

Climate Content Pledge Update 2024

Updates from the Climate Content Pledge Signatories

BBC Group (including BBC Studios and UKTV)

The BBC is proud of the progress it has made in the last year, continuing its commitment to reaching the widest possible audience, increasing its impact by informing and inspiring, and sharing and collaborating with the wider creative sector.

- **Unrivalled Reach:** The BBC has found opportunities to authentically embed sustainability themes into its content, from blockbuster Natural History titles such as *Asia*, which launched this autumn, to gripping climate thriller *On Thin Ice: Putin v Greenpeace*, and even in coverage of the world's biggest sporting event, the Olympics. This commitment to finding audience-relevant ways to reflect sustainability continues across all genres, through key entertainment brands including *The Apprentice*, dramas such as the second series of *Vigil*, adored factual titles like *Sort Your Life Out*, and popular quiz shows including *The Hit List*. This extends to the BBC's Radio networks, with groundbreaking commissions such as *Randy Feltface's Destruction Manual* on Radio 4, promotion of the Tune into Nature Music Prize on Radios 1, 3 and 6 Music, and Local Radio's Make a Difference Green Award. Research suggests that 46% of people over 16 in the UK – well over 21 million people – believe BBC coverage has improved their understanding of environmental issues (online national representative survey of 1,338 UK adults by GfK, commissioned by BBC Audiences, Jan 2024).
- **Impact:** The BBC is committed to having an impact off air as well as on screen. To coincide with Earth Day, *Planet Earth III* collaborated with BBC Children in Need to premiere a special episode, uniquely narrated by school children aged between nine and 13. The charity created classroom resource packs to complement the episode, including the opportunity for students to narrate clips from the series, all launched in a special virtual assembly attended by an estimated 100,000 students nationwide. Elsewhere, BBC Education's micro:bit enabled pupils to conduct biodiversity playground surveys, while *Blue Peter* is teaming up with the Earthshot Prize to invite solutions to some of world's biggest environmental challenges from five to 15-year-olds.
- **Collaboration:** Climate Creatives, now in its fourth year, is the BBC's annual event to support and inspire the entire creative sector around climate and nature storytelling. For the first time it was held across the UK, with events in Belfast, Cardiff, Glasgow and London. Speakers included Hamza Yassin, Chris Packham and Ade Adepitan, while the events also featured perspectives from thought leaders in other creative sectors and reflections from commissioners across broadcasters. Some 1,800 attended live, with hundreds more engaging with the resources since. In a post event feedback survey, 90% of respondents rated it inspiring (8 Oct 2024).

UKTV, part of the BBC Group, has looked for innovative ways to incorporate sustainability into its output, partnering with global environmental action NGO WRAP's Love Food Hate Waste campaign using £1m worth of promotional airtime to raise awareness of food waste and encourage viewers to only buy what they need. So far, the promo has reached over 9

million adults, and research suggests 52% of viewers who had seen the spot had changed or were considering changing their behaviour.

UKTV produces an annual Planet Placement showreel to inspire production partners to include climate content references and was the first broadcaster to introduce climate content tracking in their original productions via Silvermouse. Data tracked for 2023/24 showed that 61% of commissions included verbal climate references and 67% included visual references, and the broadcaster has set ambitious targets for 2024/25 to increase both to 75%.

Tim Davie, Director-General of the BBC, said: *“I’m incredibly proud of what content makers have achieved since we signed the Climate Content Pledge, but there’s more to do and everyone in the industry has a role to play. The BBC’s purpose is to inform, educate and entertain and the all-encompassing topic of climate change provides a huge creative opportunity in this respect. We will continue to raise the issues, highlight the facts and use compelling storytelling in our programming.”*

Richard Watsham, Chief Creative Officer, UKTV & Global Director of Acquisitions, UKTV/BBC Studios, said: *“We are fully committed to the Climate Content Pledge with sustainability meetings embedded throughout our commissioning workflow. Having pioneered climate content tracking three years ago, we’re delighted to be part of the new BAFTA albert on-screen sustainability tracking and are now looking to take our understanding to the next level with a research project in train to study the value of specific climate references. This will allow us to tailor our climate content to maximise its impact.”*

Channel 4

With a remit to inspire change, Channel 4 is committed to using its content to empower viewers to take positive actions towards sustainable living, and to raise awareness about the climate emergency.

