

PROGRAMME

TUESDAY 16 APRIL 2024

Timing in CEST

09:45 – 10:00

Welcome to the Sustainability Summit



Noel Curran took up the role of Director General of the EBU in September 2017. The EBU has member organizations from countries throughout Europe with additional Associates in Asia, Africa, Australasia, and the Americas. Our Members operate nearly 2,000 television, radio and online channels and services, and offer a wealth of content across other platforms. Together they reach an audience of more than one billion people around the world, broadcasting in more than 160 languages. The EBU operates Eurovision and Euroradio services.

He was formerly the Director General, Managing Director of Television and Editor of Current Affairs of RTÉ, Ireland's national television and radio broadcaster. As Director General he successfully led RTÉ during one of the most financially challenging and competitive periods in media history.

A strong and long-time advocate of public service media, Curran is an award-winning investigative journalist and Producer. As an Editor and Producer, Noel's investigative documentaries won numerous awards for journalism in Ireland and internationally.

He was also Executive Producer on a range of live television events, including General Elections, European Elections and live music events such as the Eurovision Song Contest in 1997.

Noel has worked in both the public and private sectors in his career and has managed large editorial and commercial teams during his time at RTE.

Noel originally graduated from Dublin City University with a degree in Communication Studies, where he specialised in national and international broadcasting policy and wrote a thesis on the role of Public Service Broadcasting. He later attended a postgraduate course at Trinity College Dublin in European Studies, where he did specific research on European Broadcasting Policy.

He is currently Adjunct Professor of Journalism at Dublin City University. Noel is married to the singer/songwriter Eimear Quinn and they have two daughters.



Antonio Arcidiacono is Director of Technology & Innovation at the European Broadcasting Union. He has extensive experience in conceiving, developing and taking new products and services to market. Since joining the EBU in September 2018, Antonio has launched several initiatives designed to leverage the collective expertise and momentum of the EBU Membership for technology innovation, deliver key building blocks for the digital transformation of public service media, and strengthen collaboration between PSM, European policy initiatives, start-ups and academic institutions. Two of Antonio's most recent initiatives are the 5G Media Action Group (5G-MAG) and EuroVOX.

5G-MAG currently counts 40 members from the industry and aims to ensure future 5G standards are fit for purpose in media production and distribution. EuroVOX is a collaborative project of the EBU and several of its Members that aims to break down language boundaries for users and content. It consists of an open framework upon which services can be built, and a set of tools for media creators, such as speech-to-speech translation. Antonio previously worked as Director of Innovation and a Member of the Management Committee at Eutelsat; the European Space Agency; Telespazio, and Selenia Spazio.

10:00 – 10:05

Housekeeping



Hemini Mehta (EBU) Experienced Technical Professional in all things digital (video on demand, live streams, websites, mobiles, TV, STB & games consoles) with an angle on Sustainability. Capable to bridge business with technology.

Intrapreneurial/entrepreneurial spirit. Presence in academia, from lecturing, examining to mentoring PhD candidates.

10:05 – 10:20

Opening of the Summit



Jean-Paul Philippot (RTBF) A graduate of the Solvay Brussels School of Economics and Management (Université libre de Bruxelles), Jean-Paul Philippot is the CEO of the Radio Télévision Belge de la Communauté Française (RTBF.be). He entered the audiovisual world in 2002, after holding the position of Managing Director of Brussels Public Hospitals. Jean-Paul Philippot has initiated several strategic plans at RTBF, enabling the company to keep up with the rapidly-moving media ecosystem. In 2018, he launched a wide-ranging plan for the transformation of RTBF, in order to shift from vertical structures based on TV, Radio and Web to an audience-centric model adapted to changing consumption patterns. RTBF's new strategic plan, called "RTBF27", accelerates this trajectory, with a view to strengthening RTBF's contribution to society, fostering editorial innovation and securing direct contact with all our audiences. Jean-Paul Philippot served as the President of the European Broadcasting Union (EBU) from 2009 to 2018. In 2021, he was elected President of the Médias Francophones Publics

(association of French-speaking PSM organisations).

