

ANNUAL REPORT

Paper Heart Films, 2023



Overview

We believe that our films and the way we do business should have a positive impact on the environment and on our community. That's why each year we take the time to reflect on what we've achieved, to measure our impact, and to set goals to increase that impact in the years to come.

We're a small business and we're trying to be realistic about what we can achieve. We aspire to make change that aligns with our values and to reflect the world we want to see both in our films and in our business practices. There's a long way to go, but we're trying to take things one step at a time.

In this report, you'll find information about what we accomplished in 2023, where we donated to, what we offset and how, and what we hope to achieve in the year to come.



GETTING TO
THE HEART
OF YOUR
STORY



Achievements in 2023

Every year we try to move the dial a little bit more. We want our actions as a business to represent the world we want to see and to resonate with the clients we want to work with.

This past year, we're proud that we:

- 1. Won a Community Leadership Award**
We were extremely honoured to receive the Community Leadership Award at the Ecostar Awards. This was a massive achievement for us, and we're still in shock.
- 2. Launched Sustainably Wed S2**
We released another six-episodes in our docu-series on sustainability in the wedding industry, produced with support from Telus Storyhive. This time, we had round table discussions with experts from outside the wedding industry.
- 3. Continued our client carbon offsetting program**
We had two couples take us up on our offer of an extra hour of wedding day coverage if they offset the carbon footprint of their wedding day. Both couples worked hard to decrease their wedding footprints, and they offset a total of 15 tonnes of carbon!
- 4. Received a Green certification from BC Green Business**
This was our second year receiving certification, reaching their highest "Green" standing as well as the "Ocean Friendly Business" certification.
- 5. Took time off!**
One of our goals for 2023 was to take time off, and we did! We took three weeks off in the spring, and generally had a better work life balance throughout the year. We think it shows in our work!
- 6. Supported local non-profits**
We offer a non-profit discount and were able to work with some great organizations, as well as donating time for our Sustainably Wed series. This totaled approximately \$5000 of donated services this year.
- 7. Won an Industry Achievement Award**
While we chose not to participate in the VI Wedding Awards this year, we were so honoured that our peers awarded us an Industry Achievement award!
- 8. Worked with 26 clients**
We filmed 17 weddings and worked with 8 businesses/non-profits, creating well over 192 separate films. We were so grateful for such fulfilling work (and a bit tired) - thank you to our amazing clients!
- 9. Featured in the NY Times**
We were interviewed for and featured in the NY Times for an article on sustainable weddings!

GETTING TO THE HEART

EST. 2011

PAPER HEART FILMS

VICTORIA, BC

OF YOUR STORY



1% of our profits



This year we donated 1% of our profits (before paying ourselves) to causes that we care about. While there are a thousand organizations out there that we're passionate about, these are the organizations we chose to support this year:

Special Bird Service

A syndicate of outdoor, educational advocacy and community-building initiatives focused on making nature more accessible for the global majority through birding.

<https://www.specialbirdservice.com/>

Reciprocity Trust

The role of Reciprocity Trust is to establish and provide administrative and communications support for regional, Indigenous-led Reciprocity Trusts.

<https://reciprocitytrusts.ca/>

Community Food Support Initiative

Makes food free and accessible to those who need it. This is a community response premised on mutual aid rather than charity.

<https://communityfoodsupport.wordpress.com/>

Supply Victoria

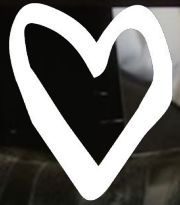
SUPPLY is a non-profit that redistributes used art, office, & school supplies and offers creative reuse education to youth and adults.

<https://supplyvictoria.ca/>





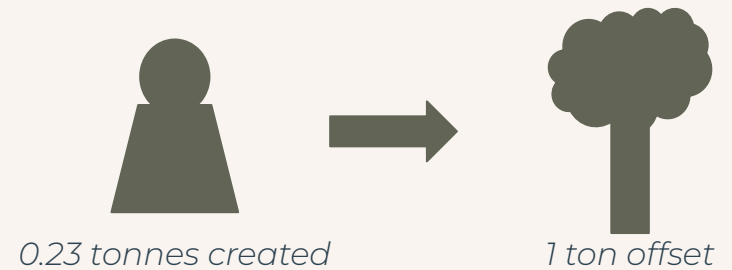
DOCUMENTARY-STYLE
VIDEOGRAPHY



Carbon Offsets

Carbon Footprint:

