




The BBC's approach towards sustainability in 2021

FEBRUARY 2021



BBC NEWS | GLOBAL




In September 2020 the Climate Action Tracker group concluded that the world was heading for warming of around 2.7°C by 2100



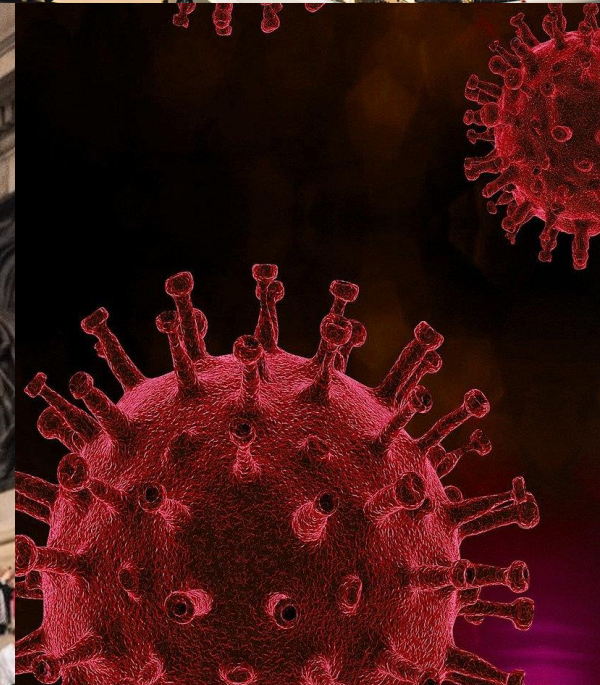
In 2020, it was estimated the world used around 6% less energy compared to 2019



The flow of plastic into oceans will nearly treble by 2040 without greater action



Sources: <https://www.iea.org/reports/global-energy-review-2020>; <https://www.systemiq.earth/breakingtheplasticwave/>



2020 has taught us a lot about our impact on the world and the changes we need to make

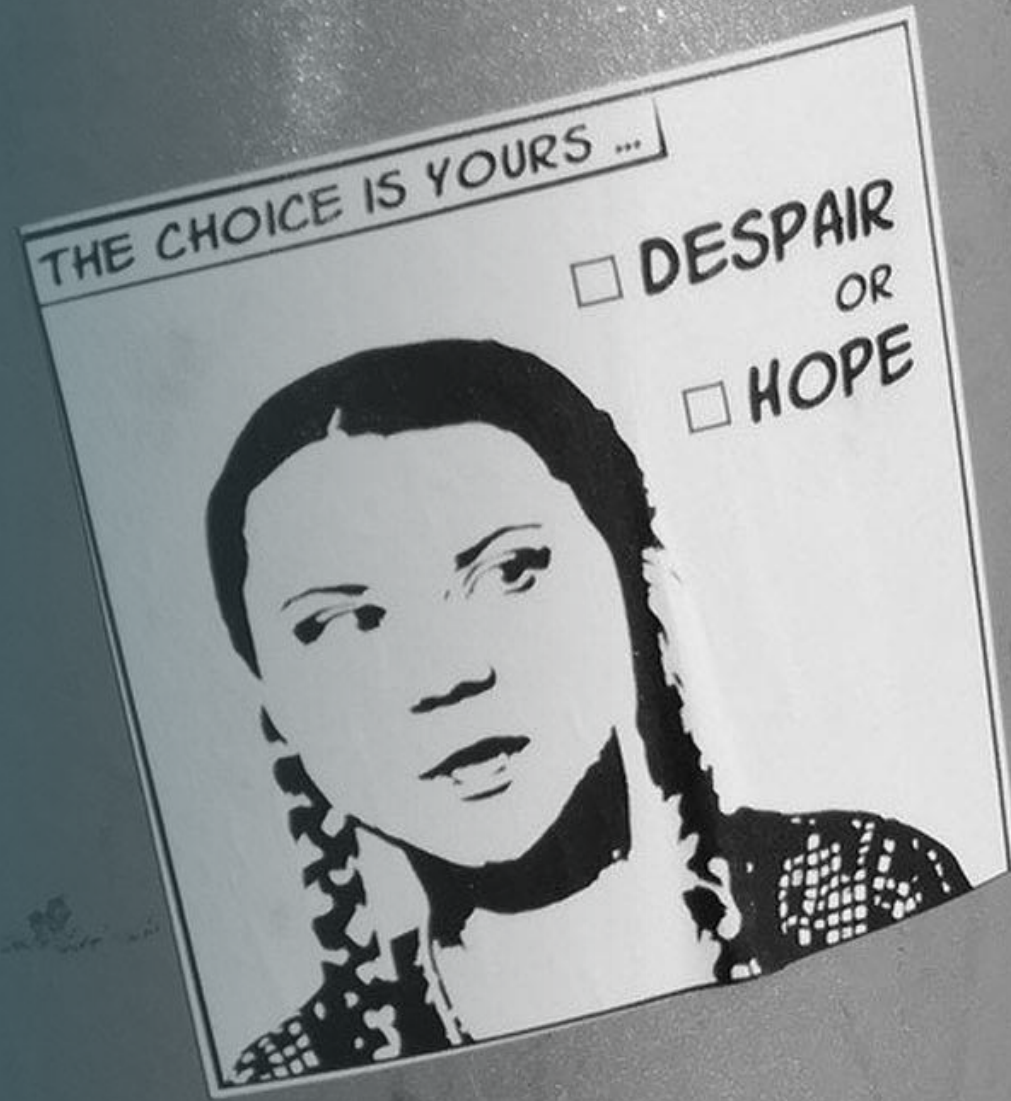
The changes needed involve a complete reset of our economies and how we operate.