SESSION 1: INTRODUCTION

Moderated by Hemini Mehta (EBU)

10:20 – 10:35

Keynote: Climate Change

Justin will explain the bizarre story of how he became involved in climate reporting. He will discuss the challenges covering a story as contested as climate and will explain how he manages to keep his audiences engaged even when the news on climate change is depressing in the extreme. He plans to leave a good length of time for questions so please do have a think about what you'd like to ask him.



Justin Rowlatt is the BBC's first ever climate editor. He describes his job as "reporting from the frontline of climate change". Justin has visited all seven continents during his career as a correspondent, even travelling to the front of the giant Thwaites Glacier in the West Antarctica - which has a good claim to be the most remote place on the planet.

As well as covering the big developments on the climate issue for BBC TV, radio and online he has broken big global stories like how the UAE's COP28 team planned to use UN climate talks to do oil and gas deals and has secured landmark environmental interviews including with King Charles.

Justin has also fronted numerous BBC TV and radio documentaries on climate issues. He is particularly proud of his radio series "A Pyrotechnic History of Humanity" and "A Geochemical History of Life on Earth" – both available on BBC Sounds.

Justin first became interested in environmental journalism back in 2006 when his editor on BBC Newsnight suggested he become the BBC's "Ethical Man" as part of an experiment to see what a family can do to reduce their climate impact. Justin has reported for Channel 4 News, Panorama and the ONE Show, he was the BBC's South Asia correspondent based in Delhi for 4 years and spent a year as the business presenter on Radio 4's Today Programme.

10:35 – 10:55

Climate Journalism That Works – Between Knowledge and Impact

Alexandra Borchardt

<https://www.linkedin.com/in/alexandraborchardt/?originalSubdomain=de>

10:55 – 11:15

European Union CSRD Explained

In my presentation I will explain EU sustainability reporting rules (the Corporate Sustainability Reporting Directive and European Sustainability Reporting Standards).



Since 2018 **Tom Dodd** has been team leader for sustainability reporting in the European Commission's Directorate-General for Financial Stability, Financial Services and Capital Markets Union (DG FISMA). He started his career in the European Commission in 1996, managing humanitarian aid to various African countries. After four years in the European Commission Delegation in Nicaragua, he then worked on EU policy on corporate social responsibility, and subsequently on the bioeconomy and bio-based industries. He studied at the University of Edinburgh and at the College of Europe in Bruges.

11:15 – 11:35

Practical Steps of Reporting



Ché McGann leads the Responsible Business & ESG Reporting team at Goodbody Clearstream. She provides guidance and advice to a wide range of clients, across many different sectors, on their corporate sustainability strategies and their ESG reporting approach. She is particularly focused on helping companies to conduct double materiality assessments and prepare to report to the Corporate Sustainability Reporting Directive [CSRD]. She holds an MSc in Sustainable Development from TUDublin and a degree in engineering from DCU. She also supports the CDP Ireland Network.

Goodbody Clearstream is a leading corporate Climate, ESG and Sustainability services solution provider. Since it was founded in 2009, the team has advised hundreds of local and international customers to measure, implement and report best-in-class sustainable practice in their businesses, products, and supply chains. Goodbody, the leading financial services firm, has recently acquired a majority stake in Clearstream providing the team with additional support and financial insight.

11:35 – 11:50 **Break**

SESSION 2: ORGANIZATIONAL REPORTING



Moderated by Pia Halldorsson (DR)

Pia Halldorsson (DR) Has 10 years experience within sustainability, from defining strategy to implementing in daily operations. Examples from the subjects in DR is annual reporting including climate calculation, energy management, sustainable purchasing, green production, recycling and waste.

11:50 – 12:10



EU CSRD & Public Service Media

My presentation focuses on CSRD implementation by our members, the challenges and opportunities of PSM, and the need for adequate media-specific reporting standards

Sophia Wistehube is a Legal Counsel at the EBU, specializing in media law, human rights, artificial intelligence and sustainability. Before joining the EBU she worked at the Council of Europe. She holds a Juris Doctor from Columbia Law School, New York, USA.

