

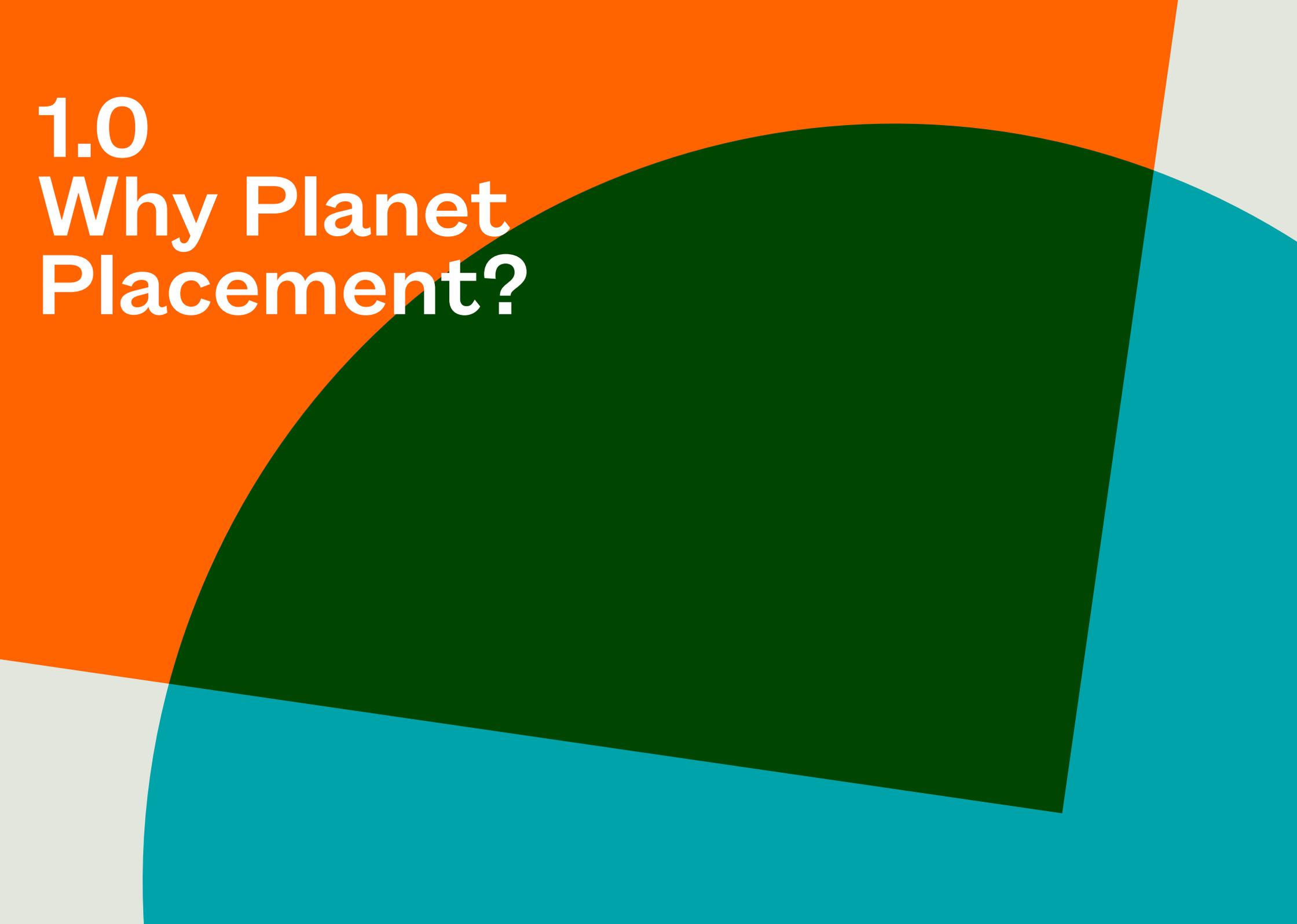
Your guide to creating world-changing content



This guide has been produced by albert, the leading UK environmental sustainability initiative for the visual arts and Futerra.

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1.0 Why Planet Placement?

1.1

Imagine a TV and film industry that's more relevant than ever.

Imagine creating content that sets the cultural agenda in a rapidly evolving entertainment landscape. Content that helps you connect with and grow new audiences.

Want in?

Bring the planet into your programming.

Sustainability and climate change are rising up the agenda. They're no longer confined to the science sections of our news websites. It's something that new audiences—especially millennials and Gen Zs—care deeply about.

In a recent survey, nearly half of all young people ranked climate change and the destruction of nature as the most serious issue affecting the world today, more pressing than war or inequality (World Economic Forum, 2017). It's also something that's keeping them up at night. 62% of young Britons said climate change made them fearful for the future (Broadbent et al. 2017). And, from sharing rides to renting goods, young people are actively trying to find new ways to deal with today's environmental reality (Euromonitor International, 2018).

But it's not just in surveys that young people are telling the world how much they care. In the recent school strikes, masses of young people globally took to the streets to protest the lack of action being taken on climate change.

Environmental issues are the stories of this generation. We're calling on you to tell those stories.

The screen industries have a crucial role to play in solving climate change. Reducing the footprint of productions is important. But, by far, the greatest opportunity to make an impact is through the content we put on screen. Collectively, our industry reaches millions of people every single day. That represents an unprecedented opportunity to shift mindsets and make positive environmental behaviours mainstream. It's a chance to shape society's response to climate change.

Millions of school students around the world protest climate change and call for action (2019)



This is your opportunity—and you’ve done it before.

We’ve already seen how powerful TV and film can be in embedding positive behaviours and inspiring new ways of seeing the world. In the 80s and 90s the term “designated driver” made it into hundreds of primetime TV shows helping to normalise the behaviour across the US and reduce drunk driving fatalities. And with the rise of purpose-driven programming today, we’re seeing how those at the cutting-edge are tapping into the drama of a changing world and engaging audiences in new ways.

By creating content that normalises sustainable behaviours and helps people better understand and connect with the world we all depend on, you have the chance to tell new stories and reach younger audiences in meaningful new ways. You’ll be reflecting the reality of the world right now. And you’ll be changing the world for the better.

Whether you’re a writer, a producer or commissioning editor, Planet Placement is here to provide inspiration and practical guidance on how to do it successfully. Take a look at the latest environmental trends—from fracking to food crazes—to fuel new stories. Explore examples of how other TV shows and films have embedded environmental sustainability for inspiration. And discover all of the tactics and opportunities at your disposal, whatever your role, whatever your genre.

And don’t worry. We’re not asking you to be earnest or educational, to scare people into taking action, or to create the type of content you’d expect from an NGO. We’re asking you to be fun, humorous and witty. To tell stories that capture the energy, innovation and solutions that are happening all around us. We’re asking you to tell fascinating stories in a human way—like you always do.

Shaping society’s response to the environmental crisis is an exciting creative challenge like no other. But creativity always wins. So, let’s grab the opportunity to tap into the zeitgeist and reimagine the role of TV and film in paving the way to a better world.

Nearly 50%

of all young people ranked climate change and the destruction of nature as the most serious issue affecting the world today, more pressing than war or inequality (World Economic Forum, 2017)

62%

of young Britons said climate change made them fearful for the future (Broadbent et al. (2017). However, from sharing rides to renting goods, young people today are actively trying to find new ways to deal with the realities of the world today. (Euromonitor International, 2018)

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2.0

What to do

2.1

There are two ways you can embed environmental sustainability into your content

Raise the issues

You can inspire your audiences by raising the issues facing our environment and spreading information and knowledge that could rouse them to take action.

Show the actions

You can normalise sustainable behaviours on screen.



2.2

Raise the issues:

Tap into the drama and conflict, the interesting characters and the unlikely heroes. Here are the latest environmental trends to fuel your stories.

By raising the issues you find here, you'll be creating cutting-edge relevant content that helps people better understand the world around them.

