

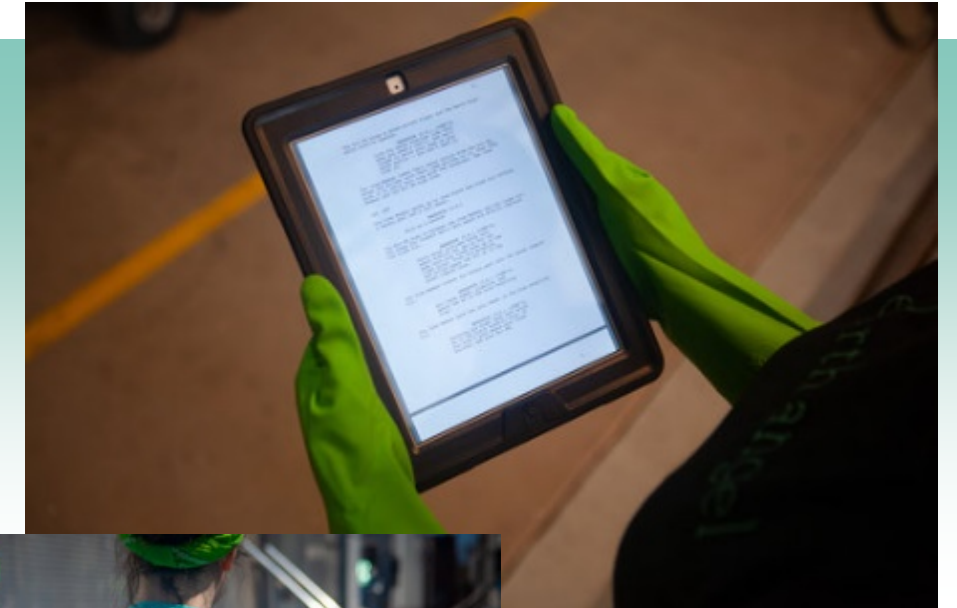
SUSTAINABILITY INITIATIVES UPDATE

TORONTO FILM BOARD
FEBRUARY 3, 2019



AGENDA

- a) Background
- b) Mission and Vision of Ontario Green Screen
- c) Governance
- d) Success Criteria and Reporting
- e) 2020 Project Timeline
- f) Ontario Creates' Support
- g) Funding and Budget
- h) Project Goals