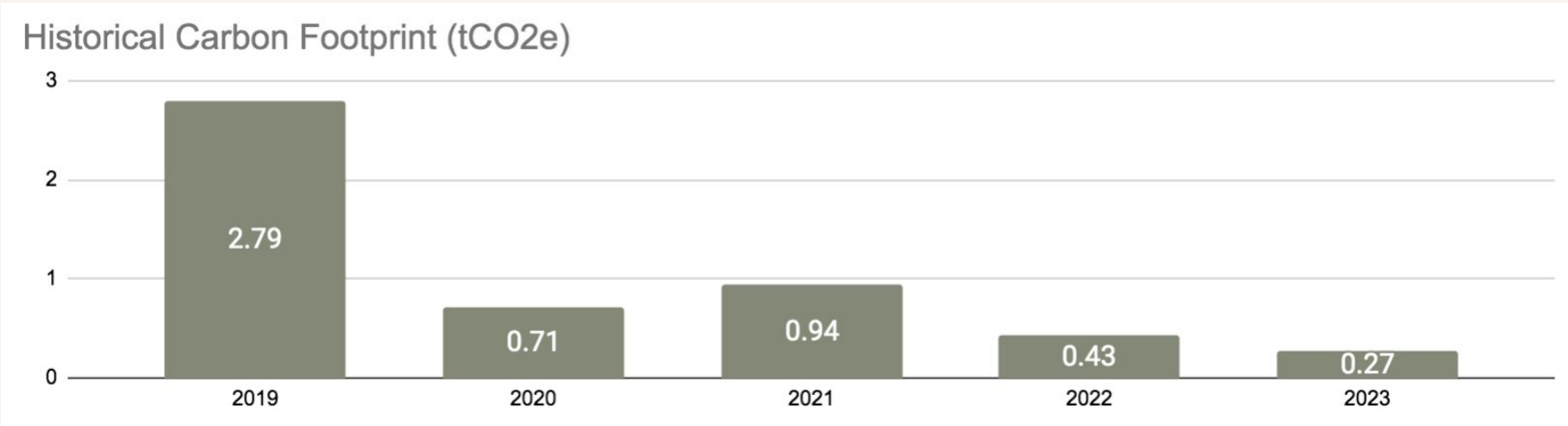
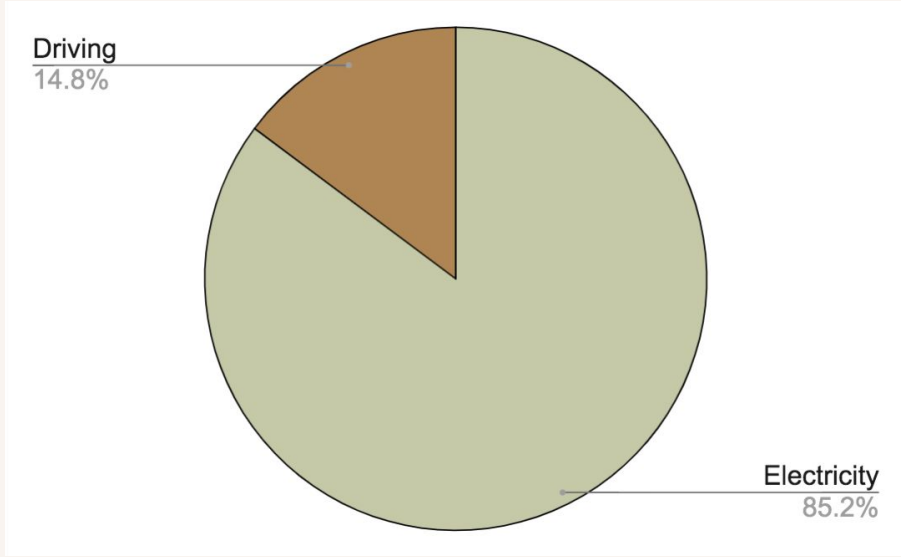
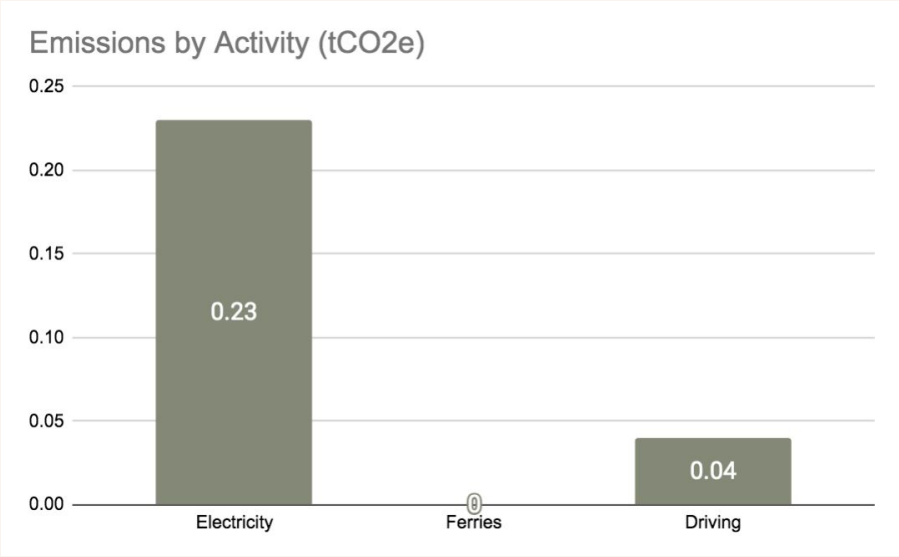
We've calculated our 2023 Carbon Footprint to be: **0.23 tonnes**. We calculated this by measuring our travel and transport and calculating the carbon emissions required to heat + power our home office. We chose to offset 1 tonne of carbon.