Brutal truth: Climate catastrophe

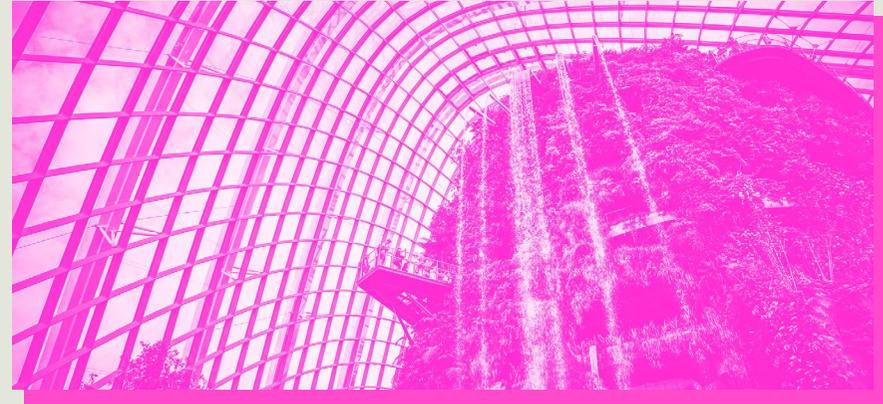
A heating planet and a ticking clock mean the pressure's on to avoid irreversible, globally catastrophic climate change.



1. A new report by the UN Intergovernmental Panel on Climate Change warns that we have only 12 years to act if we are to avoid truly catastrophic global climate change. [\(source\)](#)
2. But it's not just a distant threat, the impacts of climate change are being felt closer to home—across the globe natural disasters are getting worse and more frequent. [\(source\)](#)
3. The number of extreme heatwaves in Europe has risen since 1950, leading to hundreds of premature deaths in the UK alone. And the intensity and frequency of extreme temperatures is forecast to increase. [\(source\)](#)
4. The rest of the world is watching in horrified fascination: 'doom porn' is totally in right now. [\(source\)](#)

Beautiful possibility: Climate optimism

The backlash against fatalism is putting hope in the spotlight.



1. For the first time in history, we have global alignment on the climate challenge. In 2015, 200 countries signed The Paris Agreement to limit global warming to well below 2 degrees above pre-industrial times.
2. We also have the scientific roadmap of how we need to get there. In 2017 The Stockholm Resilience Centre published the Carbon law—a model for how to reach the Paris Agreement.
3. We know what we need to do. Project Drawdown lists out the 100 solutions scientifically-calculated to make it happen. [\(source\)](#)
4. Solutions are underway. The energy revolution now seems unstoppable. Many nations, including the UK, are on the way to a renewable future. [\(source\)](#)
5. Despite doom-mongering, the human propensity for hope prevails. Most of us believe it's not too late to act: 95% of climate experts and 64% of the ordinary people believe we can solve the climate challenge. [\(source\)](#)

Brutal truth: Hungry planet

One planet and billions more people to feed. Despite this growing demand, climate change and land conversion are putting the future of our food supply at risk.



1. Western-style meat habits are going global. The increase in livestock farming to meet demand is putting a heavy strain on the land, water and the climate. [\(source\)](#)
2. Deserts are forming where crops once grew. And with continuing climate change, this is only going to get worse. [\(source\)](#)
3. Illegal and unsustainable fishing practices are pushing some marine ecosystems to the brink of collapse. [\(source\)](#)
4. As Lester Brown, the author of Full Planet, Empty Plate put it, “Food is the new oil and land is the new gold”. [\(source\)](#) Yet, here in the UK, food is going straight from our shopping baskets to our bins. [\(source\)](#)

Beautiful possibility: A taste for change

In the West, our relationship to food is changing for the better —driven largely by health concerns. Will this new approach to eating go global?



1. One in eight Brits—or almost 13% of the population – is now vegetarian or vegan, with a further 21% identifying as ‘flexitarian’. Clearly planet-friendly diets are no fad. [\(source\)](#)
2. We’re moving beyond tofu and seeing many more plant-based meat alternatives on the menu. [\(source\)](#)
3. The obsession with protein is driving new exciting innovation. Insect snack bars and lab-grown burgers are reinventing protein for good. [\(source\)](#)
4. People are taking an interest in how and where their food is produced. The UK market for organic produce has experienced six years of steady growth, and is now worth £2.2 billion. Locally-sourced produce has become a mark of quality and green-fingered foodies are reviving the vegetable patch. [\(source\)](#)

Brutal truth: Trash is taking over

Our current take-make-waste economy is costing us the earth, and our health.



1. The world cranks out more than 300 million tons of plastic each year. More than 40 percent is used once, sometimes for less than a minute, and discarded. [\(source\)](#)
2. 8 million metric tonnes of plastic waste enters our oceans annually —disrupting sensitive ecosystems and endangering marine life. If this continues, there could be more plastic than fish in the ocean by 2050. [\(source\)](#)
3. We're running out of landfills. China's crackdown on importing recycling from other countries is causing plastic to stockpile around the globe. [\(source\)](#)
4. While recycling in the UK is up overall, half of local authorities recycled a lower proportion of household waste in 2016/17 than in 2011/12. [\(source\)](#) [\(source\)](#)
5. This disposable culture has taken over every aspect of our lives. Fast fashion is another big culprit in the waste epidemic. Currently in the UK, we're chucking out a staggering £140 million worth of unworn clothes a year. [\(source\)](#)
6. We're now ingesting pollution. In a recent global study, 83 percent of tap water samples worldwide tested positive for microscopic plastic fibres. [\(source\)](#)

Beautiful possibility: Landfill no more

Collins Dictionary named “single-use” the word of 2018, which reflects the increasing global awareness about waste. An awareness which is turning into action.



1. In response to the ocean plastic crisis, the European Government voted for a complete ban on plastic cutlery and plates, cotton buds, straws, drink-stirrers and balloon sticks by 2021. [\(source\)](#)
2. Straws are out and reusables are becoming mainstream. Reusable water bottles and coffee cups have become status symbols. [\(source\)](#)
3. Sustainability, and specifically circularity, has taken over the fashion landscape, and eco pilot projects are beginning to scale. 2018 saw the launch of ReGain, the first clothing return app, diverting old, unwanted clothes from landfill. [\(source\)](#) [\(source\)](#)
4. With the rise of the sharing economy, we're finding new uses for old, unwanted stuff. [\(source\)](#)

Brutal truth: Disappearing worlds

A “biological annihilation” of wildlife in recent decades signals the sixth mass extinction event in the last half billion years of Earth’s history—and it’s more severe than previously feared.



1. In just the last 40 years, we’ve lost half of the world’s wild animal population. The culprit? Habitat destruction, overexploitation and climate change combined. [\(source\)](#)
2. Tropical Forests once covered 12% of the world’s landmass and today, they cover just 5%. That’s because in places like the Amazon, we’ve taken to burning down forests to make way for cattle. [\(source\)](#)
3. Man-made global warming is wreaking havoc on our oceans. Warmer temperatures are killing off the world’s coral. [\(source\)](#)
4. Wildlife crime is big business, and it’s getting bigger. The world is dealing with an unprecedented spike in illegal wildlife trade, threatening to overturn decades of conservation gains. [\(source\)](#)
5. Pollution, habitat changes, overuse of pesticides, and global warming have ignited an insect apocalypse. And as insects are the pollinators of our food crops, it’s a decline that could have big consequences. [\(source\)](#)

Beautiful possibility: Nature’s great comeback

We’re bringing nature back into balance.



1. Conservation, restoration, and improved land management could deliver more than a third of the emission reductions we need to hit the Paris Agreement targets— as much as ceasing the burning of oil annually. [\(source\)](#)
2. Projects promoting ‘natural climate solutions’ are underway. From North America to Indonesia, natural lands are finally getting the help they need to support life on earth. [\(source\)](#)
3. Tourist destinations are taking a stand for the natural world. The island nation of Palau introduced the Palau pledge—an award-winning tourism campaign to encourage responsible tourism that was so successful it became an official entry requirement to the island. Other tourism hotspots are now considering similar strategies. [\(source\)](#)
4. In just over a decade the rights-of-nature movement has grown from one law adopted in a small community in the US to a movement which has seen countries enact laws recognising the rights of nature. The emerging movement aims to give our rivers, mountains and forests legal rights. [\(source\)](#)
5. In Britain, a re-wilded countryside is bringing back biodiversity. [\(source\)](#) And it’s not just in the countryside. Urban rewilding is helping people in cities to connect with the natural world. Completed in 2017, Walthamstow Wetlands in London is now Europe’s largest urban wetland reserve, spanning 211 hectares. [\(source\)](#)
6. Consumers are becoming more aware of their impact on the planet. Public interest in palm oil reached a 15-year high in 2018, after Iceland’s Greenpeace-produced Christmas ad was banned from television. [\(source\)](#)

Brutal truth: Urban ills

Most of us are choking on toxic air.



1. 54% of people worldwide now live in cities, up from 30% in 1950. This is estimated to grow to two thirds of the world population in the next 15-30 years.
2. Currently 92% of the world's population live in places where air quality levels exceed WHO's Ambient Air quality guidelines for what's considered safe. And with rapid urbanization, that's set to increase. [\(source\)](#)
3. According to a government report published in 2018, poor air quality has been classified as the largest environmental risk to public health in the UK.
4. London's air pollution levels keep breaking the law. In 2018 London hit its annual air quality limit as early as January. [\(source\)](#)
5. The death of a nine-year-old girl in London in 2013, was recently attributed to air pollution – the first time in history a direct link has been made.

Beautiful possibility: Healthy cities

The fight for clean air is underway, helping urban dwellers prosper and our climate recover.



1. As our nations' leaders quarrel over climate change, local governments are taking matters into their own hands. C40 Cities is an initiative that connects 96 of the world's greatest cities to take bold climate action, leading the way towards a healthier and more sustainable future. [\(source\)](#)
2. Many of these cities, including London, are shifting away from petrol and diesel cars, in favour of ultra-low emissions zones or complete pedestrianisation. [\(source\)](#) [\(source\)](#)
3. In Britain, sales of diesel vehicles fell by a quarter in 2018, in part due to these new pollution charges. And government grants continue to fuel the rise in electric and hybrid vehicle ownership. [\(source\)](#)
4. The amount of people cycling in Britain is up 23% in 10 years. [\(source\)](#)
5. People are getting wise to poor-air quality. Some are opting for masks whilst commuting, others are avoiding unhealthy air with tracking apps and personalised devices. Many people now use anti-pollution skincare products. And even the humble houseplant has been rebranded as an air-cleaning ally. [\(source\)](#)

Brutal truth: Resource strain

Population growth, extractive technologies and consumer demand are putting unprecedented pressure on finite and sensitive natural resources.



1. Since 1970, the world has been in ecological deficit. At present, 1.7 Earth planets are needed to support humanity's annual demand on the ecosystem. In 2018, Earth Overshoot Day was on August 1st (since 2001, it is moving on average three days earlier per year). [\(source\)](#) [\(source\)](#)
2. The continued search for oil, gas and minerals is pushing exploration into more technically challenging and environmentally sensitive areas. In 2018 the Trump administration withdrew measures to protect the Arctic from highly dangerous drilling.
3. Water shortages are expected to affect 5 billion people by 2050 due to climate change.

- The UN warns of conflict and civilisational threats unless actions are taken to reduce the stress on rivers, lakes, aquifers, wetlands and reservoirs. [\(source\)](#)
4. According to the Greater London Authority, the city is pushing close to capacity and is likely to have supply problems by 2025 and "serious shortages" by 2040. [\(source\)](#)
 5. We're living on borrowed water. The average UK consumer uses 3,500 litres of water a day. Only 150 litres in direct use, the rest is virtual water – the water it takes to produce foods and manufacture consumer goods. These products are often produced in countries already at risk from drought or water stress.

Beautiful possibility: Mindful living

We're being more careful about what we use and how we buy.



1. In the face of new challenges, people around the world are adapting and collaborating to live more sustainably. In 2018, during the worst drought in its history, the citizens of Cape Town in South Africa cut their combined water usage in half, with unprecedented speed. [\(source\)](#)
2. Public support for the use of renewable energy in the UK is at an all-time high at 85%. Two in three people said they would be happy to have a large-scale renewable development in their area. [\(source\)](#)
3. Experience beats stuff. Younger generations reportedly place more importance on experiences than they do on material possessions – as evidenced by the boom in the experience economy. [\(source\)](#)
4. From "conscious consumerism" to minimalism, we're reassessing the consumer habits that have come to define us. Lifestyle philosophies characterised by moderation, consideration and purpose are sweeping the West. [\(source\)](#)

Brutal truth: Environmental discrimination

Climate change won't impact everyone in the same way.



1. Globally, the wealthiest 10% of people may be responsible for more than 50% of emissions, yet the most severe impacts of global warming will be felt by the poor-people who are more likely to live in areas exposed to environmental hazards, like flood plains, and whose homes may also lack basic infrastructure, such as drains to safely carry away storm-water. [\(source\)](#)
2. Women commonly face higher risks and greater burdens from the impacts of climate change. Women's unequal participation in decision-making processes and labour markets compound this inequality, preventing them from contributing to solutions. [\(source\)](#)
3. The World Bank has warned that without urgent global and national climate action, Sub-Saharan Africa, South Asia and Latin America could see more than 140 million climate refugees by 2050. [\(source\)](#)
4. Governments need to take radical short-term action to mitigate climate disruption, but with the rise of right-wing populism in many countries, such action would prove to be an electorally unpopular move. [\(source\)](#)
5. The British public is divided over climate change. 71% of Remain voters think that climate change is definitely happening, in stark contrast to 53% of Leave voters. A generational difference in attitudes is also reflected in the fact that younger age groups are more likely to be worried about climate change. [\(source\)](#)

Beautiful possibility: Collective action

People are piling on the pressure for planet-friendly decision making.



1. In 2015, the UN updated the Millennium Development Goals to incorporate environmental sustainability. The resulting Sustainable Development Goals, or SDGs, mark the first time in history the world's governments have agreed that continued human development is dependent on thriving natural ecosystems. [\(source\)](#)
2. Young people are mobilizing to protect the environment. Thousands of schoolchildren across Australia walked out of class in 2018 to demand action by the federal government on climate change. [\(source\)](#) Whilst 21 kids in the US continue to make international headlines in their attempt to sue the US government over climate change.
3. The pioneering lawsuit has won the right to a trial, overcoming the Trump administration's efforts to cancel it in court. [\(source\)](#)
4. Unlikely allies are emerging in the fight for a more sustainable future. In 2015 Pope Francis called on the world's 1.2 billion Catholics to join the fight against climate change. The Pope declared that the science of climate change is clear and that the Catholic Church views climate change as a moral issue that must be addressed. [\(source\)](#)
5. The same year, 50,000 people in London, and 600,000 worldwide, attended the People's Climate March, the biggest public demonstration in history calling for bold and urgent action to address global warming. [\(source\)](#)

2.3

Show the actions:

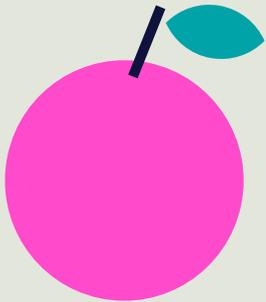
Here are the mindsets, behaviours and actions the public need to take in order to make a more sustainable future possible.

These are based on the Good Life Goals, everyday actions that anyone around the world can take to make the UN's Sustainable Development Goals happen. The actions here have been tailored for a UK-specific audience.

2.4

Eat well

Changing what and how we eat is one of the biggest ways to lower greenhouse gas emissions globally. Normalise these conscious eating habits though your content and you'll have audiences changing the world, starting at breakfast.



The Great British Bake Off—vegan week (2018)

The baking competition hosted its very first vegan week. The baked creations were judged on great taste and presentation, as always. Who says vegan food can't do it all?

1.

Understand the impact of food choices on the planet.

Changing what and how we eat is one of the biggest ways to lower greenhouse gas emissions globally.

4.

Buy local and seasonal food

Buying local can drastically decrease the carbon footprint of our food by reducing the distance it has to travel.

2.

Eat more plants and cut down on meat

Farming animals generates a massive amount of greenhouse gas emissions. So eating minimal meat is not only better for your body, it's better for the planet.

5.

Waste less food and use leftovers

Food waste creates a lot of our human-caused greenhouse gas emissions as the good food that goes to landfill releases methane—a gas even more potent than carbon dioxide.

3.

Choose sustainable seafood

Sustainably sourced seafood protects fish stocks for the future.

2.5

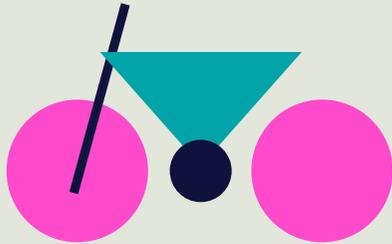
Travel better

There's no denying the impact of travel on climate change. In fact, tourism contributes to 8% of global greenhouse gas emissions around the world. Show your audience how to combat this by embedding some of these positive travel options in your content.



Pete Versus Life, Season 1 – Episode 1 (2010)

The episode makes a good point of showing the different actions people can take to better the earth.



1.

Understand the environmental impact of transportation

Transport burns most of the world's petroleum which, in turn, creates toxic air pollution.

2.

Walk, cycle or use public transport instead of driving.

Cycling or walking improves our health and the health of our planet.

3.

If driving, car share or opt for electric or hybrid cars

Fewer petrol or diesel cars on the roads means less pollution in our atmosphere.

4.

For long distance travel, where possible take the train over a plane. If you have to fly, buy carbon offsets.

Using trains over planes consumes less natural resources, reduces air pollution and harmful ozone levels.

2.6

Buy better

The stuff we buy - from food to clothes—is responsible for most of the world’s land, material and water usage. The best way to deal with this is to buy less and buy better. Show these conscious buying habits in your content and introduce your audience to a better way of shopping.



1.

Collect friends and experiences, not just things.

Reducing consumption reduces the stress on the world’s natural resources.

4.

Save, borrow and invest responsibly.

Money talks. People can put their money into banks that support greener initiatives.



Stacey Dooley Investigates: Fashion’s Dirty Secrets (2018)

Stacey Dooley investigates the damaging environmental impact caused by the world’s insatiable appetite for cheap clothing.

2.

Share, reuse, repair, and recycle.

These actions save natural resources such as timber, water and minerals used to make products while reducing the amount of waste going to landfill.

3.

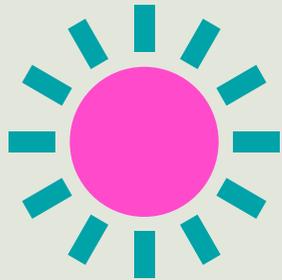
Ask who made the products you buy, what are they made of, and how were they made.

The more people who ask where their products come from, the more brands will be held accountable and improve their practices.

2.7

Be resourceful

Save energy, save money, save the planet. The less power we consume, the less fumes are emitted into the air by power plants. Show your audiences the actions they can take to make this happen.



Ex on The Beach (2018)

The MTV show dating show kitted out the villa with a commendable number of solar panels.

1.

Report and fix leaks—big or small

As well as wasting a source of energy, gas leaks – mostly methane – contribute to the greenhouse gases in the atmosphere.

4.

Wash your clothes less, on shorter cycles and at lower temperature.

This helps save water and energy.

2.

Save water when washing, cleaning and brushing your teeth.

Using water-saving techniques not only saves money, it saves energy and also conserves water in our rivers and bays.

5.

Switch to renewable energy for heat, electricity, and gas.

Renewable energy produces less pollution which keeps air and water clean.

3.

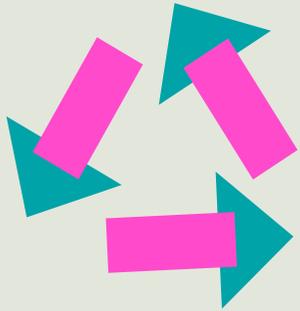
Save energy wherever you can—turn off lights, unplug appliances

The less power we consume, the less fumes are emitted into the air by power plants.

2.8

Waste less

A great way to drastically reduce carbon emissions is by doing the same with our waste. When we waste a product, we also waste all the energy that goes into producing it. Normalise these actions in your content to show your audience a better way of living.



Hugh's War on Waste (2015)

Hugh challenged supermarkets and the fast food industry to drastically reduce the amount of stuff they throw away.

1.

Reduce, reuse and recycle to limit the amount of waste to landfill (and oceans).

Overcrowded landfills release toxic greenhouse gases such as methane into the atmosphere.

2.

Don't litter – cigarette butts and chewing gum included.

Rubbish disposed incorrectly can end up into the waterways which poses a threat to marine life.

3.

Say no to unnecessary plastic and use reusables over single-use whenever possible.

8 million metric tonnes of plastic waste enters our oceans annually.

4.

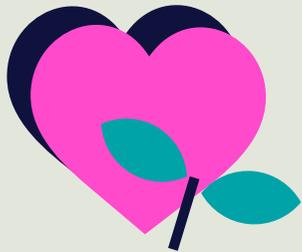
Don't flush any rubbish or toxic chemicals down the drain or toilet.

These chemicals can be harmful to wildlife and marine life.

2.9

Love nature

When it comes to combatting climate change, nature is our best ally. Trees and plants keep oxygen in the air and carbon out. Show your audience what they can do to protect these gifts.



1.

Discover the wonders of the natural world all around.

Experiencing the wonders of the natural world forges a stronger relationship between nature and people.

4.

Defend natural resources —air, water and land—and everyone’s right to benefit from them equally.

The most severe impacts of global warming will be felt by the poor.



Black Mirror S3 E6 - Hated in the Nation (2016)

The episode does a great job of pointing out the irreplaceable role of bees in the protection (or in this case destruction) of our environment.

2.

Protect trees, wildlife and natural spaces.

Letting Mother Nature do her job is one of the best solutions we have for climate change.

3.

Vote for leaders who support environmental protection and action.

Putting leaders in place who value nature can lead to policy decisions that protect the environment.

3.0

How to do it

3.1

Ready for a new era for TV and film? Discover all of the things you can do – whatever your role, whatever your genre – to bring the planet into programming.

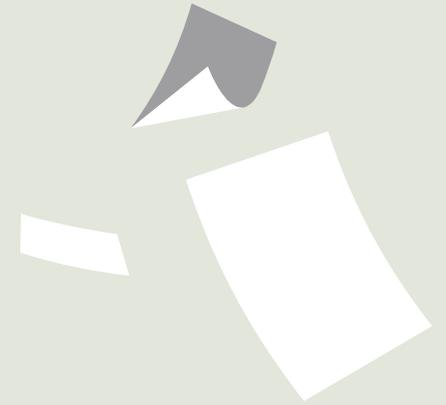
3.2

How to embed environmental sustainability as a writer



You create twisting plots, build complex characters and tell stories that stay with people for life. As a writer, you are the best person to tell the never-ending tale of the world around us. How it works, how it's changing and how we, together, can keep it in balance.

Here are some of the ways you could weave environmental sustainability into your stories.



Reference it creatively

It could be a reference to the natural world, like the stars in the sky, or lack thereof (think pollution). Or maybe, it's your character borrowing an outfit from a friend rather than buying a new one. Either way, just acknowledge the natural world in your script. It doesn't have to take centre stage or be an entire story about climate change. The important thing is just to reference the environment in a way that doesn't disrupt your story.

Use it to develop characters

You can use environmental sustainability as a way to distinguish and define your characters in an interesting, contemporary way. Show compassion and openness through actions or concerns about the environment. Or show greed and carelessness through a disregard of it. You could use environmentalism to add conflict to a seemingly villainous character by making them sensitive to the world around them.

Build it into your narrative

From protests to paper straws, more and more people, especially millennials and Gen Zs, are now demonstrating their commitment to the environment (see Taking Back Power – link to trends). Create content that speaks to this new and growing audience by building environmental sustainability into your programme narrative. You could write an exciting plot around the environmental crisis or uncover an inspiring story about the people who are creating brand new climate solutions.

But remember...

Environmental sustainability issues are the stories of the 21st century with content opportunities like no other. They're full of drama, conflict, compelling characters and controversies. However, some environmental-themed content falls at the first hurdle because it doesn't meet the criteria for great, entertaining content. When you're creating purposeful content, don't let it distract you from what you do best: telling a good story.

**Ask yourself:
does it pass The Planet Test?**

A TV programme or Film would only pass The Planet Test if:

1. It acknowledges the natural world actually exists
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3.3

How to embed environmental sustainability as a scripted producer



As the producer, you set the stage for great TV. In your position at the helm of the production, you make sure your creative teams produce ground-breaking content that cuts through the noise.

Here are some of the ways you could produce content that's in tune with the times.

Get your creative department involved

Tell your teams about the necessity and importance of environmental sustainability in your production. This is a new way to approach content creation and therefore needs a coordinated approach across all creative departments. So, make sure everyone from set design to the costume department understands your vision and the benefits of purpose-driven programming. Once everyone is aligned, brief your creative department and continually motivate them to find the best ways to make sure it happens.

Stop it from hitting the cutting room floor

Make sure that environmental messages and positive behaviours get from script to screen. Start by letting your team know the significance and be sure to defend its inclusion to critical editors. It can be as simple as sharing content from this site or even organising a team briefing with external climate experts to bring everyone up to speed (Albert can help you with that). And then it's about making sure that at crucial stages of the project, the message is still there. Do whatever it takes to champion environmental sustainability and convince doubters of its relevance.

Could you include more sustainable alternatives, such as electric cars?

Take it beyond the screen

Once you've done the work to get environmental sustainability on screen, find ways to extend the conversation afterwards. When it comes to your digital marketing, you could create a social media campaign that promotes positive environmental behaviours. Or provide merchandise that helps people live more sustainably. Think reusable coffee cups and refillable water bottles.

But remember...

Environmental sustainability issues are the stories of the 21st century with content opportunities like no other. They're full of drama, conflict, compelling characters and controversies. However, some environmental-themed content falls at the first hurdle because it doesn't meet the criteria for great, entertaining content. When you're creating purposeful content, don't let it distract you from what you do best: telling a good story.

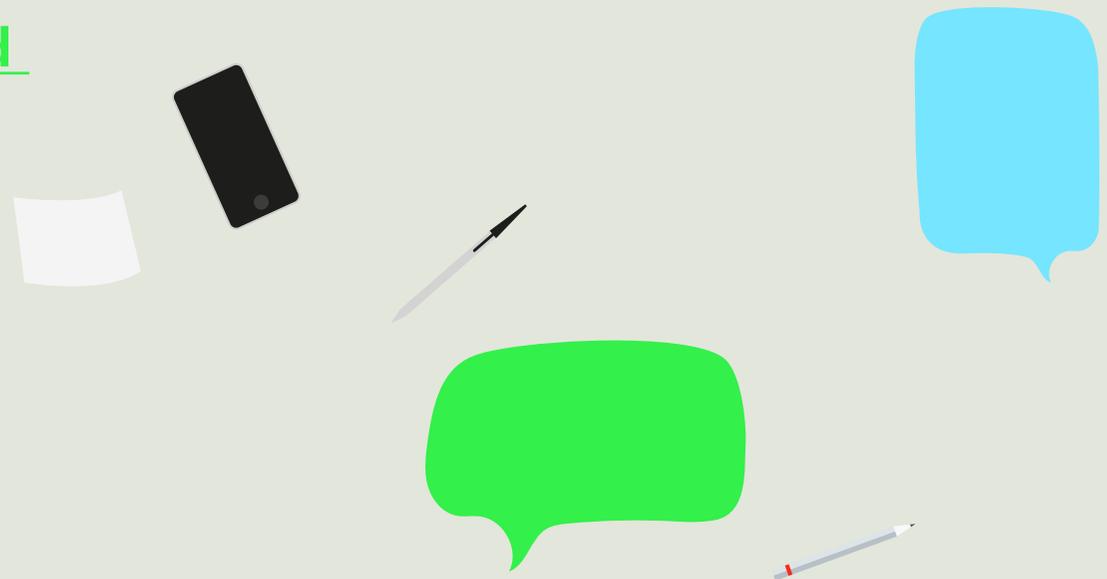
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3.4

How to embed environmental sustainability as a non-scripted developer



When working in development, you're always one step ahead of on-screen trends. In your position at first stage in the life of great programming, you have an opportunity to create refreshingly original content and a better future for TV and film.

Here are some of the ways environmental sustainability can help you do this.





Find ways to incorporate it into existing formats

Incorporate environmental sustainability into the on-screen formats people know and love. Popular panel shows, gameshows and talk shows are a great opportunity to get an environmental message to a wide and varied audience. When filling segments, consider including something on the environment. In a quiz show, you could include a thought-provoking question about climate change. Or in a gameshow, you could incorporate fun, positive environmental actions and tasks. When you have the chance to add an extra feature to your format, think 'environment'.



Create entire formats around solutions

With more people aware of the challenge of climate change, more people want to make a difference through their own actions. So, give audiences the tools to do so. The answer could be in a new format that makes solutions accessible. It could be a new competition that brings neighbours across the UK together in a race to create greener communities. Or a fashion show that tells people how to upcycle their clothes to keep them from landfill. Whatever it may be, show that individuals and communities can take on climate change in their everyday life.

Make it a standard in all treatments and castings

Just as the industry did with classification and diversity requirements, could you make environmental sustainability in television the norm?

On-screen diversity requirements have led to an increase in viewership across a wide range of broadcasters. ITV data shows an increase in BAME viewers, whilst still retaining traditional audiences. And after the Paralympics in 2012, Channel 4 commissioned a survey showing its positive impact on the way that disabled sport was talked about. You have the opportunity to do the same through environmental sustainability. So, in all your treatments and pitches, include an assessment that considers how the content contributes toward a more sustainable society. It will mean attracting new, environmentally conscious viewers, whilst retaining your current ones. And it will mean that your content better represents the contemporary world.

But remember...

Environmental sustainability issues are the stories of the 21st century with content opportunities like no other.

Ask yourself: does it pass The Planet Test?

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3.5

How to embed environmental sustainability as a commissioning editor



As a guiding force in TV, you have the power to create content that can move the needle on sustainability. Every synopsis you read or proposal you request has the potential to become a defining moment in culture.

Here are some of the opportunities you have to embed environmental sustainability in your role.



Understand the implications of everything you show

When commissioning content, think carefully about what you are promoting. Are you popularising negative environmental behaviors or positive ones? And what might the consequences of that be? By understanding the potential impact of everything you put on screen, you will be better able to create content that can both entertain the masses and improve the world around us.

Ask the industry for it

Put out a call for content that acknowledges the natural world. As easy as it sounds, not many productions actually pass the planet test ([insert link](#)). Stories that address such challenges, even briefly, have the ability to raise awareness and inspire change. Ask people to create those stories.

Let it out of the factual box

Whether you're commissioning documentaries, soaps, comedies or competitions, make environmental sustainability a consideration across all genres and formats. Climate change is relevant to every single person you create content for, so we need to make sure that environmental sustainability is accessible to all audiences and reaches as many people as possible. To do this, make sure you don't fall into the trap of limiting it just to factual.

Safeguard its inclusion

Make sure that environmental messages and positive behaviours get from script to screen. Start by letting your team know the significance and be sure to defend its inclusion to over-keen editors. It can be as simple as sharing content from this site or even, organising a team briefing with external climate experts to bring everyone up to speed (albert can help you with that). And then it's about making sure that at crucial stages of the project, the message is still there.

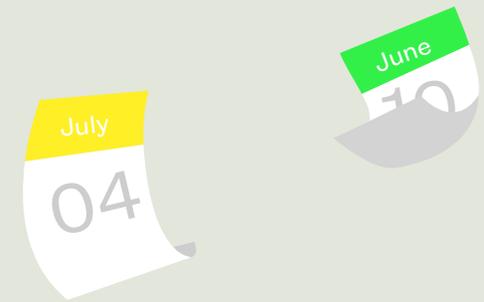
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Do whatever it takes to champion environmental sustainability and convince doubters of its relevance.

Make it a standard in all treatments and castings

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But remember...



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3.6

How to embed environmental sustainability as a non-scripted producer Genre: Popular factual



As the producer, you set the stage for great TV. In your position at the helm of the production, you have the power to make sure your creative teams produce ground-breaking content that cuts through the noise.

Here are some of the ways you can embed environmental sustainability into popular factual content.



Include contributors' environmental credentials

Extend the research on your contributors to include what they have done, or are doing, to better the environment. It could be as exciting as an unlikely streak of activism, or the mention of a contestant's conversion to veganism. Use this as commentary to help build a better picture of who they are while bringing a new message and face to the environmental movement that will hopefully encourage your audience to join the action.

Brief contributors to talk about their interests in sustainability

As well as doing your own research, you could also let contributors know that you're interested in their attitudes and actions on environmental sustainability. Prompt them to share this with your audience. It'll bring a new message and face to the environmental movement and hopefully encourage your audience to join the action.

Feature issues and solutions as a segment or VT

A segment or VT is a great opportunity to enhance programming through environmental sustainability. So, in a show about fashion, add a segment on the latest sustainable fashion brands or the best way to upcycle clothing. Or in a cooking show, add a VT on the importance of sustainably sourced ingredients and where to find them or how to prevent food waste and save money.

Find the sustainability angle and include it

Look at events through the lens of sustainability and you'll find the unexpected, untold story. From human migration and natural disasters to the cost of household energy, the carbon imprint of your commute and the price of your daily flat white, climate change is the hidden story not being told. So, find the sustainability angle, and you will be bringing a fresh new take on stories that help the public better understand the world around them.

Take it beyond the screen

Once you've done the work to get environmental sustainability on screen, find ways to extend the conversation beyond it. When it comes to your digital marketing, you could create a social media campaign that promotes positive environmental behaviours. Or provide merchandise that helps people live more sustainably. Think organic or recycled cotton T-shirts, reusable coffee cups and refillable water bottles.

Use it as a tool to create debate

Give a voice to people with varying degrees of knowledge, from different walks of life, with different opinions about solutions (although steer clear from staunch climate deniers.) It's with debate that we can open up the platform for real, productive dialogue around climate change.

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3.7

How to embed environmental sustainability as a non-scripted producer Genre: Events



As the producer, you set the stage for great TV. In your position at the helm of the production, you make sure your creative teams produce ground-breaking content that cuts through the noise.

Here are some of the ways you can embed environmental sustainability into event programming.

Use an environmental story as a filler segment

When writing segments for your show, could you include an environmental message? In coverage of motor racing, you could add a short insert that showcases the latest developments in electrical/hybrid technology. Or for music festival coverage, you might include a VT about the creative ways festivals and festival goers are reducing their environmental impact. This is a chance to enhance your programme with an environmental message without making it the main focal point.

Brief contributors to talk about their interests in sustainability

Let contributors know that you're interested in their attitudes and actions on environmental sustainability. Prompt them to share this with your audience. It'll bring a new message and face to the environmental movement and hopefully encourage your audience to join the action.

Include contributors' environmental engagements in commentary

Extend the research on your contributors to include what they have done, or are doing, to better the environment. It could be as exciting as an unlikely streak of activism, or the mention of a contestant's conversion to veganism. Use this as commentary to help build a better picture of who they are while bringing a new face to the environmental movement that will encourage your audience to join the action.



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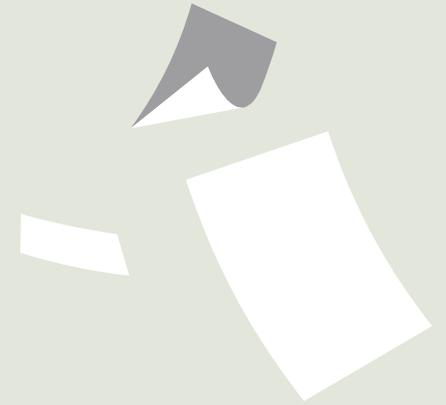
3.8

How to embed environmental sustainability as a non-scripted producer Genre: Current affairs



As the producer, you set the stage for great TV. In your position at the helm of the production, you make sure your creative teams produce ground-breaking content that cuts through the noise.

Here are some of the ways you can embed environmental sustainability into event programming.



Find the environmental angle in everything you're investigating

Too often, climate change is the hidden story not being told. So, whether it's the policies of opposing political parties or the impact of new buildings on neighbouring communities, find the environmental angle in your investigations. If you're investigating public domains, such as banks or even supermarkets, question how their actions better (or worsen) the world around them. And show how, if at all, they are taking the climate into consideration through their business. By finding the sustainability angle, you will be bringing a fresh new take on stories that help the public better understand the world around them something heroic that each of us can to help solve it.

Profile climate change facts

Help make the facts of climate change accessible and available to everyone. There's a lot of misinformation and apprehension out there, which real facts can help dispel. Let people know that the consequences of climate change are real, that they're close to home, and that there are a range of solutions that governments, businesses and we as individuals can act on to improve life on earth today.

Include the solutions in your editorial

Raising the issues is a crucial step. But don't stop there. Let your audiences know what they can do to help. If your programme mentions the plastic problem, make sure you also draw attention to reusable bags and cups, and ways to join movements and organisations that make change. It's okay to show the problems, but when people don't know what they can do about it, it can lead to fear and fatalism. So, bring balance by showing that for every and any issue, there is something heroic that each of us can to help solve it.

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3.9

How to embed environmental sustainability as a non-scripted producer Genre: Entertainment



As the producer, you set the stage for great TV. In your position at the helm of the production, you make sure your creative teams produce ground-breaking content that cuts through the noise.

Here are some of the ways you can embed environmental sustainability into event programming.



Use it to develop contestant back stories

In entertainment, everybody has a back story. And saving the planet is a great one. Use environmental actions and experiences to build the profiles of your contestants. It's a great opportunity to introduce a contestant's beliefs and to add dimension in an interesting, contemporary way. And it'll bring a new message and face to the environmental movement and hopefully encourage your audience to join the action.

Understand the implications of everything you show

When commissioning content, think carefully about what you are promoting. Are you popularising negative environmental behaviors or positive ones? And what might the consequences of that be? By understanding the potential impact of everything you put on screen, you will be better able to create content that can both entertain the masses and improve the world around us.

Use props, scripts and questions to bring the topic to life

Just like anything you include in your production, environmentalism should be entertaining. Bring life to the topic by posing challenging questions that spark debate and discussion. Also use your props to add to the discussion. If your programming focuses on single-use coffee cups, let's see them in the scene or better still, show its solution: reusable cups. Bring the topic to life through your visuals.

But remember...

Environmental sustainability issues are the stories of the 21st century with content opportunities like no other. They're full of drama, conflict, compelling characters and controversies.

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4.0
Ideas

The background consists of several overlapping geometric shapes. A teal shape is at the top left, a dark green shape is at the top right, an orange shape is at the bottom right, and a pink shape is on the left side. The text '4.0 Ideas' is positioned in the upper left area of the pink shape.

4.1

With the help of creatives (including some of 2018's Edinburgh's Ones to Watch), we've lined up some tactics and ideas for getting sustainability onto screen.

4.2

The ideas here show how you might be able to build on an existing show or format and also, how you could create something completely new.

Dive in to get inspired and see if you can do even better.



Creature Comforts

Like Creature Comforts, but with a cast of comedians giving voice to insects trying to survive industrialisation and climate change.



Flight-free travel

A flight-free travel show where the emphasis is on the journey not the destination.



Local air pollution at sporting events

Show local air pollution levels on screen along with the weather stats in the pre-game build-up for big sporting events.



Gadget Show

Like the Gadget Show, a crack team explore the latest tech solutions for the environment. Think impossible burger and clothes that are made out of CO2.



Game show segment

A game show segment in which contestants have to guess which object has a lighter footprint.



Hunted

A slow travel/low-carbon version of Hunted where the fugitives are not allowed to travel by plane or car.



Joey Essex Investigates

An unlikely character at the vanguard of the environmental movement asking the questions we were all too scared to ask.



Food Unwrapped

The climate version of Food Unwrapped exploring the secrets behind our favourite products, and clothes that are made out of CO2.



A behind-the-scenes look at what it takes to stage a climate protest

Profiling the activists devoting their lives to the cause.



Danny Dyer goes vegan

Who wouldn't watch that?



The Apprentice: something from nothing

Teams turn waste into a resource.



8 out of 10 Cats

Jimmy Carr dishes out climate facts.



Top Gear does Eco Week

A showcase of the best in hybrid and electric cars.



X Factor Environment Week

Think the Earth Song and Big Yellow Taxi.



Queer Eye

Focus on mindful living.



Taskmaster

The show sets a zero wastage challenge.

5.0

Case studies

5.1

**Learn from those that
have gone before.**

**Here are examples of
Planet Placement in action.**

5.2

Case studies

Factual Entertainment



The Queen's Green Planet (2018)

ITV gave us the gem that is the Queen Elizabeth of England and King David Attenborough of Environmentalism taking a leisurely walk while talking saving rainforests and planting more trees. What's better than eavesdropping on two legends as they stroll through Buckingham Palace chatting about making the world a better place?



First Dates Hotel - S1 E1 (2017)

It was planet love at first sight for two lucky contestants on the blind dating show. An environmental regulator and an architect come together to discuss plastic pollution and share their love for reusable bottles. In a meeting that starts with an awkward handshake-hug-back-pat combo, environmentalism is the spark that eased conversation and brings two people together with a common interest in a better world. And hopefully a second date.



The Great British Bake Off - Vegan Week (2018)

In a bid to reflect Britain's dietary shift, the country's most popular baking competition hosted its very first vegan week. And to avoid ghettoising the vegan lifestyle, the team are deliberately eschewing a "tastes good, for vegan food" mind-state. The baked creations were judged on great taste and presentation, as always. Who says vegan food can't do it all?

5.2

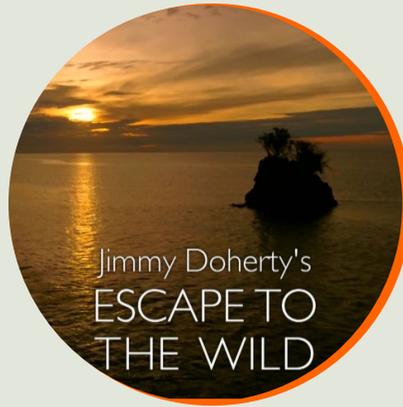
Case studies

Factual Entertainment



Love Island (2017)

From the bedroom to the firepit, personalised, reusable bottles were everywhere in the hit dating show. Through tactful placement, the water bottles became extremely popular both on and off-screen, so much so that over 260,000 bottles were purchased by dedicated Love Island fans from the latest series alone.



Escape to the Wild (2017)

A documentary series following the steps of a young family that reject the hustle and bustle of London life to brave it in a remote beach in Bangladesh. From bricks to bottles, the family built their new home the best way they can, with scrap materials from local areas. The show, although extreme, positions sustainability as a favourable and adventurous way of life.



Money for Nothing (2015)

A very fitting title for the BBC show that followed interior designer Sarah Moore as she travelled around the UK refreshing seemingly worthless goods for the profit of their owners. She takes neglected, worn-out objects and upcycles them to give them a fresh, new lease of life. And after transformation she sells the items for a higher value and gains a profit that is then returned to the original owner. Moore shows her audience how to make money whilst making the world a better place to live.

5.3

Case studies Specialist factual



Hugh's War on Waste (2015)

In his quest to transform the UK's trashing habits, Hugh challenged supermarkets and the fast food industry to drastically reduce the amount of stuff they throw away. They highlighted the staggering amount of waste ditched by the food industry but crucially showed what businesses and people could do to change the story.



Blue Planet II (2017)

From plankton to blue whales, Blue Planet shined a light on the beauty, complexity and fragility of life under the sea. In an episode that showed the effect of plastic pollution on marine life, Blue Planet II inspired people across the UK to ditch single-use plastic and switch to brands providing alternatives.



Stacey Dooley Investigates: Fashion's Dirty Secrets (2018)

Stepping deep into the world of fast fashion, Stacey Dooley investigated the damaging environmental impact caused by the world's insatiable appetite for cheap clothing. From Kazakhstan to Indonesia, she travelled across the fashion supply chain to uncover the shocking affects an obsession with fashion trends has on the globe.

Case studies

Specialist factual



Fighting for Air (2018)

A quest to fix the air we breathe, in one day. The documentary follows a doctor who has set himself the massive challenge of finding a solution to air pollution. As his journey continued, he began to use himself as a case study. He measured how his bodily functions were affected after exposing himself to a typical city street and carefully tried to rid his body of the effects of pollution. With help from scientists and environmental experts, he attempted to crowd source solutions to tackle this challenging issue.



Drowning in plastic (2018)

In the 90-minute BBC special, wildlife biologist Liz Bonnin travelled the world to investigate the plastic crisis up close. She spoke to researchers, marine biologists, campaigners and innovators in an attempt to understand the implications of the epidemic and figure out if it's possible to turn back the plastic tide before it's too late. By anchoring the narrative in Liz's personal journey, audiences experience both the tragedy and the hope of the plastic story through a more intimate and emotional lens.



Generation Screwed? (2017)

George Lamb travelled across the country for an insight into the lives of young Britain today. Escaping from his self-confessed "metropolitan bubble", he explored youth life outside of the margins of society. He followed the story of a young mum and nuclear protester in Scotland and takes us through the various ways she was struggling to manage in modern-day Britain. The show gave a broader outlook on England's landscape and questioned who is responsible to make much needed change.

5.4

Case studies Scripted drama



Misfits (2010)

The loveable character Ollie Banley became involved in a community payback scheme after vandalising a coal-fired station over carbon emissions. This is one way the writers defined Ollie as a determined character, passionate about doing the right thing. And it's been suggested that his superpower of teleportation is linked to zero-emission transport.



Carnage: Swallowing the Past (2017)

Simon Amstell's absurdist mockumentary imagined a future Britain that has become entirely vegan. Through satire of the classic British television documentary, he traced the very real beginnings and the potential future of veganism, both mocking the tactics and characters of the movement whilst also delivering a strong argument for it. The comedy format brings a fresh edge to a well-known cause and diverges from the often solemn vegan polemic that tends to fall on deaf ears.



Pete Versus Life, Season 1 – Episode 1

Appropriately titled "Eco warrior", the episode followed the fight of Pete Griffith to keep up a façade of being an environmentalist. After lying about not wanting to travel to decrease his carbon footprint (when really, it's because he didn't want to), Pete managed to get himself a girlfriend. However, all started to unravel when he was taken to meet her vegetarian parents and was no longer able to maintain his false persona. Though immensely stereotypical in its one-dimensional representation of environmentalists, the episode makes a good point of the different ways people can do more to better the earth.

Case studies

Scripted drama



Black Mirror S3 E6 - Hated in the Nation

What happens when all the bees are gone? The Netflix show, rather dramatically, provided an answer. The show presented a near-future in which Britain had become reliant upon swarms of tiny robotic drones for pollination following a decline in the bee population. The swarms are then “hijacked” by a socio-path who uses them to murder people who spread hate on the internet. That’s one very creative (and incredibly dark) response to species loss. Far-fetched or not, the episode did a great job of pointing out the irreplaceable role of bees in the protection (or in this case destruction) of our livelihoods.



Okja (2017)

In this heart-wrenching action-adeventure film, a young girl developed an unbreakable bond with a giant pig-like animal in the mountains of south Korea. She raised the massive, but surprisingly cute animal through infancy until it was ripped away from her by a greedy corporation. The film serves to criticise the way in which animals are bred, kept and prepared for farming. And unsurprisingly, just after the film’s release, there was a spike in google searches for the term “vegan”. Coincidence? We think not.



Als de dijken brekken (2016)

This Dutch highly rated drama takes place in the Netherlands and Belgium. Translated “When the dams break”, the six-part series centres around several families living through catastrophic sea level rise. Although fictional, showing the very realistic impacts of climate change around the world.

5.5

Case studies Continuing drama



Coronation Street (2016)

To repair a crumbling relationship, Sally and Tim Metcalfe arranged a sit-down dinner, for “real discussions” only. “And what’s more real than the climate?” thought Sally. So, she set off on a (very valid) point on the relationship between human action and climate change, and in response Tim called her out on the role they both play in air pollution. May not be the most romantic conversation in the world – as Tim sarcastically pointed out, but definitely a necessary one.



Eastenders (2016)

Our friends on the square are no newbies to going green. In Walford’s Green Week, we saw the cast explore the many actions we can take to participate in saving the world. First with Lily Branning passionately demanding milk bottle caps for a school recycling programme and then Moe talking the council into giving her money for “wall and loft insulation”... apparently. Meanwhile, people like Masood Ahmed were way ahead of the curve, developing ways to turn cooking oil into car fuel.



Emmerdale (2017)

Amidst all the love, drama and murder, the Emmerdale cast still manage to do a good job of taking care of their countryside. Electric cars have been on screen since 2017.

5.6

Case studies

Non-scripted comedy/Satire



The Last Leg (2018)

This panel show doesn't shy away from environmental issues. The Last Leg has addressed topics such as fracking, the IPCC report and the danger of climate deniers in power. The Last Leg does a great job of bringing the climate conversation into the living rooms of Britons.



The Mash Report (2018)

American talk show host John Oliver looks back at the events of the past week and points a mocking finger at the important issues facing the world today. In one episode, he ruffled a few feathers when addressing President Trump's decision to withdraw from the Paris Climate Accord and, through this, took a strong, public stance in favour of the planet.



Last week tonight (2014)

American talk show host John Oliver looks back at the events of the past week and points a mocking finger at the important issues facing the world today. In one episode, he ruffled a few feathers when addressing President Trump's decision to withdraw from the Paris Climate Accord and, through this, took a strong, public stance in favour of the planet.

5.7

Case studies

Sports programming



Smackdown live (2019)

WWE recently launched a brand new edition of the iconic championship belt. It's just as mighty as previous editions, however this time, the prized accessory is made of 100% sustainable organic hemp and its plates are made from wood carved from a naturally fallen oak tree. The belt signified a stance against leather produce and was dubbed by WWE as "The new symbol of excellence".



BT Sport's 100% Sport (2015)

Launched during Climate Week New York 2015, Olympic sailor Sir Ben Ainslie and BT launched a global initiative to inspire sports fans all over the world to tackle climate change with the simple action of switching to renewable energy.

5.8

Case studies Children's programming



Sesame Street (2018)

One of the top kids' education shows in the world, Sesame Street has been around for over 40 years. Over these years, its witty and loveable characters have always taught kids to care for their environment and the things and people within it – they usually do so with the help of a celebrity appearance, and sometime with an unforgettable jingle. The latest climate hit was “Thank you cloud” by English pop-star Elie Goulding who went on the show to teach kids around the world the irreplaceable value of water.



Thomas the Tank Engine (2018)

The classic children's show collaborated with the UN to introduce pre-schoolers to the Sustainable Development Goals. The 22nd season of the show incorporated 5 of the 17 SDGs (Gender equality, Life on Land, Quality Education, Sustainable Cities and Communities, and Responsible Consumption and Production). One episode featured Thomas and his (now diverse) group of friends, joining forces to rescue a koala from a rainforest bushfire – a fun and easy way to encourage kids to care for the world and the wildlife within it.



6.0 FAQs

6.1

We aim to make Planet Placement as straightforward as possible.

So, this section should help with the questions you have.

What is Planet Placement?

It is both an invitation and guidance on responding creatively to the biggest challenge that society, individuals, and the screen industries have ever faced, our relationship with the planet.

Who made it?

Planet placement has been created by the TV industry, for the TV industry. We, BAFTA's albert project, bring industry colleagues together to identify our environmental challenges. On Planet Placement, we've collaborated with the nice people at Futerra to articulate the solutions. Made in partnership, Planet Placement is an impartial resource that responds to issues raised by the industry, it is owned by all those who might find it useful.

Is this part of a wider strategy?

The United Nations' Sustainable Development Goals are at the core of thinking behind the Planet Placement trends and industry asks.

Broadcasters have begun to reconcile what they mean for society and TV content by extension, but there is much work to be done.

What are the most important issues to try and integrate?

The environmental trends should give you an indication, but another great place to start is by measuring your own environmental impact. Try WWF's personal carbon calculator. You'll see that the most pressing issues are energy, transport, food and linear consumerism.

What about the footprint of my production?

Your biggest opportunity to make an impact is through the content you put on screen. Done right, your content can shift mindsets and make positive environmental behaviours mainstream. Your footprint is also incredibly important. For the last eight years, albert has been working with production teams to do this. You can find out more at wearealbert.org

What does good look like?

From food to fashion, reality to real estate; imagine a channel schedule full of programmes which have made the connection between their existing editorial and the environment — delivered with authenticity, impact and creative excellence.

Do I need to scare my audiences to take action?

No. The climate movement is full of innovative solutions. It's full of heroes and rebels, adventure and excitement. We encourage you to be fun and humorous, not just earnest and educational. Trying to shame or bully people into environmental responsibility simply won't work.

I feel alone. Can you help?

Yes. Whether you work at a broadcaster, production company or as a freelancer, we can connect you to other creatives or meet you for a cup of tea. Get in contact.

Why has it been necessary to take this approach?

The workshops we have conducted reveal that most industry colleagues equate an environmental intervention to finger wagging and death threats. What good party starts with a death threat?

Also, in the portrayal of voices around climate change, there has been a shift away from the pursuit of balance where balance doesn't exist.

Should the industry be aiming to brainwash its audiences?

No. The world is changing around us. This is about reflecting changes to the real world on-screen.

Will I have to sacrifice creating good content?

Planet Placement demands the same authenticity, impact, emotion and creative excellence you're used to delivering. If you sacrifice that, you won't draw people in. Always remember your superpower is creating great content. Use the skills you've honed your entire career to take on the world's most urgent challenge.

Is this too little, too late?

No, we are at a time of profound change. For the first time we have the skills, technology and understanding to support sustainable life on this planet.

Doesn't this land responsibility at the feet of individuals?

What about governments?

It is true that the necessary game changing decisions can only be made by a small handful of people. This is about creating the cultural conditions to enable them to make the right decision, and about having fun along the way.

How can I keep updated?

Meet us for a cup of tea. Join our mailing list. Come to one of our training sessions. Join us on social.





Contact:

If you have any questions about Planet placement, please get in touch with:

info@wearealbert.org

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