



**TELEFILM** PARTNER  
OF ▶  
C A N A D A CHOICE

# ECO- RESPONSIBILITY

## ACTION PLAN 2021-2023

PHASE 1 – December 2021

# TABLE OF CONTENTS

---

1 CONTEXT

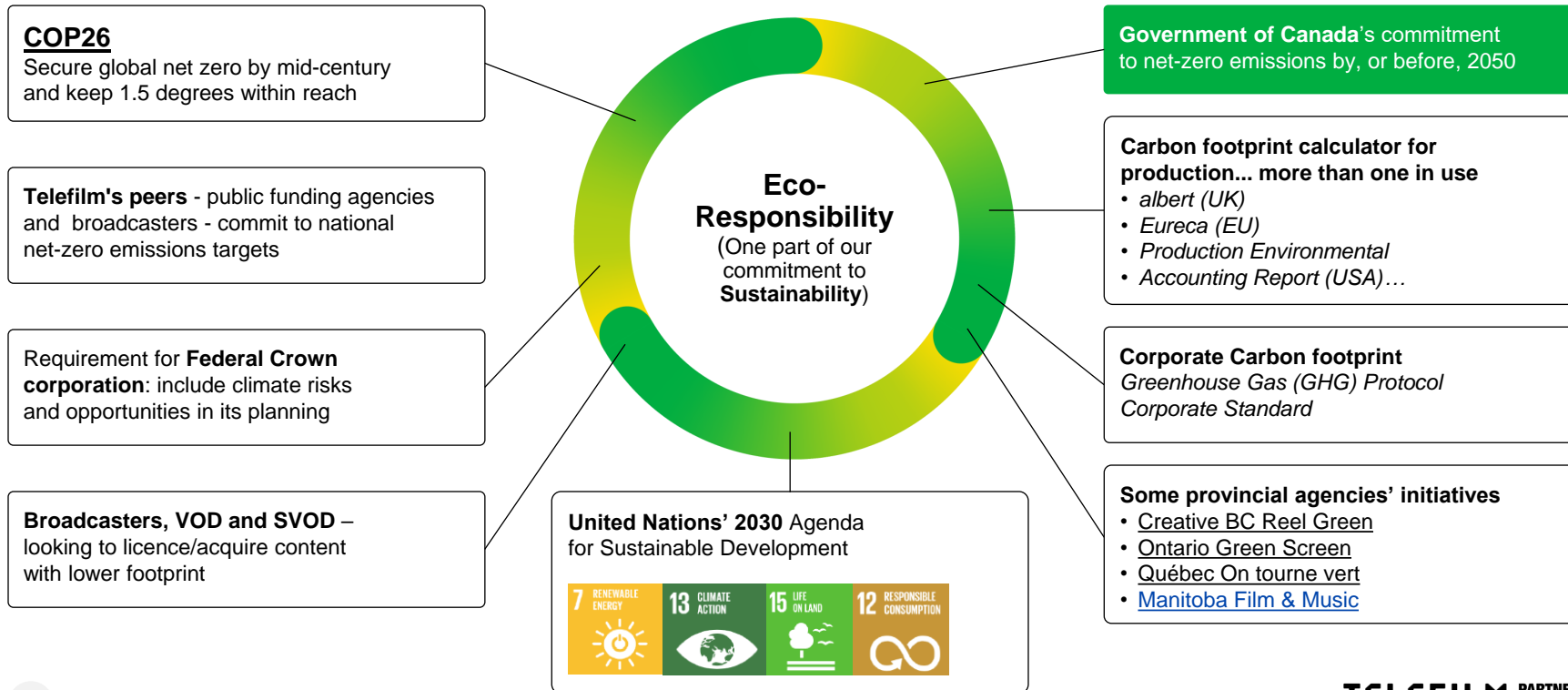
2 VISION

3 ACTIONS



# CONTEXT

# CONTEXT



# CANADIAN NET-ZERO EMISSIONS ACCOUNTABILITY ACT

## NET-ZERO EMISSIONS BY OR BEFORE 2050

To implement net-zero in real property and fleet operations, **the Government of Canada will reduce absolute Scope 1 and Scope 2 GHG emissions by 40% by 2025 and by at least 90% below 2005 levels by 2050.** On this emissions reduction pathway, the government will aspire to reduce emissions by an additional 10% each 5 years starting in 2025.

