



TELEFILM PARTNER
C A N A D A OF ▶
C H O I C E

SUSTAINABILITY

ACTION PLAN PHASE II (2023-2025)

May 2024

OUR APPROACH – BUILDING ON OUR STRENGTH

Strategic Framework Working to Net Zero by 2050

Leading by Collaboration

–
A continued *Partner
of Choice* and
industry champion

An Inclusive Approach

–
Welcoming
practices,
perspectives and
knowledge systems
of diverse
communities

Science-Based and Informed

–
Proven best
practices

Flexibility & Openness to Pivot

–
Continuous
improvement of
practices and tools

Meaningful Change via **Accountability,
Capacity Building and Creating Partnerships**

**Informed Stakeholder Buy-In:
Minimize Risks and Challenges**

Corporate –

Changes in how we
work

Production –

Changes in how we
invest

Promotion –

Changes in how we
promote

SUSTAINABILITY ACTION PLAN PHASE II - VISION

OUR VISION: A SUSTAINABLE AND INCLUSIVE AUDIOVISUAL INDUSTRY

As a responsible leader in, and champion of, the Canadian audiovisual industry, Telefilm Canada commits to **adopting sustainability 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 our responsibility to ensuring a healthy, future-facing industry that meets 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 capacity building efforts, and the establishing of science-based policies and targets. This commitment will be operationalized through our Programs, Initiatives, Promotion and Communication efforts, Research, Training, Human Resources policies, and Industry Partnerships.

Telefilm's sustainability journey is informed by: its 2024-2027 Strategic Plan and values, its Indigenous Reconciliation Plan, its Equity, Diversity and Inclusion Action Plan, and its Accessibility Plan.

SUSTAINABILITY ACTION PLAN PHASE II – FRAMEWORK

3 ORIENTATIONS

BENCHMARKING
AND REPORTING –
ACCOUNTABILITY

KNOWLEDGE SHARING –
CAPACITY BUILDING

COLLABORATION –
BUILDING PARTNERSHIPS

Building on the progress made under Telefilm’s **first Eco-responsibility Action Plan**, launched in December 2021.



3 PILLARS OF ACTIVITIES

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PRODUCTION

PROMOTION

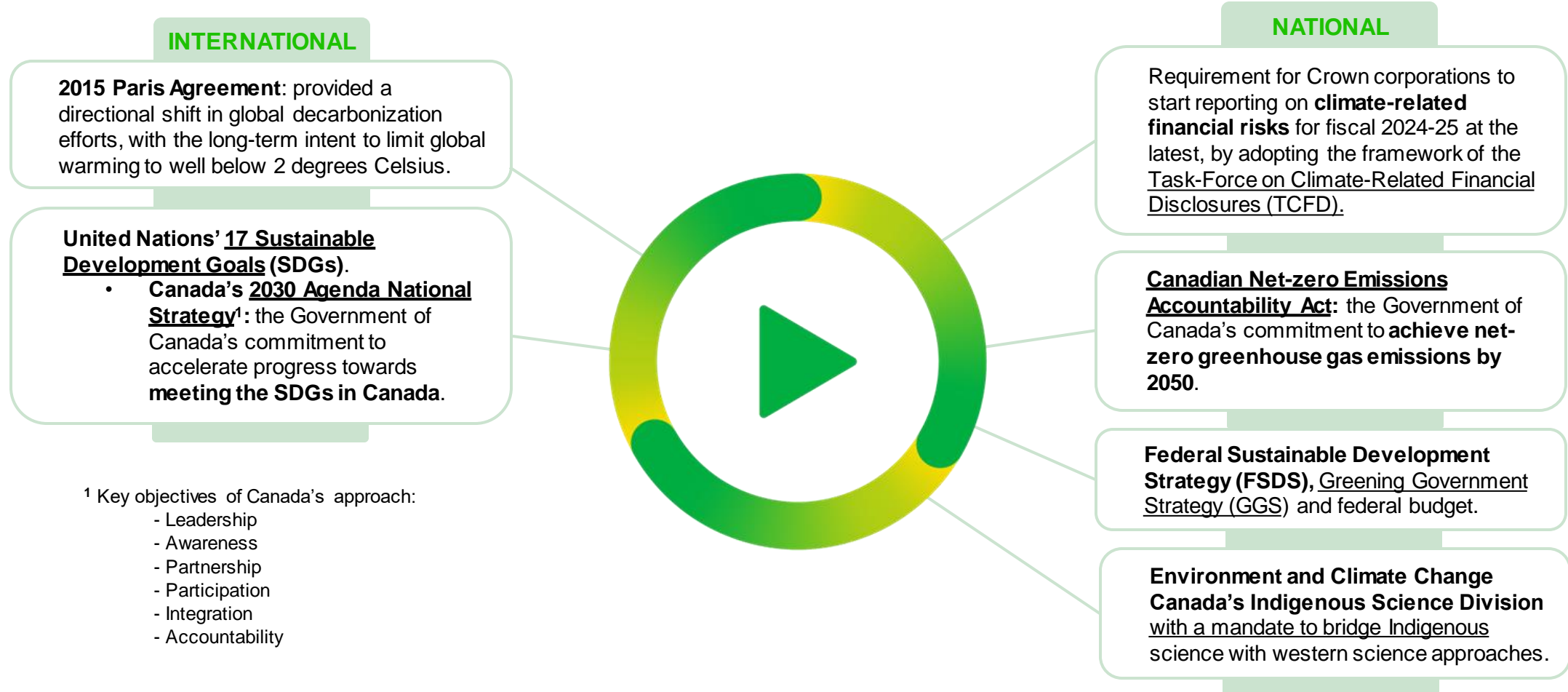
Sustainability
(evolution to **ESG** commitment and reporting)

