



# GREENING

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## OUR STORY

### OUR PLAN, EVERYONE'S PLANET

We're going to continue building an environmentally sustainable public service media company that current and future generations can be proud of.

### HOW?

By implementing environmentally sustainable thinking in all we do.

## GREENING OUR STORY

### A MESSAGE FROM CATHERINE TAIT, PRESIDENT AND CEO, CBC/RADIO-CANADA

*"The eyes of all future generations are upon you. And if you choose to fail us, I say - we will never forgive you."*

- Greta Thunberg - UN Climate Summit, New York, 23 September 2019

**Greening our Story** is CBC/Radio-Canada's answer to the global call for responsible and meaningful action on climate change. We know that a majority of Canadians rank climate change or global warming as a serious issue for the country. At the public broadcaster, we've also heard from our employees who believe that working for an environmentally progressive institution is important to them.

**Greening our Story** is an opportunity to transform CBC/Radio-Canada into a world class, sustainable public service media company. Why is that important? Because our greatest asset is the trust that Canadians have in their public broadcaster. Critical to that trust is delivering on our commitment to environmental sustainability, something we know Canadians care about. This new five-year strategy builds on our environmental work to date and takes our aspirations to the next level. It accelerates our commitments and encompasses everything we do: from how we produce our content, how we operate our business, and how we make the choices to avoid waste, to reduce our energy consumption and to limit our carbon footprint.

For over ten years, CBC/Radio-Canada has reported to Canadians on our work to cut waste and reduce our negative impact on the environment. Some notable initiatives include our e-waste management, the conversion to LED lighting in our studios and the more recent introduction of electric and hybrid models to our fleet of vehicles. And even the beehives on our rooftops! Now is the time to step up our efforts and to set more ambitious goals for the organization.

We know that the targets presented in this five-year plan are a critical first step - and they are just the beginning of our sustainability journey. We've established concrete goals to reduce our carbon footprint and we will be measuring and reporting on our progress. We're adopting best practices, aligning ourselves with international efforts like the Paris Accord, and, most importantly, sharing our progress and results with Canadians and our employees.

As the nation's public broadcaster, we hold ourselves to a higher standard and we welcome this opportunity to take a leadership role in the commitment to **Greening our Story**. Our aspiration is to surpass the targets set in this 5-year plan, and to engage Canadians and employees in our commitment to building an environmentally sustainable public broadcaster.



GREENING OUR STORY



OUR TARGETS  
BY 2026



FLEET

50%

fuel efficient or  
alternative energy

Of these, minimum

20%

being alternative energy  
(electric or hybrid)



CARBON EMISSIONS

Reduce by

25%

Establish our carbon  
footprint using  
Greenhouse Gas Protocol  
by 2022



ENERGY

Reduce by

15%



WATER

Reduce by

10%



WASTE AND RECYCLING

0 waste  
goals

75% diversion  
rate

No single use plastic  
by 2022



TRAVEL

Reduce by

25%

Responsible travel policies



IN-HOUSE  
PRODUCTIONS

100%

using the carbon calculator

25%

of these, albert certified

INDEPENDENT  
PRODUCTIONS

50%

using the carbon calculator



PROCUREMENT

Responsible procurement  
policies

25%

of the Request for Proposal  
(RFP) solicitations will contain  
sustainability criteria





# PRODUCING SUSTAINABLY

## **3, 2, 1, action!**

We will produce and license content without doing harm and advance sustainable production in Canada.



## PRODUCING SUSTAINABLY

### PROUD TO PLAY OUR PART

**In-house productions will calculate their carbon footprint**, actively use environmental tools and best practices, engage in improved sustainable production workflows, set zero-waste goals, and seek opportunities for continual improvement.

### SPREADING THE MESSAGE

**We will engage with external productions and independent producers** who develop content for us and share best practices in alignment with our environmental goals.

### GREEN WORK TAKES TEAMWORK

**We will lead and collaborate with industry partners and associations** to support our environmental objectives and advance sustainable production practices in the Canadian media industry.