Businesses' environmental credentials are still very much under scrutiny, and for consumers, action on the environment is just as important as action on Covid-19.

Surveys indicate people are ready to do as much for the environment as they are for Covid-19 – and expect brands to display similar priorities.

Will the current uncertainty and awakening generate a genuine momentum that will drastically accelerate ongoing trends towards a cleaner, healthier and more sustainable future?

Source: GWI





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Surely we all have a responsibility to care for our Blue Planet. The future of humanity and indeed, all life on earth, now depends on us.

SIR DAVID ATTENBOROUGH



SUSTAINABILITY AND THE BBC

Our commitment to sustainability

This year the BBC has helped raise awareness of environmental issues and responded to it through dedicated programming.

We are following our **Greener Broadcasting** strategy with the aim of creating “a positive environmental impact”.

Our approach focuses on three areas:

1. Ourselves

Creating conditions for sustainable working through our values, our buildings and the way we work.

2. Our industry

Partnering with others to build a sustainable creative sector through broadcast technology and delivery, sustainable production and supply chains.

We are among nine launch partners for Dimpact.



This new scheme aims to create an online calculator that will be available to any company offering digital products and services.

3. Our audience

Inspiring sustainable living through informative content and sharing our own stories.



Our targets for 2022

Reducing CO2 by 24%:

We buy renewable electricity, reducing our carbon footprint significantly. We save CO2 by concentrating our operations into fewer, more efficient buildings.

Reducing energy by 10%:

We are installing monitoring systems in our main properties to identify anomalies in energy consumption, operating our technology as effectively and efficiently as we can.

Reducing waste by 10%:

We are aiming for third party zero waste to landfill certification and we have a three step plan to cut single use plastic from our operations.

Smarter travel:

We have policies to reduce domestic flights and work with suppliers to reduce CO2 emissions of fleet and hire vehicles. We also provide video conferencing tools and facilities.

Sustainable production:

To improve BBC production teams' understanding of the carbon impact of making programmes, they use the **albert carbon calculator** provided by BAFTA.

We also encourage the albert certification scheme for sustainable production which helps productions to reduce their environmental impact.

Participating programmes display the albert logo on their end credits.





