

EUR(O)VISION SPORT

OPERATED BY EBU

EBU X IBU SUSTAINABLE PRODUCTION: CARBON ACTION PLANNING WEBINAR

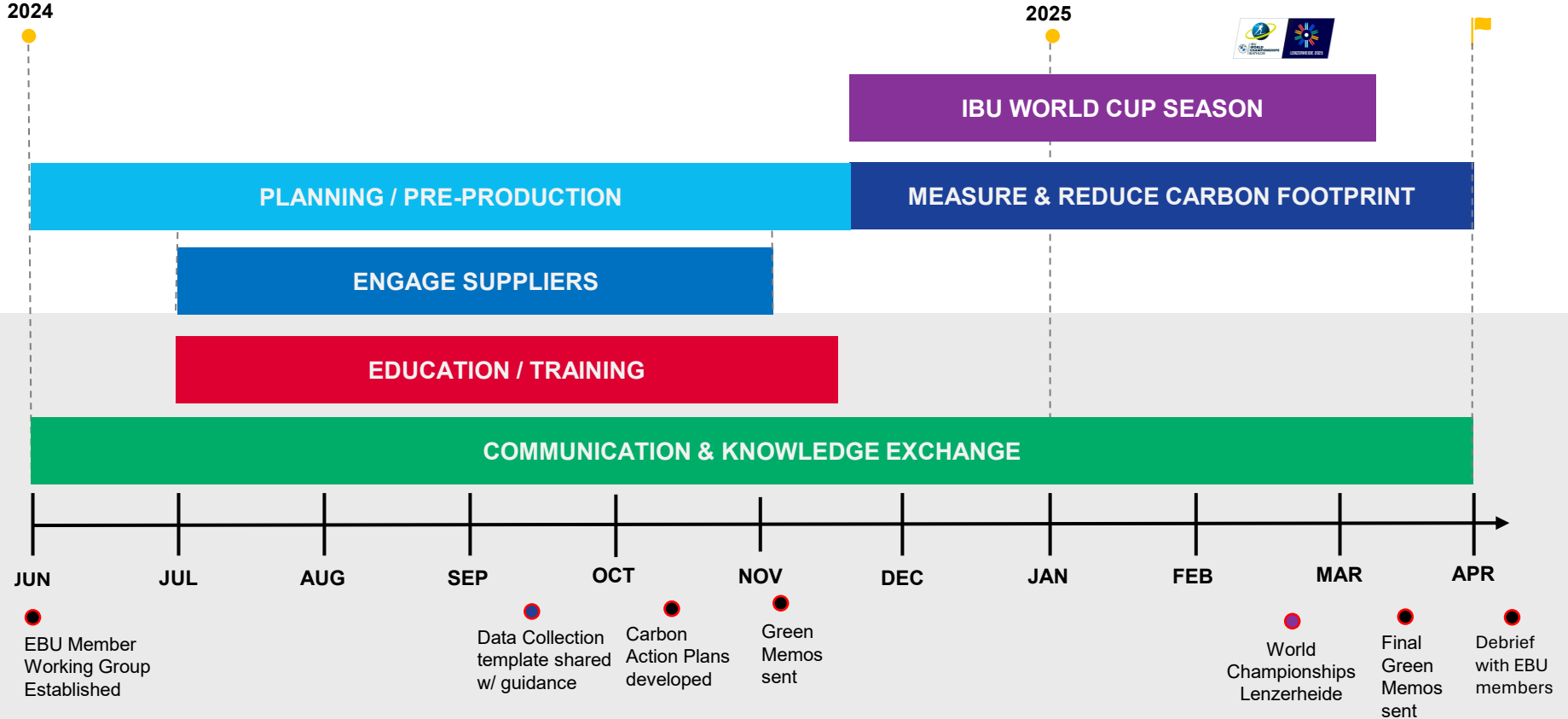
14.10.2024



EBU x IBU SUSTAINABLE PRODUCTION



TIMELINE AND MILESTONES



MILESTONES



RECAP

DATA COLLECTION WEBINAR

SCOPE + DATA COLLECTION

- › Scope for broadcast emissions and LOC responsibilities agreed with IBU
- › Clear instructions + template provided to HBs for all in-scope activities based
- › Training provided for using the template and how/where to collect data
- › Additional 1:1 support is available to all participating HBs

