

MESSAGES FROM FOUNDING PARTNERS

QFTC

"The Quebec Film and Television Council (QFTC) is proud to contribute to the creation of sustainable practices for audiovisual productions in Quebec. The Rolling Green program is an industry project that addresses industry concerns and that can be applied across all sectors and for all productions. It is thus consistent with the Council's mission, which is to support and promote the growth of companies in Quebec's audiovisual sector. As a founding partner of this initiative, the Council undertakes to contribute to the development of an attractive, enduring, competitive and environmentally responsible service in line with best international practices."

Thanks to our partners and collaborators for their commitment!

Pierre Moreau,

CEO

Quebec Film and Television Council

CQEER

"To address the climate crisis, we need action from all sectors. Audiovisual productions must take action now to make the transition to sustainability. We finally have an opportunity to incorporate our environmental values into our professional activities to ensure the future of the next generations. As specialists in environmentally responsible practices, we are delighted to be associated with Rolling Green! This guide, as well as our Vendor Directory and consulting services, will support you throughout the process."

Caroline Voyer

General Manager Conseil québécois des événements écoresponsables

Élyse Arcand

President Réseau des femmes en environnement

QUÉBECOR

"As a business, we need to show leadership in reducing our environmental footprint and effectively fighting climate change. That's why Québecor, with its teams at TVA and MELS, got actively involved in the development of Rolling Green, a project to accelerate the implementation of sustainable film production practices across the entire audiovisual industry. As a major player in the film and television production industry, it was important for us to take concrete action to reduce the impact of our activities on our environment, which is what we are doing with, among other things, our ambitious plan to electrify our entire fleet of vehicles. We are truly proud to make this commitment for our employees, our partners and, of course, for our millions of viewers."

Pierre Karl Péladeau

CEO of Québecor

PARTNERS OF THE ROLLING GREEN PROJECT

FOUNDING PARTNERS:



MONTRÉ





ACTIVATING PARTNER:



TRAINING PARTNER:



FEDERATING PARTNERS:















DRIVING PARTNER:



UNIFYING PARTNERS:









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With the support of our committed collaborators: Alliance québécoise des techniciens et techniciennes de l'image et du son (AQTIS – Local section 514 AIEST) • Association québécoise de la production médiatique (AQPM) • Quebec Council of the Directors Guild of Canada (DGC) • Institut national de l'image et du son (INIS) • City of Montreal

INTRODUCTION

The aim of this guide is to facilitate the adoption of sustainable actions during audiovisual productions. Any production, no matter what size or type, can benefit from the actions recommended and the references provided to reduce its impact on the environment.



You don't have to take every action mentioned in this guide; instead, prioritize your actions based on your resources and budget.

Many of the actions incur no cost but do require changing habits. Others may even result in cost savings. It's up to you to decide on the scale of your green transition, but be aware that every action, big or small, can make a difference!

WHY GO GREEN?



To reduce your production's environmental footprint



To strengthen your public image



To motivate your employees



To create value for society

USER GUIDE

This guide begins by recommending general actions for the entire production, and then gives actions specific to the different departments.



We recommend that you begin the process by identifying the specific initiatives that you want to put in place.

CONDITIONS FOR SUCCESS

- ✓ Adopt quantifiable objectives to be able to measure the success of your undertaking.
- ✓ Start thinking about your green initiative in the pre-production phase and inform all relevant stakeholders about it.
- ✓ Consider all the resources needed, including material, human and financial resources.
- ✓ If your budget allows, appoint a person to be responsible for the adoption of environmental actions or hire a green production consultant.



APPOINT SOMEONE TO BE IN CHARGE:

- Appoint a motivated team member or hire an external consultant.
- Define this person's roles and responsibilities and communicate them to the team.