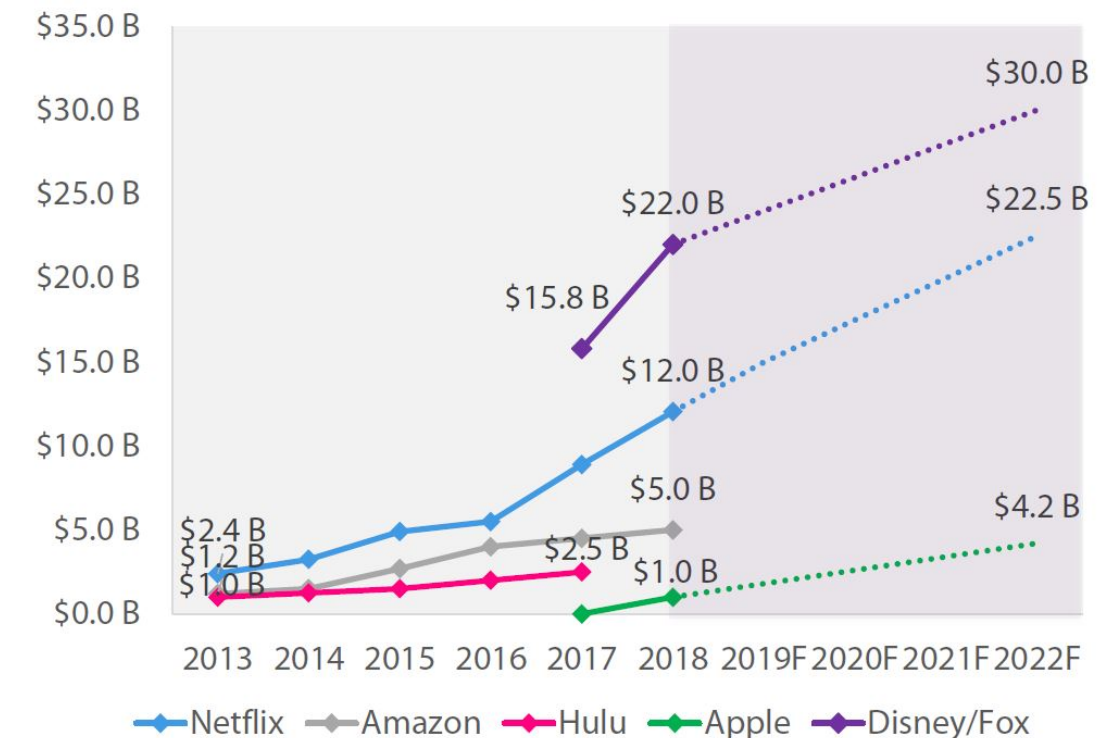


BACKGROUND

THE NEED FOR A SUSTAINABILITY PLAN

- Production in Ontario has risen steadily over the past 20 years
- Culminating in 324 projects being produced in 2018
- 2019 is set to be another record-breaking year
- Studio infrastructure set to double in two years
- Global content spending commitments will yield greater GHG emissions

Global SVOD Content Production Spending (USD)

