



RESPONSIBLE
MEDIA
FORUM

PARTNERING
FOR A SUSTAINABLE
SECTOR

MIRRORS OR MOVERS

MEDIA V. SOCIETY?

September 18, 2019 | Hosted by Dentsu Aegis Network, London

SUMMARY REPORT

This report summarises **Mirrors or Movers VII**, the seventh annual conference of the Responsible Media Forum, which is a collaboration between 25 large media companies.

Delegates were challenged and inspired by keynotes, panels and breakouts exploring the role of media content in society. This year we focused on citizen movements and their role in creating change. For the first time, the full session was open to the public. With a slightly smaller venue than last year, the intimate atmosphere led to engaged, open and energetic discussions. We owe our profound thanks to brilliant hosts Dentsu Aegis Network.

Delegates travelled from 6 countries, in Europe and the Americas. Event feedback was positive, with all respondents rating the conference either 'Good' or 'Very Good'. Audience engagement & networking were praised. More variety in topics and a more challenging take on motives & impact were suggested for the future.

For more information on the conference, including the full agenda and recordings, visit MirrorsOrMovers.com.

For more information on the Responsible Media Forum, including participants and activities, visit responsiblemediaforum.org

66

delegates

... from

39

organisations



20 Tweets with #MirrorsOrMovers. The twitter bird links to a feed.

The Responsible Media Forum

We are a partnership between 25 leading media companies to identify and take action on the social and environmental challenges facing the sector. Established in 2001 as a UK initiative, we now have participants from all over the world. The Forum gives participating companies access to insights and collaboration that few organisations could manage on their own. In the fast-changing world of media, we are flexible, business-led and always open to input.

7 YEARS OF MIRRORS OR MOVERS: WHAT'S CHANGED SINCE 2013?

Christian set the scene by juxtaposing the media industry's light operational environmental footprint with its large brain-print. Thinking back to our first conference in 2013, content is now higher on the agenda. Senior execs are interested; customers/clients are pushing for it; the sector has matured in the way it approaches and manages its impacts. At the same time, media has increasingly come under the spotlight for the way it reports on societal issues. What does a responsible media company look like in 2019?

Christian Toennesen
Chair, Responsible Media Forum
Senior Partner, Carnstone



FORUM STORIES

Dentsu Aegis Network welcomed guests and explored achievements and learnings from its advertising campaign to support Malaria No More, aiming to halve malaria by 2023 and eradicate it within our lifetime.

Sky showcased its Ocean Rescue campaign: flooding Sky News with plastic (both physically in the newsroom, and through news output), documentaries, and partnerships.

RELX explained how it, as a global analytics & data company, contributes to the Sustainable Development Goals (SDGs) through the RELX SDG resource centre – an 'information banquet' of free knowledge on the SDGs.

The **BBC** presented its editorial climate change training programme. Exploring what a transition to net zero looks like and means for audiences with >700 journalists, the programme has led to a qualitative and quantitative change in output, and built relationships between editorial and sustainability teams.



Anna Easton
Global Head of Social Impact, Dentsu Aegis Network



Fiona Ball
Group Head of Inspirational Business, Sky



Dr Márcia Balisciano
Corporate Responsibility Director, RELX



Jeremy Mathieu
Sustainability Advisor, BBC



Dentsu Aegis Network @dentsuaegis · Sep 18
"You must make the message personal to get people to embed behaviour change." Fiona Ball (@FiFiball), Group Head of Responsible Business, Sky.
[#MirrorsorMovers](#) [#SocialImpact](#)



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OUR PLANET AND OTHER WILDLIFE FILMS: FROM OBSERVATION TO CHANGE-DRIVING



Until recently, the conservation programme rulebook was: avoid too much doom and gloom. Blue Planet and Our Planet threw that squarely out the window. Jonnie told us how Silverback Productions created a nature documentary with a mission to drive mass behaviour change on environmental issues.

“We know the problem, have worked out most of the solutions, and they’re already starting to roll out. When you tell people that, barriers fall away.”

Jonnie Hughes
Supervising producer,
Silverback Films

“How on Earth do we make films about nature without focussing on how we’re completely messing it up? (..) It’s not just a creative challenge, it’s also a massive business challenge.”



Toby Smith @tobysmithphoto · Sep 18
Cracking presentation @WeAreRMF from Producer/Director @jonniehughes - behind #Netflix 's @OurPlanet @WWF epic & many @BBCEarth credits. Honest, insightful & researched. The delicate balance between entertaining & influencing 'the masses' through film. #MirrorsOrMovers.



Climate Outreach and Climate Visuals



BREAKOUT SESSIONS

We broke the day up with two breakout-sessions. These were styled as informal discussions, led by experts, who started off the conversation with a specific case study or argument. Many thanks to our fantastic discussion leaders for stimulating interesting discussions.