Carbon Offsets:

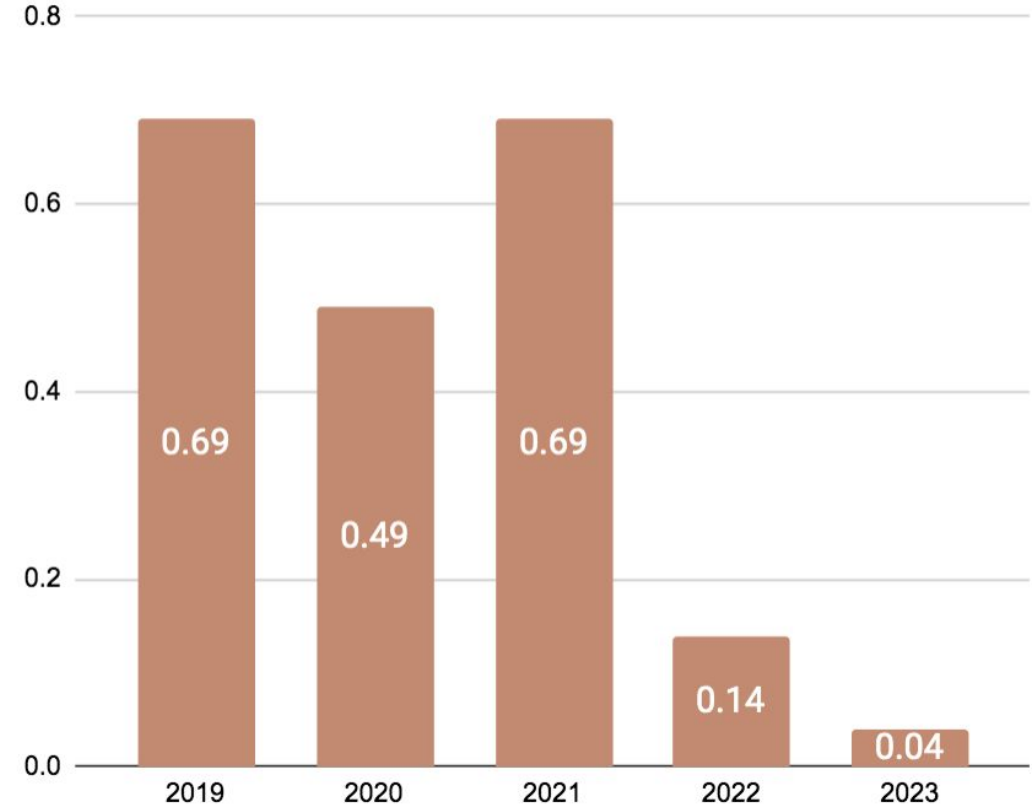
This year we decided to purchase offset through: [Ostrom](#). We chose their Gold Standard portfolio because it's an internationally-accepted standard for offsets that has been designed to support sustainable development around the world. We chose Ostrom because they were recommended by Synergy Enterprises, a wonderful local corporate sustainability management firm.

