

15 years of the RMF: what have we learned?

8th October 2020



Like looking at old family photos...



Like looking at old family photos...

living public value

UPDATE 2005

a year of action



This is the BBC's corporate social responsibility update. Last year, we published a comprehensive account of activities and performance in line with our own definition of what CSR means for a publicly funded, public service media organisation (see page 13). Here we are bringing you, in review format, fresh stories and insights into how the BBC is living its commitment to corporate citizenship and to delivering public value through its services to audiences.

We are in the midst of making complex changes to the way the BBC operates to help deliver savings

we need to invest in the digital future. This process has inevitably put pressure on everyone who works here. But what this review highlights is the undiminished commitment of our staff to deliver on the BBC's aspiration to enrich the lives of communities in the UK and around the world.


This CSR review for 2005 reflects what is already being done. Our challenge is to use the opportunities of new technologies and a more creative, open BBC to build on this work over the years ahead.

Children in Need is changing. Celebrities like Liberty X and this year's fund-raising wristbands were the fresh face of the 2005 appeal, but it's a makeover that's only just begun. See page 10


Mark Thompson, director general

Corporate social responsibility at the BBC

informa



Informa
Corporate Responsibility
Update 2006



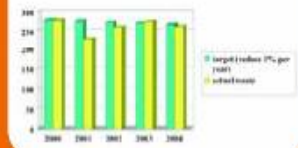
How we performed

These charts summarise progress on key BBC performance indicators. The waste indicators show real improvement in terms of increasing the proportions of recycled waste (to just below an ambitious target) and reducing total waste produced (exceeding the target). Total CO₂ emissions reduced significantly in 2004 – reflecting approximately 95% of all electricity used at the BBC being sourced from

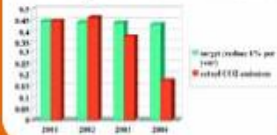
Climate Change Levy exempt sources such as hydroelectric power stations, wind farms and gas from landfill sites. Transport CO₂ emissions increased over 2004, reflecting international priorities. Measures have been introduced to increase efficiency of vehicles and travel which should result in a decrease over the longer term.

Full information is at bbc.co.uk/info/environment

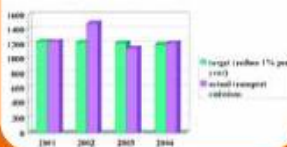
Total Waste (kg per person)



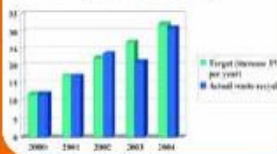
Overall CO₂ emissions – tonnes per broadcast hour



Transport CO₂ emissions (kg CO₂ per person)



Waste recycled (as % of total)



Growing coverage for climate change

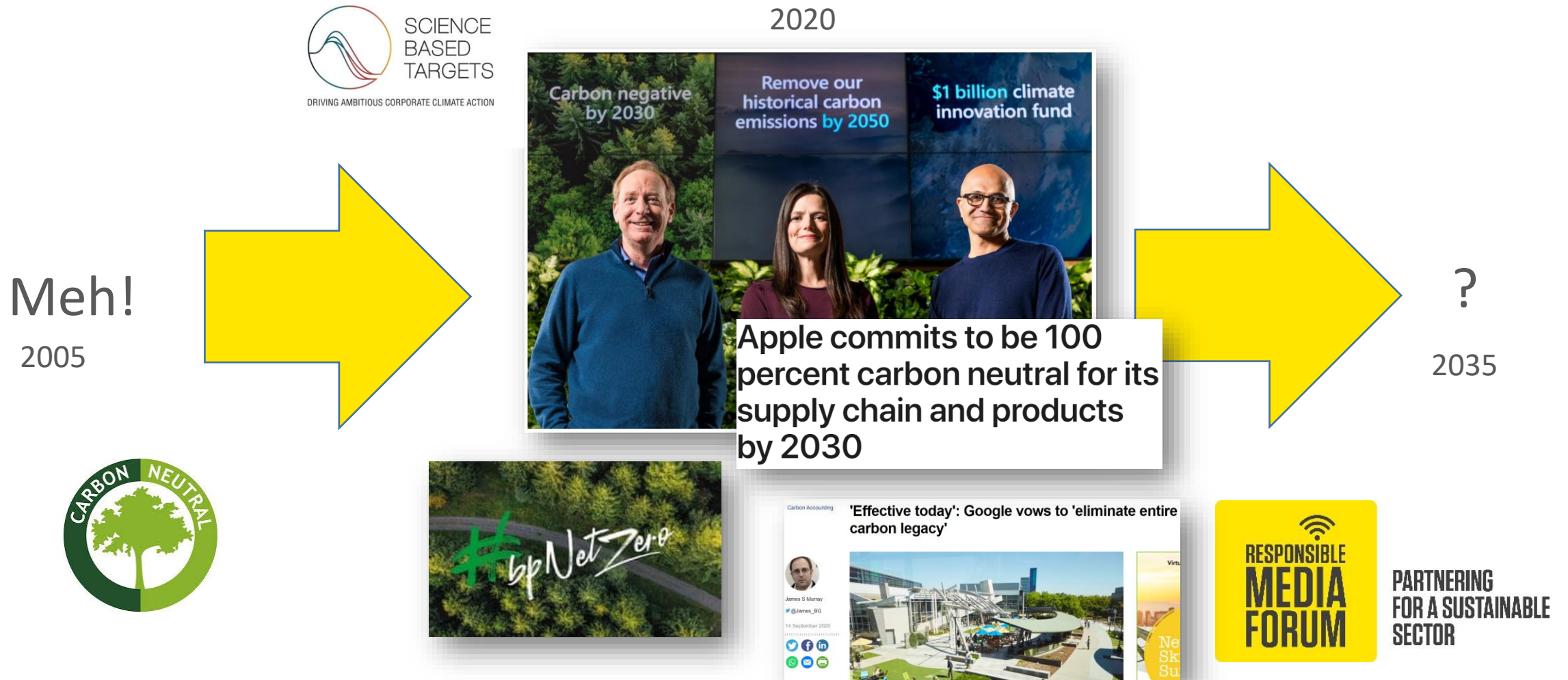
MEDIA	2004-5	2003-4
News & Current Affairs	168 items	71 items
Children's	7 items	5 items
Radio	96 items	68 items
Online news	292 items	123 items

