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GLOSSARY OF SUSTAINABILITY TERMS

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100% renewable electricity: Using 100% renewable sources to support electricity needs.

100% renewable energy: Using 100% renewal sources to support all energy needs, including electricity and fuels.

Alternative energy: Substitutes for fossil fuels and petroleum liquids, i.e., ethanol, biodiesel, and tar sands substitute energies. Alternatives for generation and storing electrical power are wind, solar, and battery substitute energies.

Biodegradable: (of a substance or object) capable of being decomposed by bacteria or other living organisms and thereby avoiding pollution.

Biodiesel: A renewable fuel for diesel engines derived from natural oils such as soybean oil.

Biomass: Plant or animal materials used to create energy.

Biophilia: A love of life, living, and affinity for living things.

Blackwater: Contaminated wastewater coming from toilets, kitchen sinks, and dishwashers, i.e. with toxins, that must be drained into separate blackwater pipes for extraction, and it cannot be mixed with greywater.

Black carbon: Defined as aerosol, mostly formed by the incomplete combustion of fossil fuels.

Blue carbon: carbon captured by living organisms in coastal and marine ecosystems, and stored in biomass and sediments.

Blue hydrogen: hydrogen produced from natural gas where CO₂ is captured and sequestered.

Byproduct: Excess material produced.

CO₂: chemical formula for carbon dioxide

CO₂e: shorthand for carbon dioxide equivalent. See Greenhouse gases.

Carbon accounting: The process by which organizations quantify their carbon emissions and carbon reductions in order to understand impact and to set goals towards improvements.

Carbon budget: the maximum amount of cumulative net carbon emissions that would result in limiting global warming to a given level.

Carbon calculator: a tool to measure carbon emissions. Examples include:

- CoolClimate Calculator
- WWF Footprint Calculator
- Carbonfootprint.com
- Conservation International Carbon Footprint Calculator
- Greenhouse Gas Protocol Calculator
- UN Carbon Footprint Calculator

- TerraPass Carbon Footprint Calculator
- US EPA Carbon Footprint Calculator

Carbon disclosure: the act of voluntarily disclosing the environmental sustainability of a company. See ESG rating services.

Carbon Disclosure Project: CDP is a global environmental impact non-profit, providing a platform for companies, cities, states, and regions to report information on their climate, deforestation, and water security impacts.

Carbon emissions: Pollution released into the atmosphere from carbon dioxide and carbon monoxide; often produced by motor vehicles and the burning of fossil fuels for energy.

Carbon emission sources scope 1: Emissions directly generated at your operations e.g. company owned fuel powered vehicles, diesel powered generators.

Carbon emission sources scope 2: Emissions caused indirectly by consuming electricity. These emissions are generated outside the business by the energy supplier, but the business is indirectly responsible for them.

Carbon emission sources scope 3: Emissions generated up- and down-stream from the business.

Carbon footprint: The amount of carbon equivalent greenhouse gases produced by the business and/or lifestyle.

Carbon neutral: Balancing carbon emitted with purchased carbon credits or offsets. This does not necessarily result in a reduction in emissions from a person's or company activity.

Carbon offsets: Monetary purchase to counter the amount of carbon emitted into the atmosphere rather than reducing carbon use.

Carbon removal, Carbon sequestration: Can be achieved naturally or manufactured. That act of capturing and storing carbon out of the atmosphere.

Circular economy: A system dedicated to eliminating waste by reusing, sharing, repairing, and recycling resources. Use products and services to their fullest. When the product lifecycle is complete, you must repurpose the material into the production phase of something else.

Climate change: Significant change in climate including temperature, precipitation, or wind that lasts for an extended period.

Climate positive: Exceeding achieving carbon neutrality by removing additional carbon dioxide from the atmosphere; also referred to as carbon negative.

Climate resilience: the study of existing systems' capacity to handle stresses and maintain functionality imposed by climate risk.

Closed-loop: A system where everything is recycled and reused, the most sustainable form of production and consumption.

Composting: Controlled decomposition of organic material.

Compression: The process of encoding a video file to reduce its size to consume less space and for easier transmission over a network or the internet.

Conscious capitalism: a free market economy that mutually benefits both people and the environment.

Conservation: Protection from harm.

Consumption footprint: A set of data used to define general consumption for a defined population.

Corporate social responsibility (CSR): The concept of incorporating social causes or contribution into a company's business model and employee culture.

Cradle to cradle: see circular economy

Decarbonization: The process to achieve zero fossil fuel carbon existence.

Deforestation: Conversion of forested lands into non-forest use.

Eco-conscious: The mentality to focus on reducing harm to the environment wherever possible.

Eco-districts: A collaborative planning approach that focuses on regenerative urban development at the neighborhood scale.