- Climate Change season – award-winning content and public engagement:
 - Channel 4’s Climate Change season at the end of 2023 explored solutions to climate change through engaging and insightful programming that resonated strongly with viewers.
 - The Great Climate Fight, featuring Kevin McCloud, Mary Portas and Hugh Fearnley-Whittingstall, received critical acclaim and won the Climate Impact Award at the 2024 Edinburgh TV Festival – marking the third consecutive year Channel 4 has won this award.
 - The season’s content reached 4.1 million viewers, inspiring action and awareness on key climate issues, with 50% of viewers reporting they discussed the issues raised in these programmes with others.
- Launch of ‘Climate Watch’ on Channel 4 News:
 - Channel 4 News is shortly introducing ‘Climate Watch’, a new segment within weekday evening weather forecasts.
 - Through clear storytelling, graphics, and a distinct ‘Climate Watch’ label, these updates will contextualise extreme weather within the framework of climate science, helping viewers to understand the impact of climate change on daily life.
- New sustainability and climate change-focused themes and storylines across genres:

- Channel 4 continues to embed climate themes within popular shows and genres.
- Notably, one of Channel 4's biggest shows, Married at First Sight UK, featured a key storyline between participants Jenna and Zoe focused on veganism, sparking significant dialogue for viewers on dietary choices and environmental impact.
- Joe Lycett vs Sewage tackled the issue of untreated sewage in UK waterways, and took the fight to the water companies. Following the show's transmission, a huge 44,000+ people wrote to their water company asking them to halt shareholder dividends in favour of improvements to the sewerage system.
- George Clarke's Amazing 'Green' Spaces meanwhile demonstrated the ways that people can elevate their homes through green, smart energy solutions.
- In News and Current Affairs, the Dispatches strand covered important investigations throughout 2024, including Rubbish Tip Britain, The War on Britain's Motorists, and Coca-Cola's Dirty Secret.
- Further key programmes are also in development, including a new three-part series featuring Extraordinary Escapes presenter Sandi Toksvig, who will restore her own patch of ancient woodland, highlighting the woodland crisis and inspiring action.
- Social branded entertainment series with climate and sustainability themes:
 - Beyond traditional programming, Channel 4 has produced social-first branded entertainment content with sustainability at its core.
 - These digital formats extend our sustainability and climate change messaging to younger and online audiences, fostering climate awareness on the platforms where young people spend most of their time.
 - Now in its second year, Channel 4's partnership with Vinted includes the digital series Second Hand Style-Up, which promotes sustainable fashion and encourages audiences to make eco-conscious choices in their everyday lives. The show garnered a huge 8 million views and over 40,000 hours of watch time on YouTube.
 - Other key examples include The Secret Life of 5-Year-Olds, with segments on renewable energy, and Second Hand Showdown with Vicky Pattison, promoting sustainable fashion practices.
- Content creation with sustainability in mind – training and editorial support:
 - Channel 4 has introduced tailored learning and development schemes to enhance climate-related content.
 - For example, we ran several 'Greener Homes TV Briefings' for Daytime Commissioners and producers to inspire and enable new on-screen stories featuring home decarbonisation along with bespoke climate training for the Reality and Entertainment team. More training is planned for additional genres in the coming year.
 - Bi-monthly Climate Content Editorial Working Group meetings bring together representatives from across our genres to embed sustainability into editorial planning.
 - The 'Green On Screen' initiative continues, requiring every production to report on how they showcase environmental sustainability on screen, accompanied by a Channel 4 Climate Content Guide.
 - Across the year, Commissioners took part in panels at several Climate Content events held by the industry.

Alex Mahon, Chief Executive, Channel 4, said: *"At Channel 4, we believe using our reach to inspire meaningful change. We are committed to constantly improving what we do with*

our impactful climate seasons to social content that reaches young audiences on every platform. The thing I am most excited about coming up is the launch of Climate Watch on C4 News exploring the realities of extreme weather and climate change with their impact on our daily life here in the UK.”

