



PARTNERING
FOR A SUSTAINABLE
SECTOR

Storytelling & Partnerships

Emma Stewart, *Sustainability Officer, Netflix*

Netflix Sustainability: Science & Storytelling

Emma Stewart, Ph.D.
Netflix Sustainability Officer
sustainability.netflix.com



Netflix Sustainability Advisory Group of Experts



Christiana Figueres & Tom Rivett-Carnac, co-architects of the UN Paris Agreement



Marcene Mitchell, SVP
Climate, WWF



Dr. Johan Rockström, Director of the
Potsdam Institute for Climate Impact
Research, and Chief Scientist,
Conservation International



Elizabeth Sturcken, Managing Director,
Environmental Defense Fund



Xiye Bastida, indigenous climate youth
activist and winner of Spirit of the UN
Award



Dr. Katharine Hayhoe, Chief Scientist,
The Nature Conservancy & Professor,
Texas Tech University



Pippa Ehrlich, Oscar-winning Filmmaker
(*My Octopus Teacher*) and conservation
journalist



Lisa Holdsworth, Screenwriter, Chair of
UK Writers' Guild

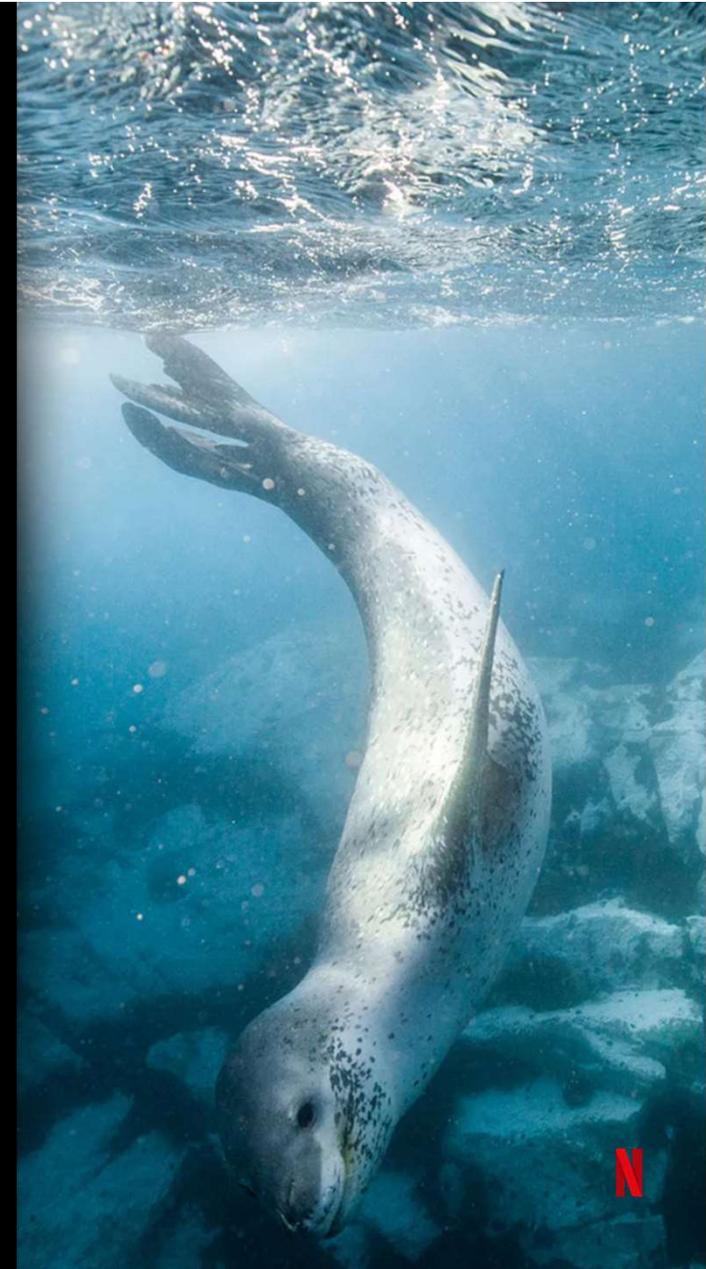


Jeff Orlowski, Emmy-winning Filmmaker
(*The Social Dilemma*, *Chasing Coral*, *Chasing
Ice*)

