

FOR IMMEDIATE RELEASE

More Content, Less Carbon: Sustainable Production Forum spotlights growth of green film & TV production as demand for content soars

The 7th Annual Sustainable Production Forum from Oct. 1 - 22, 2022 urges global motion picture industry leaders to normalize environmental film and television production practices.



Designed specifically for entertainment production, MBSE Canada's Urban Power Source provides silent, zero-emissions power, replacing the need for diesel generators while filming on location. Photo credit: MBSE Canada

TORONTO / VANCOUVER—Massive demand for content has fueled the film and TV industry's swift recovery, as global entertainment and media revenues reached \$2.3 trillion USD in 2021 and global box office revenue is projected to reach \$49.4 billion USD in 2026 from \$20.8 billion USD in 2021. However, the industry's exponential growth has substantial environmental implications, with the average blockbuster movie producing a carbon footprint equivalent to 1,032 cars driven for a year, and the average one-hour scripted TV show producing a carbon footprint equivalent to 24 cars driven for a year, per episode. Organizers of the 7th Annual Sustainable Production Forum (SPF22), a hybrid conference presented by Creative BC, Reel Green, and Motion Picture Production Industry of BC, want to see the industry evolve by normalizing green film and TV production practices. Happening on Oct. 1 - 22, 2022, SPF22's virtual programming ensures global access and features case studies, innovations and practical knowledge from high profile speakers. In-person receptions will be held in Vancouver (Oct. 1), Toronto (Oct. 6) and New York City (Oct. 11) to connect local communities. Tickets start at \$75, available at sustainableproductionforum.com.

SFP22 welcomes everyone interested in the sustainable evolution of film and television production from both an environmental and economic perspective. Attendees can look forward to learning from speakers who have demonstrated their commitment to cut CO₂ emissions and champion sustainability in front of and behind the camera.

This year's speakers include:

Francesca Accinelli (Interim Executive Director & CEO of Telefilm Canada)

Jennifer Baichwall (Director, *Into The Weeds*, *Anthropocene*; *The Human Epoch*; *Watermark*)

Shannon Bart (Senior Manager of Sustainability & Productions, Netflix)

Scott Z. Burns (Screenwriter, Director, Producer, *Extrapolations; The Report; Contagion*)

Dorothy Fortenberry (Co-Executive Producer, *The Handmaid's Tale*; Executive Producer, *Extrapolations*)

Jane Gilbert (Chief Heat Officer, Miami-Dade County)

The Hon. Steven Guilbault, (Minister of Environment and Climate Change)

The Hon. Melanie Mark, Hli Haykwhl Wíi Xsgaak (Minister of Tourism, Arts, Culture and Sport)

Sally Mills (Head of Operations, BBC Studios)

Naomi Oreskes (Professor, Harvard University)

Randi Richmond (SVP of Production, NBCUniversal)

David Suzuki (Scientist, Activist, Host, *The Nature Of Things*)

Anne Lajla Utsi (Managing Director, International Sami Film Institute)

Please [see here for the full speaker list](#) and more information.

Canada's competitive advantages include its majestic landscapes and talented film crews, making it one of the world's top 10 movie producing countries. In 2021, Canadian-made films earned \$8.3 billion USD. In terms of direct economic impact, Ontario benefited from \$2.88 billion CAD in direct spending and British Columbia, a record-shattering \$4.8 billion CAD in direct spending.

"We benefit when we cut CO₂ emissions because it means we are doing our part in protecting the natural beauty of our locations, and in mitigating natural disasters and severe weather events that can risk crew safety, shut down or significantly stall our film productions," said Zena Harris, president of Green Spark Group, the company behind SPF22. "Widespread adoption and normalization of sustainable production practices must match the motion picture industry's exponential growth so we can continue to be competitive as we face more climate-related challenges."

Currently, production numbers outpace the availability of clean tech alternatives. More investment, rapid manufacturing and supportive regulations are all needed to meet content creation demand. Some suppliers, like MBSE Canada, are providing clean energy technology that the motion picture industry needs at scale. The entire industry has a social responsibility to rapidly cut emissions, and shared responsibility will prevent the worst predicted catastrophic climate change impacts.

"MBS is committed to reducing carbon emissions within our own operations and in concert with our partners. Acting on climate change and protecting the health and well being of communities are priorities for our clients, and MBS is proud to partner with them on their sustainability journey," said El O'Connor, president of MBSE Canada

Harris added, "How can film and TV production keep pace with the demand for content, as well as the need for more clean energy? SPF22 speakers, partners and vendors have shown that it is possible to foreground sustainability in the content creation process; that economic growth can be in lockstep with sustainable innovation. We have the power to define and implement creative, economically viable sustainability practices through radical collaboration."

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Reel Green™ | Creative BC, MPPIA, MBS Canada, CBC/Radio-Canada, Telefilm Canada, Ontario Green Screen, William F. White International, IATSE Local 891, Independent Production Fund, Cream Productions, Netflix, Rolling Green, Canadian Media Producers Association, Directors Guild of Canada - National, Corus Entertainment, Vancouver Film Studios, Keep it

Green Recycling, Bridge Studios, UBCP/ACTRA, ACFC West, Local 2020 Unifor, the Academy of Canadian Cinema & Television, Vancouver Film Commission, Producers Guild of America, BBC Studios, Streamland Media, Marmoset Music

SPF22 Green Marketplace:

Agreen Products, Driving Force, Diversion Zero Waste, EODEV, Green Production Guide, Location Fixer, Portable Electric, The Earth Group, Valid Manufacturing

References

[Close Up: Carbon Emissions of Film and Television Production](#)

[Global Entertainment and Media Outlook 2022 - 2026](#)

[B.C. film roars back with record-shattering \\$4.8 billion spend in 2021](#)

[Ontario Creates: Film and television production statistics](#)

[Profile 2021: Economic Report on the Screen-Based Media Production Industry in Canada](#)

[Telefilm Canada: Eco-Awareness Survey](#)

[Sustainable Production Resources](#)

Carbon Calculators: [PEAR](#), [albert](#)

About Sustainable Production Forum | sustainableproductionforum.com

Sustainable Production Forum (SPF) is a global conference focused on accelerating sustainability in the motion picture industry. This annual conference features a wide-range of premium in-person and virtual programming from high profile keynotes and fireside chats to moderated panels and skill building. SPF gathers changemakers in the film and television industry, finance, government and non-profit organizations who are committed to creating tangible results in the decarbonization of content creation. The conference is produced by Green Spark Group (GSG), a Vancouver-based full-service sustainability agency, leading the entertainment industry through its evolution towards sustainable practices. GSG works with major entertainment companies and influential film and television organizations such as HBO, MBSE, Green Production Guide, and CBC/Radio-Canada as well as productions such as X-Files (Fox), Succession (HBO), and the Mandalorian (Lucas Films, Disney).

About MBS Canada | mbscanada.ca

At MBS Canada, we invest in the communities where we work, in our staff and industry partners. For us, sustainability is about doing business better today so that we can all continue doing what we love tomorrow. We're taking a collaborative, science-based approach to our work. Measuring and reducing our carbon emissions is a top priority. We will continue to offer cutting-edge clean power to help our clients achieve their sustainable production goals. We know that innovation is only possible in a diverse and inclusive culture. Providing meaningful opportunities for everyone to contribute is a core value. We believe that our company can be a force for good in the world.