second Harvest and other food rescue organizations.

3. Promote circularity across the film and television industry.

- > Expand the OGS 'Resources' web page with circular vendors/suppliers and include it as a link in the Producer Welcome Package.
- > Grow the Ontario Circular Sets Facebook page through a targeted marketing campaign to promote the page to construction, props, production coordinators, PMs, and line producers.
- > Promote material exchange and reuse programs across the province (i.e. Partners in Project Green and Habitat for Humanity).



4 MEASURE IMPACT

We commit to creating a framework to effectively measure and report on environmental impacts and industry-wide progress.

GOALS

1. Leverage data collected through our partnerships to drive sustainability initiatives and commitments

TACTICS

- > Consolidate and synthesize data collected from Partners in Project Green & Second Harvest partnerships, and identify additional partners (e.g., vendors, utilities, other non-profits) to facilitate data collection that benchmarks the adoption of sustainable practices.
- > Build strategic partnerships with organizations to aggregate provincial, industry-specific GHG data in order to help determine which carbon calculation tool(s) is/are best suited for the industry.
- > Align the Ontario film and television industry with future national / continental / global certification programs and contribute to the development and implementation of resources that support the industry.

ACKNOWLEDGEMENTS

The development of this four-year strategic plan is the collaborative outcome of many dedicated individuals who represent their organization on the OGS Advisory Committee. Without their commitment, direction and support, the development and implementation of this plan would not be possible.

PROGRAM MANAGEMENT

Circular Innovation Council is a national, not-for-profit, membership-based organization with over 40 years of experience delivering programming that educates and empowers Canadians to take action on the circular economy and its environmental, economic and social benefits. In concert with our members and partners, we leverage our experience and expertise to deliver on the broad gains inspired by the circular economy through research, policy, programs, and pilots. Our mandate is to accelerate Canada's transition toward a circular economy by putting concepts into action.



Jo-Anne St. Godard, *Executive Director*
Savina Caporali, *Program Manager, Stakeholder Engagement & Outreach*
Audrey Manuel, *Resource Development & Outreach Coordinator*

ADVISORY COMMITTEE MEMBERS

Justin Cutler, *Ontario Creates* (co-chair)
Cynthia Lynch, *FilmOntario* (co-chair)
Taisa Dekker, *ACTRA Toronto*
Susan Sanchez, *Amazon Studios*
Megan Guy, *Cinespace*
Michael Ciuffini, *City of Brampton*
Carmen Ford, *City of Mississauga*
Collin Joseph, *City of Toronto*
Sean Porter, *CMPA*
David Mintz, *David Mintz Catering*
Amber Munro, *DGC Ontario*
Tashi Bieler, *Entertainment One*
Andy Micallef, *Entertainment Partners Canada ULC*
Anne Paynter, *IATSE 411*
Beth Nobes, *IATSE 667*
Jacqui Hemingway, *IATSE 873*
Eileen Kennedy, *Invest Durham*
Steve Hancock, *MBSE Canada*
Peggy Kyriakidou, *NABET 700-M UNIFOR*
Chris Dunn, *Ontario Creates*
Mary Anne Waterhouse, *Quadrant Motion Pictures*
Ashley Pierrepont, *Pinewood*
Jim Teevan, *Keslow Camera/Sim*
Neishaw Ali, *Spin VFX*
David Hardy, *William F. White Int.*
Griffen Sagar Gellerman, *Sony Pictures Entertainment*
Mark Angel, *Starline Production Rentals*
Clara George, *Netflix*
Donna Goodwin, *City of Kawartha Lakes*
Sheila Ritson-Bennet, *Corus Entertainment Inc.*
Sydney Grieve, *MPA Canada*