

# SUSTAINABILITY SUMMIT 2021

22 APRIL



## PROGRAMME

10:00-10:05	<b>Welcome to Sustainability Summit</b>	Antonio Arcidiacono (EBU)
10:05-10:15	<b>Introduction</b>	Hemini Mehta (EBU)
<b>SESSION 1: SETTING THE SCENE</b>		
10:15-10:30	<b>KEYNOTE: Youth Sustainability Impact through Digital Advocacy in the New Normal</b> The challenges and opportunities in reaching those who are the farthest first, rebuilding better through digital advocacy.	Kekhaskan Basu (Green Hope Foundation)
10:30-10:50	<b>Towards Net Zero – Sports for Climate Action</b> UN Climate Change is forging significant partnerships with non-party stakeholders including sports to drive transformation towards a decarbonized economy.	Lindita Xhaferi-Salih (UN)
10:50-11:10	<b>Think Green, Film Green, Watch Green</b> The European Commission's plans to make the European audiovisual ecosystem more sustainable.	Lucia Reclade (European Commission)
11:10-11:30	<b>An Introduction to Sustainability and the Circular Economy</b> 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.  <b>The Art of Managing the Wealth of Existing Resources</b> A Circular Economy aims to maintain natural, human, cultural and manufactured assets over long time.	Jonathan Scott (CIPS)  Walter Stahel (Product Life Institute)
11:30-11:45	<i>Tea &amp; coffee break</i>	
<b>SESSION 2: NET ZERO STRATEGY</b>		
<b>MODERATOR: EVA MARIA ESPOSTO ULTIMO (RAI)</b>		
11:45-12:05	<b>Beyond Public Service: What's in a Credible Sustainability Strategy?</b>	Christian Toennesen (Media Sustainability)
12:05-12:25	<b>From Footprint to Brainprint</b> The opportunity for public service broadcasters to shape culture and behaviour change.	Julia Giannini (ITV)
12:25-13:25	<b>Panel Discussion: Net Zero &amp; Editorial Strategy</b>	Emmanuel Suard (ARTE) Jeremy Mathieu (BBC) Hilde Thoresen (NRK) Eileen Duggan (RTÉ)
13:25-14:25	<i>Lunch</i>	
<b>SESSION 3: GREEN TECH</b>		
<b>MODERATOR: SIMON TUFF (BBC)</b>		
14:25-14:55	<b>Designing for Sustainability</b> 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	<b>Green AI</b> 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 (The Hewbrew University of Jerusalem)
15:15-15:35	<b>Defining Our Terms Before We Call 5G "Sustainable"</b>	Katie Singer (Writer)

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Looking at 5G from cradle to grave.

Miguel Coma (IT Architect/Writer)

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15.35-15.50 *Tea & coffee break*

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## SESSION 4: GREEN PRODUCTION SESSIONS

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15.50-16.50 **Green Production Through COVID-19 & Beyond**  
In English, French, German and Spanish.

*See below*

## GREEN PRODUCTION WORKSHOPS

English – Roser Canela-Mas (albert) – LINK TBA

French – Baptiste Heyneman (Ecoprod) – LINK TBA

German – Philip Gassmann (Green Film Tools) – LINK TBA

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