Delivering the vision – achievements 2002/03

The bigger picture	<ul style="list-style-type: none"> • 2003 Recruitment of an Environmental Manager
A managed approach	<ul style="list-style-type: none"> • 2002 First Environmental Report published • 2003 Setting of targets against our environmental policy • 2003 Second Environmental Report published
Reducing energy and resource consumption	<ul style="list-style-type: none"> • 2002 Implementation of an eProcurement system
Purchasing and the environment	<ul style="list-style-type: none"> • 2002 Reduced the size of the Sky customer magazine saving approximately 1,200 tonnes of paper a year

Environmental reporting...

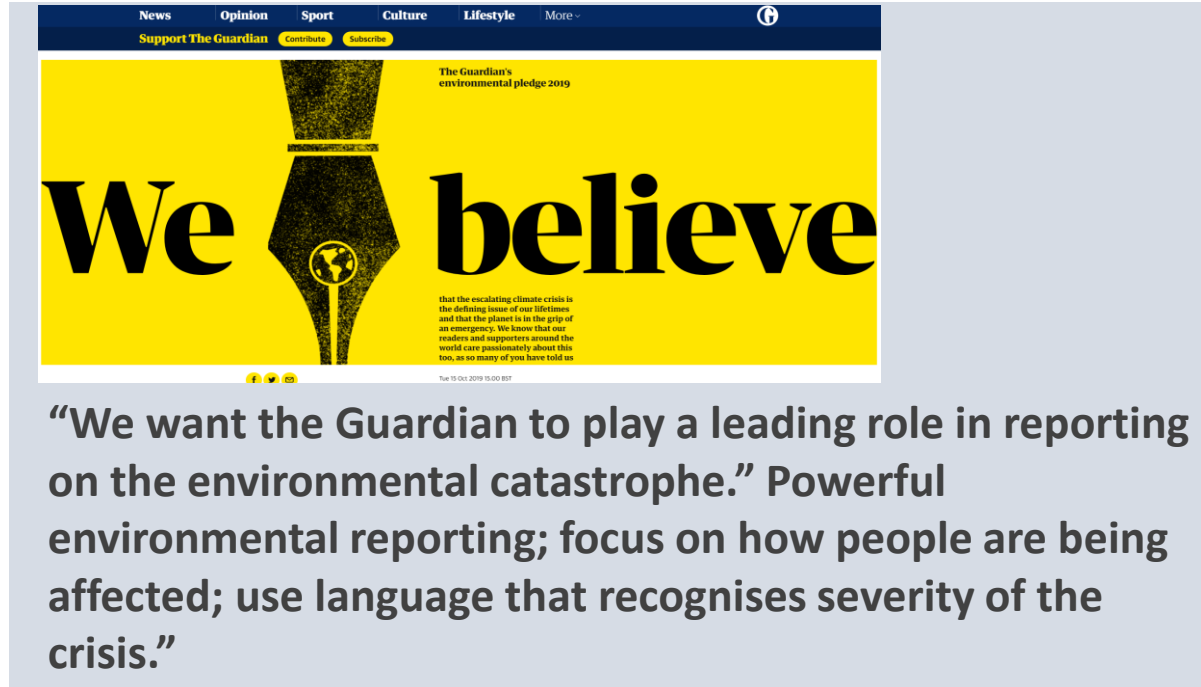
A (very brief) history of corporate carbon measurement and management