MANAGE WASTE MATERIAL:

- Use email for your communications and only print out documents when requested.
- Plan on implementing waste material collection at each location.
- Have waste bins on site and clearly identify their contents (refuse, recyclables, organic waste) using pictograms.
- Display posters providing information about what is and what is not recyclable near the bins to help users sort their items

REDUCE GHG EMISSIONS:

- Opt for local purchasing and vendors.
- Turn off devices when not in use.
- Avoid letting vehicles idle.

COMMUNICATE AND RAISE AWARENESS:

- Inform teams of your commitment to sustainability.
- Make sure everyone knows about good practices and actions to adopt.
- Get teams participating as early as the start of the pre-production phase.
- Maintain clear signage about sustainable practices in offices, studios and on location.

EMBEDDED ENVIRONMENTAL MESSAGES:

 Incorporate sustainable behaviours and messages on screen (e.g.: use clean energy vehicles, show people eating plant-based meals and using reusable bottles and bags instead of single-use plastic, etc.)





With the help of the Sustainable Event Council, make your film set a **GREEN SET**!

Different bundles available. Personalized support can include:



Sustainability training and coaching



Diagnosis of current practices on set and recommandations



Rolling Green
Accreditation
support

The Sustainable Event Council supports film sets (cinema, television and corporate) in the implementation of sustainable practices.

Contact us for more information.

PRODUCTION OFFICE AND OTHER DEPARTMENT OFFICES

Sustainable purchasing:

- Use the CQEER's <u>Sustainable Vendor Directory</u> to find local, sustainable products and services.
- Ask your vendors if they offer sustainable products and services.
- Opt for used office material and equipment List on Éco-Habitation.

Waste management:

- Install clearly identified recycling bins on sets and in offices. Use the Rolling Green posters to help users sort their items.
- For non-studio sets, contact the city/municipality to find out what options exist for disposing of refuse, recyclables and organic waste.
- You can also talk to the people who own or manage the locations to identify solutions.
- Collect and recycle batteries, small electronic devices and ink cartridges.
- Set photocopiers to print double-sided and black and white and use the print preview feature.
- Use emails to communicate and print out documents only on request.
- Use a font that uses little ink (for example, Garamond uses 20% less ink).
- Use remanufactured cartridges and recycle them at end-of-life at available recycling centres.
- Opt to reuse office supplies. When buying new items, choose those that have the best environmentally friendly features (for example, post-consumer recycled content or renewable materials).



Greenhouse gas (GHG) reduction

Greenhouse gas reduction (GHG):

- Conduct a GHG emissions assessment by collecting vehicle mileage data.
- Call on a local professional for a live virtual tour, done remotely by videoconference or filmed and shared.
- Implement a no idling policy for vehicles. Note that in certain jurisdictions, such as the City of Montreal, idling is prohibited by law.
- Provide bike racks and encourage members of the team to cycle to work.
- Recommend electrical grid tie-ins and, when possible, opt for battery-powered generators.
- Opt for hotels near the production office or film set. If possible, choose hotels with the Green Key label, an environmental certification.

Education and awareness:

- Use photo libraries and virtual scouting tours.
- Write to all team members to let them know about the production's sustainability commitment, mentioning how they can contribute to the green initiative.
- Provide employees with training in green sets.

PRODUCTION CONTROL ROOM, DIRECTION AND CONTINUITY

Sustainable purchasing:

- Use non-toxic cleaning products to clean sets.
- Buy disinfectant and hand soap in bulk and use reusable bottles and containers.
- Prioritize the use of paper products (toilet paper, tissues, paper towels) made of 100% recycled or environmentally certified content.
- Rent portable restrooms equipped with eco-friendly amenities, if possible, and with a hand dryer.
- Otherwise, choose compostable, recycled, unbleached hand towels.

Education and awareness:

• Inform team members about waste management best practices.