Channel 5:

- October marked one year since the launch of Channel 5's unique editorial approach, Everyday Sustainability, designed to inspire, encourage and support viewers to live more sustainable lives by integrating positive environmental themes across the entire programming schedule. Channel 5 has introduced ongoing training for all commissioners focused on the authentically embedding environmental themes into their shows, and has extended this to production partners to support and inspire them on this journey.
- Environmental sustainability has been highlighted on screen throughout Channel 5's schedule this year – through nature titles like *The Secret Life of Trees* and *The Secret Life of Bees* and documentaries such as *Secrets of Buckingham Palace with Alexander Armstrong* (which reflects on King Charles' changes to the palace to make it more energy-efficient), to popular dramas like *Madame Blanc* and *The Catch* and established factual shows like *Bargain Loving Brits* and *Traffic Cops*, which include more subtle nods to sustainable living.
- Channel 5 is dedicated to inspiring the next generations to care for the planet by tapping into kids' love of discovering nature and the outdoors through a series of new commissions for Milkshake! – the only PSB daily pre-school programming block. These include *Aneeshwar's Outdoor Adventures*, starring nine-year-old conservationist and wildlife enthusiast Aneeshwar Kunchala; nature-focused comedy series *The Woohoos!* and *Animal Care Club*, featuring eager young cadets helping pets, farm animals, wildlife and zoo animals.

Sarah Rose, President of Channel 5 and UK Regional Lead at Paramount said: *“The Climate Content Pledge is helping to create meaningful change across our industry. At Paramount, our Peak Sustainability strategy is driving collective progress towards decarbonisation throughout our organisation whilst also aiming to normalise environmental awareness across all our storytelling. This is a critical time for broadcasters to use their powerful platforms to shape culture and inspire viewers to address the climate emergency.”*

ITV

- Loose Women Earth Day special at the Eden Project with creative ad break: In April, Loose Women filmed a special Earth Day episode from the Eden Project, which saw the panellists discuss whether the way that we live, spend and socialise can actually help protect the planet. During its broadcast, ITV Commercial ran a creative advertising break on ITV1 providing an opportunity for brands that are sustainably-driven and powered by positive action to contextually align with climate-related content. The ad break featured B Corp Giff Gaff, Vinted, and Polestar, among others.
- Big Brother casting a climate activist: This year's series of Big Brother featured a climate activist, Daze, as a housemate. Throughout her time in the iconic house, she sparked great conversation on the importance of climate action, bringing this topic to life in an organic and entertaining way. One of the episodes saw her appointed

Energy Minister, tasked with producing enough clean energy for Big Brother's government to reach net zero.

- **Gino & Fred: Emission Impossible:** Due to air in December, Gino D'Acampo and Fred Sirieix are greening up their act on a journey of environmental discovery to better understand the causes and impacts of climate change, and what they can do to adapt their lifestyles to lower their footprint. The pair will find themselves moved by the melting glaciers, being affected by over-tourism in Dubrovnik, and exploring innovative food alternatives.

Dame Carolyn McCall, CEO, ITV, said: *"ITV is deeply committed to the Climate Content Pledge, and we're proud of the significant progress made over the past year. From continuing to normalise sustainable behaviours across our output from soaps to more explicit green commissions, ITV is dedicated to shaping and reflecting culture for good. Through our diverse content and meaningful storytelling, we aim to inspire positive change, normalising environmentally-friendly choices as we all navigate the journey toward a sustainable future."*

RTÉ

RTÉ Climate Content transcends many genres in RTÉ productions. Examples for 2024 include the following productions and demonstrate our Climate Content Pledge.

