



ROLLING GREEN ACCREDITATION

For sustainable production in Quebec



WHAT IS THE ROLLING GREEN PROGRAM ?

Launched in 2021, the *Rolling Green* program was created by the Quebec Film and Television Council (QFTC), Quebecor, and the Conseil des événements écoresponsables.



It aims to raise awareness, support, and train all stakeholders in Quebec's audiovisual industry. *Rolling Green* offers resources, training, and facilitation tools, as well as accreditation recognizing the efforts and mobilization of production teams.



ROLLING GREEN ACCREDITATION

The *Rolling green* accreditation was developed to recognize sustainable productions in Quebec. This program was developed with the assistance of CQEER to identify measures to be implemented to reduce the environmental impact of audiovisual productions.

It is intended for film sets that wish to adopt sustainable practices. To obtain this certification, productions must implement a series of eco-friendly measures on set and be able to demonstrate the actions they have taken.

Accreditation applies to all types of production: fiction, television studio shows, series, documentaries, and more. There is a general accreditation framework, a separate one for documentaries, and another for visual effects and animation studios.

Accreditation is granted for a specific film shoot or production, not for all of a company's productions.

Please note: For a series, an accreditation application must be submitted for each season.

Our accreditation program consists of three levels.

Each level is different and does not require the same level of commitment or workload.



COMMITMENT LEVEL



For the Commitment level, you must first meet the **eight (8) mandatory requirements**, and then have carried out at least **12 eco-friendly actions** on your film set from the list provided in the form.

Only descriptive evidence of the actions implemented on that same film set is required.

Cost : \$100 +tx

PERFORMANCE LEVEL



For the Performance level: You must meet all **twelve (12) mandatory requirements** and then **provide evidence** (photos, documents, etc.) of the actions you have taken, as well as provide explanations in an Excel file that will be provided to you.

You must earn a **minimum of 45 points** to achieve this level.

Cost : \$250 +tx

EXCELLENCE LEVEL



For the Excellence level: You must meet all **twelve (12) mandatory requirements** and then **provide evidence** (photos, documents, etc.) of the actions you have taken, along with explanations in the Excel file that will be provided to you.

You must earn a **minimum of 90 points** to achieve this level.

In addition to the application form, a tour of the set with the Rolling Green team is required.

Cost : \$350 +tx

ACCREDITATION PROCESS

It is important to begin these steps well in advance of filming for the Performance and Excellence levels.

1

- Submit your accreditation application by filling out the online form and signing the charter.

Given the differences in the process and requirements between the Engagement level and the other two levels, decide which level you are aiming for before completing the online questionnaire.

- For the Commitment level, you only need to complete the questionnaire and meet the mandatory requirements; for the Performance and Excellence levels, see the next steps below.

2

- Receipt of the evaluation grid via a Google Drive link

Once you have completed the questionnaire, we will contact you shortly—within 7 days—and provide you with a link to a Google Drive folder containing the accreditation form to be filled out and the folder where you can upload your supporting documents.

It is important **to leave this folder on Google Drive and fill out the form directly online without downloading it.**

3

- Each checked action must be accompanied by at least one piece of evidence and an explanation

You must complete the form and upload the supporting documents to the drive. It is essential that each action be explained and accompanied by at least one piece of supporting documentation; otherwise, the points will not be counted.

4

- Set visit for the Excellence level

The studio tour lasts between 30 and 45 minutes. Please let us know as soon as possible which time slots work for you so we can schedule the tour (at least 2 weeks in advance). In certain cases, due to time constraints and for environmental reasons, the tour may

be conducted virtually: filming outside the Montreal metropolitan area, locations not accessible by public transit, travel time exceeding 1 hour and 15 minutes (i.e., 2 hours round trip), or more than 45 minutes by car (1 hour and 30 minutes round trip).

5

- Submit your application

You can submit your application as soon as you have completed the form and gathered all your supporting documents. To submit it, you must notify the Rolling Green team by email that your application is complete and ready for review. Please note that the application must be submitted before the end of post-production so that you can receive the accreditation logo to include in the credits and thus fulfill one of the mandatory requirements.

The evaluation of the application may take some time; please note that you will receive the results within a maximum of 15 days.

6

- Obtaining “Rolling Green” accreditation and the logo

Once the application is complete, it will be reviewed by the Rolling Green team, who will examine the explanations and supporting documentation provided, and then issue you the accreditation level you have achieved.

If evidence and/or explanations are missing, the points will not be awarded. For the Excellence level, even if the 90-point threshold is met, but the visit was not planned with the team, the level will not be awarded. You will be awarded the previous level, which is Performance.

7

- Share your commitment and your successes!

Feel free to share information about your certified production on your social media channels.

Beware of greenwashing

Provisions to combat greenwashing were strengthened in 2025 with Bill C-59. The Competition Act prohibits businesses from making false or misleading statements to promote a service, product, or commercial interest.

For more information, see the [Environmental Statements and the Competition Act](#)

Requirements - Commitment Level

Mandatory requirements

The following requirements must be met to achieve the Commitment level.