FOOD AND CATERING SERVICES

Sustainable purchasing:

- Make water coolers or dispensers available to all employees.
- Ask caterers and mobile canteens to try to:



Use organic, local, seasonal products



Offer vegetarian and vegan options



Avoid endangered fish species



Provide fair trade coffee, tea, sugar and chocolate



Waste management:

- Avoid self-serve items: dishes, utensils, platters, napkins, etc. They can be provided only upon request by server staff.
- Instead of single-use plastic, use reusable or, alternatively, recyclable or compostable items: food containers, glasses, cups, dishes, utensils.
- If you use coffee makers with single-use capsules, recycle them or use reusable capsules.
- Place clearly marked compost bins near food service areas, collect compostable waste or, if possible, ask the caterer or mobile canteen operator to do so.
- Replace wooden coffee stirrers with washable spoons or pasta (if composted).
- Prioritize the use of bulk products (condiments, sugar, milk, cream, etc.).
- Offer surplus food to employees or donate it to local organizations.
- Check Recyc-Québec's application <u>Ça va où</u> to be sure you use containers accepted by the recyclable and decomposable waste material collection service in the region where the filming takes place.

GHG reduction:

- Try to choose a catering service located within 25 km of the filming location.
- Serve cold or lukewarm food options that don't require warming trays, if possible.

Education and awareness:

- Use food service and office kitchen areas to post information about good environmental practices.
- Encourage staff and interpreters to bring their own reusable water bottles, cups and utensils.

SINGLE-USE CONTAINERS AND UTENSILS

1. Avoid using disposable (non-recyclable) containers and utensils.

2. Avoid using many different types of containers if possible

to avoid confusing participants when it comes to sorting (Recyclable, compostable, disposable).

3. Find out about the exact composition of the materials that the container is made of in order to recycle it in the right place.

Check Recyc-Québec's application Ça va où to make sure that you choose containers accepted by the recyclable and biodegradable material collections in the area where the filming takes place.

HERE ARE A FEW POINTERS FOR CHOOSING RECYCLABLE CONTAINERS:

- Prioritize the use of containers and packaging that contain recycled materials.
- Avoid containers made of several types of materials: composite containers, labels made of plastic, etc. For example, coffee cups (those made of cardboard with a thin inner plastic lining) are refused by most recycling centres in Quebec.
- Avoid dark plastic containers.
- Avoid #6 plastic (expanded or extruded polystyrene) if it is not accepted by the recycling waste handler. This plastic is refused at most recycling centres in Quebec.
- Containers and packaging made of wax-coated paper or cardboard are not recyclable and have to be discarded in the trash.
- **Note:** plastic is not recommended because it is a petroleum-based product with a low recycling rate.

HERE ARE SOME POINTERS FOR CHOOSING COMPOSTABLE CONTAINERS:

- Opt for compostable, fibre-based products that meet the CAN/BNQ standards instead of plastics:
 - Paper mugs and fibre-based lids.
 - ✓ Fibre-based containers.
 - ✓ Wooden utensils preferable.
- Choose cardboard containers and packaging without any coating or with a compostable coating (if accepted by the service provider).
- Where applicable, confirm whether your service provider accepts containers made of compostable plastic.

BIODEGRADABLE

BIODEGRADABLE

- **N.B.:** You cannot necessarily put an item labelled "biodegradable" in the compost bin. The term "biodegradable" simply means that the material breaks down, without mentioning how long the process takes, nor the conditions in which degradation is possible. For example, plastic is a biodegradable material over hundreds or thousands of years, but it is far from being compostable within a few weeks.
- Get sufficient information on the composition of the container to judge whether this "biodegradable" item can be composted; if not, avoid it, because it will end its life in the trash.

OXO-BIODEGRADABLE

- **N.B.:** Articles described as "oxo-biodegradable" have to be discarded in the trash. Avoid them.
- The term "oxo-biodegradable" means that the material is made of plastics that contain an additive that accelerates the fragmentation of the material when exposed to heat and light. The product is thus simply fragmented into pieces without turning into compost. This material will have to end its life in the trash.