ENERGY

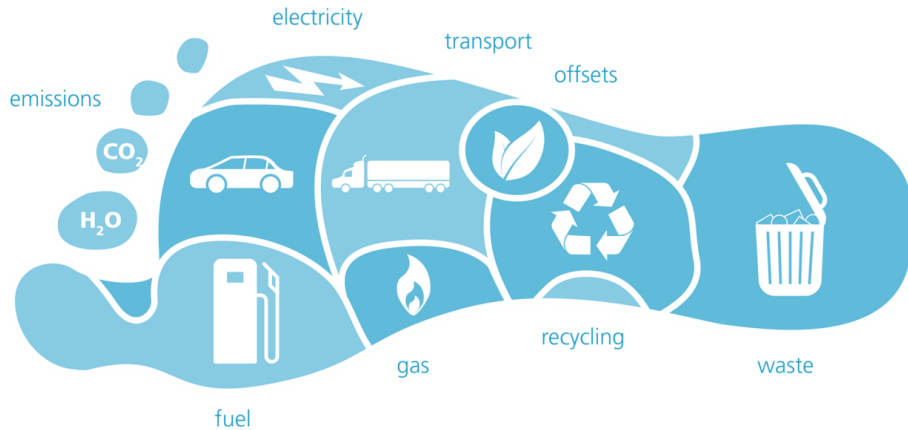
TYPE	DATA REQUIRED	DATA SOURCE
PRODUCTION OFFICE / HQ	<ul style="list-style-type: none"> ○ Office type ○ # of People ○ # of Days ○ Certified Green Energy (Y/N) 	<ul style="list-style-type: none"> • HB
OB / TECH POWER - MAINS	<ul style="list-style-type: none"> ○ Amount Consumed (kWh) ○ Daily or Total ○ Certified Green Energy (Y/N) 	<ul style="list-style-type: none"> • LOC
OB / TECH POWER - MOBILE	<ul style="list-style-type: none"> ○ Amount Consumed (litres/kg) ○ Daily or Total ○ Fuel Type ○ Certified Green Energy (Y/N) 	<ul style="list-style-type: none"> • LOC • Suppliers(s)
HOME WORKING	<ul style="list-style-type: none"> ○ # of People ○ # of Days ○ Certified Green Energy (Y/N) 	<ul style="list-style-type: none"> • HB • Suppliers(s)

TRANSPORT

TYPE	DATA REQUIRED	DATA SOURCE
AIR TRAVEL	<ul style="list-style-type: none"> ○ Origin City or IATA Code ○ Destination City or IATA Code ○ Distance of travel ○ Class ○ Single or Return trip 	<ul style="list-style-type: none"> • HB • Staff / Crew • Supplier(s)
ROAD TRAVEL	<ul style="list-style-type: none"> ○ Vehicle type ○ Fuel type ○ Distance 	<ul style="list-style-type: none"> • HB • Staff / Crew • Supplier(s)
RAIL TRAVEL	<ul style="list-style-type: none"> ○ Type of rail (national, intl, local) ○ # of passengers ○ Distance 	<ul style="list-style-type: none"> • HB • Staff / Crew • Supplier(s)
FREIGHT / COURIERS	<ul style="list-style-type: none"> ○ Vehicle type ○ Fuel type ○ Weight of freight ○ Distance 	<ul style="list-style-type: none"> • HB • Staff / Crew • Supplier(s)

Also need to capture any recces / tech meetings / VT shoots

REQUESTING DATA FROM SUPPLIERS



1 IDENTIFY KEY CONTACTS

Who will be able to provide the data you need for different HB activities?