Carbon Footprint Summary



Commuting

Driving Emissions (tCO2e)

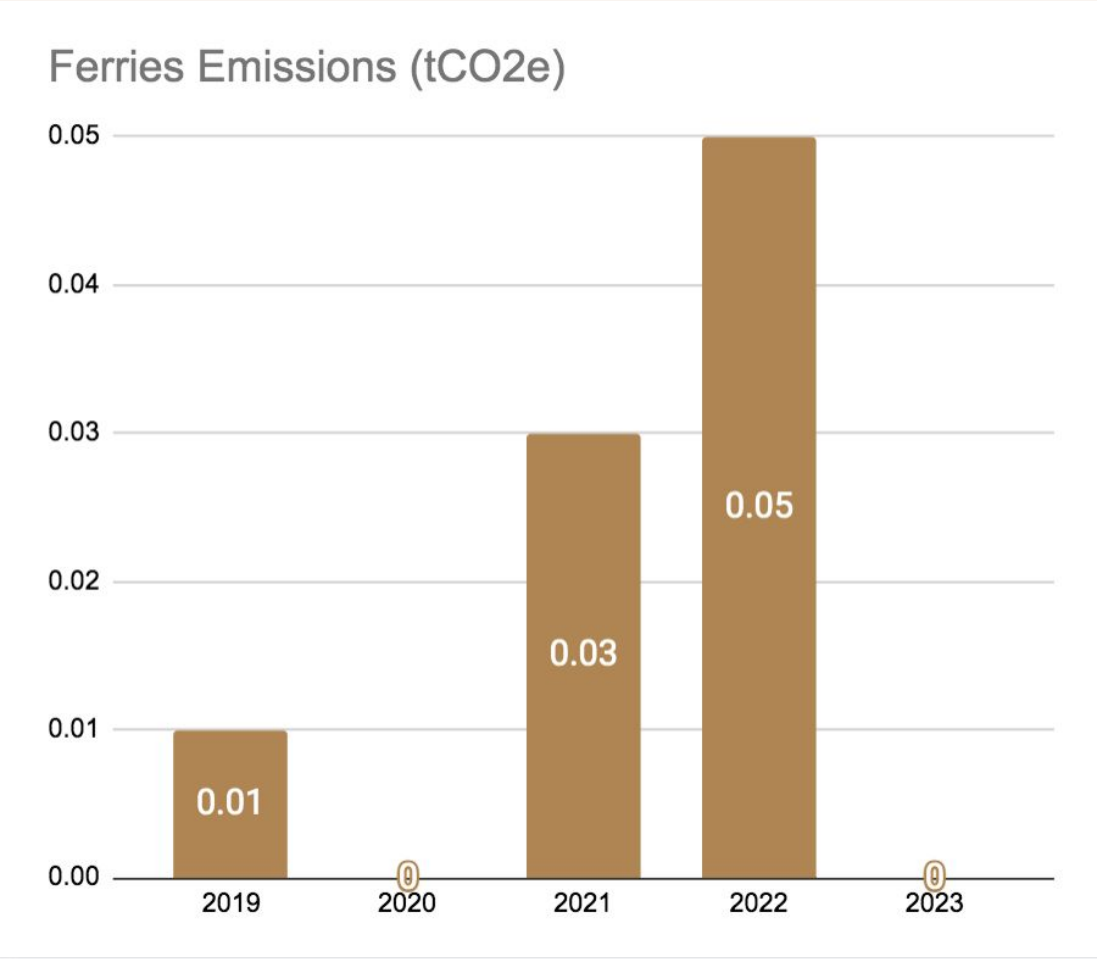


Analysis:

This was our first full year with an EV, and it's so neat to see the huge difference! We drove nearly 4000km up and down (and up and down) the island, so it was amazing to see how low our footprint was here.