# A LIGHT FOOTPRINT

We commit to enabling low-carbon, efficient work environments across our activities, operations and decision-making, reducing our travel, consuming as few resources as possible and minimizing waste.





## A LIGHT FOOTPRINT

### FUEL AND ENERGY

#### THE GREATEST AT GREEN

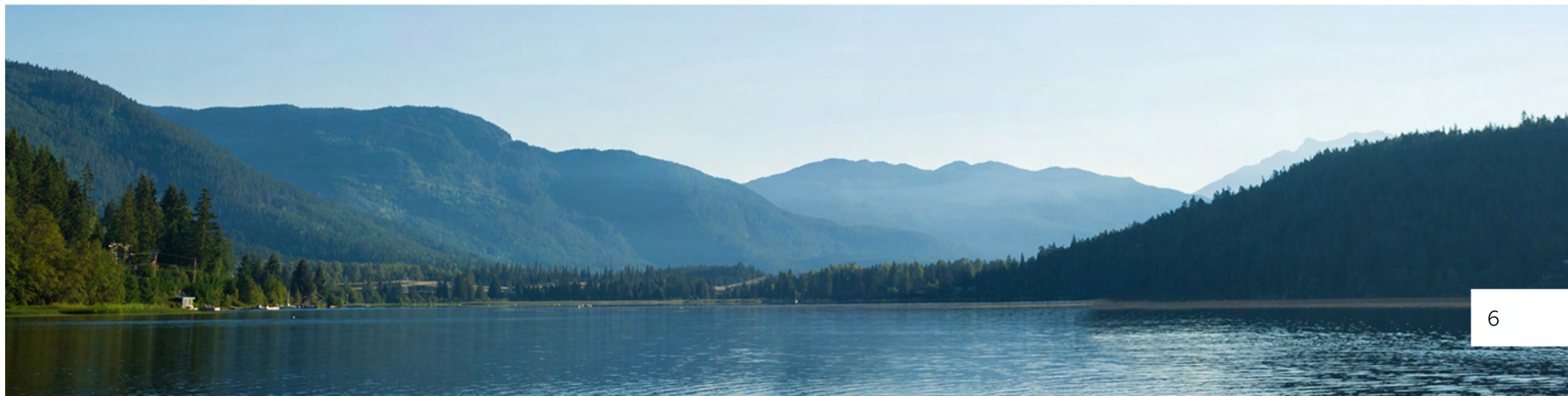
**We will become an environmental leader in the Canadian broadcasting industry.** By 2022, we will establish a 10-year timeline to reduce our energy consumption and carbon emissions in alignment with **science-based targets**.

#### FOR THE LOVE OF LESS

**We will reduce emissions and energy use** by adopting a carbon budget and implementing annual interim goals for areas such as production, fleet management, travel, technology and infrastructure.

#### LOW RISK, LOTS OF REWARDS

**We will assess the climate crisis exposure risk** of CBC/Radio-Canada's owned, leased and managed facilities and assets. We will implement a response plan to ensure risks are mitigated.





## A LIGHT FOOTPRINT

### MATERIAL USE AND WASTE

#### SHOPPING SUSTAINABLY

**We will source responsibly** by procuring materials with a lighter carbon footprint. We will track our procurement and use of materials throughout the Corporation and pursue meaningful targets to reduce consumption.

#### TOWARDS ZERO WASTE

**We will continue to reduce our landfill waste** by adopting circular approaches to our material consumption. We will reuse materials, set a framework for zero waste, as well as aggressive recycling and composting programs by fiscal year 2023.

#### MAKING THE MOST OF MATERIALS


**We will ensure a safe and responsible end of life** for materials we have used and favour a circular product lifecycle. We will audit our chemicals, electronics and other hazardous waste disposal processes by 2022 and set targets for reductions.

#### TRACKING OUR IMPACT

**We will assess downstream vendors** to ensure they meet our targets for reduction.







# SCRIPTING A NEW PATH

We will accelerate positive impact through collective action by enabling our employees and partners to be agents of change. We will do this by embedding environmental sustainability as a key value through which our work is carried out, informing and training our employees, and engaging our partners to implement the required changes.



