EBU

OPERATING EUROVISION AND EURORADIO

SUSTAINABILITY FUNDAMENTALS

TABLE OF CONTENTS

Cover Image: Bart Zimny on Unsplash

SUSTAINABILITY FUNDAMENTALS

INTRODUCTION

Sustainability is a subject that has an overall understanding but generally not a thorough understanding. Many people do not realise that this topic is mature and moved on from its grass roots level. Sustainability needs to be taken seriously because it impacts the organization's financial and operational viability, attracts the best talent, and demonstrates a safe investment option for investors.

Many consumers expect brands to be sustainable today. In addition, many countries are moving towards mandatory TCFD (Task Force on Climate-related Financial Disclosures)[1] reporting, meaning that some commercial organizations are motivated to quickly integrate ambitious sustainability commitments into their core business strategies, and gaining significant benefits in the process.

Beyond our operational impact, we need to acknowledge that our output has a significant impact on our audiences' lives and on society. We are often proud of the positive impact that our initiatives are achieving (e.g. becoming plastic free, having bicycle policies, green transport and green production). It is no different on sustainability, and we need to better acknowledge the positive and negative impacts that our content is generating in supporting society's transition to net zero carbon.

Several broadcasters now have very specific targets in place (BBC, ITV and Sky) and some cross-industry initiatives are looking to support broadcasters in approaching the topic.

In some organizations, sustainability has permeated from high level corporate strategy goals into daily tasks/working culture of teams. This toolkit helps to clarify what sustainability is; the definitions, the standards/certifications and carbon calculators.

[1] https://www.fsb-tcfd.org/

DEFINITIONS

According to the Brundtland Report (1987), sustainable development is defined as: "development that meets the needs of the present without compromising the ability of future generations to meet their own needs."[2]

In this definition, the concept of sustainability refers to three "pillars" that make the development of economic activities and the protection of the environment compatible:

- Environmental - ensures the availability and quality of natural resources.
- Social - ensures quality of life, safety and services for citizens.
- Economic - ensures economic efficiency and income for organizations.

Organizations that want to make a difference and to understand that sustainability is a culture change, normally want to understand the facets of the subject. To make a difference, you must be able to understand where you are today, your baseline. When organizations have targets to reduce GHG (greenhouse gases) by X%, how do you know you have achieved that if you do not know what your current GHG emissions are?

Greenhouse gas is defined as "any gas that has the property of absorbing infrared radiation (net heat energy) emitted from Earth's surface and reradiating it back to Earth's surface, thus contributing to the greenhouse effect Carbon dioxide, methane, and water vapour are the most important greenhouse gases."[3] The GHG emissions are categorised into the following groups[4]:

- **Scope 1 – All Direct Emissions** from the activities of an organization or under their control, including fuel combustion on site such as gas boilers, fleet vehicles and air-conditioning leaks.
- **Scope 2 – Indirect Emissions** from electricity purchased and used by the organization. Emissions are created during the production of the energy and eventually used by the organization.
- **Scope 3 – All Other Indirect Emissions** from activities of the organization, occurring from sources that they do not own or control. These are usually the greatest share of the carbon footprint, covering emissions associated with business travel, procurement, waste and water.

Many will state that it is enough to focus on Scope 1 and Scope 2 and look only at the organization itself, however it is Scope 3 that is the larger issue and therefore, a responsible organization not only focuses on its own emissions but its entire lifecycle

[2] https://www.progettomarganai.it/en/silviculture/191-the-three-pillars-of-sustainability
[3] https://www.britannica.com/science/greenhouse-gas
[4] https://compareyourfootprint.com/difference-scope-1-2-3-emissions/

including its full supply chain. To include Scope 3 is considered best practice and most leading organizations (media included) are incorporating these emissions. By looking at Scope 3, an organization can[5]:

- Assess where the emission hotspots are in its supply chain.
- Identify resource and energy risks in its supply chain.
- Identify which suppliers are leaders and which are laggards in terms of their sustainability performance. It can help the laggards.
- Identify energy efficiency and cost reduction opportunities in its supply chain.
- Engage suppliers and assist them to implement sustainability initiatives.
- Improve the energy efficiency of its products.
- Positively engage with employees to reduce emissions from business travel and employee commuting.

It is not necessary to tackle all of Scope 3 immediately, and some aspects will be too far from our ability to influence (the audience consuming content on their screens at home for instance), but having a clear picture helps us to prioritise, and to create positive change across our industry. It is also a chance to collaborate with external partners, as it is often difficult to tackle Scope 3 by yourself. You can contribute to industry wide initiative and have a stronger influence that way.