How Netflix Will Approach Sustainability

10 Principles

1. Move fast but ground everything in science.
2. When in doubt, take responsibility (e.g. boundaries).
3. Don't just cut a check. Reduce in-house.
4. Capitalize on the incredible enthusiasm from employees.
5. Focus on what matters, not what is most visible.
6. Be candid, transparent, and avoid greenwash.
7. Prioritize scalability over novelty.
8. Use Netflix's buying influence to influence others.
9. Use Netflix's storytelling to inspire consumers.
10. Don't do it alone - drive data-driven action across the sector in concert with key policymakers, researchers, NGOs, and peers.



ENTERTAIN TO SUSTAIN

In 2020, 160 million households around the world chose to watch at least one story on Netflix that shone a light explicitly on sustainability.



Don't Look UP

“The funniest climate change movie so far”
New Scientist

“Shakes up the idea of what makes a good climate movie” *Gizmodo*

“Don't Just Watch: Team behind 'Don't Look Up' urges climate action” *New York Times*

DR. AYANA ELIZABETH JOHNSON,
CO-FORMER, NEAR-OBJECTIVE LOCAL WEATHER FORECASTER
“LISTEN TO THE SCIENTISTS”

DR. GENEVIEVE GUENTHER,
FRIEND OF THE CLIMATE BELIEVER AND OFFICER IN CHARGE AT THE NEW SCHOOL, TOWNSHIP ENVIRONMENTAL SCIENCE CENTER
“THE CLIMATE MOVIE THE WORLD DESPERATELY NEEDS AND NOW HAS!”



San Francisco Chronicle
★★★★★

DR. MICHAEL E. MANN,
ATMOSPHERIC SCIENCE PROFESSOR, AUTHOR AND DIRECTOR OF THE EARTH SYSTEMS RESEARCH CENTER AT PENN STATE UNIVERSITY
“A CAUTIONARY TALE ABOUT THE CLIMATE CRISIS STITCHED TOGETHER BY ADAM MCKAY'S SIGNATURE BITING HUMOR.”

FILM INQUIRY
“It finds deeper meaning and a grander aesthetic that not only challenges the conversation BUT DEMANDS ACTION – BEFORE IT'S TOO LATE.”

DR. PETER KALMUS,
CLIMATE SCIENTIST
“THE MOST ACCURATE FILM ABOUT SOCIETY'S TERRIFYING NON-RESPONSE TO CLIMATE BREAKDOWN I'VE SEEN.”

AFI
“ADAM MCKAY ANNIHILATES MODERN DAY TRIBALISM, a complicit media and willful American ignorance by infusing belly laughs to transform this disaster film into a screamingly funny ACTION FILM THAT, ULTIMATELY, DEMANDS ACTION.”

6 CRITICS CHOICE AWARD NOMINATIONS
BEST PICTURE | BEST ENSEMBLE

SCREEN ACTORS GUILD AWARD® NOMINEE
OUTSTANDING PERFORMANCE BY A CAST IN A MOTION PICTURE

Don't Look UP

FROM ACADEMY AWARD® WINNING WRITER AND DIRECTOR, Adam McKay



#2 MOST POPULAR NETFLIX FILM

360 million hours viewed in first 28 days

TOP 10 IN 90+ COUNTRIES

“The response to the film shows that there is appetite for entertainment that directly tackles an issue that feels intractable to many” *LA Times*

Our NGO partner customizes a Climate Action Platform for audiences based on the latest climate and behavioral science

READY TO STOP FREAKING OUT & START DOING SOMETHING?

GET THEM REALLY TALKING

From the climate crisis to fake news, Don't Look Up has plenty to talk about.

Download this guide to have more thoughtful conversations with the people around you about the chaos and ideas that inspired the movie.

[DOWNLOAD THE GUIDE](#)

CHANGE THE SYSTEM

- TALK ABOUT IT**
Start a conversation about climate change & steps to take.
- JOIN A CLIMATE GROUP**
Team up with others and boost your impact.
- MAKE YOUR MONEY COUNT**
Choose how financial institutions use your money.
- KEEP POLITICIANS ACCOUNTABLE**
Call on elected officials to speed up climate action for us all.
- SPARK IDEAS AT WORK**
Inspire your organization to make changes that matter.
- PUSH FOR CLIMATE HEADLINES**
Get news outlets to report climate news in the top stories.