## SCRIPTING A NEW PATH

### INTERNAL PROCESSES

#### TOTAL TRANSPARENCY

**We will establish our baseline** by adapting and expanding our annual **Environmental Performance Report** in alignment with globally used tools to produce a comprehensive picture of our current carbon emissions and energy use.

#### ALL IN ON THE ENVIRONMENT

**In 2021, our new corporate Environmental Sustainability Policy will provide direction and guidance to employees.** We will revise all corporate policies to promote mutually supporting documents and processes for anticipated environmental outcomes.

#### IT'S OUR JOB TO HELP THE PLANET

**We will adopt our corporate sustainability mission, vision and values** throughout relevant internal and/or external documents, including the *Environmental Sustainability Policy*.

#### GREEN ACROSS THE BOARD

**We will embed environmental roles and responsibilities** across all departments and business divisions, including at the Executive level, by 2022, keeping us accountable and in line with our corporate values of integrity and relevance.





## SCRIPTING A NEW PATH

### WORKING WITH OTHERS

#### LEADING BY EXAMPLE

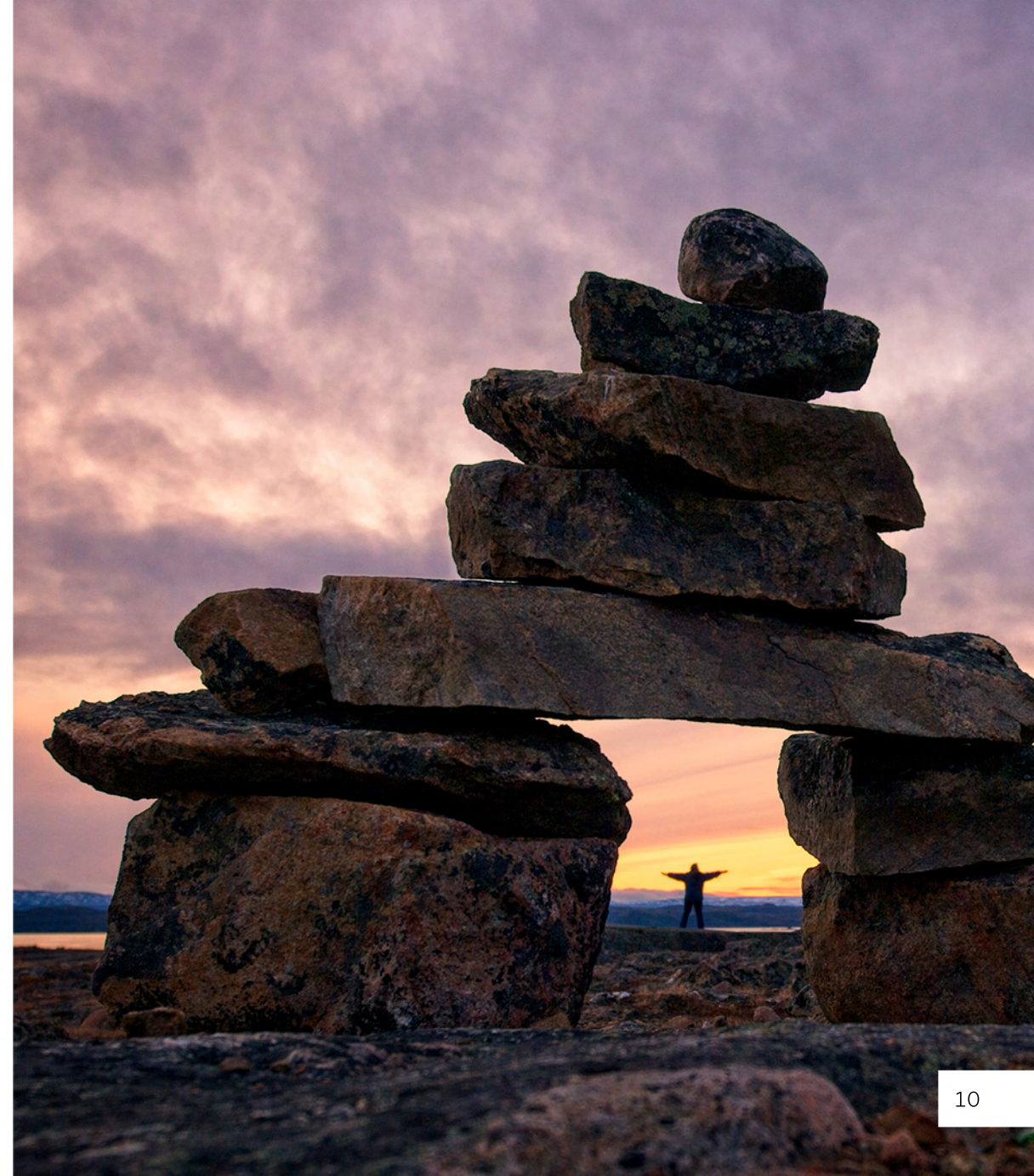
**We will review and update procurement practices to enhance opportunities and selection** of vendors who have implemented environmental policies and practices. We will encourage the requirement that vendors implement environmental policies and practices.