COMPOSTABLE

- Containers and packaging made of compostable plastic (#7 plastic PLA) can
 decompose in industrial systems that provide specific conditions, including
 reaching a certain temperature. Such systems are not offered everywhere in
 Quebec.
- Get information about waste management from your service provider.

TRANSPORTATION

GHG reduction:

- Prioritize renting electric, hybrid or fuel-efficient vehicles, in that order. Emphasize industry requirements when talking to your vendor.
- If you are unable to do point #1, choose the most fuel-efficient vehicles and choose one that's appropriate in size.
- Encourage carpooling among employees or offer a shuttle service, if possible.
- Enforce a no-idling policy.
- Encourage the use of public transportation when possible.
- Make bikes available for the team when travel distance is reasonably low.
- Transport several pieces of equipment per trip.

CAMERA, SOUND, LIGHTING, STAGEHANDS AND POWER

Waste management:

- Install containers to collect outdated batteries, material that can be reused or recycled, media supports and other film waste.
- Sort gels by sizes and colour so that they are easily reusable.
- Offer leftover items and reusable materials to schools.

GHG reduction:

- Prioritize the use of energy-efficient equipment and lighting. Maximize the use of LED lights, which will reduce energy consumption by up to 70-80% per light and will reduce cooling requirements. LED lamps are lighter, use fewer cables, and can often be controlled remotely and powered by batteries.
- Use rechargeable batteries (for headsets, personal receivers and mic transmitters) and smart chargers.
- Turn off lights and unplug systems and electronic equipment (video player, monitor, etc.) when not in use.
- Close garage doors when the air conditioning or heating is on.
- Limit the use of generators by accessing the power grid.
- Try to use electric rather than diesel generators.
- Try to have trucks plugged into alternating current (AC) power instead of using generators when possible.
- Connect monitors, cameras and non-illuminated equipment to auxiliary batteries, which allows for less downtime between setups and speeds up turnaround time.
- Opt for charging infrastructure connected to the electricity grid (avoid charging with diesel generators).

ART, SET DECORATION AND CONSTRUCTION DEPARTMENTS

Sustainable purchasing:

- Try to rent trees and props instead of buying them.
- Choose native species, local perennials and local, in-season flowers.

Waste management:

- Incorporate the use of existing set pieces and material or buy props at flea markets or second-hand stores. Reduce as much as possible the amount of new construction material purchased.
- Choose environmentally friendly materials.
- Assemble with screws rather than glue to be able to reuse materials at the end of the production.
- Make a list of set pieces and props to sell or donate at the end of the production.
- Collect and recycle:
 - ✓ Construction materials
 - ✓ Obsolete electronic and electrical products
 - ✓ Leftover paint
- Salvage uncontaminated polystyrene and reuse it when making set pieces or props.
- Donate plants to a local organization at the end of filming and put organic waste into the compost bin.

COSTUMES, HAIR AND MAKEUP

Sustainable purchasing:

- As much as possible, choose products with the least amount of packaging.
- Encourage the use of fragrance-free, eco-friendly makeup and cosmetics made in Quebec if possible.
- Use organic, fragrance-free cleaning products.
- Avoid clothing that requires dry cleaning and encourage the use of sustainable clothes cleaning services.

Waste management:

- Rent costumes and props or modify existing pieces.
- Make a list of costume items to donate at the end of the production.
- Recycle cosmetics containers.
- Use reusable garment bags.
- Donate costumes and props to community organizations and local film schools.
- Donate damaged textiles that can be upcycled.

WRAP

Waste management:

- If possible, reuse set pieces in a future film shoot.
- Give away reusable items to local organizations.
- Deconstruct to give away reusable materials.
- Collect and recycle:
 - ✓ Construction materials
 - ✓ Obsolete electronic and electrical products
 - ✓ Leftover paint

Education and awareness:

• Take advantage of the wrap to take stock of sustainable initiatives and congratulate employees.