What's new: the rise of the dual pledge



“Sky will use its programming and social media to encourage others to #GoZero, spreading the word to millions of people every day.”



“We want the Guardian to play a leading role in reporting on the environmental catastrophe.” Powerful environmental reporting; focus on how people are being affected; use language that recognises severity of the crisis.”



“Digital, TV and radio will take part in a year-long special programming & coverage of climate change.”



Media under scrutiny



D-Keine / Getty Images

BOTH SIDES NOW

The curse of 'both-sidesism': How climate denial skewed media coverage for 30 years

By [Joseph Winters](#) on Jul 28, 2020

Then:
Pressure direct at fossil fuel companies

Now:
Pressure directed at media companies

Greenpeace @Greenpeace - May 10, 2012
Coal is the single biggest threat facing our climate. Don't let your internet use coal. [cleansourcloud.com](#) #cleandcloud

Naomi Klein @NaomiAKlein - Oct 31, 2012
"Name storms after oil companies -- they're the ones most responsible for climate change" by @billmckibben [soc.li/sqQ1J1L](#)

Extinction Rebellion @ExtinctionR - Oct 10, 2018
The UK government & the fossil fuel companies who they represent rather than people & planet would rather billions of people starve to death from wilful #ClimateGenocide than have ethical investors stop investing in dirty polluting climate wrecking fossil fuel companies. #OM2018

Kelly Gibblom @KellyGibblom - Oct 10, 2018
BP CEO slammed the divestment movement in his keynote speech at #OM2018 today. Suggests starving industry of capital could create grave economic risks. #DOTT [bloomberg.com/news/articles/...](#)

George Monbiot @GeorgeMonbiot - Mar 10, 2015
I argue that UN climate talks will inevitably fail, unless they tackle fossil fuel production, not just consumption.

Naomi Klein @NaomiAKlein - Aug 30, 2017
Will be on ON in a few, talking media climate fails, disaster capitalism how to fight it.

Democracy Now! @democracynow - Aug 30, 2017
Replying to @democracynow
Also today: @theintercept's @NaomiAKlein & climate scientist James Hansen on climate change & #Harvey. 8-9AM ET: [democracynow.org](#)

Greta Thunberg @GretaThunberg - Dec 16, 2018
As soon as our politicians, the media and our society start treating the climate crisis as the crisis it is, we will no longer need climate conferences like the #COP24. Because then all our time will be spent on cutting emissions and changing our society into a sustainable one.

The New York Times
NEWS ANALYSIS
How Rupert Murdoch Is Influencing Australia's Bushfire Debate
Critics see a concerted effort to shift blame, protect conservative leaders and divert attention from climate change.

The BBC 'preacher' about climate change article 'biased' in court, according to a judge. Radio 4 writes.
Coronavirus: peer Charles Foster, who edited Sweden's edition of the show, claims the broadcaster has become a 'secular church' which 'tells us when we ought to think about things and needs to be established'.
The former editor of The Telegraph accused the BBC of promoting 'coronavirus' about the coronavirus outbreak in an article.

The Drum Marketing can change the world

Extinction Rebellion warns ad industry: 'You didn't think we'd forget about you?'


Greenpeace @Greenpeace
The media should not forget about climate change in coverage of hurricane Matthew. [act.org/2018/09/19/](#)

Extinction Rebellion @ExtinctionR - Jul 30
The climate & ecological crisis should be on the front page of every newspaper every single day. The media must #RebelActivists about the crisis & communicate the urgency for change. The governments must Rebel: [rebellion.org/for-the-activists/](#)