2 TEMPLATE EMAIL

Develop a questionnaire or email template to send key supplier contacts

3 COMMUNICATE CLEARLY

Explain why you need the data and how it will be used

4 SET DEADLINES

Provide a reasonable timeframe for suppliers to gather and submit data

5 FOLLOW UP

Check in with suppliers to ensure they are on track

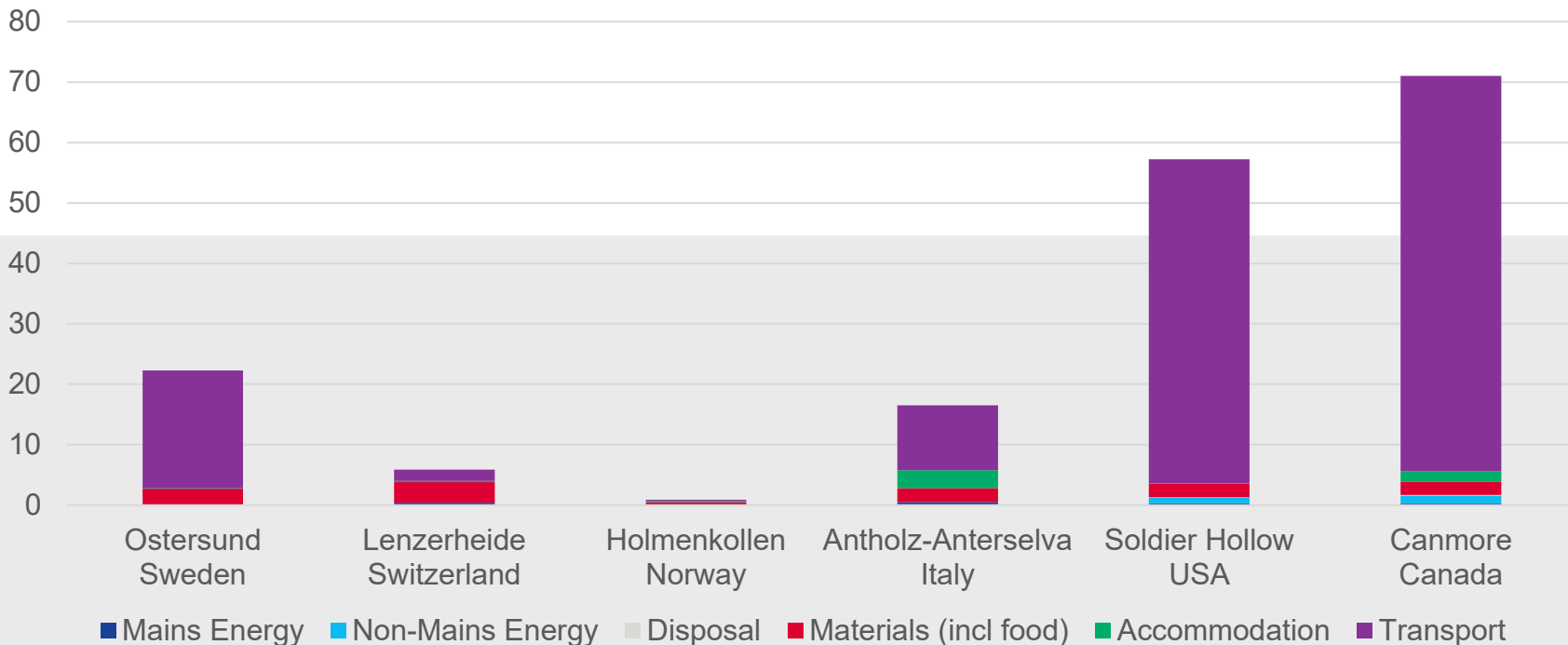
23/24 PILOT PROJECT

IBU WORLD CUP PRODUCTION CARBON
FOOTPRINT INSIGHTS

2023 – 2024 IBU WORLD CUP SEASON



Total Tonnes CO2e



INSIGHTS FROM 2023 - 2024 SEASON



- › **TRAVEL** is the greatest source of emissions for IBU World Cup productions based on the location of the event and proximity to HB/OB Service Provider home base(s)



1 ENERGY

Clarity needed for energy use reporting and boundaries between HB, LOC, and EBU



2 ACCOMMODATION

Emissions for hotels running on renewable energy are close to zero



3 FOOD

Average per event for meals was 2.2 t CO₂e – better data can make a big difference



CARBON ACTION PLAN

WHAT IS A CARBON ACTION PLAN?

