

PROGRAMME

THURSDAY 10 APRIL 2025

Timing in CEST

09:45 – 10:00	Welcome to the Sustainability Summit	Noel Curran (EBU, Director General) Antonio Arcidiacono (EBU, Director of Technology & Innovation)
10:00 – 10:05	Housekeeping	Hemini Mehta (EBU)
10:05 – 10:20	Opening of the Summit	Vibeke Frst Haugen (NRK, Director General)

SESSION 1: WORLD VIEW

Moderated by Hemini Mehta (EBU)

10:20 – 10:40	Climate Communications: Science and Solutions for Sustainability	Martina Donlon (UN)
10:40 – 11:00	ABC's Sustainability Initiatives	Martin Southgate (ABC)
11:00 – 11:20	NHK's Environmental Management - Looking to the Next 100 Years	Shoko Taira (NHK)
11:20 – 11:40	Building a Sustainable Future for Public Broadcasting: SLBC's Vision & Strategy	Josephine Kamara (SLBC)
11:40 – 12:00	Building a Sustainable Public Service Media Company	Athena Trastelis (CBC)
12:00 – 12:15	<i>Break</i>	

SESSION 2: REPORTING

Moderated by Jens Mller (ZDF)

12:15 – 12:35	CSRD and Public Service Media	Sophia Wisthube (EBU) Sofia Nobre (EBU)
12:35 – 12:55	CSRD as a Strategic Value-Driver	Peter Sndergaard Andersen (TDC NET)
12:55 – 13:30	Panel - Our Reporting Experiences	Jitka Kazimrova (Czech TV) Franois-Xavier Georget (France Tlvisions) Pia Halldorsson (DR) Zoe Constantinou (ITV)
13:30 – 14:30	<i>Lunch break</i>	

SESSION 3: TEMP POWER & GREENER ALTERNATIVES

Moderated by

14:30 – 14:50	EC Prod Carbon Calculator	Florian Reimann (Yamdu)
14:50 – 15:10	The Fuel Project: How Data is Helping to Decarbonise Film and TV	Alex Lewis-Jones (Creative Zero)
15:10 – 15:55	What does "good" look like in 5 years? (Biofuel, green elec, etc.)	Lucas Boubel (Ecoprod) Abe Cambridge (Cinergy) Benjamin Barrett (Independent) Peter Paul Van Hoorst (Skoon)
15:55 – 16:10	<i>Break</i>	

SUSTAINABILITY SUMMIT

PSM GOES GREEN

SESSION 4: NEW EMERGING TECH & IT'S IMPACT

Moderated by Natasha Westland (BBC)

16:10 – 16:40	The Cost of Gen AI	Payal Dhar (Journalist) Cedric Lejeune (Founder) Mohit Arora (BBC)
16:40 – 17:15	LEOS & Sustainability	
17:15 – 17:25	End - Wrap Up	Hemini Mehta (EBU)