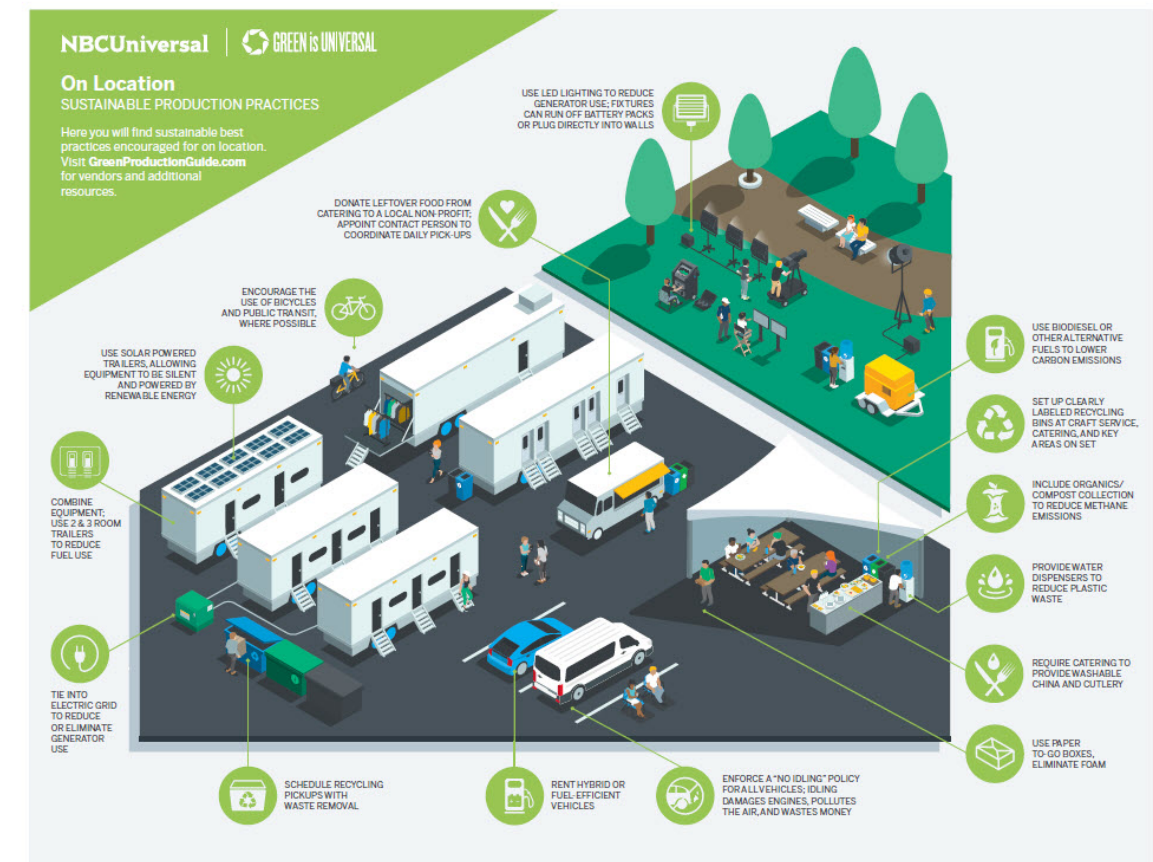


Sources: eMarketer; JPMorgan Chase; Goldman Sachs; IHS; Netflix; Business Insider; Statista; FierceCable; Variety; Forbes; RBC Capital Markets

THE CHALLENGE

ENVIRONMENTAL IMPACT OF THE MOTION PICTURE INDUSTRY

- Thousands of discarded plastic water bottles
- Idling vehicles
- Reliance on diesel generators
- Barely used construction materials
- Unused meals going to waste
- VFX and animation render farm energy usage



POSITIVE MOMENTUM

MOTION PICTURE CLIMATE ACTION IN ONTARIO

- Production taking independent steps towards stewardship
- Film Feeds TO – Food rescue pilot program
- Sustainable Media Production Canada's resource hub
- Ontario Production Guide inclusion of green offerings
- Guidance offered by federal, provincial and municipal sustainability targets (i.e. Ontario's Environment Plan, TransformTO)
- Studio stewardship programs offer support and guidance



PROJECT PROPOSAL, GOVERNANCE AND BUDGET

VISION

MISSION

Provide the tools necessary to empower the motion picture industry in Ontario to incorporate and scale environmentally sustainable best practices that lead to the well-being of our environment.