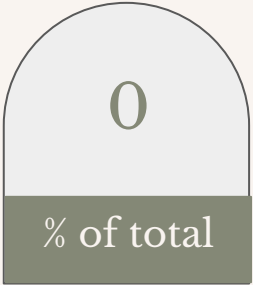


Ferries



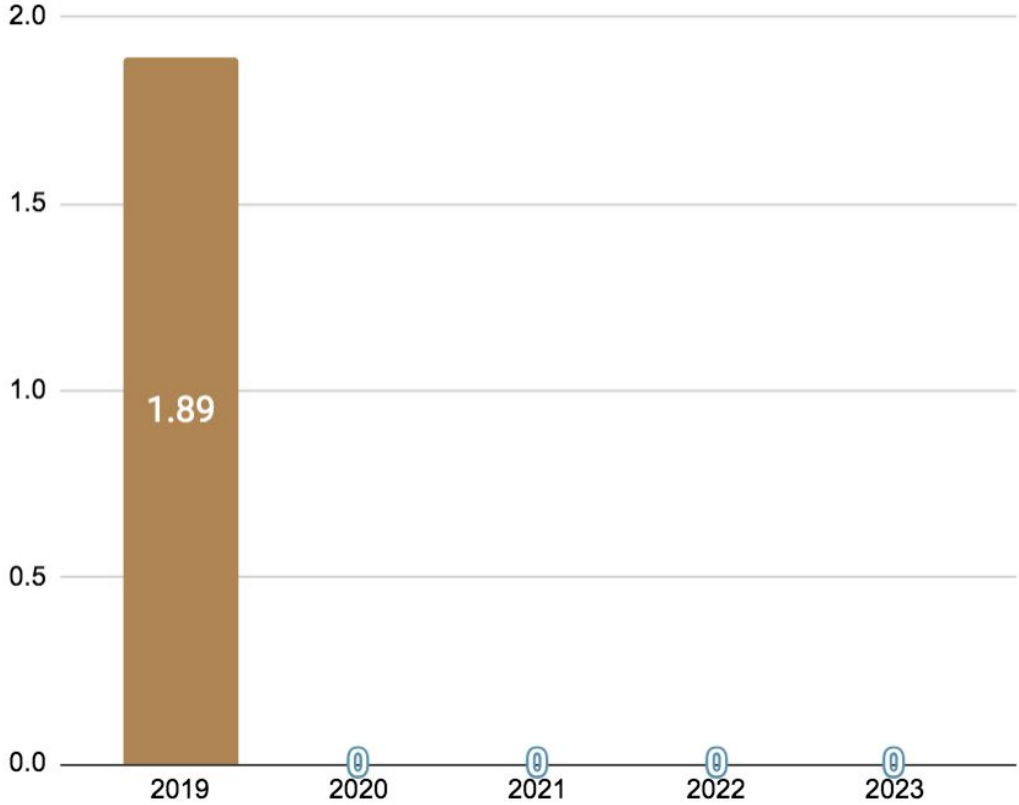
Analysis:

While our work took us all over the island this year, we only took one short very to Quadra Island, which was significantly less than 0.01 tCO2e.



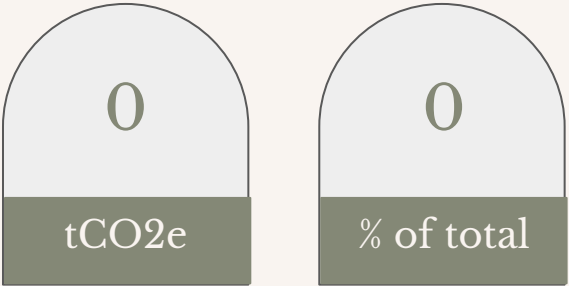
Flights

Flight Emissions (tCO2e)