THEATRES AND DISTRIBUTION

Sustainable purchasing:

- Purchase printer paper, food trays, popcorn bags and toilet paper made of recycled wood fibre or that are FSC/SFI certified.
- Use environmentally friendly cleaning products and compostable bags for organic waste collection.

Waste management:

- Eliminate straws or offer them only upon request.
- Eliminate single-use plastic where possible (cups, water bottles) and choose recyclable or compostable dishware (if composted).
- Offer reusable cups and popcorn containers (for example, a loyalty program offering discounts on refills).
- Set up multi-stream recycling stations.
- Install automatic sinks with low-flow taps and automatic toilets.
- Obtain RECYC-QUÉBEC's ICI On recycle + certification.

GHG reduction:

• Prioritize the use of energy-efficient lights.

Education and awareness:

- Adopt a sustainable development policy.
- Choose programming dealing with environmental topics.
- Train employees.



PERFORMANCE MONITORING AND ONGOING IMPROVEMENT

We can't emphasize it enough: it's important that your action plan be coupled with measurable objectives. This way, you can measure your successes and progress. This is an important driver of motivation and perseverance for the implementation of your environmental initiatives.

A few performance indicators:

- Number of initiatives from the guide that have been implemented;
- Number of communications sent out on environmental initiatives;
- Percentage of materials that have been reused or recycled;
- Number of hours of filming done using renewable energy only;
- Number of green vendors used;
- Employees' and production's satisfaction with the initiatives implemented;
- Number of water bottles spared.

Here are the success factors that will enable you to successfully implement your initiative:

- ✓ Set objectives for yourself
- ✓ Plan properly
- ✓ Appoint one or two people to lead the initiative and keep it on course
- ✓ Raise staff members' awareness and motivate them
- ✓ A table with links to the different awareness tools
- ✓ Register for and obtain Rolling Green accreditation (posters, training, etc.)

From now on, Quebec is *Rolling Green*!

CARBON CALCULATOR

All productions are encouraged to calculate their carbon footprint so that our industry can measure its impact and contribute to greener practices.

The carbon calculator will be available very soon, in French and English, on the **Ontournevert.com** website.

CONCLUSION

KEEPING UP WITH THE LATEST SUSTAINABLE PRODUCTION NEWS

The more knowledgeable we are about sustainable production, the easier it is to reduce our environmental impact:

- Find out about green production practices: ask questions, contact your peers, share your successes.
- Follow the news on the Ontournevert.com website, subscribe to its newsletter and join the On tourne vert Facebook page For sustainable filming: keep informed about good practices implemented by other productions, discover Quebec's green vendors and continue learning about sustainability practices.
- Sustainable production courses will be offered in the coming months.

APPENDIX 1 - BASIC CONCEPTS

The following basic principles underpin all sustainable actions.

THE 4 Rs

- **Reduce at the source**, because the best waste is waste that's never produced!
- **Reuse** when possible, it's better for the environment and saves money, too
- Recycle when you can't reduce or reuse
- **Recover** materials that have potential for recovery

THE LIFE CYCLE

A product's life cycle involves analyzing its total environmental impact from cradle to grave, i.e., during the extraction of the raw materials that make up the product and during the processing, manufacturing, marketing, transportation, and use of the product, in addition to the type of end-of-life it undergoes.

ENVIRONMENTAL RESPONSIBILITY

Refers to the concept of sustainable development or to behaviours reducing environmental impacts and increasing social and economic impacts.

APPENDIX 2 – CLEANING AND DISINFECTING PRODUCTS: INGREDIENTS TO AVOID

- Because disinfectants are less effective when surfaces are dirty, it is important to clean surfaces first before disinfecting them.
- Most of the disinfecting products recommended are chemicals, specifically, solutions containing bleach, ethanol or hydrogen peroxide.
- To ensure the effectiveness of the disinfectant, it is essential to let the disinfecting solution sit for at least 30 seconds before wiping it off.

