

# Making Better Movies

While there may have been a time when the low Canadian dollar offered a major competitive advantage for the BC film industry, this can no longer be said to be the case. With that in mind, FORED BC made an 8 point proposal to the Motion Picture Producers Industry Association of BC (MPPIA) outlining in detail how BC's film industry could achieve a competitive advantage through establishing world leading policies for environmentally sustainable movie making. Included in the FORED plan were the following steps.

## Green Sourcing Standards

By this, the industry would establish a statement of environmental principles for its many suppliers and encourage them to follow it. Additionally it would suggest that preference will be given to suppliers who meet the standards.

## Supplier Recognition

Suppliers will be encouraged to submit reports on new steps they have taken to incorporate sustainability management techniques in their respective companies. The MPPIA in turn will provide recognition to leading efforts by supply companies.

*"The movie industry has an opportunity to showcase these values to the world"*

## Reducing Community Footprint

This refers to the amount of land and water area that a typical movie requires in order to get the resources needed for production. British Columbia is a world leading centre of learning on the subject of ecological footprints. By producing a guideline to show how movie producers could reduce the footprint of the typical production, the industry could earn well deserved international recognition.

## Respecting Heritage Values

British Columbia is branded internationally for its unique ecological values. This is the single most important heritage in the province. The movie industry has an opportunity to showcase these values to the world as well as produce movies in a manner that respects the environment.

## Clean Production Technologies

This can involve everything from reducing engine idling on production vehicles to drastically eliminating the use of paper through better application of computer technologies. It can include such innovations as ensuring that food concession suppliers conform to local purchase strategies in order to reduce the energy cost of food production

## Encouraging Positive Messages in Production

The industry is in a strong position to provide recognition, through awards, to productions which send a positive message on environmental behaviours to the viewing public.

**BUY LOCALLY, SAVE FUEL**



## Engaging Talent in the Sustainability Mission

Actors can be influential role models in the environmental mission. The BC film industry can use its influence to encourage actors working in the province to be part of a strong message program on positive environmental responsibility.

## Membership Endorsement through Branding

Members of the Association should be encouraged to spread the message of the sustainable movie mission in their contacts with their business associates. The message should be on members' letterhead, signage, and business cards. The multiplier effect in communication terms would be significant.

The British Columbia movie industry has enjoyed encouraging financial support from the citizens of the province through tax concessions. It can make a significant return on that public investment by taking positive and creative steps to be a world leading centre for environmentally sustainable movie production.

DEEPER UNDERSTANDING OF IMPACT NEEDED