Target Setting Approach Considered by Telefilm: a “**reasonably proactive**”¹ one, which requires **setting quantitative targets** on select Scope 3 GHG emissions categories by 2030 in order to **decarbonize 90% of Scope 3 emissions by 2050**.

¹ Executive Committee agreed to approach in June 2023

CONTEXT – DRIVERS OF CHANGE

► International and National Drivers



¹ Key objectives of Canada's approach:

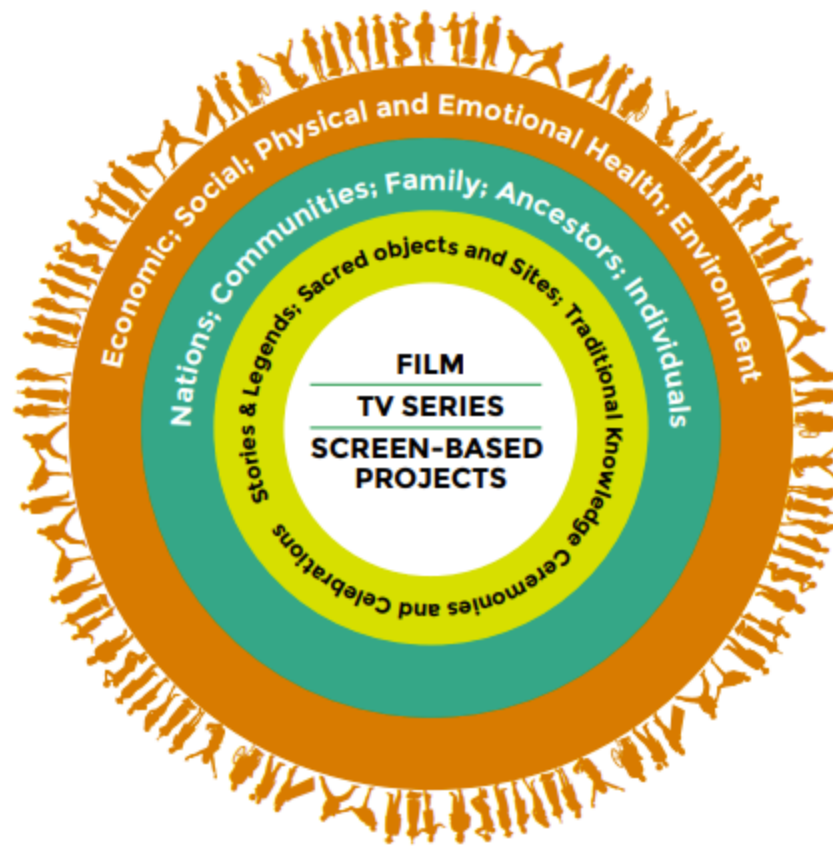
- Leadership
- Awareness
- Partnership
- Participation
- Integration
- Accountability

LEARNING FROM INDIGENOUS PERSPECTIVES

“Respect for the preservation and protection of Indigenous knowledge and cultures is a key driving force [...]”¹

“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.”²

Circle of Responsibility



CONTEXT – PARTNERSHIPS AND KNOWLEDGE-SHARING

Champion and accompany the industry on this transformational journey.

