

PROGRAMME - 21 APRIL 2022 (10:00 – 17:10 CEST)

10:00 – 10:05	Welcome to Sustainability Summit	Antonio Arcidiacono (EBU)
10:05 – 10:10	Introduction	Hemini Mehta (EBU)
10:10 – 10:15	Support of Sustainability Summit	Tim Davie (BBC)

SESSION 1: INTRODUCTION

10:15 – 10:25	KEYNOTE	Emma Stewart (Netflix)
10:25 – 10:45	Greening the Media Supply Chain Consumer and enterprise trends are making sustainability a priority across media supply chain - what you need to know to take the lead, greening media from script to screen.	Abdul Hakim (DPP)
10:45 – 11:05	An Introduction to ISO50001 – International Energy Management Standard What were the main challenges for RTÉ, as a public service broadcaster, in adopting this energy management standard and what are the main benefits for the business.	James McConnologue (RTE)
11:05 – 11:25	The Nuances of Net-Zero Strategies and the New EU Taxonomy Net-zero strategies require different considerations depending on industry and sector, but ultimately share a common goal. The Economist Group sheds light on their own net-zero journey, speaks to how the TCFD and other frameworks can serve as valuable tools, and explores what the new EU taxonomy means for media and broadcasting.	Emily Jackson (The Economist) Martin Koehring (The Economist)
11:25 – 11:45	COP-26: Taking Our Audience with Us What impact did all the media coverage and engagement around November's UN climate summit have? Did audiences tune in and learn, or turn off? Are they saturated or want to know more? Hear about the audience experience in the UK and lessons learnt.	Gaby Hornsby (BBC)
11:45 – 11:55	<i>Tea & coffee break</i>	

SESSION 2: OUR AUDIENCE

Chair Eileen Duggan (RTE)

11:55 – 12:15	What is the Content Pledge?	Carys Taylor (albert)
12:15 – 13:15	Green Storytelling Panel Discussion	Gaby Hornsby (BBC) Alissa Aubenque (Ecoprod/Calista Films) Helen Falkus Sky Tara Peterman (RTE) Susie Braun (ITV)
13:15 – 13:35	ODS Radar This is a project developed by the Carlos III University and RTVE, aims at automatically monitoring and measuring, through AI techniques, the time we spend on our broadcasts covering information on the UN SDGs.	Pere Vila (RTVE) Dr Jose María Álvarez (Universidad Carlos III de Madrid)
13:35 – 14:10	<i>Lunch</i>	

SESSION 3: GREEN SETS

Chair **Erlend Raabe Brenna** (NRK)

14:10 – 14:30	Reducing Emissions by Replacing Diesel with Hydrogen for Generators	Robert Steinberger-Wilckens (Birmingham University)
14:30 – 14:50	Vancouver's Clean Energy Example Vancouver has an ambitious target to support the film industry in eliminating the use of diesel generators by 2030; learn how they plan to make that happen.	Katharine Pavoni (Creative BC) Geoff Teoli (City of Vancouver)
14:50 – 15:50	Clean Power & Generators Panel Discussion	Peter Paul van Voorst (Skoon) Ludovica Chiarini (EcoMovi) Lorenzo Vecchi (Zen2030) Julia Tordai (GreenEyes Production) Zsafia Szemeredy (GreenEyes Production)

15:50 – 16:00 *Tea & coffee break*

SESSION 4: GREEN TECHNOLOGY

Chair **Kamilla Liljedahl** (SVT)

16:00 – 16:20	NOWU, the New Eco-Responsible Media of France Télévisions How we have built a digital platform for young people following the main principles of digital sobriety.	Léa Nogier (France Télévisions)
16:20-16:40	Sustainability in Live Sports Production A team of world-leading sports broadcasters, rights owners and technology vendors, collaborating as part of IBC's Accelerator Media Innovation Programme, have revealed the initial results from an English Premier League production workflow trial to support the goal of a carbon 'net zero' future for live productions. Together, they demonstrate how innovative cloud production workflows can meet ambitious sustainability objectives and reduce the environmental impact of live production.	Jo Finon (Sky) Charlie Cope (BBC)
16:40-17:00	Integrating Carbon Budget in Your Content Production or Acquisition Strategy	Cedric Lejeune (Workflows) Julien Masclef (Perfect Memory)
17:00-17:10	Wrap Up	Hemini Mehta (EBU)