
2026-2029

Strategic Plan

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Solar array at Vancouver Film Studios

LAND ACKNOWLEDGMENT

On behalf of the province's creative industries, Creative BC gratefully acknowledges the 270,000 Indigenous people living in British Columbia, including First Nations, Inuit and Métis. The sector works across unceded homelands of 34 First Nations language and cultural groups with close to 60 dialects, representing over 200 distinct First Nations in B.C.

We embrace our crucial role as an economic development organization to prioritize, empower, and celebrate the creative sector's First Nations, Inuit, and Métis storytellers.

Explore, maps, infographics, and additional tools to support sustainable production.

reelgreen.ca/tools

Learn how motion picture production contributes to climate change and discover best practices to reduce environmental impact across every stage.

reelgreen.ca/tools-training

Access a curated collection of industry resources designed to support sustainability in B.C.'s motion picture industry.

reelgreen.ca/resources



Executive Summary

Reel Green™ at Creative BC's 2026–2029 Strategic Plan advances our mandate to transform British Columbia's motion picture industry. This next iteration of Reel Green™ is informed by industry involvement on the Reel Green™ Advisory Committee and endorses our focus on three enduring priorities:

1.

Change
Behaviour

2.

Promote
Clean Energy

3.

Champion
Circularity

Over the next three years, we will concentrate on embedding environmental sustainability into everyday production practice—strengthening professional norms, accelerating the transition to clean power, and advancing visible, practical circular systems. The initiative within the BC Film Commission at Creative BC will prioritize credibility, coordination, and cultural alignment to ensure sustainability becomes standard operating practice across the industry.

Through these priorities, Reel Green™ will continue to embed sustainability into the core of B.C.'s motion picture industry by making cleaner power options, smarter workflows, and transforming how films are made in our province.

Priorities

CHANGE BEHAVIOUR

Sustained industry transformation depends on individual and collective behaviour change. Reel Green™ will reinforce sustainability as a marker of professionalism in B.C.'s film industry. The goal is to normalize sustainable decision-making so that it reflects how productions operate—not an additional layer of work.

PROMOTE CLEAN ENERGY

Clean power remains the highest-impact opportunity for fuel reduction in the industry. Reel Green™ will continue leading the transition away from diesel toward battery-electric systems, grid tie-ins, and role-appropriate EV adoption. Through alignment and industry coordination, clean energy will increasingly define production planning in B.C.

ADVANCE SUSTAINABLE CIRCULARITY PRACTICES

Reducing waste and enhancing material reuse are central to long-term industry sustainability. Reel Green™ will focus on embedding circularity into practical, visible systems that crews can easily engage with.



Goals

CONTINUATION OF EXISTING GOALS

- Influence individual and industry behaviour change
- Lead the motion picture industry toward renewable energy
- Reduce waste and enhance material reuse

7 KEY ACTION AREAS

1. Make Clean Power the Default in British Columbia
2. Clarify and Leverage Reel Green's Strategic Role
3. Make Sustainable Behaviour Safe, Easy, and High Status
4. Continue to Invest in Education, Training, and Develop Workforce Capacity
5. Advance Circularity through Visible and Practical Systems
6. Communicate through People, Presence, and Partnership
7. Measure what Matters and Make Progress Visible

GOAL 1

Make Clean Power the Default in British Columbia

- Promote battery-electric systems (BESS) and advocate for grid tie-ins as the default
- Support EV adoption where operationally viable
- Incentivize through EV adoption through higher rental rates and energy reimbursements
- Enable temporary and mobile charging infrastructure
- Encourage the film industry to treat renewable diesel as a transition fuel, not an endpoint
- Maintain strategic partnership with BC Hydro and other government programs and agencies
- Continue municipal collaboration on:
 - Grid access tie-in kiosks
 - Studio-adjacent power map
 - Communicate where clean power is available



Driving Force



Cool Air Rentals

GOAL 2

Clarify and Leverage Reel Green's Strategic Role

- Reel Green™ should act confidently as a convenor, norm-setter, and system integrator
- Reel Green™ curates confidence, not training volume
- Reel Green™ provides subject matter expertise for tech availability, and readiness
- Incorporating lessons learned: What went well, what could be improved
- Clearly articulate Reel Green's role and limits
- Set expectations around sustainability practices
- Use influence strategically, maintain momentum even when sustainability loses cultural attention



