

The UK TV industry celebrates a successful year for the Climate Content Pledge

- New on-screen sustainability tracking process to be implemented by major UK broadcasters
- Industry created showreel launched to inspire more action from content makers
- Deliberate climate content commissions from every major UK broadcaster and streamer

In November 2021, the UK screen industries made a commitment with the Climate Content Pledge. The aim was to support more and better climate storytelling on screen across all genres. Three years on, the industry has released an update detailing the progress made so far and reaffirming its commitment to reach more people with content that helps them navigate the path to net zero.

In 2024 pan-industry progress has continued at pace. This includes an industry created showreel to inspire programme makers and a climate content tracking process agreed on by major UK broadcasters.

Climate content sizzle reel

The brand-new Climate Content Pledge sizzle reel shows the breadth and opportunity of climate content. The reel contains recent clips from successful commissions from major broadcasters and streamers ranging from entertainment to specialist factual – including *Love Island*, *Mr Big Stuff*, *Showtrial*, *Sex Education*, *Vinnie Jones in the Country*, *Joe Lycett vs Sewage* and *Amazing Railway Adventures with Nick Knowles*. The reel will be available to watch on the albert website and across albert's social channels. In addition, there is an updated Climate Content webpage that provides links to helpful guidance and the latest news about industry progress on climate storytelling.

You can watch the sizzle reel [here](#).

On-Screen Sustainability Tracking

Key to the pledge was a commitment to improve how the industry measures impact.

The crucial foundation to this work is a comprehensive measurement of the climate and sustainability content that makes it to broadcast. Working together, six of the major UK Broadcasters (BBC, Channel 4, Channel 5, ITV, Sky and UKTV) have developed aligned on-screen sustainability tracking forms that will not just track programmes that include climate and sustainability content but will also track the key themes, the breakdown of the genres as well as the prominence of the reference in the context of the show. The data will paint a rich picture of the climate content that is not just engaging audiences but also engaging creatives as they embed these themes into their programming.

The on-screen sustainability tracking process, launching in January 2025, is a key development and will be the building blocks for the industry to measure the impact of their content. The

broadcasters will report their data back to BAFTA albert annually who will then publish aggregated and anonymised data insights.

Speaking about the new content tracking process and the progress of the pledge in the last year Catherine Ellis, BAFTA albert's Head of Climate Content, said "Over the last three years the Climate Content Pledge has successfully brought together programme makers all over the UK to make a difference. In 2024 we have continued to see great progress and the introduction of a universal measurement process is a breakthrough that will allow the industry to deliver on its pledge to create more and better climate content. We can see how audiences react and engage and take those lessons to make even more impactful content in the future."

Climate content commissions to date

Also at the heart of the Climate Content Pledge was a commitment to create more deliberate climate commissions across all genres. In 2024 the broadcasters and streamers did not disappoint.

From felt puppets to cockney farming heroes, across all genres broadcasters have been showcasing stories of hope and inspiration. Highlights include:

Randy Feltface's Destruction Manual, a radio comedy for BBC Radio 4; Vinnie Jones takes on 2,000 acres of countryside and a host of farmyard projects in *Vinnie Jones in the Country* (Warner Bros. Discovery); football taking sustainable food seriously (Green Football Weekend, TNT Sports, Sky); an "enviro-thriller" in *Gabon: Earth's Last Chance* (Sky); a new type of travel show with *Gino & Fred: Emission Impossible* (ITV); *Scotland Tonight's* team investigating fast fashion (STV); a look into Ireland's future in *Rising Tides* (RTÉ); eco-home renovations on *George Clarke's Amazing 'Green' Spaces* (Channel 4) and a nature focused comedy series for kids (*The WooHoos!*, Channel 5).

For more detail on what each broadcaster and streamer has achieved in the past year and quotes from each signatory please see Appendix A.

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Notes to editors

Appendix A: Individual broadcaster updates on the climate content pledge can be read [here](#).

The Climate Content showreel can be watched [here](#).

The on-screen sustainability tracking forms will be issued as part of the broadcaster's post-production reporting process. Broadcasters will be updating their delivery information with further details for suppliers.

For more information contact: Jenna Brown, Head of Marketing and Communications, BAFTA
albert jennab@bafta.org

BAFTA albert

BAFTA albert is the leading screen industry organisation for environmental sustainability. Owned and operated by BAFTA, and founded in 2011, albert supports the film and TV industry to reduce the environmental impacts of production and to create content that supports a vision for a sustainable future. The industry-backed organisation offers online tools and training, events, practical guidance and thought leadership to all screen industry professionals to help them identify and act upon opportunities on and off screen which can lead to effective climate action.