

OMDC Endorses the Creation Of Green Best Practices in the Film & Television Industry

TORONTO, December 11, 2007 – Planet in Focus International Environmental Film & Video Festival (PIF) is pleased to announce that the Ontario Media Development Corporation (OMDC) through the Entertainment and Creative Cluster Partnership Fund will be granting a newly formed coalition of Toronto/Ontario -based film industry associations funding for establishing Best Practices leading toward a bold new Certification Program which will make Ontario a leader in “greening” the film production industry and will include a new Green Resource Guide that will service productions seeking environmental solutions.

Studies will identify and develop a set of environmentally sustainable standards and recommendations for all productions shooting in Ontario from small documentaries and independent films to mega budget blockbusters. It is expected that the standards set by the best Practices Guidelines will have implications for other segments of the entertainment and broadcast industries. The OMDC funding is being provided through the Entertainment and Creative Cluster Partnership Fund which supports strategic partnerships that develop fresh approaches and solutions to the priorities and needs of the cluster.

Planet in Focus is the Primary Partner for the Cluster Fund Project in partnership with the following organizations:

- IATSE 873
- Toronto Film Studios / FILMPORT
- City of Toronto Film & Television Office
- Deluxe
- FilmOntario
- Panavision
- DGC Ontario
- Comweb / William F. White International
- CFTPA
- ACTRA
- P.S. Production Services

These organizations are contributing over \$100,000 over two years in addition to the funding that will be provided by the OMDC's Creative Cluster Fund.

Already the Green-Screen mandate is getting support from major productions. Marvel Studio's *The Incredible Hulk*, which is in production in Toronto, has embraced green practices and is sharing its experience with the coalition. “We congratulate this group's achievements in coming together with such a comprehensive initiative,” said *The Incredible Hulk* producer Gale Anne Hurd. “Making films in a more earth-friendly manner is very important to many producers. Most of us already employ green practices at home; bringing the same environmental consciousness to the workplace is the logical next step.”

Background

The Green-Screen coalition was forged by the passion of its members for both the environment and addressing climate change. Initially the Environment Committee of film technicians' union IATSE 873 came together in discussions with Toronto Film Studios (TFS), builders of the mega-stage project in the port lands known as FILMPORT. The IATSE committee was researching sustainable best practices in film production and was curious about proposed greening strategies

for FILMPORT. With TFS working on many green initiatives of their own ranging from high-efficiency mechanical systems to bio-swales for storm water treatment to sophisticated recycling systems, the two parties found they had much in common. They quickly concluded that the time was right to create an industry-wide initiative.

By coincidence, *The Incredible Hulk*, which is currently in production in Toronto, approached TFS to bring about some changes on their studio lot to enhance the production's greening efforts. The cast and crew of *The Incredible Hulk* have since adopted a vigorous program to reduce the film's impact on the environment.

As momentum built, other organizations were welcomed to the table including Planet in Focus International Environmental Film & Video Festival, a major Canadian environmental film festival that showcases ecological themes and subjects, and Green Reel, a consultant to industry on sustainable film production. Before long, word of the initiative spread throughout the industry and was greeted with an enthusiastic response. It is the film community's collective desire for Toronto to be a leader in the greening of the film and creative arts industries with a made-in-Toronto green initiative that sets the bar for others.

The Green-Screen coalition aims to meet these goals by becoming an industry-based association for the purpose of research and promotion of best practices in the film and television and creative arts sector in Toronto, with a certification program to recognise and reward success by individual productions.

The initial members who have contributed funds and/or services to kick-start Toronto's Green-Screen initiative are:

- IATSE 873
- Toronto Film Studios / FILMPORT
- Planet in Focus International Environmental Film & Video Festival
- City of Toronto Film & Television Office
- Deluxe
- FilmOntario
- Panavision
- DGC Ontario
- Comweb / William F. White International
- CFTPA
- ACTRA
- P.S. Production Services
- NABET 700

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