



PROGRAMME (10:00AM – 16:50 CEST)

10:00-10:05

Welcome to Sustainability Summit

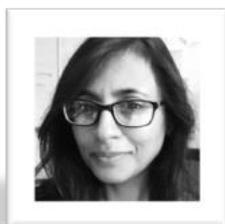


Antonio Arcidiacono is Director of Technology & Innovation at the European Broadcasting Union. He has extensive experience in conceiving, developing and taking new products and services to market. Since joining the EBU in September 2018, Antonio has launched several initiatives designed to leverage the 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

10:05-10:15

Introduction



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.

SESSION 1: SETTING THE SCENE

10:15-10.30

KEYNOTE: Youth Sustainability Impact through Digital Advocacy in the New Normal

The challenges and opportunities in reaching those who are the farthest first, rebuilding better through digital advocacy.



Kehkashan Basu (Green Hope Foundation) - Iconic youth leader, global influencer, environmentalist, champion of children's rights, a Forbes 30 Under 30, TEDx speaker, Climate Reality Mentor, author, musician, peace and sustainability campaigner and a passionate advocate of women's rights, Kehkashan Basu is a trail blazer who has been challenging the status quo and breaking social strictures and taboos which impede the progress and rights of future generations. Winner of the 2016 International Children's Peace Prize for her work on children's rights and the environment, and the first-ever Voices Youth Gorbachev-Shultz Legacy Award for her work on nuclear disarmament, Kehkashan is a tireless advocate for the UN Sustainable Development Goals. She is a United Nations Human Rights Champion, National Geographic Young Explorer and the youngest ever Global Coordinator for the UN Environment Program's Major Group for Children & Youth. She was named the youngest recipient of Canada's Top25 Women of Influence, one of Canada's Top 100 Most Powerful Women and is the Council Lead of the Toronto-St. Paul's Constituency Youth Council. Kehkashan is the Founder President of the social innovation

enterprise Green Hope Foundation, which provides young people in 25 countries a networking platform to engage in the sustainable development process and take actions to mitigate climate change. Her internationally acclaimed work on sustainability has resulted in her being named one of the Top 100 SDG Leaders in the world and one of the Top 100 Most Powerful Women in Canada. She is the youngest member of Canada's Women in Renewable Energy forum and the youngest Councillor of World Future Council. She has just been elected to the Board of Trustees of the Parliament of the World's Religions, making her, at 20 years old, its youngest trustee in its 127-year history. Kehkashan is a 2020 L'Oreal Paris Women of Worth Honouree, and the recipient of the 2019 Innovator of the Year Award for Sustainability Education, the John Muir Conservation Award for Habitat Restoration, the Energy Globe Award, the Turner Prize for Social Change, the Lewis Perinbam Impact and Innovation Award, and the Women Super Achiever Award. A powerful voice for future generations, she has spoken at over 200 United Nations and other global fora across 25 countries.

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10:30-10.50

Towards Net Zero – Sports for Climate Action

UN Climate Change is forging significant partnerships with non-party stakeholders including sports to drive transformation towards a decarbonized economy.



Lindita Xhaferi-Salihu leads work on sectors engagement in climate action as part of UN Climate Change wider Global Climate Action work. She led development of both Sports for Climate Action and Fashion Industry Charter for Climate Action and works closely with a variety of stakeholders to mobilize key actors and catalyze ambitious action towards decarbonization. Before joining UN Climate Change, Lindita worked in public relations and coordinated projects promoting multi-stakeholder engagement in policy and sustainability. Lindita has an educational background in engineering, international relations and global energy & climate policy.

10:50-11.10

Think Green, Film Green, Watch Green

The European Commission's plans to make the European audiovisual ecosystem more sustainable.