This work will require:

- An emissions reduction plan, a progress report, and an assessment report for each target to be tabled in both Houses of Parliament and made available to the public.
- The establishing the Net-Zero Advisory Body as a Governor in Council-appointed body.

Crown corporations will be encouraged to publicly disclose their GHG emissions annually.

# VISION

# INSPIRATION - THE INDIGENOUS PERSPECTIVE

## 1. WORKING ON INDIGENOUS LANDS

“From an Indigenous perspective, **story and land and language are fundamentally interconnected**. There is a science to story and place that **revolves around a relationship to territory and language**, steeped in oral traditions that **often stem from a relationship with the land**”

[Pathways and Protocols](#)



# TELEFILM'S VISION

## VISION

As a responsible leader in, and champion of, the Canadian audiovisual industry, Telefilm Canada commits to adopting eco-responsibility as a lens through which we work. This transformative commitment will be actualized in its capacity as:

- an investor in the value chain of content production;
- a promoter of Canadian talent, and the industry, both nationally and internationally;
- a financial administrator; and
- an employer and Crown corporation.

This is in alignment with the Government of Canada's target to achieve **net-zero emissions by 2050**.

## OUR COMMITMENT

To lead and support the industry to mobilize collectively through informed, business practices; and the establishing of science-based policies and targets. This commitment will be operationalized through our Programs, Initiatives, Promotion and Communication efforts, Research, Training and HR policies.



# ACTION PLAN

# ACTION PLAN – 7 POINT PLAN

## THREE AREAS OF ACTION



# ACTION PLAN

## ACTION 1

## BENCHMARKING AND REPORTING

By 2023 - Telefilm will establish a validated science-based target and timeline to reduce its energy consumption and carbon emissions, in alignment with this target. It will report annually on this progress.

This corporate assessment will cover our offices and our various Pavilions - everywhere *we do business*.

To accomplish above, Telefilm will establish its corporate **environmental baseline** in alignment with the [Greenhouse Gas Protocol](#) to deliver a complete picture of its emissions and energy use.

# ACTION PLAN

## ACTION 2

### BENCHMARKING AND REPORTING

**By 2023 - Telefilm, with its industry partners, will support the implementation of validated carbon-emission reporting protocols, for its portfolio of funded productions, to help establish viable reduction targets.**

Telefilm will engage producers, provincial agencies, and other funding partners to share best practices, which will include measurement and reporting protocols. These efforts will contribute to assessing the carbon footprint of the Canadian audiovisual industry.

# ACTION PLAN

## ACTION 3

## BENCHMARKING AND REPORTING

**By 2023 – Telefilm, in collaboration with its Canadian festival partners, will establish an emission reduction policy framework and reporting protocol for its Promotion Programs.**

Telefilm will work with its clients and partners, public and private, to help establish effective measurement protocols.

# ACTION PLAN

## ACTION 4

### CAPACITY BUILDING

**By 2022 - Telefilm will support research on sustainability practices and trends that contribute to awareness-raising and capacity-building across the industry's value chain. (See Action 7)**

Telefilm will finance and promote research that will identify pain points and opportunities in the industry's value chain of content creation. This research will underpin our environmental objectives and advance sustainable practices throughout the broader Canadian media industry.

Knowledge-sharing efforts will be ongoing and will include conversations with funding partners and experts across the globe.

# ACTION PLAN

## ACTION 5

### CAPACITY BUILDING

**By 2023 - Telefilm will assess all relevant corporate policies and business practices to ensure they serve our commitment and reduction targets. (as identified per baseline assessment in Action 1)**

This includes Human Resources, IT and Procurement policies, business practices, as well as workflow processes. This may include the development of a new organizational Environmental Sustainability Policy.

# ACTION PLAN

## ACTION 6

### CAPACITY BUILDING

**By 2022 - Telefilm will prioritize collective action on Ecoresponsibility by building internal capacity that empowers employees to implement change.**

This will include: the creation of a new sustainability subject-matter expert position, and employee capacity-building (training, certification, etc.).

This priority is internally focused and critical to the effectiveness of helping Telefilm champion change in the industry.



