

Re: ED31.6

Helping to Green Toronto's Film, Television and Digital Media Industry

**Sarah Margolius
John Galway**
Sustainable Media Production Canada

Presentation to the Toronto Film, Television, and
Digital Media Advisory Board
June 4, 2018

The Vision

- Foster a thriving industry that becomes a global leader in green production
- Improve the environment and safeguard human health
- Inspire and empower people to be engaged and make meaningful contributions

Why greening the industry is important now.

Opportunities	Risks of Status Quo
Improve attractiveness and competitiveness	Lose productions to other jurisdictions
Cost savings	Increased costs
Safeguard the health and safety of crew and community	Corporate exposure
Compliance	Not meeting expectations
Job creation	Job loss
Improved environment	
Marketing	

In Ontario...we can do better.

- We are not yet global leaders
- We are barely on the map
- We only have a limited ability to service productions who wish to green their shoots

We have not yet committed to meaningful environmental performance.

The best solution is one that is made-in-Ontario.

Ontarians support the industry via tax credits. They deserve a home-grown solution that:

- ensures incentives to green Ontario businesses and infrastructure benefit the industry
- drives economic development as well as environmental performance
- cultivates and leverages Ontario's natural advantages



Possibility grows here.



2



An agency of the Government of Ontario



TransformTO

How we can help: *Sustainable Media Production Canada*

We will work with the industry to accomplish meaningful, measureable results.

In order to achieve those results, we will:

1. Create a Green Resource Guide
2. Identify best practices and set benchmarks
3. Collaborate with stakeholders across the industry
4. Measure and verify results
5. Recognize leadership and achievements



Real examples.

- A popular German variety show reduced its power needs by **2/3 simply by using LED lighting.**¹
- The estimated number of water bottles saved on the set of *The Post* could **scale the Empire State Building thirty times** and, together with *Meatless Mondays* and a few other initiatives, saved 32.5 tons of carbon emissions.²
- The average B.C. green production resulted in **\$69,000 savings, 142 metric tons of CO₂E reductions,** and some achieved **>80% diversion of waste from landfill.**³

1, <http://greenfilmshooting.net/blog/en/wp-content/uploads/sites/3/2018/03/greenfilmshooting-brochure-web-2018.pdf>

2. <http://greenfilmshooting.net/blog/en/2018/03/06/sustainability-on-set-the-post/>

3. Slide courtesy of the Greenspark Group, Canadian Screen Week presentation, 2018

We can't do this alone.

We're asking the Board to make a commitment to:

1. Help transform the industry to become a global leader in green production
2. Promote, support and encourage this transformation
3. Support funding and strategic initiatives to accelerate green production

It takes resources to support a thriving green production industry. So we're starting with a Green Resource Guide.

With your help, we will:

- ✓ Identify service providers and organizations that offer low carbon, sustainable services to the industry
- ✓ Make it easier for productions to connect with these services
- ✓ Promote and encourage best practices

Our Asks.

1. Empower the City to support the Green Resource Guide and greening the industry
2. Support independent fundraising activities with letters of support and participation
3. Contribute direct financial and non-financial support through your respective organizations

Together, we can help transform the industry and become a global leader in sustainable production.



Thank you!

Contact:

Sarah Margolius

416-566-4189

Smargolius@me.com