BE THE CHANGE

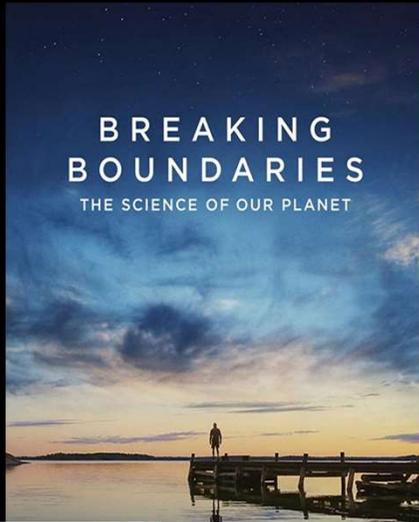
- CUT FOOD WASTE**
- EAT MORE VEGGIES**
- SWITCH TO CLEAN ENERGY**
- USE SUN POWER**
- GET AROUND GREENER**
- DRIVE ELECTRIC OR HYBRID**
- FLY LESS**
- BE KIND TO YOUR MIND**

"I'M JUST TRYING TO ARTICULATE THE SCIENCE!"
DR. MINDY

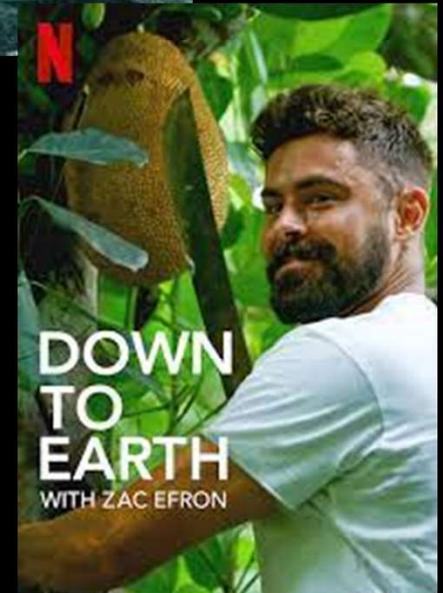
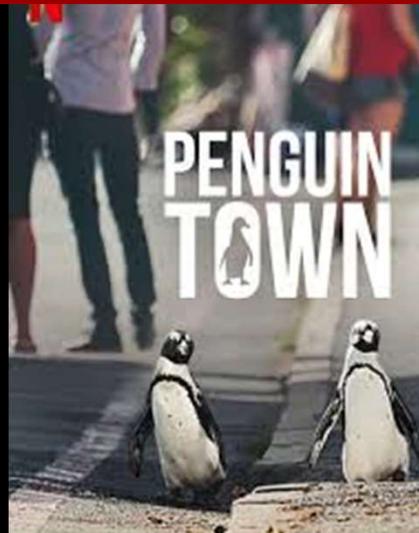
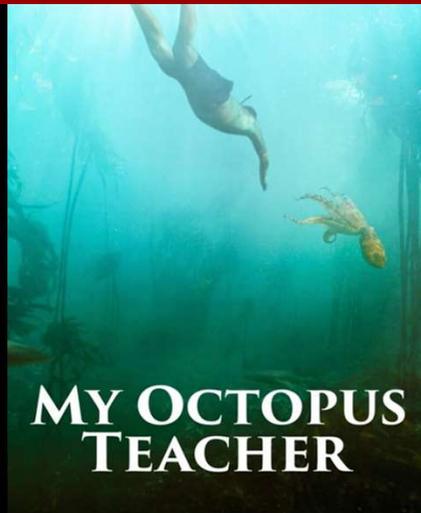
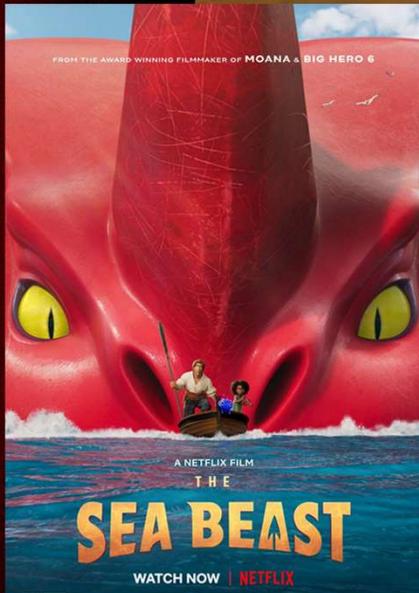
Jennifer Lawrence