#### IMPACT WHERE IT MATTERS

**We will establish procurement criteria** to factor sustainable sources and favour the prioritization of products that have an optimum environmental impact, where applicable.

#### SEIZING EVERY OPPORTUNITY

**We will amplify solutions and leverage opportunities for change** by implementing a phased External Stakeholder Engagement Plan by 2022.





## SCRIPTING A NEW PATH

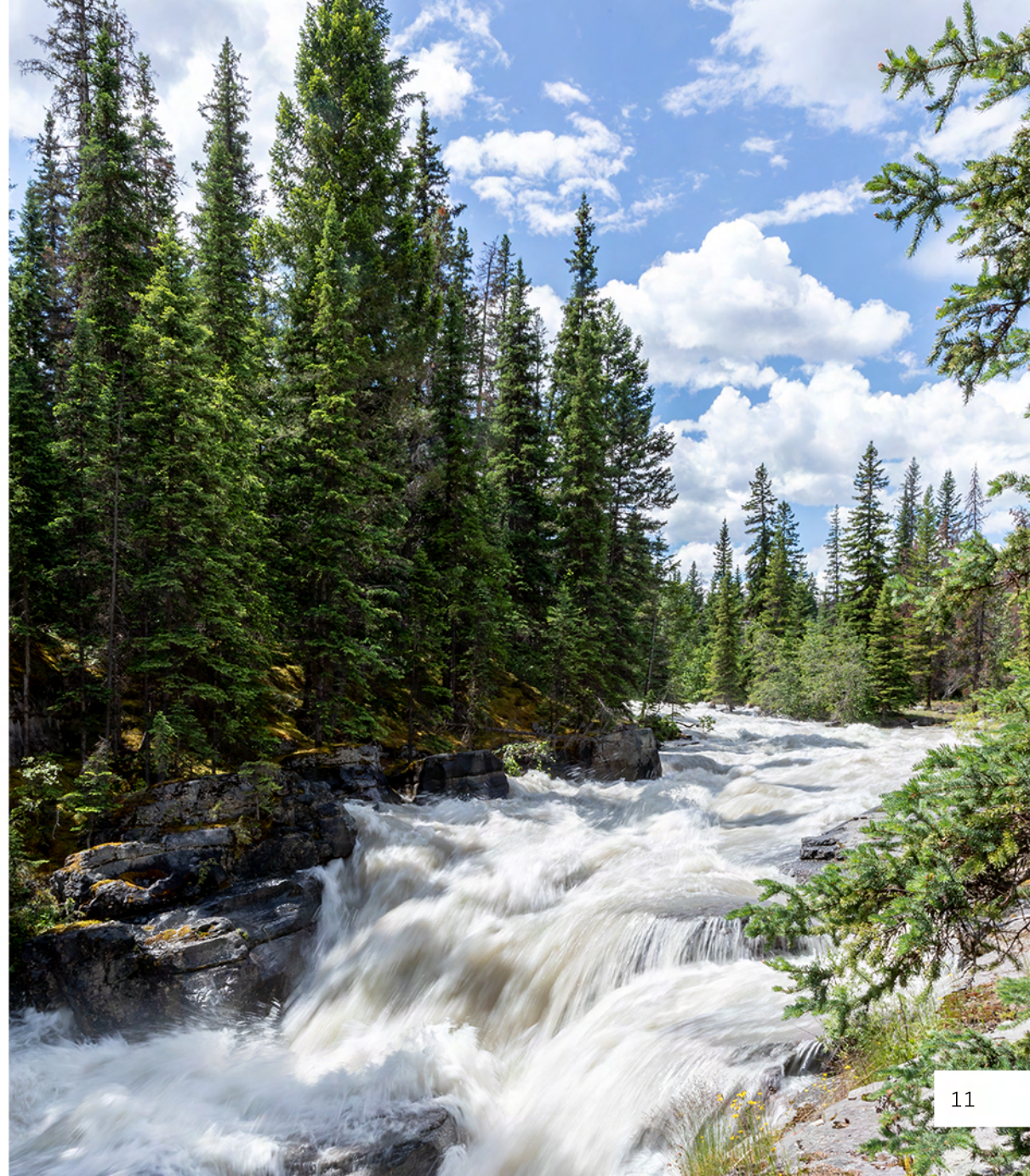
### COMMUNICATING AND TRAINING

#### LEARNING BY DOING

**Employees will be provided with education and training opportunities that support sustainable outcomes.** This will enable our employees to be inspired, informed and act creatively and responsibly in implementing this strategy.

#### GROWING GREENER TOGETHER

**We will implement a comprehensive cross-functional communications plan.** By 2022, 100% of employees will know about CBC/Radio-Canada's Greening our Story Strategy and environmental corporate values, as well as relevant supporting corporate policies and where they can find them.





A lighthouse with a red lantern room sits on a rugged, dark rock island. The ocean is turbulent, with white foam from crashing waves visible. The sky is overcast.

# SHAPING OUR NARRATIVE

We will demonstrate leadership and partner with industry stakeholders to amplify solutions by promoting the responsible development of Canadian content, enabling audiences to understand our role and contribution to sustainability, and continuing to showcase our contribution within the communities we serve.



## SHAPING OUR NARRATIVE

### SHARING OUR STORY

#### FOLLOW THE JOURNEY

**We will share our environmental footprint journey.**

In alignment with our values of integrity, relevance and inclusiveness, we will regularly share our actions and progress nationally, regionally and locally.

