

Greening Our Story
2026-2031
Environmental
Plan
Together for Tomorrow





Message from the President and CEO

As a public service media organization, CBC/Radio-Canada has a responsibility to build an environmentally sustainable public broadcaster that Canadians can be proud of. *Greening Our Story: Together for Tomorrow*, our 2026–2031 environmental plan, builds on the foundations and progress of our previous plan.

This new five-year plan focuses on three key workstreams: (1) *Our production*, which aims to create content sustainably; (2) *Our footprint*, which prioritizes low-carbon and energy-efficient solutions in our day-to-day operations; and (3) *Our engagement*, which focuses on sharing knowledge with industry partners to amplify sustainable practices.

To measure our progress, we have set two greenhouse gas emissions targets for 2035: (1) Reducing emissions directly produced by our owned assets by 50%; and (2) Reducing our indirect emissions from other sources by 40%. These targets are designed to keep us on track toward our commitment to reach net zero by 2050.

Sustainability is a long term endeavour. This plan serves as our road map as we work together to build a greener future for all Canadians.

Marie-Philippe Bouchard

President and CEO

CBC/Radio-Canada



Greening Our Story: Together for Tomorrow

Underlying principle: *“to embed environmentally sustainable thinking in all we do”.*

Workstream 1: Our Production



A reporter and camera crew filming an outdoor broadcast on a snow-covered street.

We will connect climate to our production behaviours, actions and content, as we continue to advance sustainable production in Canada.

1. **Collaboration is key**

We will innovate and collaborate, creating and licensing content in alignment with established sustainable production principles. We will examine opportunities to rethink transport needs, focus on the circular economy and work with our production partners and suppliers with a shared vision of reducing our carbon footprint.

2. **Content informed by science**

We will provide content informed by science. We will engage with audiences to share the impacts of climate on their daily lives and equip them with the tools needed to distinguish fact from fiction.

3. **Connecting with communities**

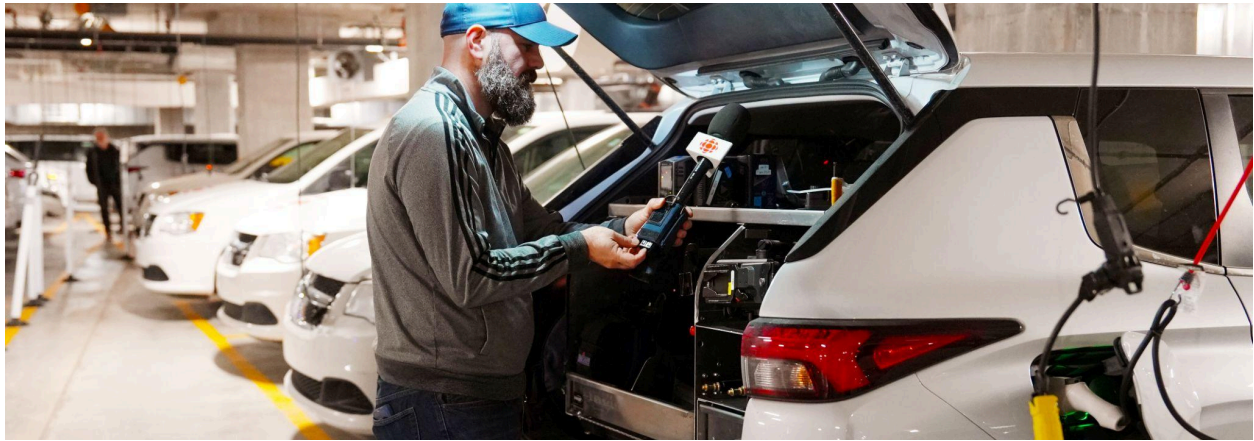
We will continue to create spaces to promote climate solutions. We will highlight localized content that features the unique climate challenges and opportunities in each community.

4. **Canadian culture includes our natural environment**

We will respect the environment and examine our impact on biodiversity during production-related activities, encouraging pathways for minimizing our potential impact.



Workstream 2: Our Footprint



Radio-Canada employee inserting rechargeable batteries into their microphone.

