

The Climate Content Pledge

Broadcasters have committed to using their content to help audiences understand what tackling climate change might mean for them, as well as inspire and inform sustainable choices.

1. We will reach more of our audiences with content that helps everyone understand and navigate the path to Net Zero, and inspires them to make greener choices.
2. We will develop processes that help us to consider climate themes when we are commissioning, developing and producing content.
3. We will ensure that our efforts are informed by the science.
4. We will recognise the importance of visions for a sustainable future and fair and balanced representations.
5. We will work together:
 - a) learning from and inspiring each other
 - b) sharing relevant industry and audience insights and developing relevant metrics
 - c) improving how we measure our impact.
6. We will communicate regularly with our colleagues, partners, and audiences so that we can all play our part in meeting this shared challenge.