



PRESS RELEASE

For immediate release

**Quebecor and the QFTC launch *Rolling Green*,
an action plan for environmentally responsible audiovisual production in Québec
Mayor of Montréal underscores the initiative during trade mission to Los Angeles**

Montréal, November 15, 2018 — To enhance the excellence of Québec’s audiovisual production industry, Quebecor, via its subsidiaries MELS and TVA, along with the Quebec Film and Television Council (QFTC), in conjunction with the Conseil québécois des événements environnementally responsible (CQEER), today launched [*Rolling Green, an action plan*](#) to accelerate the shift towards environmentally responsible audiovisual production in Québec. The unifying project has the support of all major industry players and will reinforce Québec’s positioning in international markets. Montréal Mayor Valérie Plante, currently in Los Angeles to promote Montréal’s movie industry, took the opportunity to inform American producers of the creation of *Rolling Green*.

The audiovisual production industry has a significant environmental impact, including the effects of soundstage operations, energy consumption, greenhouse gas emissions and waste. The environmental action plan will reduce the Québec film and television industry’s environmental footprint and make it a leader in green audiovisual production, joining the ranks of major studios in Western Canada, the U.S., France and Australia.

“Our industry will be able to meet the growing local demand for environmentally responsible productions and stand out internationally, as sustainability is becoming an important criterion for foreign producers when choosing locations,” says Pierre Moreau, CEO of the QFTC. “This competitive edge will complement our industry’s many internationally recognized advantages, such as our highly qualified labour force, our wide-ranging expertise, our facilities and the favourable economics of filming in Québec.”

“As a major player in film and television production, through MELS and TVA, we are proud to launch *Rolling Green*, a project that will reduce our environmental footprint, motivate our employees and attract more foreign productions to our film stages,” says Pierre Karl Péladeau, President and CEO of Quebecor. “I am confident that, with the participation of all industry players, we will have a positive economic, environmental and social impact.”

“I’m very proud to see that Montréal’s film and television industry is so dynamic and proactive,” commented Montréal Mayor Valérie Plante. “The entire industry’s active support for the *Rolling Green* project launched by Quebecor and the QFTC will help position Montréal as a centre of environmentally responsible audiovisual production, which aligns with our commitment to make Montréal a green city driven by sustainable development. I fully support this exemplary initiative!”

The major industry players supporting *Rolling Green* include the Alliance québécoise des techniciens et techniciennes de l'image et du son (AQTIS), the Association québécoise de la production médiatique (AQPM), the Directors Guild of Canada (DGC) Québec, IATSE 514 and IATSE 667, and the Institut national de l'image et du son (INIS).

Transforming practices through green initiatives

The project's purpose is to promote the adoption of environmentally responsible practices in all aspects of audiovisual production in Québec, starting in 2019.

Action priorities

- **Equip** the industry by developing resources, including a complete guide, to support environmentally responsible practices for productions filmed in Québec
- **Engage** the players in Québec's audiovisual industry by creating an advisory committee tasked with promoting environmental responsibility
- **Educate** industry players by providing training and workshops
- **Communicate** through, among other things, a microsite that brings together all *Rolling Green* resources, information and activities.

Primary areas of involvement

- Transportation of goods and personnel
- Catering
- Set design and reclamation
- Energy and natural resource use
- Waste management

About the QFTC

The Quebec Film and Television Council (QFTC) is a non-profit organization that contributes to the development and competitiveness of Québec as a world-class multi-screen production centre. As an economic development agency, its mission is to generate investment in Québec by relying on competitive tax incentive programs, the expertise of industry members, architectural diversity, the quality of infrastructure and the industry's ability to export its products to foreign markets.

Information: www.qftc.ca

About Quebecor

Quebecor, a Canadian leader in telecommunications, entertainment, news media and culture, is one of the best-performing integrated communications companies in the industry. Driven by their determination to deliver the best possible customer experience, all of Quebecor's subsidiaries and brands are differentiated by their high-quality, multiplatform, convergent products and services.

Québec-based Quebecor (TSX: QBR.A, QBR.B) employs more than 10,000 people in Canada.

A family business founded in 1950, Quebecor is strongly committed to the community. Every year, it actively supports more than 400 organizations in the vital fields of culture, health, education, the environment and entrepreneurship.

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