#### CONNECTING WITH CANADIANS

**We will reflect contemporary Canada** by informing Canadians about climate change, related environmental stories and its relevance to their lives.

#### ENGAGING COMMUNITIES FROM COAST TO COAST

**We will continue to strengthen and prioritize our local connections in the communities in which we operate.** We will contribute to local biodiversity enhancement efforts and encourage pathways for engagement through local programs.





## SHAPING OUR NARRATIVE

## STAYING ACCOUNTABLE

### REPORTING THE STORY AS IT UNFOLDS

**We will track key metrics** to develop a CBC/Radio-Canada Environmental Sustainability Report by 2021 in alignment with best practices and publish reports annually to track our progress.

### DOING OUR DUTY

**We will continue to track and report compliance** with national, regional and local environmental laws and regulations in all jurisdictions of operations.





## GREENING OUR STORY

### OUR CONNECTION TO THE UN SUSTAINABLE DEVELOPMENT GOALS

Our Strategy is aligned with the United Nations Sustainable Development Goals. These goals represent an action plan for the planet and society to achieve a better and more sustainable future for all. For more information, check out: [sdgs.un.org/goals](https://sdgs.un.org/goals).

#### PRODUCING SUSTAINABLY



#### A LIGHT FOOTPRINT



#### SCRIPTING A NEW PATH



#### SHAPING OUR NARRATIVE







# GREENING

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## OUR STORY

This strategy was created by CBC/Radio-Canada's Sustainability Committee, with members from across all components of the Corporation, in collaboration with **Green Spark Group**, a sustainable film, television, and commercial production consulting firm.