

# 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.



## Our Vision

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

**1**

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

**Our Four Strategic Priorities**



## 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.

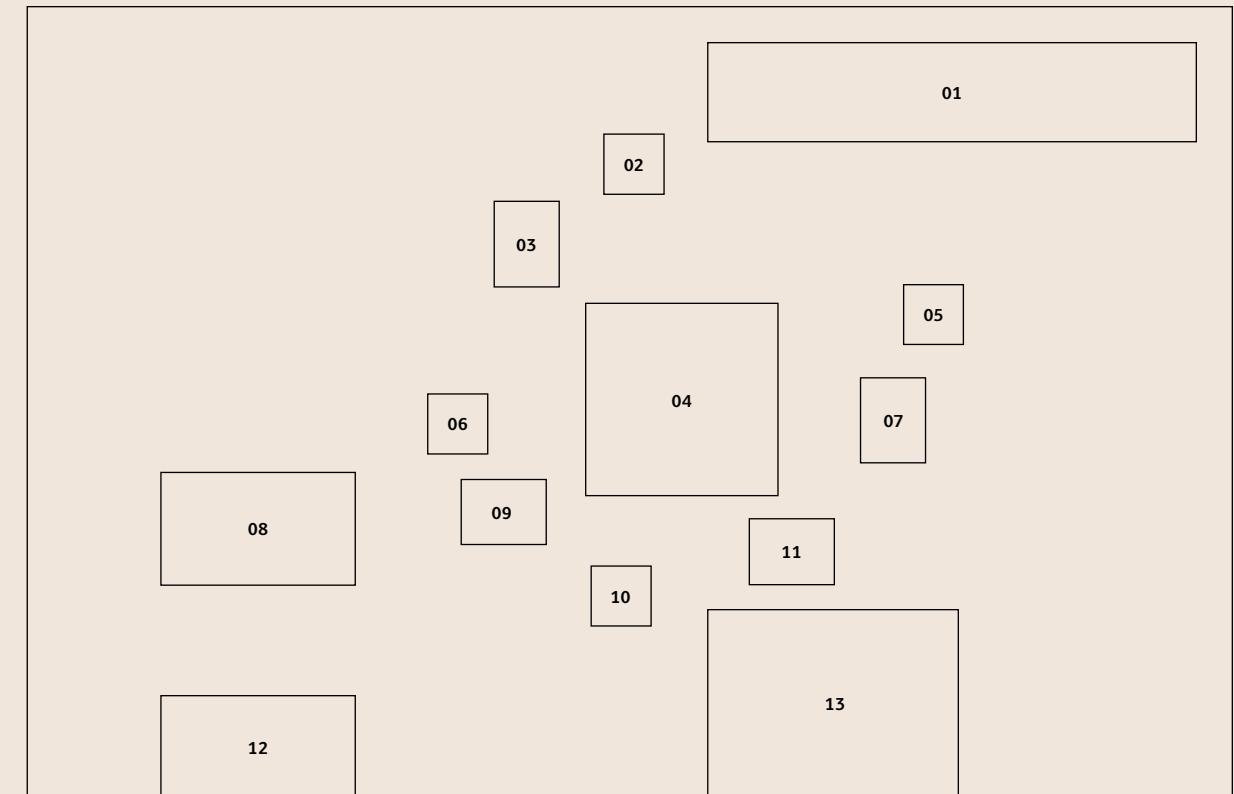
**Democratizing Canada**  
 Providing accessible cultural content to foster informed and engaged citizenship.

# United through Stories



## Strategic Plan

2025-2028



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*The Company of Strangers*, 1990

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