

SCREEN NOVA SCOTIA

2023-2025
SUSTAINABILITY STRATEGIC PLAN



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Nova Scotia is located on Mi'kmaw territory, the ancestral and unceded territory of the Mi'kmaq people. The people of the Mi'kmaw Nation have lived on this territory for millennia, and we acknowledge them as the past, present and future caretakers of this land.



PURPOSE

With a recent shift in the national and international screen industry from voluntary to obligatory sustainable practices, productions are rethinking their departmental practices and systems to adopt meaningful change and climate action.

It is crucial for screen industry members to adopt environmentally sustainable practices, shifting their behaviours at all levels. Screen Nova Scotia has a goal to integrate the best possible short-term and long-term solutions to this shared goal and integrate these practices through partnerships with local Unions and Guilds, suppliers, and all levels of government.

This three-year Strat Plan is conceived as a living document. The pillars, objectives and tactics within this document allow for input, experimentation, collaboration, and adaptation. As the industry advances in its sustainability practices and protocols, further goals will be set to enable Screen Nova Scotia – and the Nova Scotia film, television and animation industry – to continually improve.

In the next three years of this plan, there is an opportunity for our community to learn and evolve, by adhering to the following pillars and tactics:

- **Communications**
- **Collaboration**
- **Community**

Our Commitment: Screen Nova Scotia will work with local Unions and Guilds, crews, suppliers, and all levels of local and provincial government in developing and sharing the responsibility, possibilities, and solutions to strengthen sustainability in the production industry in the province. The goal is to normalize sustainable production processes and practices within the Nova Scotia screen industry.

Screen Nova Scotia aims to create a comprehensive information resource for members and non-members to learn about sustainability practices in the province through our new Sustainability webpage. The webpage will be continually updated with new initiatives, case studies, courses, and other relevant information as they become available. This will help inform both local and international productions of the resources available to them. As sustainability grows in Nova Scotia, this webpage will be a central hub for gathering and sharing information.

PILLAR #1: COMMUNICATIONS

Consistent communication will enhance the sustainable efforts of the Nova Scotia screen industry. Members and non-members can gain access to information about “green members / suppliers” in the Production Guide, as well as review sustainable practices at the provincial and national level through Screen Nova Scotia’s various communication channels.

Tactics:

Educating Members

New members will receive an education piece that communicates ongoing sustainability practices and protocols in the province.

Quarterly Updates

Quarterly newsletters will inform the industry of local and international updates on film sustainability, providing relevant information to current and upcoming productions, and available training opportunities.

Case Studies

Screen Nova Scotia will release case studies on how local productions integrated and managed their green practices. Case studies will feature projects of all budget sizes and genres, and adapted based on the production / status of sustainability as it grows in the province / industry.

PILLAR #2: COLLABORATION

With industry wide collaboration, the goals of sustainability can be achieved. Collaboration will result in a future-focused, positive environmental impact across all departments, in front of and behind the camera.

Tactics:

Create & Maintain Partnerships

- Continue to participate in National Reel Green Committee discussions.
- Work with interprovincial agencies and partners who are adopting sustainability measures for the screen industry.
- Create a message board / group where industry professionals can ask questions and share sustainability tactics and vendor information through social media.
- Work with provincial educational institutions with film and television programs to ensure sustainable production practice is embedded throughout the curriculum.

Form a Sustainability Committee

- Form a co-hort of professionals from unions / guilds, film festivals / industry organizations, sustainability leads, crew, producers, and production managers to address and accommodate the growth of sustainability in Nova Scotia.
- Quarterly meetings to discuss and determine trends and challenges in the Canadian screen industry.



PILLAR #3: COMMUNITY

Providing guidance to the screen industry is a stepping stone to sustainable growth. With practices now imperative rather than optional, there are various opportunities for support and training.

