



# REEL GREEN STRATEGIC PLAN

2016/2017 — 2021/2022



[reelgreen.ca](http://reelgreen.ca)

**creativeBC**





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## ABOUT CREATIVE BC

**Creative BC** is an independent society created and supported by the Province of BC to sustain and help grow BC's creative sector (motion picture; digital and interactive media; music and sound recording; and magazine and book publishing industries). The society delivers a wide range of programs and services to expand BC's creative economy. These include development funding and export marketing support for the creative industries; administration

of the provincial government's tax credit programs for motion picture; and motion picture production services to attract inward investment, sustain and market BC as a destination for domestic and international production. The society acts as an industry catalyst and ambassador to help BC's creative sector reach its economic and creative potential both at home and globally.

## ABOUT GREEN SPARK GROUP

**Green Spark Group** is a sustainability consultancy focused on integrating sustainable production practices into the entertainment industry. Green Spark Group believes that with a consistent approach to sustainable production they can foster a shift in mindset, practices and innovation, and spark positive, lasting change. Green Spark Group specializes in consulting for film, TV shows and commercials, and works with industry organizations on sustainable

production programs and strategies. Zena Harris, President of Green Spark Group, has worked closely with industry partners to develop this Reel Green Strategic Plan and launch the next phase.



## INTRODUCTION

This strategic plan was developed at a significant time. Global bodies, such as the United Nations, are taking action on climate change with the development of the Sustainable Development Goals and the Paris Climate Agreement in 2015. Additionally, British Columbia is taking a leadership role in environmental policy and action with the BC Climate Leadership Plan. The City of Vancouver is aggressively pursuing the title of Greenest City in the world through its Greenest City 2020 Action Plan. The goals outlined by the global community, provincially and locally will require action by all industries.

The four priority areas of focus outlined in this plan are: education, engagement, communication and resource development. Programming in these areas provides a platform for the reduction of environmental impacts, and the strengthening of engagement at the local level to set an example for other jurisdictions globally. The plan is designed with flexibility in mind, to facilitate knowledge exchange, and to inspire and empower stakeholders in the motion picture industry.

This plan serves as the foundation for Reel Green, an initiative supported by Creative BC. It was developed over a period of one year starting with a series of planning meetings with Creative BC staff, and subsequent stakeholder engagement sessions with labor organizations, local studios, municipalities, and broader industry organizations.

EDUCA-  
TION /  
ENGAGE-  
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SOURCES



# REEL GREEN

Reel Green started in 2006 as a grassroots initiative to provide resources on sustainable production practices and engage those in the BC motion picture industry to reduce their environmental impact. Since 2006, sustainability in the motion picture industry has evolved. This evolution in practice provides an opportunity to revisit the mission and vision of Reel Green as we look forward to the next decade.

*This plan is based on a vision for a sustainable, thriving industry that encourages a positive and healthy relationship with our environment and society.*

The mission of Reel Green is to enable the evolution and implementation of sustainable practices in the motion picture industry to contribute to the betterment of the world.

This mission statement reflects the United Nations' definition of sustainability from the 1987 Brundtland Report that says, sustainable development meets the needs of the present without compromising the ability of future generations to meet their own needs. The plan also connects to and supports Creative BC's mission to "provide exceptional client service and demonstrate leadership and expertise in program delivery, film production services, policy development and the administration of financial incentives to sustain and expand British Columbia's reputation as a competitive, world-class center for creative content."

Programming for and strategic direction of the Reel Green Initiative is made possible by industry partners:

creativeBC



BC CREATES  
celebrating BC's creative economy

Canada



motion picture production industry association of bc



Sim  
Studios | Camera | Lighting • Grip | Post



IATSE LOCAL 891



ICG | INTERNATIONAL CINEMATOGRAPHERS GUILD - LOCAL 669

VancouverFilmStudios



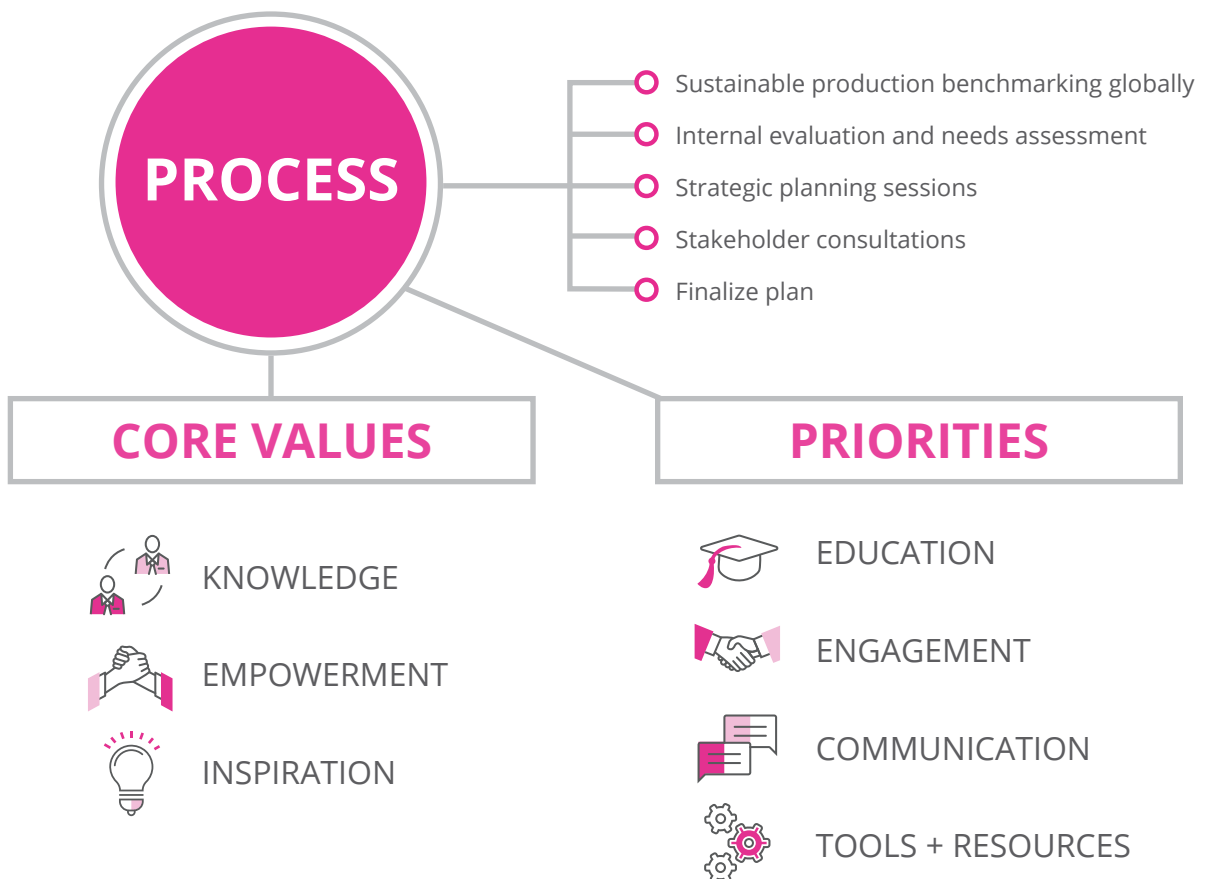
# THE PLAN

Reel Green as an initiative values knowledge, inspiration, and empowerment to support the Reel Green vision. While Reel Green is housed at Creative BC, it is an initiative that will thrive because of collaboration and partnership with those in the motion picture industry. This plan reflects this openness.

The plan is organized around four priorities: engagement, education, communication, and resources, with aspirational goals and more specific tasks for how to accomplish each goal. These are measurable and time-bound to be achievable by

2021/22. In total, there are 15 goals and 46 tasks outlined and summarized in planning tables (on pages 8, 10 and 12). Unless otherwise noted, all completion dates refer to the end of each calendar year.

This plan is a living document. The timeline set forth allows for experimentation, innovation and adaptation to meet the needs of the motion picture industry. As goals are achieved, new goals will be set so the Reel Green initiative is continuously improved. We will also continue to strive for excellence through programming and engagement with stakeholders.





## PRIORITY 1 EDUCATION



Our aim is to educate on the environmental impacts and social implications of film and TV production, and provide solutions on how to improve overall impacts.