Lucia Recalde (European Commission) Spanish born she is Head of the unit "Audiovisual Industry and Media Support Programmes" in the Directorate General (DG) for Communications Networks, Content and Technology (CONNECT) of the European Commission. Prior to that, she was a part of the management of the DG for Education and Culture (EAC) as Head of Unit for Higher Education, Innovation, Entrepreneurship and the EIT (the European Institute for Innovation and Technology). Ms Recalde joined the European Commission in 1995 and until 2006 served the DG for Employment and Social Affairs in various positions. She started her career as policy officer at the Directorate of European Affairs of the Basque Government.

11.10-11.30

An Introduction to Sustainability and the Circular Economy

Because it's often important to know where you've been, and where you are now, before you can figure out where you're going.



Jonathan Scott is a teacher, entrepreneur, and manager with over 28 years of business and higher-education teaching experience in 17 different countries. As a manager and business leader he has been recognized for tripling productivity, reducing business operation costs by up to 40%, and increasing net profits by over 55%, as well as orchestrating three successive business turn-arounds. Since 2005, the majority of Scott's work has involved developing and teaching sustainability/circular academic programs, seminars and workshops for business organizations and business schools -- and designing and administering front-line sustainability/circular research projects and training that enable measurable results in business and industry. He has taught at the Rotterdam School of Management; Erasmus University (the Netherlands), the Audencia Nantes School of Management

(France), the EADA School of Management (Barcelona, Spain), Bradford University, (UK), the University of Perugia (Italy), the Lorange Institute (Zurich, Switzerland), and the Yancheng Institute of Technology (China)... as well as business training centers in Europe and the Middle East.

The Art of Managing the Wealth of Existing Resources

A Circular Economy aims to maintain natural, human, cultural and manufactured assets over long time.



Walter R. Stahel is architect by training (ETH Zürich), researcher and industrial analyst by experience, risk manager by necessity, Professor at the Faculty of Engineering and Physical Sciences of the University of Surrey by invitation, author and keynote speaker by conviction, full member of the Club of Rome, member of the Scientific Advisory Board of Institute CRETUS at Universidade de Santiago de Compostela, of SUSTAIN, CRESTING at University of Hull and a Senior Research Fellow at the Circular Economy Research Centre of the École des Ponts Business School, in an effort to pass on to young scholars his circular economy experience of a lifetime, which started 1976 with a study on the potential for substituting manpower for energy that defined a circular industrial economy and its opportunities to create local jobs and prevent waste through a regional circular economy.



11:30-11.45 Tea & coffee break

SESSION 2: NET ZERO STRATEGY

Moderator: Eva Maria Esposto Ultimo (RAI) Born in Catania (Italy) in 1989, obtains a Master Degree in European Studies, International Relations and Diplomacy at LUISS Guido Carli University, in Rome, in 2014. From 2019, she works at Rai's International Relations and European Affairs Department supporting Rai's competent structures in benchmarking activities, exchange of best practices and in Rai's participation to international working groups, co-productions and projects with other public service media. In 2018, Eva is recruited by Rai-Italian Radio Television within the TV Resources Department for the negotiation and acquisition of legal rights on linear and non-linear transmissions with national and international producers. In 2017, she receives a scholarship from the Italian Trade Agency, becoming Project Manager for the "South East Italy-America Chamber of Commerce" based in Miami (USA). In 2016, she moves to Spain as Account Manager for the digital marketing agency "Demalia". In 2015, Eva becomes Community Development Officer for the NGO "Sols 24/7", based in Malaysia, contributing to run complementary educational programmes for communities in



developing countries.

11.45-12.05

Beyond Public Service: What's in a Credible Sustainability Strategy?



