

ROLLING GREEN

ACTION PLAN

Rolling Green is an initiative led by Quebecor, through its subsidiaries MELS and TVA, and the Québec Film and Television Council (QFTC) in conjunction with the Conseil québécois des événements écoresponsables (CQEER) that aims to fast-track the development of environmentally responsible audio-visual productions in Québec.

Goals

- Reduce the environmental footprint of Québec's audio-visual production industry
- Increase Québec's competitive edge
- Attract more foreign productions
- Create value for society

2018-2021 Action Priorities

1. Equip the industry by developing resources to facilitate adoption of sustainable initiatives
 - Environmentally responsible audio-visual production guide
 - Technical fact sheets by sector of activity
 - Directory of environmentally responsible suppliers
 - Carbon footprint calculator
2. Engage players in Québec's audio-visual industry on an ongoing, transparent basis
 - Advisory committee made up of industry talent
 - Environmental commitment charter for audio-visual productions
 - Certification program
3. Educate and raise awareness among industry players about the environmental and social impacts of audio-visual productions
 - Educational workshops
 - Training
 - Environmentally responsible production consulting service
4. Communicate and share resources, information and activities, as well as initiatives and best practices adopted abroad
 - Website

Primary areas of involvement

- Transportation of goods and personnel
- Catering
- Set design and reclamation
- Energy and natural resource use
- Waste management

Members

- Alliance québécoise des techniciens et techniciennes de l'image et du son (AQTIS)
- Association québécoise de la production médiatique (AQPM)
- Conseil québécois des événements écoresponsables (CQEER)
- Directors Guild of Canada (DGC) Québec
- IATSE 514 and IATSE 667
- Institut national de l'image et du son (INI)
- Québec Film and Television Council (QFTC)
- Quebecor, MELS and TVA