12:10 – 12:30

Managing Reporting



Vena Gadher-Mistry is an Account Manager at CDP and has been in the Supply Chain team for just under 3 years. Before joining CDP, Vena worked in banking and then decided to pursue further education and a career change. CDP is a not-for-profit charity that runs the global disclosure system for investors, companies, cities, states and regions to manage their environmental impacts. Over the past 20 years we have created the largest system of self-reported data in the world. The Supply Chain program has been running for over 10 years and works with over 330 global organisations worldwide to set and achieve their science-based targets, zero-deforestation and water security targets.

12:30 – 13:15

Reporting Experiences: Challenges & Lessons Learned



Jeremy Mathieu is the Head of Sustainability for ITV, leading on all things environment for the business. This includes developing our Climate Transition Plan, developing our net zero roadmaps, navigating the changing reporting landscape, supporting our internal governance, building a culture of sustainability internally and externally through our content.



Thilo Pommerening has been building up the sustainability management at Deutsche Welle (DW) for five years. DW has now published its third sustainability report; it can show great progress and is now one of the most sustainable media organizations in Germany. He will report on his experiences and how he set up DW's sustainability management strategically.



Hilde Thoresen is head of environmental sustainability in the Norwegian Public Broadcaster (NRK). She is responsible for NRK's approach to become a greener and more environmentally friendly organization. Hilde Thoresen has established systematic reporting on ESG in the organization and she is also working with green production and implementation of a climate calculator called Green Producers Tool. She is also a project manager of NRK's double materiality assessment, that started this year. Hilde has broad experience from NRK and the media sector, working both with audience analysis and corporate strategy. As an adviser for the Director General in NRK from 2014-2019, she had a central position during a period where NRK's remit and financial model were revised and changed.



Troy Bannon BSc CEng FIEI. I am a chartered building services engineer and my current role is head of property and services in RTÉ. My responsibilities encompass all areas of facility management and strategic development of RTÉ's built environment. Sustainability and Energy Management are key areas within my remit. The property and services team have performed as industry leaders in these areas and are recipients of multiple awards, most recently being shortlisted again for the Pakman awards for waste management. We were the first broadcaster in UK and Ireland to be certified to ISO50001 and are a leading public body under the SEAI M&R reporting framework. We partner with a number of networks and industry peers offering support and guidance across the broadcasting and public sector in Ireland, UK and Europe.

13:15 – 14:15 **Lunch break**

SESSION 3: COMMISSIONERS, TALENT & PRODUCTION GOING GREEN

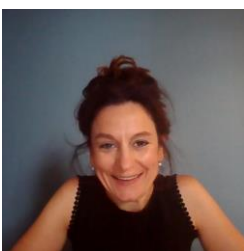
Moderated by Roser Canela-Mas (ITV)



Roser Canela-Mas Roser is the Senior Sustainability Manager at ITV Studios and is responsible for ensuring that all international productions of ITV Studios in 11 countries meet their climate targets and incorporate sustainable practices both on and off-screen. Her expertise and passion for sustainability in TV production can be seen across a long and successful career including her role at BAFTA Albert as an International Manager, where she led the development of Albert's international toolkit which is now used by TV and Film productions around the world, to help measure their carbon impact. In addition, Roser advised hit shows such as Call the Midwife, Love Island, X Factor, Celebrity Juice, and Gogglebox, advising productions on how to reduce their environmental impact.

14:15 – 14:35

From an Idea to the European Parliament



Sara Zambotti (RAI) Since 2012, I have been presenting Caterpillar on Rai Radio2, a daily programme with a strong journalistic slant, broadcast live every day between 6 p.m. and 8 p.m. (www.caterpillar.rai.it). For Caterpillar, I am responsible for researching news, selecting guests and conducting interviews. Since 2015, I have been employed by Rai as a permanent programme director. I completed my PhD at the University of Milan Bicocca with an ethnography of Radio2. During my three-year PhD I spent two semesters as a visiting PhD student at McGill University in Montreal. Since 2010 I have been teaching Media

Anthropology and Theories and Techniques of Radio Production as an adjunct professor at the University of Milano Bicocca, then at the University of Turin, and currently at the Theories and Techniques of Radio and TV Language course at the Università Statale di Milano. I have conceived and coordinated a European project on mental health radio and have produced radio programmes for children in schools and children's museums.