► Highlights

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- • Telefilm is part of the **Crown Corporations Greening Community of Practice**, where Crown corporations share progress on greening plans and activities and share best practices, innovations and other tools.
- • Telefilm is an active member of the **National Reel Green Committee** alongside 30+ organizations (includes the provinces). The committee provides a platform for discussion and knowledge-sharing around best practices and tools for sustainable production.
- • "Activating Partner" of the **Rolling Green** initiative looking to accelerate the deployment of eco-responsible production approaches in Quebec.
- • Telefilm is a key industry research partner. See **[recent sustainability research here](#)**.
- • Telefilm is part of the **Green Frame**: a coalition of Canadian national screen institutions for sustainability.

SUSTAINABILITY ACTION PLAN PHASE II – FRAMEWORK

TELEFILM

PRODUCTION

PROMOTION

3 Orientations

10 Objectives

BENCHMARKING AND REPORTING ACCOUNTABILITY

- **Create a sustainability policy framework**
- **Investigate and define decarbonization strategies** and their implementation
- **Measure and report** (e.g., ESG, TCFD)

- **Strengthen our advocacy of best practices, and our sustainability tools** (i.e., sustainability plans, industry resources and use of carbon calculators)
- **Assess industry tools** (e.g., calculator and certification) and their viability

- **Accelerate** implementation of **sustainability best practices of film festivals**

KNOWLEDGE SHARING CAPACITY BUILDING

- Drive growth of **internal capacity** (employee empowerment)

- Provide and champion **training and workshops** for producers and the industry

- Expand **research and business intelligence on sustainability** to identify gaps, challenges and areas of improvement

COLLABORATION BUILDING PARTNERSHIPS

- Diversify and strengthen our **partnerships** to solidify and advance a **collaborative approach** to sustainability priorities

Annex – Lexicon (Concepts and Terminology)

LEXICON

GHG Emissions



“Greenhouse gas (GHG) emissions refer to the natural and anthropogenic (human-caused) release into the atmosphere of gases that absorb and re-emit infrared radiation. The primary GHGs in the Earth's atmosphere are water vapour, carbon dioxide, methane, nitrous oxide, and ozone. The increase in concentrations of GHGs in the atmosphere, primarily due to human activities such as the use of fossil fuels or agriculture, has caused one of the most important environmental issues of our time: climate change.” - [Canadian Centre for Energy Information](#)

Climate-related Financial Risks



As a Crown corporation with less than \$1 billion in assets, Telefilm has the obligation (required by the Federal government) to either start reporting on its climate-related financial risks or justify why climate risks do not materially impact its operations by 2024. The Task Force on Climate-related Financial Disclosures (TCFD) developed a reporting framework to disclose and manage climate-related risks. The TCFD divides climate-related risks into two major categories: (1) risks related to the transition to a lower-carbon economy (policy risk, technology risk, reputation risk, etc.) and (2) risks related to the physical impacts of climate change (extreme weather events, sea level rise, etc.). - [TCFD](#)

ESG



Acronym for *Environmental, Social and Governance*. ESG is a framework that helps stakeholders understand how an organization is managing risks and opportunities related to environmental, social, and governance criteria (sometimes called ESG factors).

LEXICON

Scope 3 Emissions



Indirect emissions related to downstream and upstream activities which are not generated by the consumption of combustibles or the purchase of electricity, heat, or steam. 100 % of Telefilm's emissions are Scope 3. (Deloitte)

The **GHG Protocol** categorizes direct and indirect emissions into three broad scopes:

