Goals: Setting a Shared Intent

For The Sector

You can support these foundational ideas and transformation across B.C.'s motion picture industry through equitable practice and culture-shift within your own company, organization or business.

1 A Thriving Creative Sector is an Equitable One

The creative sector reaches its greatest potential when its culture is genuinely equitable, diverse, and inclusive. Representation across all dimensions of identity strengthens the quality, relevance, and impact of the work we make and the communities we serve.

2 Systemic Change Requires Deliberate Action

Advancing JEDDI in the creative sector means taking measurable, sustainable steps to dismantle systemic barriers and address both explicit and unconscious bias. This includes centering the experiences of Indigenous, Black, and People of Colour, People Living with Disabilities, LGBTQ2AI+ people, and Women, while recognizing the complexity of intersecting identities.

3 Data Drives Accountability

The creative sector needs stronger qualitative and quantitative data to measure progress, understand gaps, and publicly report on challenges and outcomes. Rigorous data analysis should inform ongoing systemic change and support greater workforce representation, belonging, and cultural safety across the sector.

4 Inclusive Storytelling Elevates the Entire Sector

When JEDDI is embedded in content, stories, training, and leadership, the quality of creative work improves for everyone. Audiences from all communities depend on the sector's stories to reflect their value and shape our shared culture. Inclusion is not a constraint on creativity; it is a catalyst for it.

5 Leadership Must Champion and Resource JEDDI

Advancing equity, diversity, and inclusion is a shared responsibility requiring dedicated resources and strong leadership at every level. Creative sector leaders demonstrate commitment through public endorsement, meaningful investment, and embedding JEDDI accountability into governance and organizational structures.

6 Safety, Trust, and Belonging Must Be Actively Protected

Individual safety, trust, belonging, privacy, and power dynamics must be proactively recognized and addressed across the creative sector. This work is most effective when those directly impacted are meaningfully engaged in defining the actions and shaping the solutions.

7 Collaboration and Transparency Accelerate Progress

Achieving a more equitable creative sector requires openness, shared learning, and collective action across organizations and disciplines. Transparency about both challenges and successes builds the trust necessary to drive lasting, sector-wide change.

Adapted from and informed by the Natural Sciences and Engineering Research Council of Canada's Dimensions for Research.