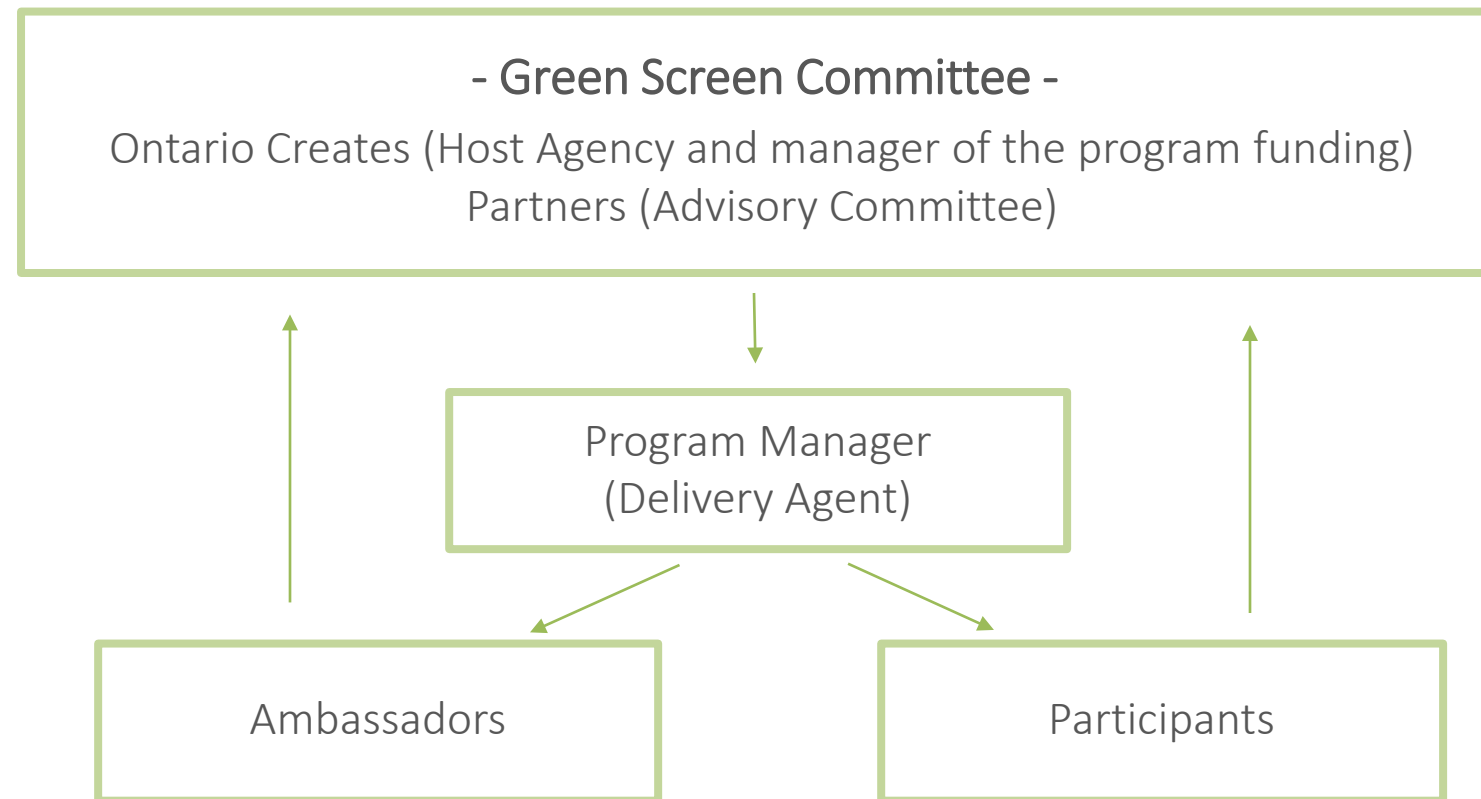
VISION

We envision 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.



GOVERNANCE – PARTNERSHIP STRUCTURE

Ontario Green Screen will be co-chaired by the Ontario Creates Film Commissioner and an industry co-chair. The co-chairs will work with a committee of partners to prioritize and deliver project initiatives.



GOVERNANCE - ROLES AND RESPONSIBILITIES

Entity	Who	Responsibilities
Partnership Host	Ontario Creates	Legal body, fiscal agency, administrative support, provision of meeting space, procurement of consultant, marketing support (website, consultant).
Partners	Industry stakeholders and government partners	Guide project priorities and strategic visioning, provide project funding, enable delivery of programs.
Ambassadors	Committee and passionate industry stakeholders who interact with multiple levels of the program.	To promote and act as the voice for the project goals and successes.
Participants	Industry stakeholders and subject matter experts	Participate in training and sustainability programs, attend general Green Screen meetings.
Program Manager	Subject matter expert with the skillset to deliver on the committee's strategic vision and goals. To be procured.	Implement program initiatives, chair meetings, act as a resource for expertise, knowledge and best practices, manages program budget.

* Partner members are precluded from bidding on RFP's that will be issued in the future regarding program management and/or delivery of training, etc.

SUCCESS CRITERIA

- Creation of a strategic plan
- Delivery of carbon literacy training and carbon calculator that is consistent with other jurisdictions.
- Aggregated data on green house gas reductions
- Recognized domestically and abroad as sustainability champions
- Programs utilized by domestic and foreign service productions
- Strategies implemented across the province in all key film regions and municipalities



REPORTING – INITIAL METRICS AND MEASURES

Initial metrics and measures to be tracked further refined through the strategic planning process

Initiative	Indicators
Green Screen	Number of partners Number of ambassadors
Strategic Plan	Completed by September 2020
Carbon Literacy Training	Number of courses Number of attendees
Food Rescue	Meals saved per month Meals saved by production Meals saved by municipality
Meetings	Number of committee meeting Number of participants
Web Resource/Green Vendors List	Growth number for green listings in Ontario Production Guide Website hits
Newsletter	Number of recipients
Carbon Calculator	Number of calculated projects
Reporting	Delivered on a quarterly basis