Maple Ridge's Waterfront Kiosk



Filming in temtemix™ten Belcarra Regional Park

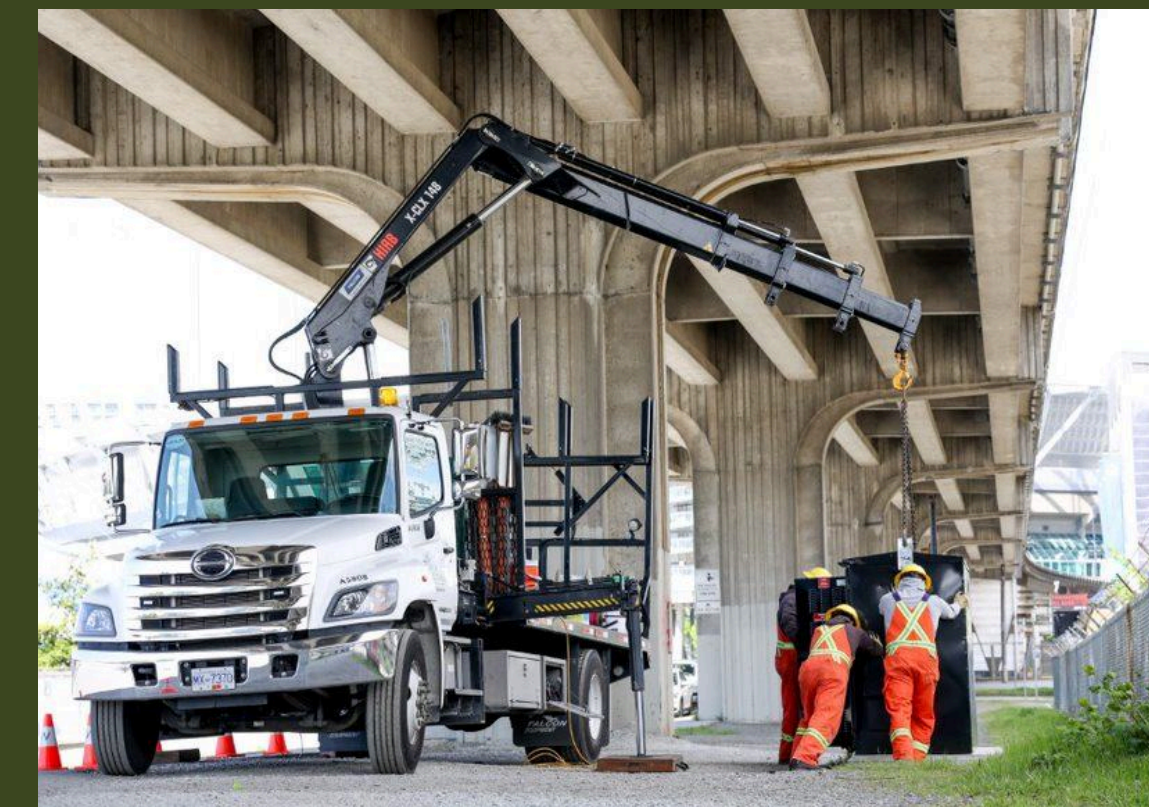
GOAL 3

Make Sustainable Behaviour Safe, Easy, and High Status

- Position Reel Green™ as a trusted knowledge holder on new technologies
- Communicate about people — not show titles
- Enable “first movers” and early adopters
- Promote an environment of psychological safety:
 - Encourage permission to try
 - Create space to report failures and challenges
- Normalize language like “That’s how we reduce our impact making films in BC” and “We have moved on from that way of doing things.”
- Reinforce expectations consistently:
 - On-set visibility
 - Use light but firm norm-setting where behaviour undermines shared goals



Clean Energy Battery Workshop



Installing grid tie in Kiosk in Vancouver

GOAL 4

Continue to Invest in Education, Training and Develop Workforce Capacity

- Continue delivering and updating crew-facing education: Sustainable Production and Carbon Calculator Training
- Educate on power systems, fuel reduction, EV logistics, waste diversion and circular practices
- Promote knowledge sharing across the sustainability team
- Support productions, studios, utilities, and vendors as requested



Clean Energy Battery Workshop



PLASTIC PEOPLE screening at Patagonia with Surfrider Foundation Canada's Vancouver chapter

GOAL 5

Advance Circularity through Visible Practical Systems

- Engage waste vendors
- Promote transparent pricing
- Clarify service models for vendors and communicate to productions
- Strengthen and support reuse infrastructure
- Engage asset managers directly
- Provide signage



Vancouver Film Studios



Keep it Green Recycling

GOAL 6

Communicate through People, Presence, and Partnership

- Crew-centered case studies (people, not productions)
- On-set engagement:
 - Meeting with departments to understand their needs
- Studio and union-aligned messaging
- Consistent sustainability expectations across organizations
- More creative storytelling



Justin Barnes, Battery Workshop in Victoria, April 2025



Filming in Widgeon Marsh Regional Park

GOAL 7

Measure what Matters and Make Progress Visible

- Call to action for data transparency
- Garner support across industry to publish:
 - Fuel budgets
 - GHG emissions
 - Grid tie-in utilization metrics
 - Number of batteries deployed
- Reel Green™ cannot do this in isolation



Filming in the Lower Seymour Conservation Reserve



Filming in Widgeon Marsh Regional Park

Partners

THANK YOU FOR YOUR PARTNERSHIP

Amazon Studios Canada
Netflix
Sony Pictures Entertainment
ACFC West
Canadian Media Producers Association-BC Producers Branch (CMPA-BC)
Screen BC
Creative BC
Teamsters Local 155
UBCP/ACTRA
Directors Guild of Canada - BC District Council
BC District Council International Cinematographers Guild 669
IATSE 891
Entertainment Partners Canada (EP Canada)
MBS Equipment Company (MBSE)
Sunbelt Film and Television
Cinelease Canada
Vancouver Film Studios
Bridge Studios
Martini Film Studios
North Shore Studios
Eagle Creek Studios
Earth Angel | The Green Shot
Green Spark Group

THANK YOU TO OUR GOVERNMENT FUNDERS

Ministry of Tourism, Arts, Culture and Sport



Filming in Widgeon Marsh Regional Park

Where Sustainability Meets British Columbia's Motion Picture Industry