1. I signed the Rolling green commitment charter ;
2. I designated a committee or a person to be in charge of the ecoresponsible process on the set ;
3. I communicated our commitment and objectives to the team and shared the best practices guide;
4. I implemented at least two source reduction actions * ;
5. I implemented at least one action to reduce food waste ;
6. I reused previously used items (costumes, sets, or props) on at least two occasions ;
7. I promoted the use of reusable water bottles and reduced the use of plastic bottles ;
8. I made efforts to offer local food in the menus ;
9. I recycle during filming and clearly identify the bins. *(Don't concern the documentaries)*
10. *Only for the documentaries* : Provide two examples of initiatives aimed at reducing the carbon footprint associated with transportation

Requirements - Performance and Excellence Levels

Mandatory requirements

The following requirements must be met to achieve the Performance and Excellence levels.

1. Sign the Rolling Green commitment charter;
2. Appoint a committee or a person responsible for the eco-friendly initiative on set;
3. Communicate the production's eco-responsible commitment and objectives to the crew and share the best practices guide;
4. Have everyone sign a green commitment pledge;
5. Explain how you plan to maintain the eco-friendly measures implemented across your various shooting locations;
6. Encourage the use of reusable water bottles;
7. Provide two examples of source reduction through the procurement of used or recycled materials or elements for sets, props, and costumes;
8. Provide two examples of giving a second life to set elements, costumes, or props after filming;
9. Offer vegetarian options on the menu;
10. Have a strategy in place to reduce food waste;
11. Implement recycling during filming and clearly identify sorting stations;
12. Commit to including the accreditation logo in the production credits once accreditation has been obtained.

For a production seeking accreditation for a second season (or more), the production must also meet the following mandatory requirement:

13. Describe the continuous improvement efforts undertaken to improve since the accreditation and filming of the previous season.

Specific requirements

Transportation, filming locations, and accommodations

Maximum number of points for this category: **30 points**

Waste Management on Film Sets

Material recovery

Measuring performance

Maximum number of points for this category: **22 points**

Camera, sound, lighting, stagehand, and power

Energy and resources

Special effects

Maximum number of points for this category: **18 points**

Food on set

Menu and responsible Sourcing

Waste reduction at the source and food containers

Maximum number of points for this category: **54 points**

Art, Props, and Set Construction Departments

Reuse, donations, and rentals

Choice of materials

Maximum number of points for this category: **29 points**

Costume, hairstyle, and makeup

Costume

Hairstyle and makeup

Maximum number of points for this category: **27 points**

Education, Awareness, and Promotion

With stakeholders and the team

On screen and promotion

Maximum number of points for this category: **36 points**

Production office and on-set support room

Paper and Printing

Maximum number of points for this category: **14 points**

Production company (excluding filming)

Plans, Policies, and Reports

Maximum number of points for this category: **25 points**

Innovative measures

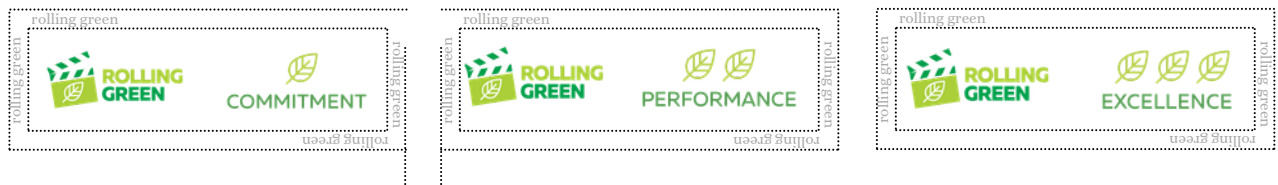
POINT TRACKING

1. Full credit is awarded provided that the evidence is sufficient, relevant, and precise, and that the explanations are detailed and understandable.
2. Points may be deducted if the evidence is insufficient, unclear, or if no additional explanation is provided.
3. Points are not awarded in the following cases: when no evidence or explanation is provided but the action is checked, or when the evidence or explanation does not correspond at all to the topic.

- If important information is missing (mandatory requirement): a **follow-up is sent** to the production department.
- If there is missing information (evidence, explanations) and the application is incomplete: **a reminder will be sent, and if no response is received within one month**, the evaluation will be based on the initial application (unfulfilled requirements will be scored as 0).

Once billing has been processed for a tier, you will not be able to request a refund if you decide to switch tiers.

LOGO USAGE GUIDELINES






When using our logos, a minimum clearance area must be maintained. These clearance areas are shown above.

- You can use the Rolling Green logo to advertise and promote your accreditation. Your accreditation level must have been approved by the Rolling Green team. You can include the logo, along with the level you've achieved, in the credits of your production or on your marketing materials.
- The logo must be used in its original form, without any changes to its color, proportions, effects, or graphic elements.

Colors of the logos

Rolling Green

	#ADCD2D
	#309B49
	#DBEBCB

LIMITATIONS ON USE

- The logo is provided solely for accredited filming. It may not be used for any production that has not completed the full accreditation process. Nor may it be used in its entirety by a production company.
- The logo may not be used as an email signature.
- The logo remains the exclusive property of the Quebec Film and Television Office. Its availability does not confer any ownership rights or rights of permanent use.

CONTACT

For any question, contact: info@ontournevert.com

To access our “Accreditation” page:

<https://ontournevert.com/en/therollinggreenaccreditation/>

To view all our resources: <https://ontournevert.com/en/all-ressources/>