Daniel Witte (Responsible Media Forum) manages the Responsible Media Forum, a partnership between 24 leading media companies to identify and take action on the environmental and social challenges facing the sector. Through the Forum, Daniel supports collaborative efforts to understand the impacts of media companies on society, through research, events and initiatives. Most recently, the Forum launched the Media Climate Pact with seven founding signatories committing to set net zero targets and drive behaviour change towards climate-friendly lifestyles through content. Daniel is a Partner at independent management consultancy Carnstone, where he advises large companies and Non-Governmental Organisations on corporate responsibility and sustainability. His focus areas include climate change, deforestation in commodity supply chains, responsible

lobbying, and investor engagement on ESG. Daniel holds a MSc from the London School of Economics & Political Science and a BA from Leiden University, and is a published author.

12.05-12.25

From Footprint to Brainprint

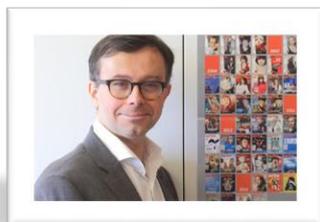
The opportunity for public service broadcasters to shape culture and behaviour change.



Julia Giannini (ITV) is a social purpose and sustainability strategist, practitioner and communicator. Leading the ITV group Climate Action strategy, Julia developed ITV's climate action targets, including becoming Net Zero by 2030, and is now driving strategic change within each business area to realise these targets for the long term. Julia is also an experienced corporate responsibility and brand purpose consultant, having developed strategies, targets and stakeholder engagement programmes for global businesses in sectors ranging from FMCG to financial services.

12:25-13.25

Panel Discussion: Net Zero & Editorial Strategy



Emmanuel Suard has been Administrative Director and a member of the Management Board of ARTE GEIE since 1 January 2017. He worked for the ARTE Group from 2000 to 2012, starting out as Head of President Jérôme Clément's office then becoming Development Director (for DVDs, Books and the Website) and finally moving to ARTE GEIE as Deputy Programme Director, with responsibility for Programming, Studies and later TV. From 2012 to 2016, he served as Cultural Counsellor at the French Embassy in Germany and Director of the Institut Français in that country. He also worked as a senior auditor for the French Cour des Comptes (Court of Public Audit) from 1996 to 2000 then in 2016. He was born in Lille in 1970, holds a degree from the École Nationale d'Administration and has taught media management and social protection at the Institut

d'Études Politiques in Paris.

Jeremy Mathieu (BBC)

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Hilde Thoresen is head of environmental sustainability in the Norwegian Public Broadcaster (NRK). She is responsible of NRKs approach to become a greener and more environmentally friendly organization. She 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 NRKs remit and financial model were revised and changed. Hilde Thoresen is passionate about hiking, sailing, cross country skiing and all kind of adventures outdoor. She is also a board member in The Norwegian Trekking Association (DNT), that is Norway's biggest outdoor activities organisation.

Eileen Duggan (RTÉ) is the Sustainability and Environment Services Manager for RTÉ the national broadcaster in Ireland. Eileen has experience in the areas of environmental management and contract management. She holds a Master's in Business Practice and has qualifications in Governance Risk and Compliance and Environmental Management.



13.25-14.25 *Lunch*

SESSION 3: GREEN TECH

14:25-14.55

Designing for Sustainability

How ITV are using the DIMPACT carbon modelling tool to add a sustainability lens on the way that products are designed and architected.

Tim Davis (ITV)

14.55-15.15

Green AI

The recent trend of AI models becoming larger and more expensive, the social and implications of this trend, and ways to mitigate it.

Roy Schwartz is a senior lecturer at the School of Computer Science at The Hebrew University of Jerusalem. Prior to that he was a postdoc and a research scientist at the Allen institute for AI and the University of Washington. Roy completed his Ph.D. at the School of Computer Science at The Hebrew University of Jerusalem. Roy's lab studies Natural Language Processing (NLP). Our research is driven towards making text understanding technology widely accessible - to doctors, to teachers, to researchers or even to curious teenagers. To be broadly adopted, NLP technology needs to not only be accurate, but also reliable; models should provide explanations for their outputs; and the methods we use to evaluate them need to be convincing. The lab also studies methods to make NLP more efficient and greener, in order to decrease its environmental impact, as well as lower the cost of AI research in order to broaden participation in it.