PROJECT TIMELINE

2020 Milestones

<u>Feb-March 2020</u>	<u>April 2020</u>	<u>May 2020</u>	<u>June /July</u>	<u>September</u>
Ontario Creates' Film Commission hires an in-house capacity growth consultant.	Program Kick-Off	Onboard program manager	Launch carbon training program	Ratify two-year strategic plan, providing further project direction and timelines
Project funding is secured	Launch procurement process for a program manager	Adapt carbon literacy course for use in Ontario.	Commence strategic planning process	
Reel Green carbon literacy training course license procured.	Scale existing food rescue program to additional studio facilities			
Finalize terms of reference				

ONTARIO CREATES' SUPPORT

ONTARIO CREATES WILL OFFER

- Project champion and lead
- Major contributor of seed funding for carbon literacy training and additional costs – 20% of budget
- IT and web hosting for online resources
- Physical space for committees and sub-committees to meet
- Act as banker for program funds and transfers to program manager
- Oversee and administer procurement of program manager
- Connection with all regions/municipalities for program scaling
- Research Support



FUNDING

REQUIREMENTS

- Financial goal for program delivery is \$80,000.
- Funding levels:

	Voting Committee Member	Participating Committee Member
Benefits	\$10,000.00	\$5,000.00
Participates in committee meetings	x	x
Has first opportunity to access training/programs	x	x
Visual partner recognition	x	x
Contributes to program design and informs committee decision making	x	x
Has voting abilities over program design and structure	x	

* To move forward, we require a minimum of five companies at the Voting Committee Member level.

BUDGET

Expenses	Amount	Funder
Program Management Program Management Fees (April 1, 2020 – April 1, 2021) - Administration - Strategic plan development - Adaptation of Reel Green and Carbon Calculator - Delivery of carbon literacy training/instructor - Marketing materials & outreach - Website content, case studies - Reporting	\$80,000	Partners
Reel Green License and Adaptation Fees	\$15,000	Ontario Creates
Contingency (Travel, legal, etc.)	\$5,000	Ontario Creates
TOTAL	\$100,000	

PROJECT GOALS

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Obtainable projects to be initiated within the first year of the program, in tandem with the development of a strategic plan.

SCOPE	ENVIRONMENTAL ISSUE	GOALS
Short Term Goals: Obtainable projects Require minimal budget Delivered in 2020	Food rescue	Excess food can be collected from production sets, stored in a commercial fridge and donated to shelters and food banks.
	Plastics reduction pledge campaign	Reduce/eliminate water bottles and protective plastics from set.
		Make water filling stations more accessible for production, provide productions with reusable water bottles.

PROGRAM SUMMARY

Medium term goals

SCOPE	ENVIRONMENTAL ISSUE	GOALS
Medium Term Goals: Program manager required Full project budget of \$80,000 required Delivered in 2020/2021	Carbon literacy training	License the BC's Reel Green training program from Creative B.C., adapt for Ontario, and deliver to Ontario's film workers.
	Development of a province-wide strategic plan	Consult with stakeholders and government reps from across the province to develop a sustainability plan to identify and chart a path for implementing short and long-term environmental solutions.
	Paper saving measures	Shift to recycled paper and digital solutions

PROGRAM SUMMARY

Long term, aspirational goals

SCOPE	ENVIRONMENTAL ISSUE	GOALS
Long Term Goals: Requires a program Manager Required budget, \$80,000 and higher Research required to assess feasibility and delivery timelines	Energy efficient technologies	Explore opportunities at the municipal level in major filming jurisdictions for efficient power solutions in major filming jurisdictions (power drops to replace generators, etc.).
	High efficiency power solutions	Source market research on the topic of efficiency power solutions for suppliers and assess the best solutions for Ontario’s climate.
	Sustainable lock-up service	Explore a service that rescues and stores set-pieces, wardrobe and other assets for reuse.
	Carbon certification	License and implement Albert carbon calculator to help productions benchmark and seek certification.

DISCUSSION