

# Climate Content Pledge

Climate change presents enormous challenges which will affect us all

With the Paris Climate Agreement, nations all over the world have committed to undertake ambitious efforts to combat climate change and adapt to its effects. To limit global warming to 1.5°C above pre-industrial levels and avoid catastrophic runaway climate change, carbon emissions must be halved by 2030. The decisions that governments, businesses and individuals make now and over the next five years are crucial to setting a sustainable climate trajectory. While the situation is urgent and grave, it is not without hope. Every tonne of emissions avoided or removed can prevent further damage.

We, as members of the global screen industry, have a crucial responsibility to help our audiences engage with these challenges

Therefore, we commit to the following principles:

1. We will reach more of our audiences with content <sup>[1]</sup> that helps everyone understand and navigate the path to net zero, and inspires them to make greener choices.
2. We will develop processes that help us to consider climate themes when we are commissioning, developing and producing content.
3. We will ensure that our efforts are informed by the science.
4. We will recognise the importance of fair and balanced representations of visions for a sustainable future.

[1] For the purposes of this pledge, “content” is all programming with the exception of news.

5. We will work together:

- learning from and inspiring each other
- sharing relevant industry and audience insights and developing relevant metrics
- improving how we measure our impact.

6. We will communicate regularly with our colleagues, partners, and audiences so that we can all play our part in meeting this shared challenge.

These overarching principles are the foundation of our commitment. In addition, each of us will develop and publish our own “company-specific commitment”. We’ll revisit this every year, to review progress against our plans and challenge ourselves and each other to do more. We will continue to work together to support our shared ambitions, and we will share our progress publicly, holding ourselves and each other to account.

This pledge was developed by a group of media companies, facilitated by BAFTA albert. We encourage other media companies to adopt this pledge.