- **'Heated'** This factual series explores the effects of climate change on the Irish people by sharing tales of inspiration, optimism, and doable action. Although the effects of climate change are frequently unpleasant, which can cause feelings of helplessness and despair, the goal of this series was to encourage individuals and organisations to take action. Examples of themes discussed include the issue of 'fly tipping' in the Dublin Mountains and a League of Ireland soccer club having climate as one of their strategies and core ambitions they focus on.
- **'Rising Tides'** Presenter Philip Boucher-Hayes examines the increasing accelerating effects of climate change on the globe, and what it will mean for Ireland in the future. This is a three-part series that looked at the effects on regions such as the Arctic regions of Greenland to Malawi in Sub-Saharan Africa. The series prompts the questions we need to ask ourselves on how we need to adapt and stem the irreversible damage we, as humans are causing in our world.
- **'The End of the World with Beanz'** This is a six part series where stand-up comedian Martin 'Beanz' Ward, dives into what sustainability and climate change means to Irish people today. He meets a number of people over the course of the series looking at issues ranging from circular economy, effects of weather changes on communities and fast fashion.
- **'Tomorrow Tonight'** This is a documentary-drama presented by Mark Little and Carla O'Brien set in 2050. It takes viewers through the breaking news on a seismic night as climate change forces the world into a crisis! News-style reporting on the devastating effects of sea level rise and global warming on average families both domestically and internationally, as well as the global refugee crisis, are included throughout the show. The programme also highlights the positive developments we have achieved

despite such diversity. Examples include how the Irish rural sector has flourished and developed even through the demise of traditional cattle and dairy production.

Sky

At Sky, we're using our channels and content to raise awareness of the climate crisis and mobilise individuals to take action, inspiring small, daily behaviour change that can make a big difference. We're making sure that our on-screen ambitions are backed by insight, bespoke training and a commitment to increasing sustainable behaviours behind the scenes too.

- **Creating impactful content:** One highlight from our climate-related content in 2024 was our 'enviro-thriller' documentary *Gabon: Earth's Last Chance*, which tells the extraordinary story of scientist Professor Lee White from Manchester, who ended up becoming the Environment Minister of Gabon in central Africa. The documentary charts the unlikely pairing of Lee White and Gabon's President Ali Bongo, which sees White's role becoming instrumental in the global fight against rainforest destruction and climate change. Sky viewers surveyed said the characters were inspirational, likable and passionate messengers, making the climate messages more impactful.
- Sky Sports have also continued to embed climate content in our extensive sports coverage. A key example is our support of Green Football Weekend and the Count Us In campaign focused on encouraging fans to opt for lower emissions plant-based food at sports matches. The campaign was featured across a whole weekend of football matches in February.
- **Upskilling our teams:** Throughout 2024, we have delivered multiple bespoke workshops with experts from Heard and Futerra to help creative teams work through integrating climate content at a genre level. Workshops have involved Scripted and Unscripted teams, with a focus on using Sky content for ideation around climate content and how our teams can look to incorporate this into their shows even when it might not be more challenging.
- **Informing our approach with insight:** In 2024, we conducted a qualitative study across all Sky genres to inform our future strategy, taking behavioural and attitudinal information from viewers around key shows in each genre. This insight will help us to adapt and evolve our approach, from the messaging and characters we develop to the subtle prompts we show on screen to normalise more sustainable behaviours. Increasing our understanding of how our climate content efforts are landing with our audiences is critical to increasing our impact.

Meghan Lyvers, Executive Director of Original Scripted UK & Ireland, Sky, said: *"We are increasingly embedding our commitment to the Climate Content Pledge into every stage of the Television and Film production process. This approach motivates us to create authentic, climate-related content that can inspire, educate, and make meaningful change in society."*

STV

- **Sustainable Scotland Week:** STV's Sustainable Scotland Week is our annual cross platform event which aims to inspire viewers to live more sustainably. This year featured special news and dedicated investigative reports across news and current affairs, a 'green' section of programming on our streaming service, STV Player, and on-air promos providing tips to help viewers live more sustainably. Our research shows that 72% are likely to make more environmentally conscious choices after seeing Sustainable Scotland Week on STV.
- **Scotland Tonight Special:** The alarming scale of environmental damage by Scotland's fast fashion problem was explored by STV's current affairs team in an in-depth *Scotland Tonight* special report. Airing in an 8.30pm peak slot to make it more accessible, the content was also shared widely via the STV News website and across our vast social media network.
- **Sustainable Supply Chain:** STV continues on its journey to achieve a fully sustainable supply chain by 2030, partnering with key suppliers to support them on their sustainability journey. As we extend these activities across our supplier base, we have improved our CDP rating to B reflecting the progress achieved to date.

