



# GREENING

## 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.

### OUR TARGETS BY 2026



#### 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 goal  
75% diversion rate

No single use plastic in 2022



#### IN-HOUSE PRODUCTIONS

# 100%

using the carbon calculator

# 25%

of these, albert certified

#### INDEPENDENT PRODUCTIONS

# 50%

using the carbon calculator



#### TRAVEL

Reduce by

# 25%

Responsible travel policies



#### PROCUREMENT

Responsible procurement policies

# 25%

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



#### FLEET

# 50%

fuel efficient or alternative energy

Of these, minimum

# 20%

being alternative energy (electric or hybrid)

## FOUR STRATEGIC PILLARS



### 1 Producing Sustainably

- Produce and license content without doing harm.
- Advance sustainable production in Canada.



### 2 A Light Footprint

- Enable low-carbon, efficient work environments across our activities.
- Reduce our travel, consume as few resources as possible and minimize waste.



### 3 Scripting a New Path

- Embed environmental sustainability as a key value through which our work is carried out.
- Enable our employees and partners to be agents of change.
- Inform and train employees and engage partners to implement change.



### 4 Shaping Our Narrative

- Demonstrate leadership and partner with industry stakeholders.
- Promote the responsible development of Canadian content.
- Enable audiences to understand our role and contribution to sustainability.
- Showcase our contribution within the communities we serve.

“**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.”

**Catherine Tait**, President and CEO, CBC/Radio-Canada