14:35 – 14:55

Sustainability at the Eurovision Song Contest



Andreas Schmitz (Eurovision Song Contest) My position as event and security manager for the EBU for the Eurovision Song Contest and Junior ESC. I am German based in Duisburg closed to Düsseldorf. Studied electrical engineering. Worked since 1996 in the Event, TV and security environment. Working for the EBU since 2011 in the areas of security, logistics and occupational safety at the ESC.

14:55 – 15:45

Sharing the same Script



Siddharth Nakai (GAME) a Marketing Maven, TEDx speaker, NEBOSH certified safety expert and Ecopreneur. An Alumni of the prestigious 'MICA' (Mudra Institute of Communications, Ahmedabad), Siddharth's love for filmmaking sparked a journey that transcended mere entertainment. Witnessing the sacrifice of nature for a perfect shot ignited his mission. He delved deep into the environmental impact of India's media industry, birthing GAME - Greening Advertising Media & Entertainment. Through GAME, he collaborates with the leading M&E Companies of India to weave sustainability into the fabric of their work. From culture-building to eco-process implementation, Siddharth is passionate towards a greener future for media. He also passionately champions

the health, safety, and wellness of crew members on sets across the industry. He ensures that behind-the-scenes, everyone is cared for, fostering a culture of safety & well-being amidst the hustle and bustle of production. For him, it's all about protecting people, planet & property.



Will Attenborough is an actor (The Outpost, Dunkirk, Our Girl) and activist, who co-leads The Green Rider campaign. The Green Rider empowers actors and screen workers to collaborate in finding solutions to the climate crisis, moving the industry away from promoting high consumption values and instead modelling a greener and fairer way of working. Will has also run successful divest-invest campaigns with the Mayor of London and Equity, bringing their pension funds out of fossil fuels and into climate solutions. He is currently the UK climate finance strategist for Insure our Future, which campaigns for major insurance companies to support cleaner and healthier energy systems.



Anne Puolanne works as a Sustainability Manager at Audiovisual Producers Finland APFI, leading a national project that aims the Finnish film and TV industry to become more ecological at all levels from practice to policies. Since the early 2010s, Anne has worked as a TV freelancer in addition to being one of the pioneers to bring up the green topic in Finland. She is the co-author of the nation's first sustainability guidebook Ekosetti – A Guidebook to Sustainable Audiovisual

Production in Finland (2019). Anne holds a BA in Media & Arts (2012) and a BSc in Natural Resources (2020).



Lucile Landais (Canal +)As Project Manager in the CANAL+ Group's CSR Department, Lucile is involved in cross-functional project management across the Group's societal and environmental pillars. In particular, she oversees the implementation of eco-production within in-house productions and supporting the CANAL+ Group's Original Creations in order to achieve the eco-production labelling objectives set by the Group by the end of 2023.

15:45 – 16:05

Prix Italia Experience



MICOL RIGO Currently deputy director in Rai's newly set up Rai for Sustainability – ESG Department. Qualified lawyer since 1999, specializing in EU, antitrust and corporate law (LLM College of Europe, Bruges). Following several years at prominent International law firms (Cleary Gottlieb and Clifford Chance), she has have been in charge of EU and antitrust Affairs in Fastweb, an Italian broadband telecoms company and of legal departments in American Express (from 2011 to 2016) and Philips Italy, Greece and Israel (from mid 2016 to feb 2017), dealing with legal and regulatory matters in highly regulated fields of Italian and EU law (payments, consumer protection, compliance and corporate matters). Prior to er latest career move into sustainability, she has been in charge – within Rai's legal and corporate affairs department - of providing legal assistance in the field of EU and international law, Collective Societies and Criminal litigation. In her new role in Rai for Sustainability – ESG department, she is in charge of the corporate Sustainability Plan as well as of legal/regulatory monitoring on ESG issues and of national / international initiatives concerning sustainability, including the participation to EBU's committees and working groups, in close coordination with all competent departments.

