

# MIRRORS

WIBBOBS

# OR MOVERS

*This year's conference reflects on a decade of media's role in society and looks ahead to the future. There's plenty to say: it's been a period of great change in which we've seen increasing urgency on both societal and environmental concerns, driving changes across subsectors, channels and formats. Whatever your view on media's role in sustainability, it's clear that content makers and publishers now need fluency on a range of environmental and social issues, which pushes media companies into new territories.*

Venue: BBC, 1 Television Centre, 101 Wood Lane, W12 7FA London

See speaker biographies, venue information and further details on the [conference website](#).

<b>12.00 – 1.00pm</b>	<i>Arrival &amp; registration. Lunch is served.</i>
<b>1.00 – 1:45pm</b>	<b>Ten Years of Impact across the BBC</b> Gaby Hornsby, Content Editor & TV Lead for Sustainability, BBC
<b>1.45 – 2.30pm</b>	<b>Equal Voice: Improving the representation &amp; portrayal of women in articles</b> <ul style="list-style-type: none"><li>• Lea Eberle, Project Officer, Ringier AG and Head of Strategy, EqualVoice</li><li>• Stefan Mair, Journalist &amp; Podcaster, Handelszeitung</li></ul>
<b>2.30 – 3.00pm</b>	<b>The role of Advertising in a Net Zero World</b> Jonathan Wise, Co-Founder, Purpose Disruptors
<b>3.00 – 3.30pm</b>	<i>Coffee Break</i>
<b>3.30 – 4.30pm</b>	<b>Inspiring green behaviour through stories</b> <ul style="list-style-type: none"><li>• Denise Baden, Professor of Sustainable Business and Author, University of Southampton</li><li>• Lauren James, Author, Writer and Lecturer</li></ul>
<b>4.30 – 5.00pm</b>	<b>Storytelling &amp; Partnerships</b> Emma Stewart, Sustainability Officer, Netflix
<b>5.00 – 5.15pm</b>	<b>Closing Remarks</b> Sally Mills, Head of Sustainability, BBC Studios
<b>5.15 – 7.00pm</b>	<i>Drinks</i>