Eco-friendly: Environmentally minded actions that cause minimal harm to the earth.

Ecological footprint: Measurement based on the amount of nature it takes to support something. Measures how much natural resources you use in your daily life and how much land your lifestyle requires.

Ecological restoration: The process to artificially restore an ecosystem to its original form, after it's been damaged.

Emissions factor: how much carbon is created per unit of activity.

Emissions reduction roadmap: Defining the magnitude and timing of emissions reductions to reach a target.

Energy efficient: Uses the smallest amount of energy possible to provide power.

Environmental impact: The effect something has on the environment.

Environmental, social, and governance (ESG): a business strategy that encompasses an environmental cause, a social cause, and a self-governing body in leadership that holds the company accountable.

ESG rating services: Organizations that examine a company's environmental, social, and governance policies to determine sustainability. These ratings are used by investors to determine their choice of investments. Examples include:

- Sustainalytics
- MSCI ESG Ratings
- Bloomberg ESG Disclosures Scores
- FTSE Russell's ESG Ratings
- Institutional Shareholder Services Ratings and Rankings
- S&P Global ESG Scores
- CDP Climate, Water, and Forest Scores
- Moody's ESG Solutions Group

Ethical or sustainable investment: An investment strategy in a company that incorporates ESG/CSR principles.

Fair trade: Principles of fair treatment, wages, and safe working conditions for workers.

Freecycle: Exchanging goods to extend their lifecycle and keep reusable items out of landfills.

Geothermal energy: Renewable energy derived from hot water or steam with the earth.

Global warming: The average increase of temperature of the troposphere.

Gray water: Domestic wastewater, without toxic chemicals, including wash water from the bathroom, kitchen, and laundry.

Green: Term used to describe behavior, product, policies, people, etc. that minimize environmental damage.

Green building: Using techniques to build based on ecological principles to maintain a healthy structure that minimizes environmental impacts.

Greenhouse effect: When excessive heat is trapped and built up in the troposphere by a blanket of gases.

Greenhouse gas (GHG): Gas in the atmosphere such as carbon dioxide, methane, nitrous oxide, hydrofluorocarbons, perfluorocarbons, Sulphur hexafluoride, nitrogen trifluoride

Greenhouse Gas Protocol (GHGP): a partnership between the World Resources Institute (WRI) and the Business Council for Sustainable Development (WBCSD). The GHGP provides accounting and reporting standards.

Greenwashing: Misrepresenting something as being "green" when it's not environmentally sound.

Grid decarbonization: Replacing fossil fuel powered energy plants with renewable energy sourced plants.

Green Hydrogen: Hydrogen produced by splitting water into hydrogen and oxygen.

kWh: unit of energy equal to one kilowatt power sustained for one hour. 1000 watts used for one hour. Used to calculate energy consumption to calculate carbon emissions.

Life cycle emissions: the environmental impact of a product or activity throughout its entire life cycle.

Metric ton: the equivalent of 2,204.6 pounds or 1000 kilograms.

Mitigation: Stop climate change from getting worse.

Naked packaging: Products that are sold without packaging.

Natural capital: A value derived from natural resources e.g. an ecosystem, water, wood, mined materials. . Not human, economic or equipment capital.

Natural resources: Raw materials supplied by nature.

Net-zero: Achieving a balance between emissions produced, emissions reduced, and emissions removed from the atmosphere by offsets. True net-zero measurements consider carbon emission sources for Scope 1, 2, and 3.

Net-zero water: an approach where a building or community uses only the water that falls on site. Involves limiting the consumption of water resources and then returning it back to the same water source.

Organic: Anything that was once a living organism.

Ozone: the tri-atomic form of oxygen (O₃).

Post-consumer: Previously used by consumers before being reprocessed into a new product.

Preservation: To keep something the same and prevent it from being damaged.

Production footprint: The amount of carbon equivalent greenhouse gases resulting from the making of a product.

Rainwater harvesting: Collecting and storing stormwater for later use.

Reclaimed: Waste materials refurbished for new products.

Recycle: To reprocess reusable goods, breaking down the original.

Reduce: To cut back on harmful habits that produce waste.

Reforestation: Planting of forests on lands that were depleted.

Remineralize: To restore mineral content to an environment.

Renewable energy: Electricity from replenishable sources such as geothermal, hydropower, solar, and wind.

Science Based Targets: the greenhouse gas emissions reduction targets that are consistent with the level of decarbonization that is required to keep the global temperature increase within 1.5 – 2 degrees C compared to pre-industrial levels.

Single-use: Items used one time and then discarded.

Social enterprise: a for-profit business whose core business model is tied to a social cause.