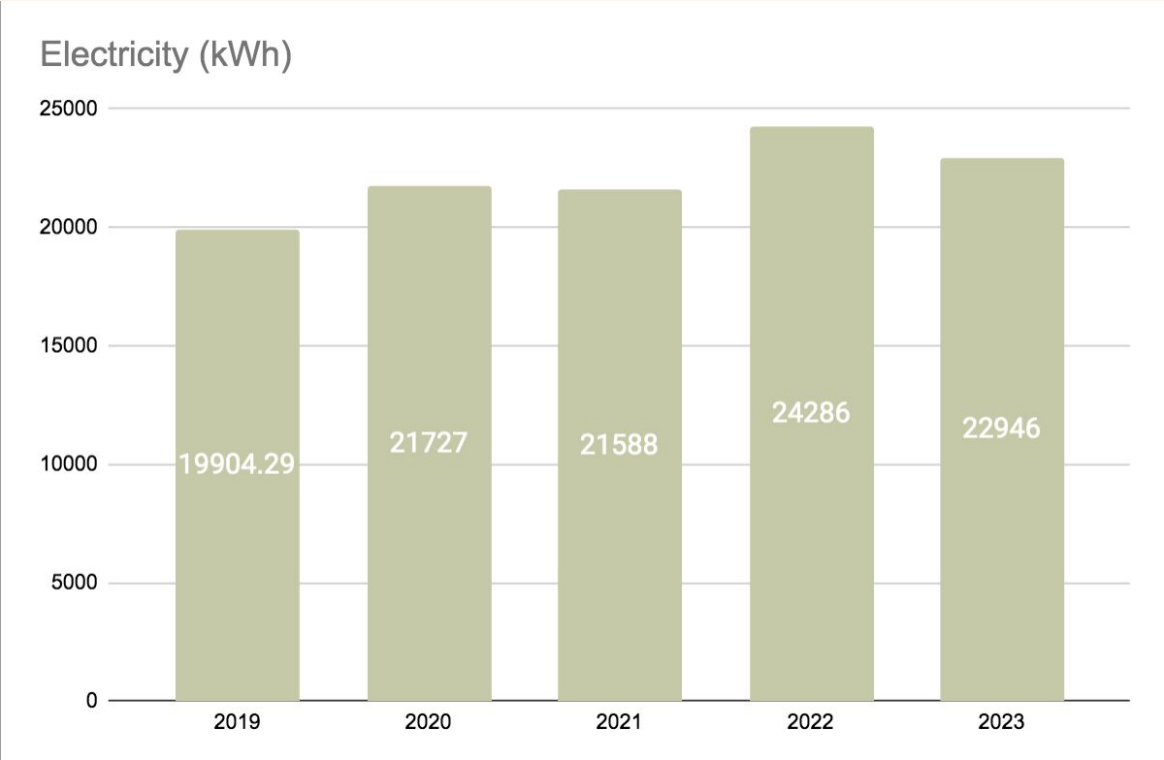


Analysis:

We had one project this year that could have required two flights, but we hired a local filmmaker to capture that footage for us instead. That being said, we did do some travelling in our personal lives this year, more than we normally would. While we don't account for our personal footprints here, we wanted to mention this fact. We'll still be offsetting our personal footprints separately!



Electricity



Analysis:

We work from a home office, and our home is powered and heated entirely by electricity. Since we don't have separate metering for our home office, we have calculated and offset the electricity consumption for the entire house, which is shared by four people (as well as two cats and a dog). This also accounts for our at-home car charging, and it's neat to see how little that impacts our footprint.

0.23
tCO2e

85.2%
% of total

Emissions References

To calculate our footprint, we used the following tools:

- Trees Canada Calculator (<https://treecanada.ca/carbon-calculator/>)
Used for calculating ferry travel and flight information because it has BC-based ferry information
- Saanich Carbon Fund Calculator
(<https://www.saanich.ca/EN/main/community/sustainable-saanich/climate-change/carbon-fund-calculator.html>)
Used for calculating our electric/hydro and electric vehicle emissions because it has specific information about electricity in BC

What's missing:

- Waste, Paper, and Water (all Scope 3 emissions)
Since we moved fully to online contracts, film delivery, and business cards, and stopped sending physical gifts to clients, we've eliminated these streams to the point where they're negligible. Other than our personal water use, we don't use any water specifically in the business, so we've left off this measurement as well. To cover any incidental usage, we've doubled our carbon offset payment.
- Certification
After extensive research, we created this report ourselves. To have this report certified would be upwards of \$1,000/year, and since our footprint is so minimal, we chose not to certify and instead put the savings towards future upgrades.



PERSONAL
PEOPLE-FOCUSED
STORY-DRIVEN
FILMS

Goals for 2024

Every year we sit down and try to think about the things we believe we can (realistically) achieve. This year, we hope to:

- **Launch some learning resources**

We've been working on a variety of learning resources this year, and we're looking forward to launching these in the new year.

- **Create next plans for Sustainably Wed**

We'll be filming our third and final season of Sustainably Wed in 2024, and we'll be looking at what form this project will take next.

- **Share our work more often**

We often get caught up in the editing and day to day so much that we don't take the time to share our films! We'll aim to share our work more on social media.

- **Increase operational efficiencies**

This one might be a bit boring to talk about, but we'll be working on incrementally increasing our efficiency, particularly when it comes to editing.

Next steps

With our goals set for 2024, we're ready to embark on a new year! We're excited to work with so many awesome clients - some of whom we've worked with before, but a lot of whom we haven't had the opportunity to create a film for yet. As we move into each of our new projects, we'll have our goals in mind, and we'll constantly be looking for ways to improve upon what we've done before.

If you have ideas or questions for us, don't hesitate to get in touch at:
info@paperheartfilms.ca

Chelsea + Bryan