Scope 1

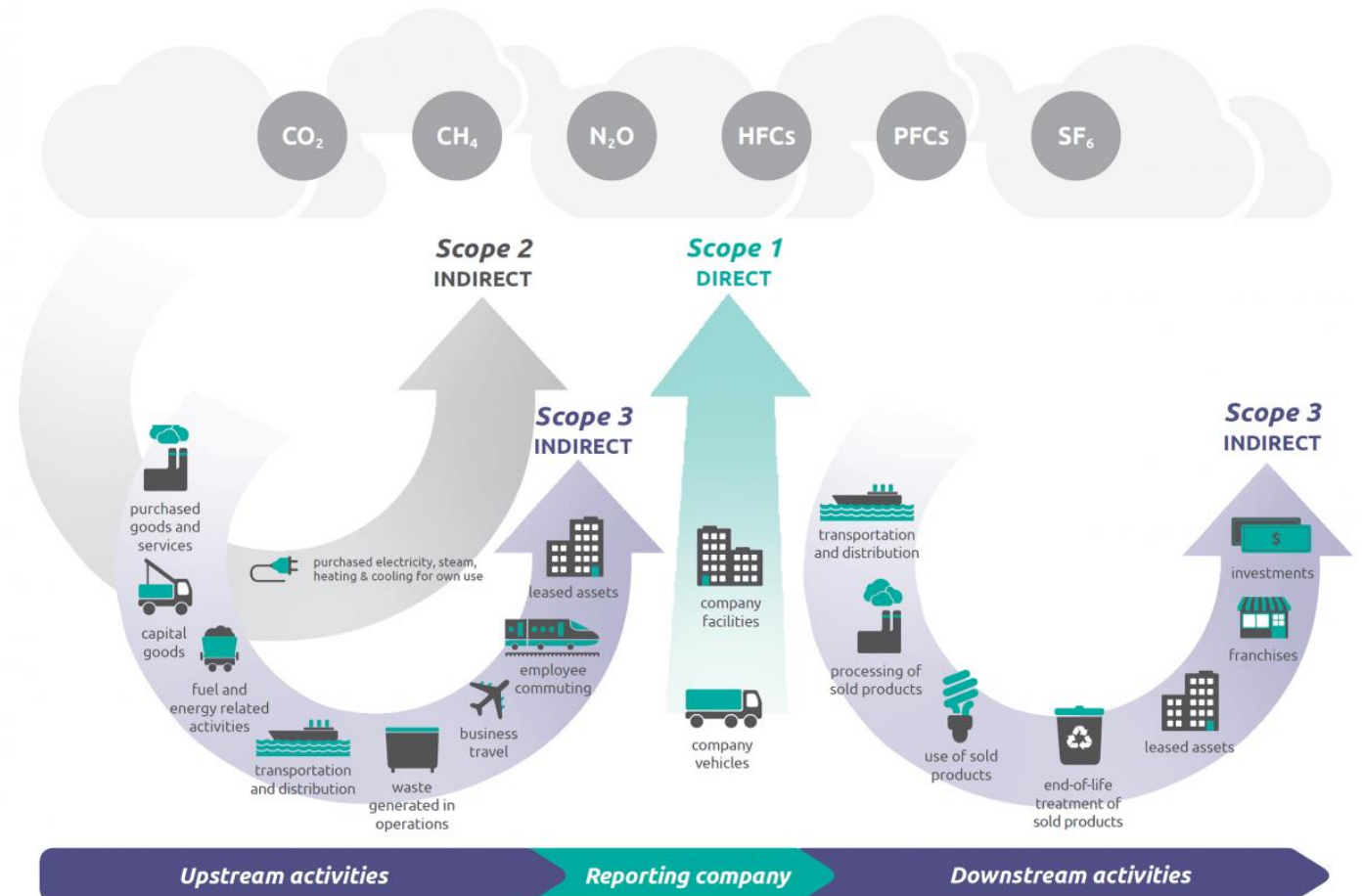
All direct GHG emissions.

Scope 2

Indirect GHG emissions from consumption of purchased electricity, heat or steam.

Scope 3

Other indirect emissions, such as transport-related activities in vehicles not owned or controlled by the reporting entity, waste disposal, etc.



LEXICON

Net Zero



“A state of balance between anthropogenic emissions and anthropogenic removals. In most cases, it is important to specify either net-zero CO2 emissions or net-zero GHG emissions, which also includes non-CO2 GHGs. Net-zero GHG emissions must be achieved at the global level to stabilize temperature increase, and targets set using the Net-Zero Standard must cover all UNFCCC/Kyoto GHG emissions.

The SBTi’s [Science Based Targets initiative] Net-Zero Standard outlines what companies need to do to enable the global economy to achieve net-zero. The Standard makes clear that for corporate net-zero targets in line with keeping global warming to 1.5°C require rapid and deep emission reductions. Companies must take action to halve their emissions by around 2030. Likewise, long-term deep emissions cuts of at least 90% before 2050 are crucial for net-zero targets to align with science.”

- [Science Based Targets initiative](#)