We will continue to prioritize low-carbon and energy-efficient solutions across our activities, operations and decision-making, as we aim to reduce our footprint.

1. Aiming for Net Zero by 2050

We will reduce greenhouse gas emissions by 50% for direct operations (Scopes 1 and 2) and 40% for indirect operations (Scope 3) by 2035¹.

2. Assessing opportunities and risk

We will assess, quantify and mitigate the climate-related risks and opportunities associated with CBC/Radio-Canada's owned and leased facilities and assets in alignment with the recognized and established international frameworks.

3. Zero waste framework

We commit to following a zero waste framework. We will continue to implement a framework of circularity, minimizing the production of waste and focusing on opportunities to refuse, reduce, reuse, repair, refurbish or recycle. We will also ensure a safe and responsible end of life for materials we have used.

4. Buying responsibly

We will buy responsibly by selecting products and services that minimize environmental impact, where possible. We seek to procure with a lighter carbon footprint and to collaborate with suppliers committed to improving their actions towards sustainability. We will continue to apply sustainability criteria in our supply chain, evaluating suppliers, products and services.

5. Innovating responsibly

We strive to strike the balance between innovation and accountability, ensuring that

¹ compared to the 2019 baseline



sustainability is considered as services become more digitally agile. We will evolve with the technology available in a way that is in step with changing industry standards while keeping our values at the heart of our decisions.

6. Measuring emissions from digital services we offer

We will assess opportunities to measure our digital streaming footprint and advertising impact. We will evaluate and, where possible, implement solutions to reduce our consumption and improve efficiency.

Workstream 3: Our Engagement



Employee riding an e-bike next to the Toronto Broadcast Centre.

We will demonstrate leadership and accelerate positive impact through collective action, enabling employees and partners to be agents of change.

1. Leading sustainability in Canada and globally

Building on our public service mission to inform, enlighten and entertain, we will support sustainable production practices and operational workflows in the Canadian media ecosystem, engaging with media groups and industry associations in Canada and world-wide. We will share our knowledge and learnings to leverage resources to support industry research, joint initiatives and information exchange.

2. Amplify sustainable solutions

We will enable audiences to understand our role and contribution to sustainability. We will continue to demonstrate our efforts within the communities we serve.

3. Adapting to a sustainable culture

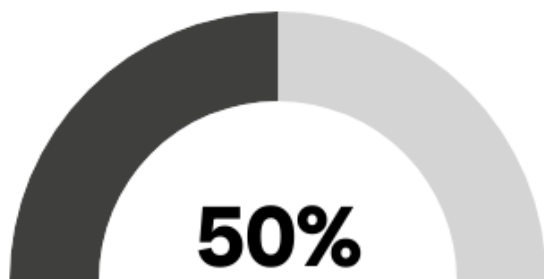
We will foster a culture of environmental awareness and action. We will continue to enable internal processes to streamline sustainability concepts in our design, planning and operations.



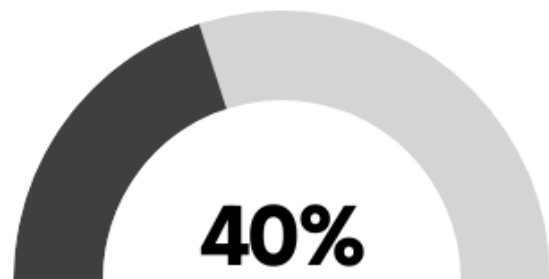
4. Transparency and accountability

We will be accountable for our emissions and continue to use internationally-recognized frameworks for tracking and reporting our organization's carbon footprint, including biodiversity initiatives, in alignment with legislative requirements and best practices.

Targets by 2035



reduction of Scope 1 and 2 GHG
emissions by 2035²



reduction of Scope 3 GHG
emissions by 2035³

Important note: There are key external factors that may negatively impact the future of the plan, including

- Data quality
- Supplier dependency
- Government policy
- Cost pressure
- Industry collaboration
- Technology dependency

CBC/Radio-Canada commits to reviewing the reduction targets every 5 years to validate and adjust as needed.

² Compared to the 2019 baseline.

³ Compared to the 2019 baseline.