

## **Brief Summary - Animation Production Sustainability Case Study**

CMPA-BC, with support from Telefilm Canada, commissioned Earth Angel to conduct a case study on the environmental impact of animation production, the first of its kind in Canada. With the global industry using ever more animation, VR, AI, virtual production, etc., and so little data previously available, this research report will be fundamental to curbing the industry's carbon footprint. The learnings will support action toward emissions reductions on our collective path toward zero.

The parties came together to identify a major BC-based Canadian animation production company generously willing to open their studio, processes, and books to facilitate an estimated carbon emission footprint and suggested next steps.

Over 2023, waste and energy data were compiled and coupled with commodity prices and emissions factors to develop the participating studio's inaugural carbon footprint profile. Data was collected through on-site visits and in close collaboration with the executive team over the study period.

The estimated carbon footprint was approximately **403 metric tonnes emitted in 2022**, the study year selected for review. (403 metric tonnes is equivalent to the annual electricity use of 269 homes or the burning of almost 17,000 propane cylinders for home barbeques.)

The main areas of impact were identified to include **remote work activity, air travel, and the data centre.**

- **65% of the footprint is derived from remote work** - now making up over 90% of the studios' workforce - largely due to the use of natural gas for heating residential office space (BC). This is an interesting and pertinent industry finding, given the migration of the workforce to remote or hybrid as a result of the pandemic, and particularly applicable to the animation business. This suggests that, for companies with a large remote workforce, initiatives focused on addressing residential energy efficiency are of value to explore.
- **20% of the footprint was from air travel**, which indicates that reducing air travel overall and shifting to economy flights offer the potential to significantly address this emissions stream.
- **Roughly 10% of the emissions stem from the data centre.** Although carbon emission estimates for the data centre are still relatively rudimentary, the current data centre still has a material impact on overall facility emissions, which suggests that this remains a key area of ongoing impact for the animation industry.

We note that this carbon footprint is specific to the one studio reviewed in this case study, and thus it is most relevant to animation studios sharing similar characteristics, such as size of workforce, operating procedures, and geographic location. This estimate also does not include the emissions from the manufacture and distribution of animation equipment, nor the downstream impacts like distribution, merchandising, and streaming, which can be quite significant.

Further sector-based work in this area will benefit from extending the environmental impact evaluation to additional animation studio types, sizes, locations, practices, and numerous project variables. This would help inform a deeper understanding of the environmental impact of this sector in Canada, as well as opportunities to help mitigate such impacts for long-term sustainability.

View the full report [here](#).