### GOALS:

- 1. Teach “Carbon Literacy” to all motion picture industry stakeholders.** “Carbon Literacy” is a course designed by the British Academy of Film and Television Arts to educate those in the motion picture industry on the basics of carbon emissions, and on the solutions to mitigate emissions through sustainable practices on set.
- 2. Integrate sustainable production best practices into the motion picture industry orientation course,** so those new to the industry may start with a foundation of what it means to make a film or TV show in a more sustainable way.
- 3. Host training workshops to educate productions on sustainable production and greenhouse gas calculation,** and on sustainable production reporting to develop a baseline to understand industry trends.



# EDUCATION

	16/17	17/18	18/19	19/20	20/21	21/22
<b>1 Carbon literacy course</b>						
Determine collaboration model with BAFTA for course use and dissemination	X					
Develop a training program to make it accessible to as many crew and industry stakeholders as possible	X	X	X			
Develop training certificate for "Carbon Literacy"	X	X				
Provide an independent "Carbon Literacy" course	X	X	X	X	X	X
<b>2 Motion picture industry orientation course</b>						
Collaborate with Unions to determine the best method for integrating sustainable production practices into the orientation course	X	X				
Review training guide and identify what sustainable production practices should be included	X					
Develop curriculum for a training course to accompany or integrate into existing union orientation course	X	X				
Develop financial model for course upgrade	X	X				
Update the course	X		X		X	
Collaborate on a train the trainer roundtable to educate trainers on the updated course		X	X	X	X	X
<b>3 Carbon calculator workshops</b>						
Develop a collaboration model with BAFTA for carbon calculator use and dissemination	X	X				
Develop curriculum for a sustainability reporting and carbon calculator workshop	X	X				
Identify Canadian productions to train on sustainability reporting	X	X	X	X		
Host the training workshops		X	X	X	X	X





## PRIORITY 2 ENGAGEMENT



Our aim is to provide an open and consistent means for engagement with industry stakeholders.

### GOALS:

- 1. Increase the frequency in which sustainable production is discussed within the motion picture industry.** Reel Green will spur dialogue and be a repository for stakeholder feedback.
- 2. Create a Reel Green ambassador program** to extend the reach, advocacy for and mentorship on sustainable production practices.
- 3. Create a Sustainable Production Solutions Roundtable** to bring together industry stakeholders and those from other industries to discuss relevant sustainability issues and solutions for implementation.
- 4. Engage directly with municipalities locally and internationally** to determine the most effective collaboration models and incentives to advance sustainable production and industry leadership.

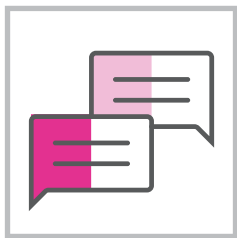


# ENGAGEMENT

	16/17	17/18	18/19	19/20	20/21	21/22
<b>1 Industry dialogue on sustainable production</b>						
Determine existing opportunities to discuss sustainable production in industry meetings	X	X				
Develop a means for stakeholders to report on sustainable production activities or injustices (e.g., hotline)	X					
<b>2 Reel Green Ambassador program</b>						
Identify industry professionals who demonstrate or are interested in sustainable production		X	X	X	X	
Develop program guidelines		X	X			
Provide training, workshops, and engagement activities for Ambassadors to stay current on sustainable productions global trends and local efforts		X	X	X	X	X
<b>3 Sustainable Production Solutions Roundtable</b>						
Identify industry organizations and key contacts therein to engage on a regular basis		X				
Identify administrative leadership		X				
Collaborate with industry stakeholders on events to foster sustainable production and continual improvement	X	X	X	X	X	X
<b>4 Municipalities for sustainable production</b>						
Convene a municipal focus group to identify ways in which municipalities can help productions (e.g., power ties, info collection, etc.)	X	X				
Set priorities and goals	X	X				
Collaborate with municipalities to disseminate results of focus groups locally and more broadly with other jurisdictions	X	X	X	X	X	X



## PRIORITY 3 COMMUNICATION



Our aim is to openly communicate the progress of Reel Green and the latest news and stories on sustainable production in the industry.

### GOALS:

- 1. Utilize the Reel Green website as a hub** for provincial sustainable production information, programming, and resources.
- 2. Openly communicate activities associated with Reel Green and sustainability more broadly** using various communication platforms.
- 3. Share sustainable production practices within the industry** to show what's possible and encourage repeat actions to reduce environmental impacts and improve social license to operate.