I would really hope that audiences take away from this

Experts: We consulted with 30+ climate and social scientists including Dr. Johan Rockström, Dr. Katharine Hayhoe, Dr. Marshall Shepherd, Dr. Michael Mann, along with experts at [Project Drawdown](#), [ENGIE Impact](#) and [Rare](#). To see the full team of advisors, see the [Methodology](#).

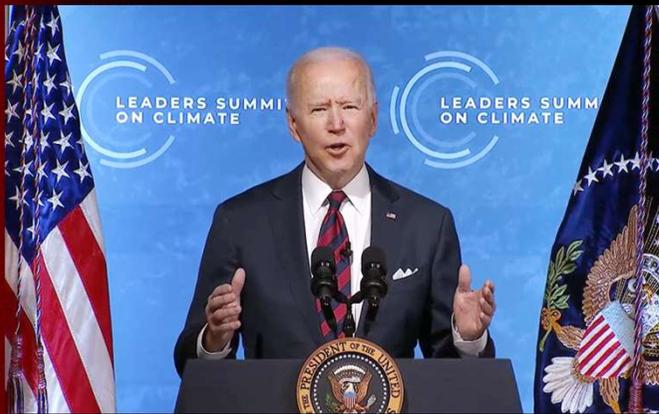


Some stories have a “green premise”...



...and bring solutions directly to decision makers...

Breaking Boundaries - The Science of Our Planet at:



[ASL] Leaders Summit on Climate - Day 1



Leaders Summit on Climate



Nobel Prize Summit



COP26 in Glasgow



Climate action platform



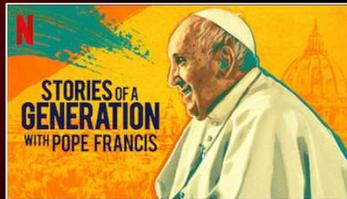
...while others simply reflect our changing reality



[Longer list of slate examples here](#)

Look for these new sustainability stories...

NEWLY RELEASED



Ltd. series about inspiring leaders like Pope Francis and Jane Goodall.



Season 3 "End of Oil" episode.



Doc series imagining the future of buildings, meat, and more.

AND NEW SEASONS OF THESE COMING SOON...



For more details: sustainability.netflix.com



"Netflix's Sustainability Strategy is music to our ears. We are delighted to see Netflix apply the same positive disruption to sustainability that they've applied in their business, upping the ambition for achieving near-term net zero targets and harnessing its superpower of storytelling to educate and entertain citizens."

- **Christiana Figueres, co-architect of the U.N. Paris Agreement**



"Young people like myself view Netflix as a cherished form of entertainment but also a source of education and inspiration. As more and more of our generation recognizes the implications of the climate crisis on our daily lives, we feel hopeful when shows like The Crown tackle coal pollution, or when Zac Efron's Down to Earth highlights new green technologies. I'm proud of Netflix for being serious about tackling the climate crisis both in-house and on-screen."

- **Xiye Bastida, youth climate activist with Greta Thunberg and winner of the Spirit of the UN Award**



"The film industry needs a leader when it comes to climate action. Changing the world begins with one company stepping up and inspiring others to join them. I'm thrilled at how Netflix is taking on this leadership role, informed by both the physical science that explains how our choices affect our world and the social science that explains how we can make change happen."

- **Dr. Katharine Hayhoe, Chief Scientist, The Nature Conservancy, IPCC Contributing Author, Professor and Chair, Texas Tech University**



"Netflix is showing the world how to combine GHG reductions - black carbon - with restoring natural carbon sinks - green carbon - in a scientifically robust way. I'm inspired by the potential transformative change they can bring by exemplifying this both behind, and in front of, the camera."

- **Dr. Johan Rockström, Director of the Potsdam Institute for Climate Impact Research, and Chief Scientist, The Nature Conservancy**