The BBC aims to be net
zero in terms of greenhouse
gas emissions by 2030

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It's a 'decently' ambitious target but I'd love to beat it. For many reasons we have not set a target before and I think we needed to, so this is now a commitment and we're going to go after it.

TIM DAVIE
BBC Director General

SUSTAINABILITY AND THE BBC

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We're seeing stronger than ever interest from our audiences in coverage of the environment and sustainability. It's right at the top of the news agenda and, although, the scale of the challenge can sometimes seem overwhelming, there are plenty of stories about the growing political will to tackle pollution and climate change; as well as scientific advances. Sustainability is now a key theme in almost every sector from technology, to travel, art, agriculture, business and fashion; and we feel it is important that our coverage reflects that.

MARY WILKINSON

Head of Content, BBC Global News Editorial

Our environmentally-conscious audience



40%

more likely than the average to be interested in environmental issues¹



60%

say helping the environment is important to them¹



70%

would pay more for an eco-friendly product¹



54%

say they feel positive about the future of the environment (59% for millennials)¹



51%

say they are most concerned at the moment about increased waste due to COVID-19 (e. g. excessive single-use plastic)

In the next six months respondents:



65%

say they will reduce food waste²



58%

plan to buy more from sustainable/eco-friendly brands²



59%

say they will reduce the amount of plastic/ single use plastic they use²



56%

say they will walk more or cycle²



45%

will recycle more products²



1 in 4

will donate to environmental charities²

SOURCES: 1. GWI Q4 2019- Q3 2020. Global Audience 2. GWI Zeitgeist, September 2020. Conducted in Brazil, China, France, Germany, India, UK, USA

Sustainability influences purchase decisions and has commercial value



78%

say sustainable practices and commitments are an important consideration when making purchase decisions



67%

are happy to pay more for brands with strong sustainability and eco-friendly practices



80%

agree that clearly demonstrating a commitment to sustainability adds value to a brand



Poor environmental records is in the

top 3

of audience concerns when deciding to buy from a brand.



56%

say they would stop buying a product they were previously loyal to if they discovered it was not committed to sustainability

Source: BBC Global Minds, Sustainability Survey, February 2021, based on BBC cross-platform users (n=4,526)

Our Planet Now

2020 saw the BBC's most ambitious year of climate change coverage with special programming and a wealth of digital content, such as the launch of Future Planet, the digital home for solutions-based journalism on the topic of climate change.

This continues in 2021 under the *Our Planet Now* banner, and will see BBC News and wider programming do than ever to explore all aspects of the environment and challenges facing our planet, both at a local and global level.

As global partner for the Earthshot Prize - a global environmental prize launched by Prince William which takes inspiration from President John F. Kennedy's Moonshot - the BBC will be at the forefront of exploring practical solutions to our environmental problems. These ideas will be shared at the inaugural awards ceremony in Autumn 2021.



Future Planet

Future Planet is a Premium Collection on BBC.com, which takes a solutions-focused approach to sustainability, climate change and the environment.

It is the first major online publication about climate change that also aims to be carbon neutral.