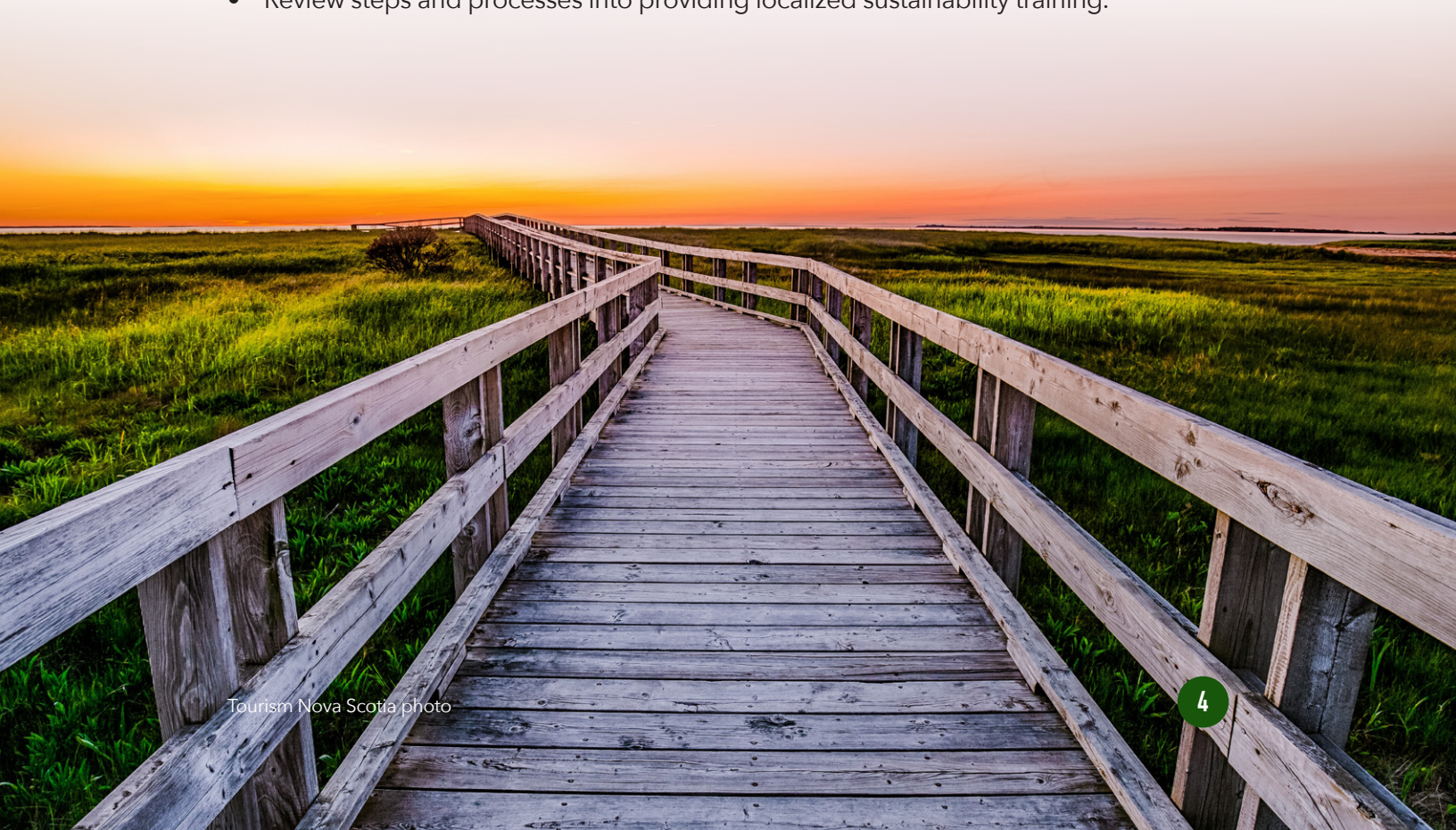
The key to providing effective support and training is to make it accessible and approachable. This approach ensures the growth and interest of the film community in the overall process. To equip members with the tools to thrive amidst changes in the industry, we have partnered with organizations such as Reel Green and Green Spark Group to provide free training to our local industry. Our future goal is to have more localized sustainability training. We will continue to make efforts to understand the various educational components available to the industry in the province.

Screen Nova Scotia aims to communicate and normalize these new sustainable practices, to be integrated into day-to-day operations on productions.

Tactics:

Training

- Continue to collaborate with Creative BC and Ontario Creates on monthly offerings of courses to members.
- Review steps and processes into providing localized sustainability training.





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