To understand how to measure GHG emissions, particularly Scope 3, which is the more difficult to calculate, many organizations use external help. Members have used several agencies and organizations which are in the Contacts section of the toolkit.

[5] https://www.carbontrust.com/resources/briefing-what-are-scope-3-emissions#:~:text=Scope%201%20covers%20direct%20emissions,in%20a%20company's%20value%20chain.

STANDARDS

There is not one global standard or reporting mechanism, which means that the industry can feel fragmented and one can feel a little lost. Some countries have Government adopted standards and others do not, some follow the UN Sustainable Development Goals. Here is a high-level view of standards/reporting mechanisms that have been adopted:

- UN Sustainable Development Goals[6] – They are viewed as the blueprint to achieve a better and more sustainable future for all. They address the global challenges we face, including those related to poverty, inequality, climate change, environmental degradation, peace and justice. The 17 Goals are all interconnected, and to leave no one behind, it is important that they are all achieved by 2030. The details of the goals are given, however there is no implementation mechanism as they are generic for organizations and individuals. There is no certification on these goals.

- GRI[7] - Helps businesses and governments worldwide understand and communicate their impact on critical sustainability issues such as climate change, human rights, governance and social well-being. This enables real action to create social, environmental and economic benefits for everyone. The GRI Sustainability Reporting Standards are developed with multi-stakeholder contributions and rooted in the public interest. Organizations are made accountable and must report on the actions.

- GHD[8] – Helps organizations receive certification on carbon offsetting. GHD's two key roles/responsibilities are to validate and/or verify GHG assertion in accordance with ISO 14064 Part 3. To meet the requirements of an accredited validation and verification body under ISO 14065, GHD has established the Greenhouse Gas Assurance Services (GGAS) Group to manage all greenhouse gas assurance projects.

- GHD will make publicly available any information about its validation and verification activities under ISO 14064 - Part 3 as required by ISO 14065.

- German Sustainability Code[9] - provides support with establishing a sustainable development strategy and offers a way into sustainability reporting. Regular reporting makes the development of the company visible over time. To comply with the Sustainability Code, users create a declaration on the 20 criterion and supplementary non-financial performance indicators in the database.

[6] https://www.un.org/sustainabledevelopment/be-the-change/
[7] https://www.globalreporting.org/information/about-gri/Pages/default.aspx
[8] https://www.ghd.com/en/services/climate-change-ansi.aspx
[9] https://www.deutscher-nachhaltigkeitskodex.de/

CARBON CALCULATORS

There are many carbon calculators available to calculate the emissions for different aspects of the PSM organization.

General

CeroCO2 (Spanish): https://www.ceroco2.org/calculadoras/
Electricity, Heat, Vehicle, Car, Rail, Shipping, Events (in $)
- https://carbonfund.org/take-action/businesses/business-calculators/
General business - https://www.carbonfootprint.com/businesscarboncalculator.html
General business & events (in $) - https://www.terrapass.com/
General business - http://carbonfootprintmanagement.com/free-co2-carbon-calculator/
German TV & Movie Carbon Calculator - https://www.klimaktiv.de/de/337/
Responsible Media Forum - https://responsiblemediaforum.org/forum
WWF carbon footprint calculator for personal carbon footprint calculation - https://footprint.wwf.org.uk/?pc=AUT005007&gclsrc=aw.ds&&gclid=EAIaIQobChMIyNyEybXy6wIVTObtCh0RrQ2YEAAYBCAAEgJrMvD_BwE&gclsrc=aw.ds#/

Travel

Car & Flights - https://www.myclimate.org/

Green Production

Albert - https://wearealbert.org/carbon-calculator-and-production-certification/
Ecoprod - https://www.ecoprod.com/en/
Green Film Tools - www.greenfilmtools.com
Green Screen - https://www.interregeurope.eu/greenscreen/
SWR Green Inhouse - https://www.swr.de/unternehmen/green-shooting-100.html

Green Content

Albert, Planet Placement - https://wearealbert.org/planet-placement/

CONTACTS

Green Production

International - www.wearealbert.org
France – www.secoya-ecotournage.com
Germany - www.greenfilmtools.com

Standards/Reports/Certification Agencies

German Sustainability Code - https://www.deutscher-nachhaltigkeitskodex.de/en-gb/
GHD - https://communications.ghd.com/sustainability/
Greenhouse Gas Protocol - https://ghgprotocol.org/
Global Reporting Initiative - https://www.globalreporting.org/