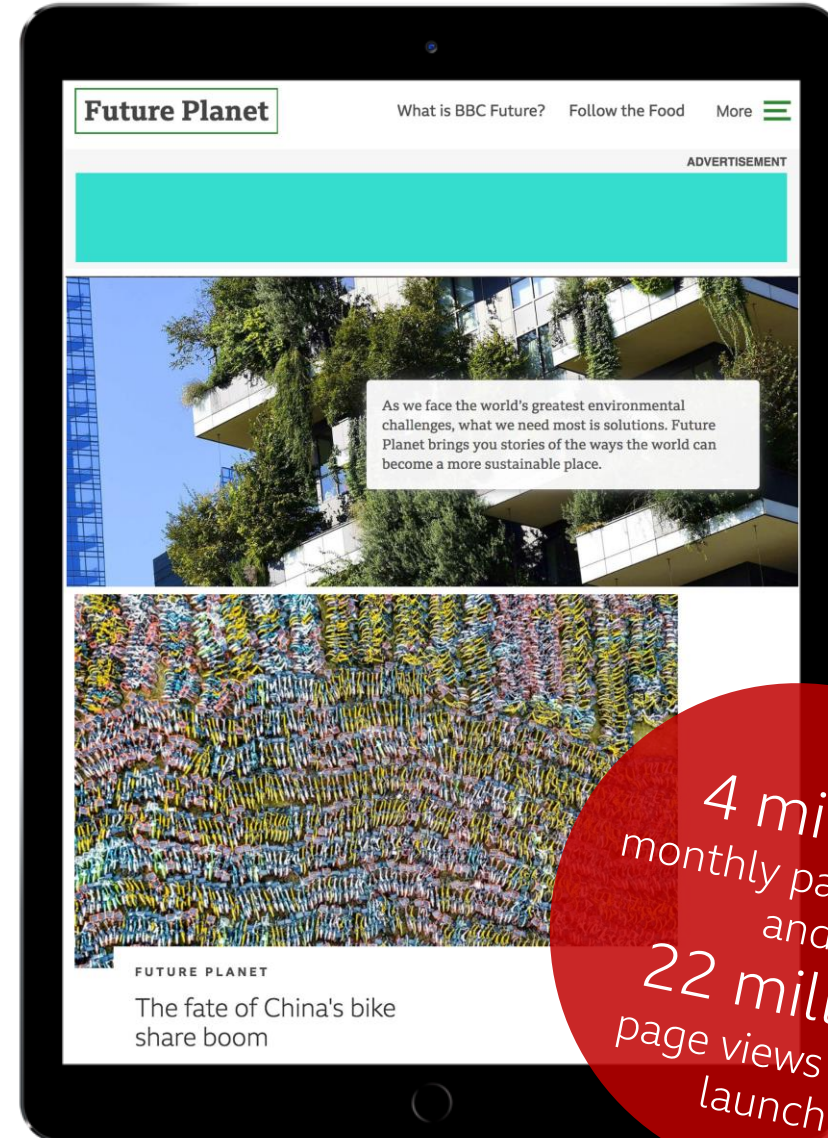
We keep track of (and minimise) the carbon emitted by every single story, using independently audited calculators and bespoke digital analysis.

This is achieved in some part by using local voices, not just as sources, but storytellers.

Future Planet was a finalist in the British Journalism Awards for innovation of the year: <https://pressgazette.co.uk/the-best-journalism-of-2020-revealed-british-journalism-awards-shortlist/>