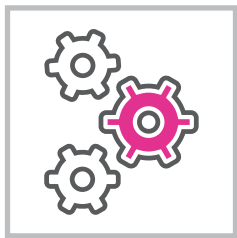


# COMMUNICATION

	16/17	17/18	18/19	19/20	20/21	21/22
<b>1 Reel Green website</b>						
Include mission, vision, priority areas of focus	X					
Include quotes, testimonials from shows filming in BC	X	X	X	X	X	X
Maintain list of local green vendors	X	X	X	X	X	X
<b>2 Communication within the industry related to sustainable production</b>						
Share case studies on sustainable production practices	X	X	X	X	X	X
Create a Reel Green newsletter		X				
Speak about Reel Green and sustainable production at events	X	X	X	X	X	X
<b>3 Sustainable production practices</b>						
Engage with LA studio clients to determine a process for sharing best practices, stats, etc. with the broader film community and public	X	X	X			
Identify best method for disseminating best practices and/or case studies	X	X				
Develop a framework to share best practices in a consistent manner	X	X	X			
Share case studies to celebrate and inspire further industry adoption of sustainable production practices	X	X	X	X	X	X



## PRIORITY 4 RESOURCES



Our aim is to provide resources to aid the implementation of sustainable production practices in the industry.

### GOALS:

- 1. Be at the forefront of sustainable production best practices** and make these accessible for shows in BC.
- 2. Contribute knowledge and intellectual capital toward the global dialogue on a framework for consistent implementation of sustainable production practices.**
- 3. Provide productions with a cost analysis** to demonstrate the business case for sustainable production.
- 4. Provide a collection of vetted vendors** to help productions with products and services to reduce environmental impacts.
- 5. Create a pathway for innovation** within the motion picture industry in areas such as supply chain, sustainable infrastructure, material exchange.



# RESOURCES

	16/17	17/18	18/19	19/20	20/21	21/22
<b>1 Robust and relevant industry best practices</b>						
Expand upon existing best practice guides to advance sustainable production practices	X	X	X	X	X	
Develop a resource package for stakeholders to kick-start the implementation of sustainable production practices	X	X				
<b>2 Consistent framework to implement and track sustainable production practices</b>						
Collaborate with other industry organizations to develop a framework or guideline for consistent implementation of sustainable production practices (e.g., BAFTA, PGA Green, etc.)	X	X	X	X	X	
<b>3 Cost analysis for sustainable production</b>						
Research costs associated with sustainable production practices	X	X				
Develop a cost analysis report for the implementation of sustainable production practices in BC	X	X				
<b>4 Vendors that contribute to sustainable production</b>						
Develop criteria by which to assess vendor applications before adding them to the green vendor list	X					
Collaborate with other organizations to cross-reference green vendors who have been vetted	X	X				
<b>5 Tools to improve and promote innovation</b>						
Research applications that will most effectively serve the needs of the industry	X					
Conduct stakeholder engagement to assess identified tool and use	X	X	X	X	X	
Build tool(s) for industry use (e.g., supplier assessment, etc.)	X	X	X	X		
Deploy tool(s) via communications and engagement pathways	X	X	X	X		
Maintain the tool for effective industry use	X	X	X	X		



# MEASUREMENT, REPORTING AND DYNAMIC PLANNING

To ensure that the planned goals are achieved, Reel Green will issue annual reports to showcase successes, lessons learned and new opportunities. Progress for each goal will be evaluated in the context of the Reel Green mission and vision and reported in both qualitative and quantitative metrics.

## APPENDIX 1: PEOPLE AND PROCESS

This plan was developed by Creative BC with support and guidance by Zena Harris of Green Spark Group and Kelsey Evans of Keep it Green Recycling. Those involved with the drafting of the plan include:

- **Julie Bernard**, Manager of Production Services
- **Marnie Orr**, Community Engagement Manager
- **Julie Stangeland**, Production Services Coordinator
- **Kelsey Evans**, Owner, Keep it Green Recycling
- **Zena Harris**, President, Green Spark Group

The plan has been reviewed by Creative BC's executive team:

- **Prem Gill**, Chief Executive Officer
- **Robert Wong**, Vice President
- **Sandi Richter Cooper**, BC Film Commissioner
- **Karin Watson**, Director of Business Operations

After internal review of the plan, the planning team engaged in a series of stakeholder meetings to garner feedback and endorsement from the broader industry.



# REEL GREEN STRATEGIC PLAN

## 2016/2017 — 2021/2022

### REEL GREEN

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