BEST BETS

- ✓ Choose biodegradable products to reduce the impact on the environment and opt for fragrancefree products, those whose scent is made totally from essential oils or Ecocert-certified products.
- ✓ Look for certifications such as Ecolabel, USDA Organic, Ecocert, Ecologo, etc.
- ✓ If in doubt, look for the ingredients or the product in the EWG database for household products: https://www.ewg.org/
- ✓ Choose products made in Canada to encourage the local economy and reduce the environmental impact related to transportation.

AVOID

- Triclosan (antifungal and broad-spectrum antimicrobial agent). Used
 mostly as a disinfectant, it also permeates garbage bags and certain
 work surfaces. It can disrupt the functioning of the thyroid gland in
 humans, in addition to being toxic for the liver. Inhaling triclosan
 weakens the immune system and causes asthma and allergies.
- Synthetic fragrances. The fragrances in household cleaning and deodorizing products contain phthalates. There is increasing awareness of the effects of phthalates as endocrine disruptors.
- Alkylphenols. Widely used since the 1940s, alkylphenols are used in making detergents, surfactants, etc. They decompose during the wastewater treatment process at water treatment plants. The new compound obtained, nonylphenol, acts as an estrogen and is linked with decreased fertility and a higher risk of cancer.
- Isothiazolinones, because they can be allergenic (e.g.: benzisothiazolinone and methylisothiazolinone or MIT).

And also, as much as possible:

- Ingredients with the suffix DEA or MEA, as they may be contaminated with nitrosamines, which are potentially carcinogenic.
- Polyethylene glycols (PEGs), possibly containing 1.4-dioxane, which is potentially carcinogenic.
- Acetaldehyde, because it is a volatile organic compound (VOC) and is considered "possibly carcinogenic".

APPENDIX 3 - REFERENCE SITES

Rolling Green website

www.ontournevert.ca

Green Vendor Directory

https://evenementecoresponsable.com/search/type/fournisseur

Directory for purchasing recovered materials

https://annuaire.ecohabitation.com/index.php?id_categories=201

Fair trade certifications

http://choisirequitable.org/certifications-equitables?

Common environmental certifications in Canada

http://www.ic.gc.ca/eic/site/oca-bc.nsf/fra/ca02523.html

Discover plastics

http://www.eeq.ca/le-bac-de-recuperation-un-modele-deconomie-circulaire/deuxieme-vie-matieres/plastique/

Eco Driving

https://www.caa.ca/fr/ecoconduite/

Tips and tricks for a sustainable lifestyle

https://www.mamanpourlavie.com/mieux-consommer/ecolo/11755-fabriquer-ses-propreslingettes

Quebec's Sustainable building portal

http://www.voirvert.ca/outils/carrefour3rv

FSC products

https://ca.fsc.org/fr-ca/marketplace/find-products-suppliers

List of hotels that are Green Key members

http://www.greenkeyglobal.com/home/aboutus/members/

Locations of public charging stations

https://lecircuitelectrique.com/en/find-a-station/

Recycling paint

https://www.ecopeinture.ca/en/

Recycling electronics

https://www.recyclemyelectronics.ca/qc/where-can-i-recycle/

Recycling materials properly - Ça va où?

https://www.recyc-quebec.gouv.qc.ca/appmobile-cavaou

APPENDIX 4 - SAMPLE ACTION PLAN

Sector	Actions	People responsible	Timeline
General/for everyone			
Production office and other department offices			
Production control room			
Direction and continuity			
Camera, sound, lighting, stagehands and power			
Art, set decoration and construction departments			
Costumes, hair and makeup			
Direction and special effects			
Postproduction			
Distribution			
Theatres			





As major players in film and television production,

Quebecor and its TVA and MELS subsidiaries are proud
to be founding partners in **Rolling Green**, an action plan
to accelerate the shift to environmentally responsible
production in Québec's audiovisual industry.







Virtual production stage

An environmentally friendly alternative!



MELS

The only limit is your imagination

Be inspired by the magic: visit mels-studios.com