Bobby Hain, MD Broadcast, STV, said: *“Our STV Zero strategy is at the heart of everything we do, with sustainability principles embedded across all of our activities. Through our dedicated Sustainable Scotland Week informing and encouraging viewers to live more sustainably, our extensive training for staff, commitment to industry partnership working and our ongoing work on our supply chain and operating practices, we are 100% committed to tackling climate change at all levels. This responsibility sits with every member of our team, and we're proud to work with BAFTA albert and the Climate Pledge to help effect change across our industry.”*

WarnerBros. Discovery

- The youngest viewers on WBD's kids channels can learn more on how to live sustainably by completing daily challenges through the award-winning Cartoon Network Climate Champions, a multiplatform campaign that uses Cartoon Network's beloved brands, animation, and fun-filled storytelling to inspire and empower children aged 6-12 years to fight against climate change. To date over 2 million challenges have been accepted by kids on [the website](#).
- In 2024, WBD released four episodes of *Change Drivers* which in the UK aired on Discovery Channel, Animal Planet, Discovery Turbo, Discovery Science and Discovery History. The series consist of short-form videos that celebrate people taking action for climate justice. This is an evergreen, channel-agnostic social impact series that showcases outstanding individuals who are dedicated to making a positive impact in the world and inspiring other to join them.
- Our Climate Content Pledge commitment is also seen through some of our original UK commissions with a focus on sustainable living; including upcycling, recycling and renovation – example series include *The Yorkshire Auction House*, *Shed & Buried*, *Salvage Hunters* and *Ant Anstead Born Mechanic*. In *Vinnie Jones in the Country*, the Hollywood actor and former Footballer's passion for farming, nature and countryside preservation is intrinsic to the narrative. In addition, through Warner Bros. International TV Production (WBITVP) we also produced a wide range of content featuring important conversations on sustainability across passion

programmes such as *The Repair Shop* (restoration) and *Nadiya's Cook Once Eat Twice*, (sustainable eating) both commissioned by BBC.

- On TNT Sports, we supported Green Football Weekend during live Premier League coverage of Everton versus Tottenham Hotspur in February. The campaign unleashes the power of football to tackle climate change, bringing together fans, clubs, leagues, broadcasters and partners. In 2024, we were part of the campaign that reached 30 million people, with tens of thousands of fans, and over 100 players and 115 clubs getting involved. This year, Green Football Weekend asked football fans to consider trying a veggie option. To support this call, the Green Football Weekend Veggie Cookbook was developed, featuring plant-based recipes from footballers, managers, and celebrity chefs. It was viewed over 43,000 times, highlighting fans' willingness to adopt sustainable eating habits.

Tasha Reynolds, Director CSR International at Warner Bros. Discovery, said:

“Protecting the planet is a key focus for us at WBD, and we’re continually looking at ways to improve our sustainability efforts. Working with albert has been critical in aligning our goals with the wider industry and inspiring each other to take action.”

Wider industry updates

Netflix

- **Sustainability on Screen:** Our goal is to entertain the world, with the best selection of TV shows and movies for our members. When creators want to include sustainability storylines in their titles we are there to support them. Some of the many examples include comedies such as *Unstable*, documentaries *You Are What You Eat* and *Life On our Planet*, star studded drama *Leave the World Behind*, sci fi thriller *3 Body Problem*, reality shows *Next in Fashion* and *Five Star Chef*, international favorites like *Represent* (France) and family fare like *Chicken Run: Dawn of the Nugget*. We support creators from pitch to play, offering subject matter expertise and research assistance during script development followed by sustainability support during principal photography and launch. We’ve also curated over 200 sustainability themed series, films and specials into a Netflix collection: [Sustainability Stories](#).
- **EVs on screen:** Our commitment to using more EVs in shows and films we produce has also been met with enthusiasm by our creators, with 90% of Netflix productions choosing to feature electric vehicles on screen, from self-driving Teslas (*Leave the World Behind*) to smart cars (*Unstable*) and action cars in chase scenes (*Extraction 2*, *Heart of Stone*, *Spy Kids: Armageddon*).
- **Earth Week:** Our Netflix Family Earth Week celebration in April 2023, including an [Activity Booklet](#) with shows, movies and activities for the whole family, was nominated for a [Webby Award](#) in the Sustainability & Environment category.