<https://www.bbc.com/future/future-planet>

SOURCE: AT Internet Sept 2020, and Jan – Dec 2020, ex UK

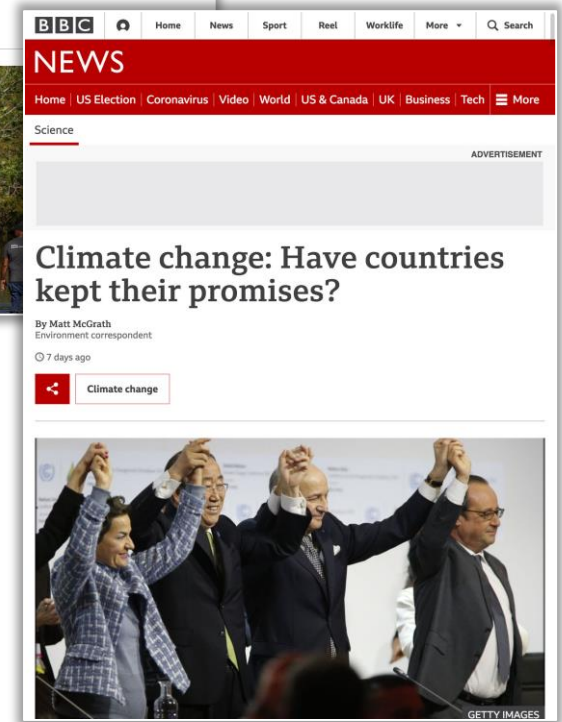
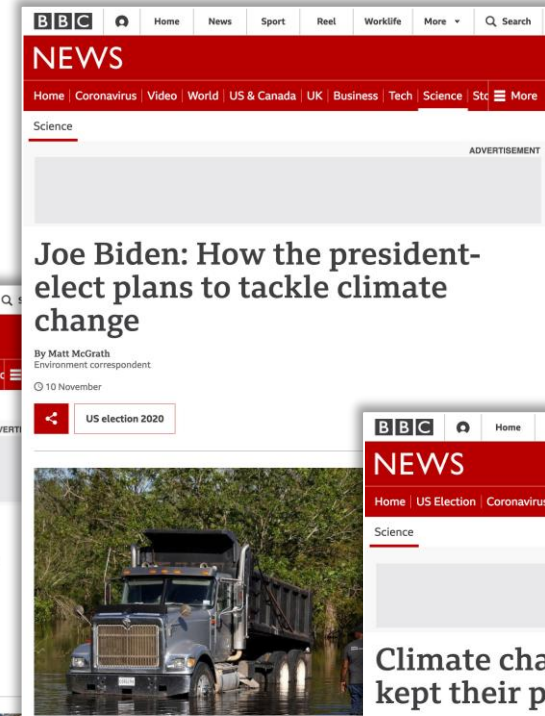
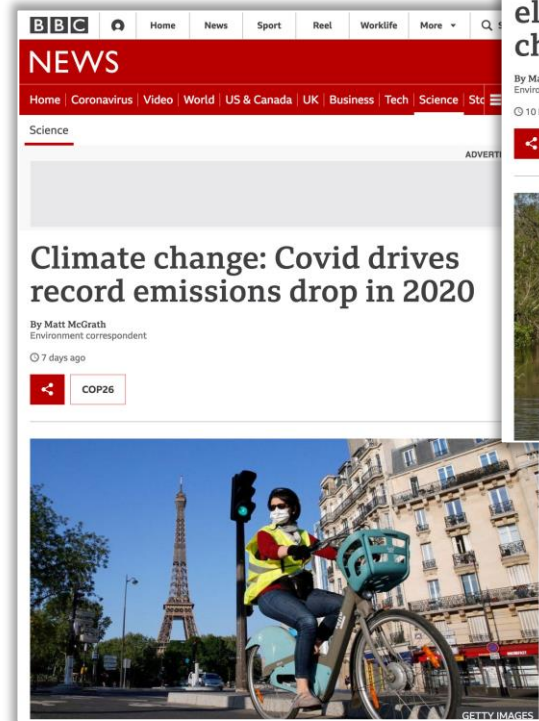


4 million
monthly page views
and
22 million
page views since
launch

Science and environment news on BBC.com

The Science and Environment index on BBC.com brings audiences breaking news, analysis and debate on science and nature from across the globe, including a live topic page.

Our award-winning Environment correspondent Matt McGrath covers the top environmental and sustainability-related stories, including UN climate change summits, such as the COP, and scientific assessments on the issue of climate change.



SUSTAINABILITY AND THE BBC: CASE STUDY



Follow the Food

***Follow the Food* is a unique editorial series across BBC World News and BBC.com that follows our food from the field to fork, bringing the farmer and consumer closer together.**

Now in its second series and sponsored by Corteva Agriscience, *Follow the Food* questions where our food comes from and how this will change in the near future, thanks to new technologies and innovative ways of farming.

<https://www.bbc.com/future/ bespoke/ follow-the-food/>

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Though BBC StoryWorks, we have recently delivered sustainability-related campaigns for



A close-up photograph of a hand holding a single, vibrant green leaf. The leaf is held between the thumb and index finger, with the rest of the hand visible in the foreground. The background is a soft, out-of-focus green, suggesting a natural setting with sunlight filtering through the leaves, creating a bokeh effect. The text is overlaid on the left side of the image.

To find out more, email
internationalsales@bbc.com
or speak to your usual BBC
sales rep