

A Country of Contrasts

2 Foster Our Culture of Creativity and Innovation
Empower artists and staff to continue to push boundaries.

3 Elevate Our Awareness and Esteem
Enhance public recognition of the NFB's cultural contributions.

4 Expand and Understand Our Audiences
Develop audience insights to evolve programming, increase engagement.

1 Shape the NFB for Next Generations
Enlist emerging storytellers, engage new audiences, renew our organization.

Our Four Strategic Priorities



Our Vision

A Country of Contrasts United through Stories
A future where our narratives bring us together, empower communities and enable creative expression.



Our Values

Respect
The foundation of our creativity.

Diversity
Our strength, both in our productions and our organization.

Generosity
Fuels our mission to empower colleagues and collaborators.

Integrity
Guides us in creating a legacy of authenticity and truth.

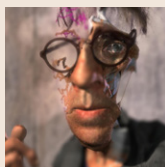
Courage and Empowerment
Drives us to push boundaries, explore new frontiers.



Our Purpose

The NFB serves a dual purpose in Canadian society.

- We promote, preserve and reflect the Canadian sense of self.
- We act as a galvanizing force for Canada's creative community.



Our Foundation

Organizational Culture
Promoting a positive workplace through equity, diversity, inclusion, accessibility and talent development.

Indigenous Narrative Sovereignty
Uphold reconciliation and UNDRIP by supporting Indigenous autonomy and authentic storytelling.

Environmental, Social, Governance (ESG)
Commitment to sustainability, social responsibility and ethical governance practices.

Democratizing Canada
Providing accessible cultural content to foster informed and engaged citizenship.



United through Stories

Strategic Plan

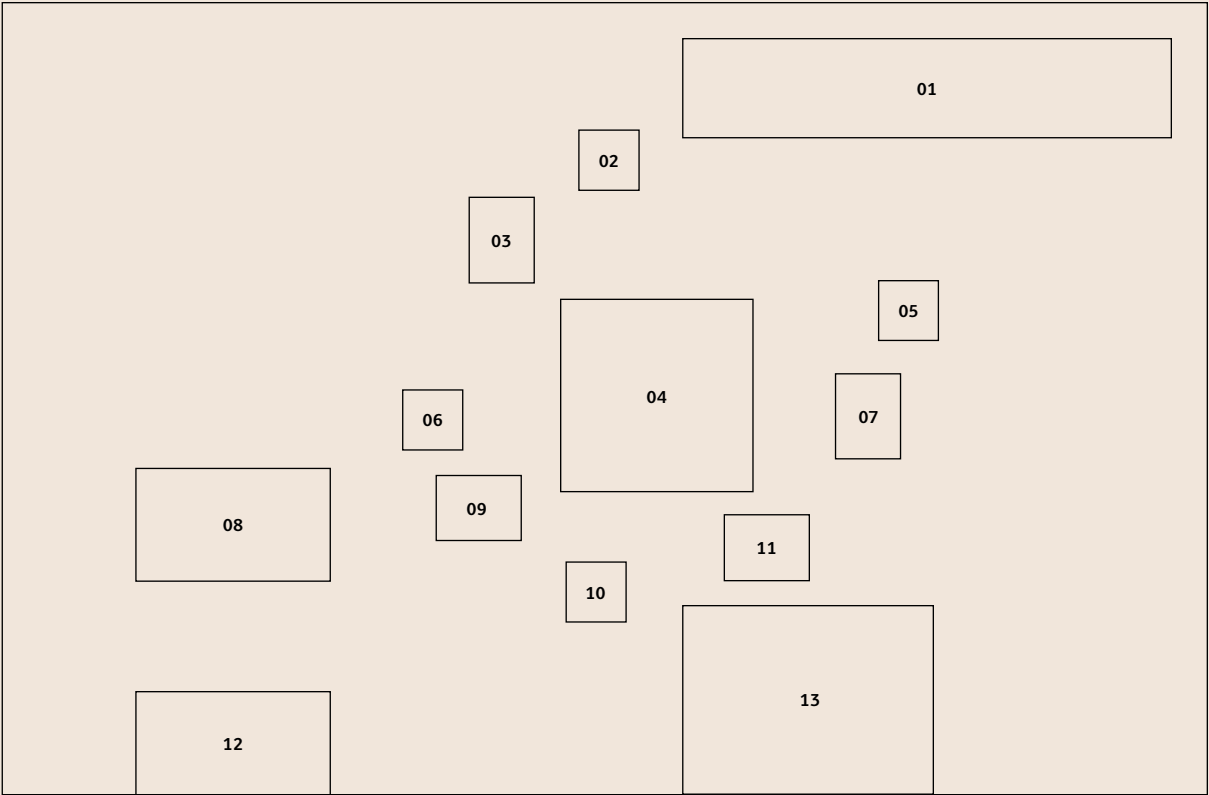


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<i>North Star</i> , 2023 | 08. Mirjam Leuze
<i>The Whale and the Raven</i> , 2019 |
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<i>Boat People</i> , 2023 | 09. Norman McLaren
<i>Neighbours</i> , 1952 |
| 03. Denys Arcand
<i>Comfort and Indifference</i> , 1981 | 10. Marie Clements
<i>The Road Forward</i> , 2017 |
| 04. Patricia Watson
<i>The Invention of the Adolescent</i> , 1967 | 11. Cynthia Scott
<i>The Company of Strangers</i> , 1990 |
| 05. Chris Landreth
<i>Ryan</i> , 2004 | 12. Sinakson Trevor Solway
<i>Siksikakowan: The Blackfoot Man</i> , 2025 |
| 06. Arthur Lipsett
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<i>I Like Girls</i> , 2016 |
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