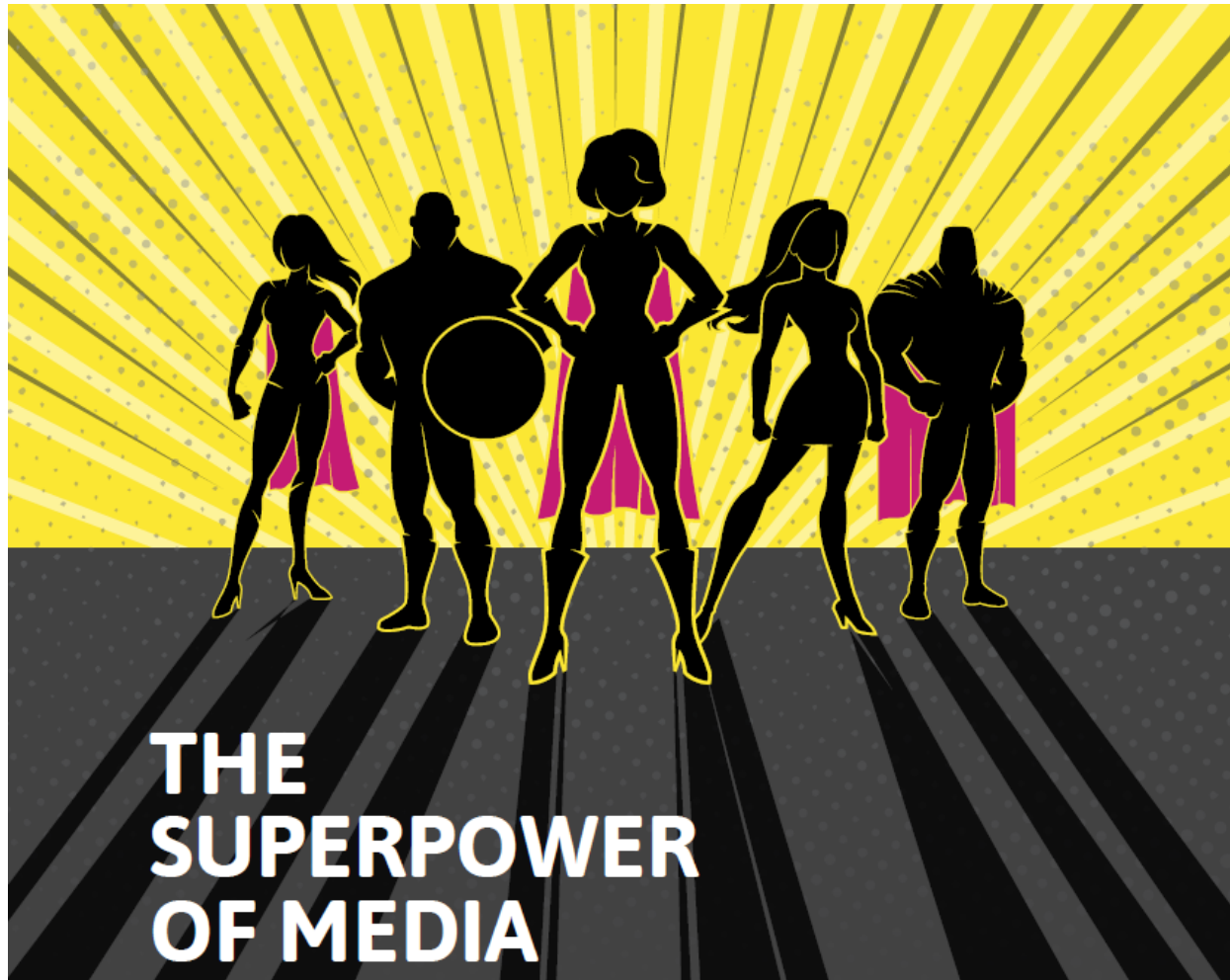
Extinction Rebellion activists stage die-in outside UK newspaper at...
Extinction Rebellion activists staged a dramatic 'die-in' outside the offices of one of the UK's largest newspapers to demand they 'tell the...'
[theguardian.com](#)

HURRICANE MATTHEW FORECAST
NEXT HIC ADVISORY AT 2PM ET
HURRICANE WARNING FOR 11.7 MILLION
Hurricane warns new 360 mph as cat 4 approaches

Exhibit 11: News headlines and social media posts referencing environmental issues between 2013 and 2018



“Saving our planet is now a communications challenge. We know what to do, we just need the will.”



We are entering the most critical decade of human existence. By the end of the '20s we will have largely decided the quality of life on this planet for centuries to come. **There has never been a more urgent need for the superpower of media companies. The time to use it is now.**

Christiana Figueres

Founding Partner, Global Optimism and Former Executive Secretary of the United Nations Framework Convention on Climate Change (2010-2016)



**PARTNERING
FOR A SUSTAINABLE
SECTOR**

Media sustainability professionals have never exercised as much power as they do now...