Socially responsible investing (SRI): Actively investing in companies or funds that support CSR initiatives.

Solar energy: energy derived from the sun.

Sustainability: The ability of a system to be maintained at a certain rate or level. It involves creating an ecosystem where people, planet and profit can live in harmony without compromising one or the other. Environmental practices that protect natural resources needed by future generations for a positive quality of life.

Supply chain: the process from initial point of raw material sourcing through to end-user consuming the product.

Tons of CO2: Measurement of carbon emissions per activity.

Triple bottom line: People, Planet, Profit. A business strategy that prioritizes people, planet, and profit equally.

Upcycle: To reprocess reusable goods into something new from its current state.

Value chain emissions - Downstream: indirect emissions from activities related to delivering your product or service.

Value chain emissions - Upstream: indirect emissions from purchased goods and services to operate your business.

Value proposition: the consumer value is derived from a product, service, or organization.

Vegan: A diet and lifestyle that avoids all animal-derived products.

Vegetarian: A diet that avoids meat from the diet.

Water scarcity: when all the demands on the water supply cannot be met.

Water security: the ability to provide safe access to adequate quantities and qualities of water for sustaining human well-being, protecting ecosystems, and socio-economic development.

Wind energy: energy collected through the motion of heavy winds.

Wish-cycling: An aspirational approach to recycling items without knowing if they're recyclable but expecting them to be properly dealt with.

Zero-waste: Avoiding products that create waste to avoid contributing to landfills, incinerators, and waste discarded in nature. Minimal waste is a more realistic term, as it's impossible to create zero waste.

Data for this glossary come from a variety of sources including the UN Climate Change, industry reports, and Wikipedia.



Sustainability in Media

Albert	https://wearealbert.org/
EBU	https://tech.ebu.ch/groups/spsm
IBC	https://www.ibc.org/trends/sustainability-focus-the-call-for-a-sustainable-film-industry/7656.article
DPP	https://www.thedpp.com/sustainability
Greening of Streaming	https://www.greeningofstreaming.org/
EMA Environmental Media Association	https://www.green4ema.org/
Green Film Shooting	https://greenfilmshooting.net/blog/en/
The Green Production Guide	https://www.greenproductionguide.com/
Sustainable Production Forum	https://www.sustainableproductionforum.com/spf21-recap
The Impact of Emerging Sustainability Practices in the Film Industry – AMT Lab @ CMU	https://amt-lab.org/blog/2021/12/what-does-sustainability-look-like-in-the-film-industry
BBC R&D	https://www.bbc.co.uk/rd/blog/2020-09-sustainability-video-energy-streaming-broadcast
Responsible Media Forum	https://www.bbc.co.uk/rd/blog/2020-09-sustainability-video-energy-streaming-broadcast



International Sustainability Framework

UN Framework Convention on Climate Change (UNFCCC): The United Nations Framework Convention on Climate Change (UNFCCC) established an international environmental treaty to combat "dangerous human interference with the climate system", in part by stabilizing greenhouse gas concentrations in the atmosphere.

Nationally Determined Contributions (NDC): NDCs embody efforts by each country to reduce national emissions and adapt to the impacts of climate change. The Paris Agreement (Article 4, paragraph 2) requires each Party to prepare, communicate and maintain successive nationally determined contributions (NDCs) that it intends to achieve. Parties shall pursue domestic mitigation measures, with the aim of achieving the objectives of such contributions.

UN Sustainable Development Goals (SDGs) or Global Goals are a collection of 17 interlinked global goals designed to be a "blueprint to achieve a better and more sustainable future for all".

The **Intergovernmental Panel on Climate Change (IPCC)** is an intergovernmental body of the United Nations responsible for advancing knowledge on human-induced climate change.

The **Science Based Targets initiative (SBTi)** is a collaboration between CDP, the United Nations Global Compact, World Resources Institute (WRI) and the World Wide Fund for Nature (WWF).^[1] Since 2015 more than 1,000 companies have joined the initiative to set a science-based climate target.

Greenhouse Gas Protocol: GHG Protocol establishes comprehensive global standardized frameworks to measure and manage greenhouse gas (GHG) emissions from private and public sector operations, value chains and mitigation actions.

The **Kyoto Protocol** was an international treaty which extended the 1992 United Nations Framework Convention on Climate Change (UNFCCC) that commits state parties to reduce greenhouse gas emissions, based on the scientific consensus that (part one) global warming is occurring and (part two) that human-made CO₂ emissions are driving it.

The **Paris Agreement** (French: Accord de Paris), often referred to as the **Paris Accords** or the **Paris Climate Accords**, is an international treaty on climate change, adopted in 2015. It covers climate change mitigation, adaptation, and finance.