- › It is a strategic framework for reducing impacts, implementing sustainable practices, and engaging stakeholders in climate action efforts
- › Choose 5 – 10 priority actions to reduce your production's carbon footprint



TRAVEL & TRANSPORT

Eliminate domestic flights where possible

Reduce the number of staff/crew taking flights

Source OB equipment in proximity to locations

Reduce number of individual vehicle journeys

Promote public transport over private vehicles

Hire electric rental cars

Use video conferencing rather than travelling to meetings/recces



ACCOMMODATION

Choose accommodation based on its environmental credentials

Choose accommodation that uses electricity from a 100% renewable energy source

Choose accommodation in proximity to venue / transport links



ENERGY

Source power from the grid where possible

Use renewable energy

Use hybrid/electric generators or electric power stack

Replace diesel with biofuels

Create an energy efficiency plan

Turn off tech power overnight if possible

Use LED lighting



FOOD + WASTE

Ask staff/crew to bring their own reusable water bottles

Eliminate single-use products from all food purchases

Encourage staff/crew to choose vegetarian or vegan options

Choose restaurants/caterers with consideration for their environmental impact

Eliminate the use of plastic/polystyrene disposable products from catering service

Identify if food waste is composted/recycled



WHY IS FOOD IMPORTANT?



1

FACT

Food accounts for 26% of all global greenhouse gas emissions.

1/3 of the food produced in the world becomes waste.

2

THIS MEANS

What we eat and how it is produced represents a vital pathway to tackling climate change.

3

THE GOOD NEWS

A global shift to healthy eating could avoid around 4.5bn tonnes of CO2 emissions per year by 2050.

DRIVING ENGAGEMENT WITH STAFF & CREW



- › Here are some ideas to drive engagement with your staff and crew around sustainable and healthy eating.
- › The IPCC recommends eating more plant-based foods and locally sourced seasonal produce while reducing meat, dairy, and food waste to promote both health and sustainability.

1 THEMED FOOD DAYS



Organise themed days such as “Meatless Mondays” to encourage everyone to contribute to emissions reductions.

2 CHALLENGES



Create challenges where crew members earn points for making sustainable food choices, with rewards for the most eco-friendly eaters.

3 FOODPRINTS



Use the BBC’s [Food Carbon Emissions Calculator](#) or [other resources](#) to start a discussion and help crew members make more sustainable choices.

4 FEEDBACK + SUGGESTIONS



Create a platform for staff and crew to share their ideas and feedback on sustainable eating practices.

GREEN MEMO

**COMMUNICATING WITH STAFF, CREW, TALENT
AND SUPPLIERS**

WHAT IS A GREEN MEMO?

- › A simple document communicated in advance of the OB to all staff, crew, talent, and suppliers working on the production
- › It outlines the sustainability actions being put in place to reduce the production's impacts
- › It ensures everyone working on a production is responsible for the same environmental goals
- › **Needs to be supported at every level, especially Head of Production and Executive Producer**



WORKING GROUP TEMPLATE

- › The EBU has prepared a draft/template Green Memo for all members to validate and implement with their own carbon action plans
- › HBs will need to adapt this as necessary to fit their organisation's language, culture, and make it easy for everyone to understand and contribute

FINAL GREEN MEMO

- › At the end of the season it is recommended to send a follow up to summarise what was achieved in terms of sustainability
- › This communicates to your staff, crew and suppliers the impact that their efforts made on the production's carbon footprint



NEXT STEPS FOR 24/25 SEASON





EBU X IBU 24/25 SEASON

- › The EBU will facilitate logins on behalf of any HBs wishing to use the Albert carbon calculator.
- › EBU will liaise with IBU for local sustainability contacts to connect HBs with responsible people for data and information exchange.

**DATA
COLLECTION
WEBINAR**

19.9.24



ALBERT LOGINS

10.10.24



**CARBON
ACTION PLAN
WEBINAR**

14.10.24



LOC CONTACTS

w/c 21 October



**GREEN MEMOS
TO STAFF &
SUPPLIERS**

From w/c 27 Oct



THANK YOU