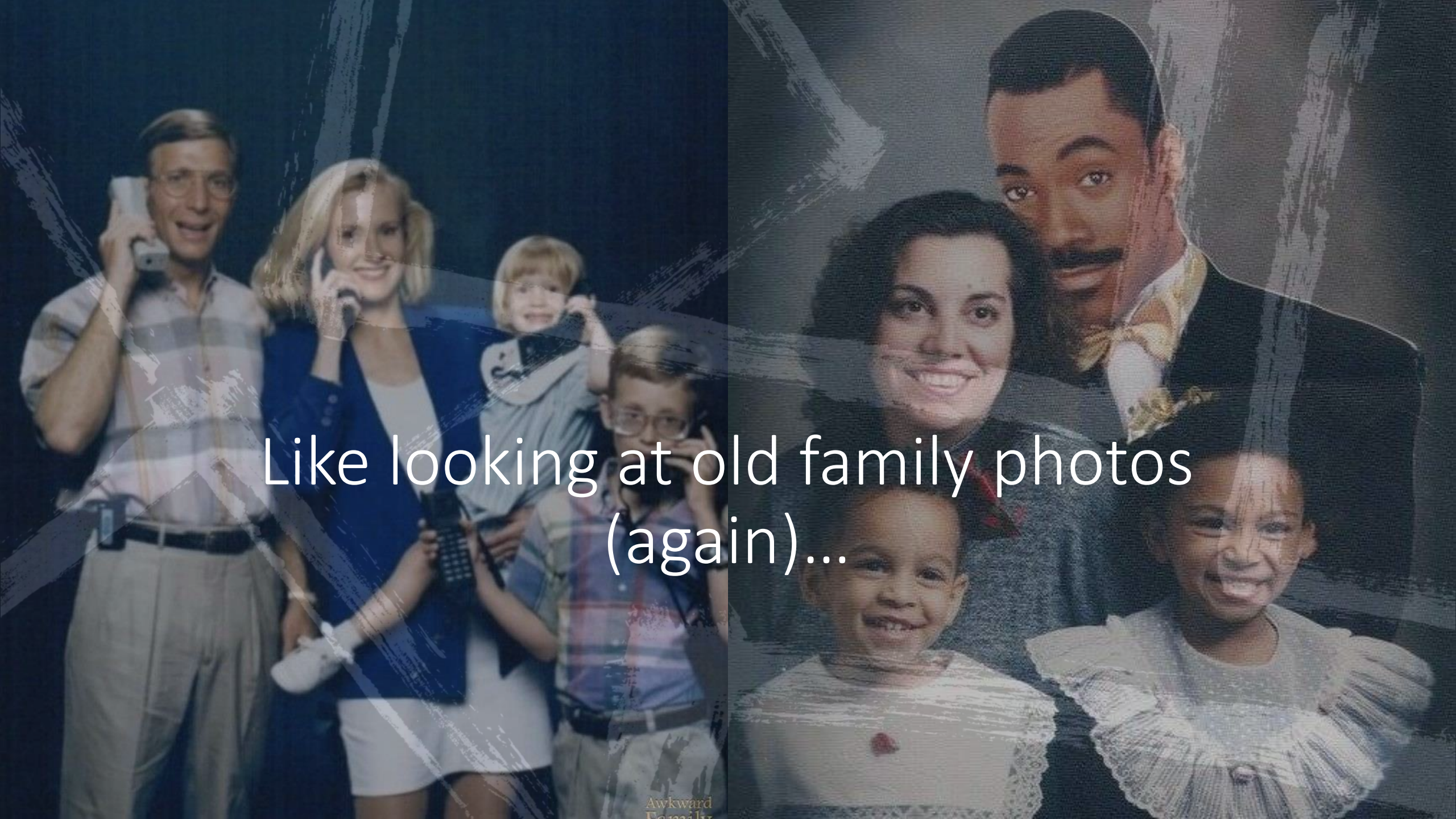


It's now your responsibility to create the next generation of Green Swans...

A Green Swan is a profound market shift changing paradigms, values, mindsets, politics, policies, technologies, business models, and other key factors.



PARTNERING
FOR A SUSTAINABLE
SECTOR



Like looking at old family photos
(again)...



A time for moonshots?



DONG
energy



Ørsted

From Denmark's dirty secret: 85% 'black' energy / 15% 'green' energy...

To world leader in offshore windpower: By 2025, output will be 99% green...



BHP Aims for a 50%
Female Workforce by
2025



A time for moonshots?

Thanks for listening