15.15-15.35

Defining Our Terms Before We Call 5G "Sustainable"

Looking at 5G from cradle to grave.



Katie Singer writes about the Internet's energy use, greenhouse gas emissions, extractions, toxic waste and worker hazards. She spoke about the Internet's footprint at the UN's 2018 Forum on Science, Technology & Innovation, and, in 2019, on a panel with the climatologist Dr. James Hansen. Wall Street International magazine publishes her column about nature and technology. Katie's most recent book is *An Electronic Silent Spring*. www.OurWeb.tech and www.ElectronicSilentSpring.com

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Miguel Coma is an engineer in telecommunications and an Information Technology architect. With over two decades of professional experience in various industries, he began to write, speak and consult about our digital environmental footprint. He publishes articles about technology at Wall Street International Magazine. He is a member of the think-tank AlterNumeris and believes in peoples' potential to use technology wisely and create sustainable progress.



15.35-15.50 *Tea & coffee break*

SESSION 4: GREEN PRODUCTION SESSIONS

15.50-16.50 **Green Production Through COVID-19 & Beyond**

See below

In English, French, German and Spanish.

GREEN PRODUCTION WORKSHOPS

English – **Roser Canela-Mas** (albert) started her media career 15 years ago. She has worked in production and direction internationally across different genres such as drama, comedy and factual-entertainment. She went on to complete a BSc in Sustainability and Environmental Management (2013-2016) giving her the additional knowledge and expertise to advise media productions on how to calculate and reduce their environmental impact. She joined albert 5 years ago and has been advising productions on how to lessen their carbon footprint and environmental impact since then. She currently manages all albert's international relationships and has built the newest version of the albert toolkit (carbon calculator and carbon action plan). Her role also consists of delivering training courses to media professionals - helping the industry reduce their impact behind the camera while also enabling them to tell accessible, realistic, urgent, solution-based and optimistic climate stories on screen.



French – **Baptiste Heyneman** (Ecoprod) is CEO of the CST – French Technical commission for image and sound since November 2018. The CST was the first ever association of French film and audio-visual technicians. It was founded in 1944 to defend their collective work and to promote technical excellence, allowing the achievement of the artistic team's vision. The CST respects this vision and guarantees its translation onto the screen for all spectators. Today, the CST has more than 600 members. The CST's actions involve organising work groups to define proper professional practice, which then evolves into recommended practices that are then sometimes adopted as standards. The CST also accompanies cinemas that wish to offer their clients the optimum experience. In this capacity, the CST oversees the technical management of several festivals, including the Cannes Film Festival. The CST promotes on the international level several interoperable file formats including IMF #4 (Interoperable Master Format), that is a SMPTE standard for providing a single, interchangeable master file format and structure for the distribution of content between businesses around the world. IMF #4 is dedicated to the movie industry. The CST is also member of EDCF – European Digital Cinema Forum, a not-for-profit voluntary organization that aims to act as a "Forum" to discuss key issues surrounding Digital Cinema in Europe. Finally, the CST is a sort of Cinema Club House, comprising 20 member associations (DOPs, Production designers, editors...). The CST is mainly financed by the CNC (French Film Board). Before this experience with the CST, Baptiste has been for 15 years at the CNC (French Film Board) and during the last 8 years, head of Unit "Innovation and competitiveness". He was then in charge of the different funding schemes in favour of the French audio-visual industrial sector and promoting VFX in French movies. In association with Film France, he also implemented the Tax Rebate for International Productions, voted by the parliament in 2008. Last (but not least), Baptiste represented the CNC at the board of Ecoprod, initiative promoting green practices and sustainability in the audio-visual industry. He had the CST join the initiative and is still member of Ecoprod with the CST.



German – **Philip Gassmann** (Green Film Tools)

Spanish – **Roser Canela-Mas** (albert) – LINK TBA