

The background is a vibrant, abstract digital composition. It features a dark blue base with a complex network of glowing lines in various colors, including cyan, yellow, and red. These lines intersect and radiate from various points, creating a sense of depth and movement. Scattered throughout are numerous small, colorful particles or dots in shades of blue, green, yellow, and red. On the right side, there are large, semi-transparent circular shapes in shades of blue and green, which appear to be part of a larger graphic or interface. The overall aesthetic is futuristic and high-tech.

# EBU

OPERATING EUROVISION AND EURORADIO

## TECHNOLOGY & INNOVATION

Get an edge

## GREEN BROADCASTERS

HEMINI MEHTA  
DECEMBER 2022

# AGENDA

1. Policies
2. Sustainability Strategies
3. Carbon Calculators/Certifications
4. The Big 3 – Travel, Energy & Waste
5. Accessibility
6. Sustainability & Accessibility
7. What's happening at the EBU
8. Q&A/Discussion

# POLICIES

German Public Service Media has to adhere to the German legal requirements.

Other countries may follow suite, e.g. France.

UK – BBC & ITV (including others) have mandated to have all their productions albert certified.

Other EBU Members using albert are likely to follow the UK broadcasters.

Financial Reporting – TCFD, EU Taxonomy & National.

Sports' Federations.

Joining International/National Organizations.

# SUSTAINABILITY STRATEGIES

Majority of PSMs have a Sustainability Strategy.

Many are looking at Scope 1, 2 & 3 reduction.

Some had “strategies” for over a decade.

Many are working towards 2030.

Advanced broadcasters in sustainability have net zero strategies.

The net zero strategies have been audited by external bodies.

# CARBON CALCULATORS & CERTIFICATIONS

Carbon Calculators used currently by EBU Members:

- albert
- Ecoprod – Carbon Clap
- KlimActiv
- VAF
- Green Producers Club
  - Eureka

Certifications can be external (audience facing) or internal

- albert
- Ecoprod
- Well known consultancies/green managers within the industry.

# TRAVEL, ENERGY & WASTE

## Travel

- Used to be the largest contributor to most productions.
- Covid changed the travel component.
- Transport changes in productions.
- Use local suppliers/talent where possible.
- Re-use footage.
- Change in mindset, virtual productions, sustainability strategies...

## Energy

- Buildings moving towards clean energy & producing their own.
- Trying to remove diesel generators to hydrogen/bio fuel.
  - New & difficulties in sourcing throughout Europe.
- Clean battery packs.
- Energy crisis.

## Waste

- Looking at sets and set waste reduction.
  - Reusing.
  - Innovative/recyclable material.
  - Flat pack and light.
- Getting suppliers to take waste back in contracts.
- Make sure the recyclables are actually recyclable in your location.
- Catering waste:
  - Allow staff to take food with them.
  - Find caterers that give the food to associations.
  - Local, vegetarian and/or vegan.
  - Local bio compost collection.
  - No plastics:
    - Bring own bottles & cutlery.
    - Use natural cutlery.

# ACCESSIBILITY

National/European legislation/policies.

Content accessible to all – including, geographics & languages.

Subtitles/Audio description/Signing/Screen readers.

- Standardization.

Automated, manual or hybrid subtitles/captions?

- Cultural.



# SUSTAINABILITY & ACCESSIBILITY

Umbrella of Corporate Social Responsibility.

Concepts under the umbrella:

- DEI (includes Accessibility)
- Sustainability
- Ethics
- Internal & external facing: staff, audiences, suppliers, third parties...

Keep separated or bring them together?

Costs/Budgets.

# EBU

- Accessibility Groups
  - Timed Text
  - Accessibility for PSM
- Sustainability for Public Service Media
  - Organizational strategy.
  - Buildings.
  - Transport.
  - Taxonomy.
- Green Production
  - Waste management.
  - Sets Case Studies.
- Cloud
  - Procurement.
  - Metrics.
- Green AI
- Sustainability Summit – 4<sup>th</sup> April 2023, online.

# CONTACT DETAILS

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