

Tr Activity	🕒 Start time	🕒 End time	Speakers	Organization	Tr Notes
BREAKFAST RECEPTION	9:00 am	9:15 am			Rockets Bakery Continental Breakfast
Welcome Remarks	9:20 am	9:45 am	Jennifer Dempsey Gary Thompson Davida Smith	PictureNL – host CNA CNA	Welcoming remarks from PictureNL & CNA
Econext Presentation: What We Learned	9:50 am	10:20 am	Colin Heffernan Audrey Parnell	Econext	Econext shares insights, challenges, and successes in implementing sustainable practices on local film and television productions
Driving Sustainability in Entertainment: A Case Study with Alex Jordan, SVP of Muse Entertainment	10:25 am	11:05 am	Alex Jordan Rob Blackie	SVP, Muse Entertainment/ Producing for the Planet	Alex Jordan, SVP of Muse Entertainment, leads a compelling case study on the innovative sustainable practices reshaping the entertainment industry, highlighting his productions' commitment to environmental responsibility and eco-friendly methods
Panel: Financing the Future	11:10 am	11:50 am	Chris House Jeff Lawlor Patrick Foran Audrey Parnell	Take Charge Business Navigator Business Growth Program EcoNext	Green tech funding for film and Television
LUNCH	12:00 pm	1:00 pm			Wedgewood catering
Panel: Powering Production Presented by Sunbelt	1:05 pm	1:45 pm	Mike Harwood Mike Clark	Sunbelt Production	The practical Uses of Battery Equipment in Film & Television

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Focus Group: Think Tank	1:50 pm	2:50 pm	Chris Bonnell Lisa Porter Andrew Jerrett Mike Clarke Mike Harwood Thomas Kelly EcoNext (Moderator)	CNA Pope Productions Transport Captin Genny Op Sunbelt ASCO EcoNext	As part of Sustainable Production Day, PictureNL is hosting a dynamic think tank-style panel where industry professionals come together to tackle sustainability challenges in film and television. This collaborative discussion will focus on practical solutions to key problem areas, such as energy consumption, waste management, and material sourcing. Panelists will explore innovative approaches and discuss the latest gear available and how these technologies can help create greener productions. By sharing insights and strategies, this think tank aims to drive meaningful change toward a more sustainable screen industry.
DGC Workshop: Tools Calculator	1:50 pm	2:30 pm	Marwa Siam-Abdou	DGC	The Directors Guild of Canada (DGC) offers sustainability tools to assist film and television productions in reducing their environmental impact: