HRH The Duke of Cambridge joins senior broadcasters to discuss the vital role of television in tackling climate change

**8 January 2020:** Today, HRH The Duke of Cambridge, President of BAFTA, joined commissioning editors from the BBC, Channel 4, Sky and ITV to discuss the challenges and opportunities in making climate change an integral part of the cultural conversation for all audiences from a daytime cookery show to a prime time drama.

The roundtable discussion was an opportunity for senior leaders from across the major broadcasters to come together to discuss the environment and the impact it will have on the programmes they create, and the way in which TV and programming can have a positive impact on repairing the planet.

The meeting was convened by BAFTA and chaired by Kevin Price, BAFTA COO and Chair of the albert Consortium. Since 2011 BAFTA has chaired an industry task force on sustainability in the TV Industry. Called ‘albert’, the project aims to eliminate waste and carbon emissions from TV and film productions and support the industry in creating on-screen content strategies that enable the transition to an environmentally sustainable future.

Amanda Berry, CEO of BAFTA said: "It is incredibly encouraging to start this new year and decade with The Duke, who is passionate about the environment, joining senior broadcast leaders to discuss how the TV industry can help to highlight climate change – and the opportunities to make a difference - within their programming. At BAFTA, we believe that the creative industries represent the greatest opportunity to put these issues in the spotlight."

Clare Mottershead, Commissioning Editor, Popular Factual and Factual Entertainment, BBC said: "I enjoyed being part of the discussion today with The Duke of Cambridge and commissioners from across the industry. The BBC is committed to making sure environmental sustainability is an ongoing part of the national conversation via a wide range of programming - as well as offering up positive solutions for audiences. Today was a fantastic opportunity for us all to share ideas and explore how we can further raise awareness of this important issue."

The meeting follows the launch of Planet Placement, a creative guide to putting the planet into programme editorial, and a subtitles report in May 2019 which highlighted how infrequently the climate is currently mentioned on our TV screens, with terms such as ‘picnic’, ‘cats’ and ‘cake’ all receiving far more mentions.

BAFTA is doing more than ever before as part of a wider commitment to sustainability. The goal is that the EE British Academy Film Awards 2020 will be carbon neutral, working towards having a net positive impact on the environment. From travel and food, to branding and materials – BAFTA is ensuring the Awards are as sustainable as possible. The film awards red carpet will be 100% recycled, sustainably sourced produce will be served at the award dinner, and branding that is not being reused from previous years will be produced using reclaimed or recyclable materials. Where sustainable choices are unable to be made, BAFTA is offsetting, as well as giving guests the tools to be more sustainable through offsetting their own travel and making sustainable fashion choices.