# ACTION PLAN

## ACTION 7

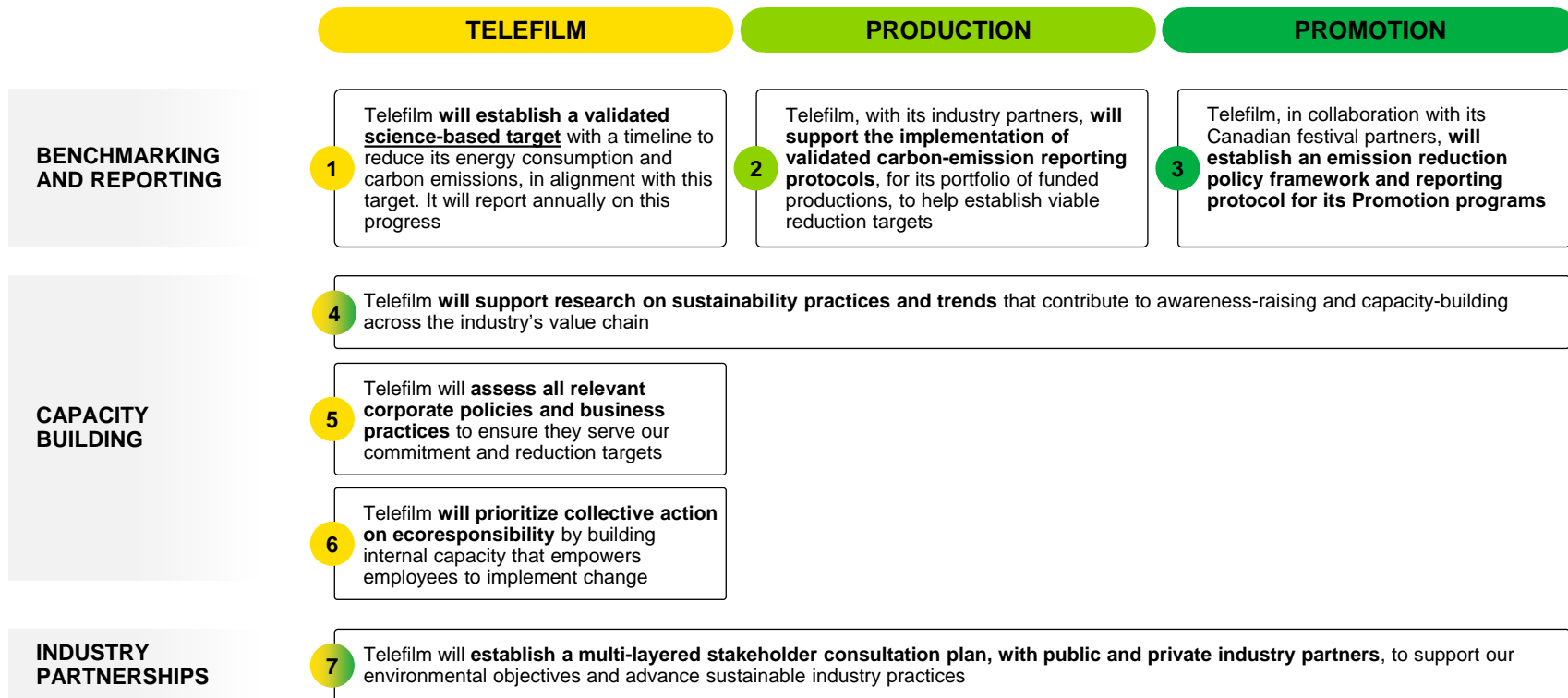
## INDUSTRY PARTERNSHIPS

**By 2022 - Telefilm will establish a multi-layered stakeholder consultation plan, with public and private industry partners, to support our environmental objectives and advance sustainable industry practices.**

Working in collaboration with stakeholders is critical to making a positive impact across the content value chain.

Telefilm will utilize its various consultation and feedback tools to ensure maximum cooperation. This work will be impacted by the hiring of the industry expert (as referenced in Action 6).

# FRAMEWORK FOR 7-POINT ACTION PLAN



# CONCLUSION – MOVING FORWARD

## TELEFILM'S STRATEGIC PILLARS OF ACTION

**OPTIMIZE:** the effective use of reliable carbon calculator tools, **and** the setting of viable reduction targets with the obligation **to measure and report regularly**.

**ATTRACT:** industry partnerships to support and lead research, awareness-raising and capacity-building across the production and promotion value chain.

**ENHANCE:** the development and promotion of sustainable and measurable best practices via informed policies, initiatives and planning (e.g. circular economy).

**EVOLVE:** Telefilm's and the industry's practices and commitment to lower carbon and environmental footprint using a science-based approach.