Young minds: Engaging responsibly with audiences (and changers) of tomorrow

Media has a rich history of engaging with young people to educate and inform. Today, much of the drive for ‘conscious consumerism’ is coming directly from the younger generations. Our discussion leaders facilitated a conversation on how media companies can seize this opportunity, ensuring authentic and meaningful dialogue with younger generations.



Alison Stewart
Children’s Media Producer, Writer and Consultant, Hope Works



Lena De Geer
Head of Corporate Responsibility, Nordic Entertainment Group



Louisa Burden-Garabedian
Creative Responsibility Executive, Penguin Random House

A new version of the good life: Making sustainable lifestyles aspirational

For 70 years the role of marketing has been to promote a consumptive lifestyle. What is the role of marketing in a world where resources are constrained and the relationship between consumers and brands is changing? Our discussion leaders facilitated a conversation on creating a new, sustainable version of the good life.



Anna Easton

Global Head of Social Impact, Dentsu Aegis Network



Harriet Kingaby

Co-Chair, Conscious Advertising Network



Trish Halpin

Editor-in-Chief, Marie-Claire UK

PANEL: BEHAVIOUR CHANGE

Experts on nutrition and tobacco were joined by practitioners from broadcast and advertising to explore what responsible media's role should be in driving behaviour change.



Biz Ghormley

Director of Communication & Engagement, EAT Forum

"We don't need a few people to pick up the strategies perfectly; we need a lot of people to take it up imperfectly."



Dr Jamie Hartmann-Boyce

Senior Researcher, University of Oxford

"I'd much rather prevent problems than solve them; if you look at drivers of initial unhealthy behaviours, that's where media has a large role and a positive contribution to make."



Susie Braun

Head of Strategy, Social Purpose, ITV

"Partnerships are key to doing this right; every media campaign needs to be informed by experts."



Sanjay Nazerali

Global Chief Strategy & Development Officer, Dentsu X

"This is not opt-out. This is opt-in. And frankly if you don't do it you're making a statement anyway. (..) The question, however, is how. My answer is: raise the issue, put the evidence out there and respect people to make up their own opinion. Veer towards questioning, not campaigning."



Harriet Kingaby @HKingaby · Sep 18

Should brands take action on issues or are they sticking band aids over things that would be better tackled by government? Or create unintended consequences? [#MirrorsorMovers](#)



PANEL: TRUST, TECH & MEDIA

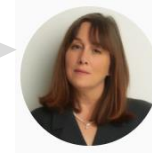
In the current climate of atomisation, mainstream media bashing, and fast-developing tech, what does it take for a media company to stay credible? Our panellists discussed producing trusted content; engaging responsibly with audiences in a social media age; and objective, facts-based journalism to cut across social groups and 'culture wars'.

"The key to trust is true engagement with audiences within a social media information infrastructure that fuels strong emotions. (..) We need to represent our audiences in our newsrooms – gender, ethnicity, class, backgrounds."



Karin Petterson
Director of Public Policy, Schibsted

"There is what you cover, what you don't cover, and how you cover it. Debunking untruths is difficult, even if they are objectively untrue, as audiences still have an opinion and are not always receptive to a different truth."



Laura Ellis
Head of Technology Forecasting, BBC



Dr Nikos Sotirakopoulos
Lecturer, York St. University

"Media companies can and should be 100% partial and objective. We can agree that certain politicians are objectively bad, but we need to base ourselves on facts. (..) We need corroboration from strong sources, and to focus on the issues that really matter, not clickbait on the latest outrage."

CLIMATE CHANGE AND THE MEDIA: HAS JOURNALISM FAILED?

Alan shared his insights from a rich career in journalism, which included 20 years as Editor-in-Chief of The Guardian, on how media can better tackle complex, existential threats. With headcount losses across newsrooms; culture wars and a perceived left-wing bias; and fatigue, fatalism and public disengagement, it has not been easy. But journalism can and has had a positive impact: through the 'Keep it in the Ground' campaign, The Guardian catalysed a divestment movement which helped lead to \$9tr of divestment from fossil fuels.

"Media professionals need to think about what it means to be a good citizen, and use their skills for this cause. Take it into your newsrooms, your places of work."



Alan Rusbridger
Former Editor-in-Chief, the Guardian

Responsible Media @WeAreRMF · Sep 18

Climate change is not an environmental story; that's where journalism falls short - challenge from @billmckibben that changed @arusbridger's view on whether the Guardian had 'done enough'. #MirrorsorMovers



"A climate angle is appearing in coverage of migration, politics, education, amongst others. And the weather has helped, people are frightened now. Media companies have picked up on that, it has become inappropriate to 'celebrate' heatwaves for example."