16:05 – 16:20 **Break**

SESSION 4: METRICS

Moderated by **Simon Tuff (BBC)**



Simon joined the BBC 1988 and has enjoyed many different engineering and project management roles over his 34 year career, mostly focus on audio technology for Radio & TV. He is currently a Principal Solutions Lead within the BBC's Technology Group, with responsibilities for sustainable technology and standards liaison. As part of this role he currently has the privilege of being a member of the EBU's Technical Committee.

16:20 – 16:40



Metrics in Cloud Services

Luke Gaydon is a Board Advisor to Humans Not Robots. An entrepreneur with over 20 years' experience working in the media technology and sustainability sectors, he's passionate about unlocking the opportunities that technology creates for better connecting people to each other and their environment.

16:40 – 17:00

Small Changes, Big Savings

High Dynamic Range (HDR) technology provides a large range of luminance values and consequently elevates the perceived quality in video content. At the same time, HDR content consumes a large amount of power when displayed on compatible devices. We have analysed the display power consumption across different HDR content and a few different HDR TV sets and

proposed Just Noticeable Difference (JND) based algorithms for content pre-processing and thereby reducing the power consumption with a minimal impact on the user perception.



Gosala Kulupana (BBC) Gosala Kulupana received the B.Sc. Engineering degree (First Class) in electronic and telecommunications engineering from the University of Moratuwa, Sri Lanka, in 2011 and the PhD degree from Centre for Vision, Speech and Signal Processing (CVSSP), University of Surrey in 2017. His PhD focused on the application of error correction algorithms for High Efficiency Video Coding (HEVC) video transmission. Following his PhD, he worked as a Research Fellow at CVSSP, University of Surrey where he contributed to two international research projects. In 2018, he joined the video compression team at BBC R&D, and currently works as a Lead R&D Engineer in the same team. While working for the BBC, he contributed towards the development of Versatile Video Coding (VVC) standard and lead an Innovate-UK project SEQUOIA. Gosala is an author of several IEEE conference papers and journal publications and holds few patents for video compression related technologies. One of his research papers on fast VVC encoding algorithms received the Top-10 paper award in the Picture Coding Symposium (PCS) 2021. His current research interests include video compression, video streaming, High Dynamic Range (HDR) videos, and picture quality assessment.

17:00 – 17:45

Metrics in Tech



Cedric Lejeune (Holli) is an engineer and an expert in media technology. After helping the digital transition of the media business and developing HDR technology for cinema, he started to work on the next big transition for the media industry: sustainability. With his team he develops Prodo, a tool to help rationalize the carbon and power consumption data collection and processing.



Claire-Hélène Demarty is a senior scientist at InterDigital, France. She graduated from Telecom ParisTech in 1994 and received a Ph.D. degree in Computer Science, Mathematical Morphology, from Mines ParisTech in 2000. She joined InterDigital Research & Innovation Center in 2019 as a senior scientist. Prior to InterDigital, she worked at Technicolor (2004 – 2018), LTU Technologies (2002 - 2004) and at INRIA Rennes – IRISA (2003 – 2004), as a researcher in image analysis and computer vision technologies. Her research focuses on multimedia indexing technologies and perceptual understanding of content, through the use of machine learning, and more recently energy-aware media. She is author or co-author of more than 30 papers and is holding several

patents.



Dan Schien (University of Bristol) is advancing the state of the art of environmental assessments of information technology by taking a systemic perspective on sustainability of digital media.

This means, he not only studies the efficiency of chips and networks but also investigate the conditions that shape this efficiency at a systemic scale and across time. He works across several academic disciplines, including environmental science, computer human interaction, software engineering, communication and electrical engineering, policy and social science.

With the DIMPACT tool he pioneered a method and tool to assess the carbon footprint of digital media which has been applied by major international media companies and is used to calculate organisational carbon footprints of digital services used by major digital media companies.

Ben Schwarz (UHD Forum)

17:45 – 17:50

End - Wrap Up

Hemini Mehta (EBU)
