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FOR A SUSTAINABLE
SECTOR



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Annual Report 2019

Contents

- The year in review.....2
 - Research and publications3
 - Forum meetings3
 - Working groups.....5
 - Dimpacts: Environmental impacts of digital media5
 - Mirrors or Movers VII.....6
 - Online8
- The participants8
- Plans for 20209
 - Forum meetings9
 - Mirrors or Movers VIII.....9
 - Research10
- About the Forum.....10
 - Objectives.....10
 - Participating in the Forum.....11
 - Income.....11
 - Governance11

The year in review

Signs that media responsibility is in a breakthrough phase have continued in 2019. We see companies placing responsibility issues at the heart of their strategies, making rigorous and deliberate efforts to create measurably positive impacts, and be a trusted voice in the market. Notably BBC's Blue Planet and Netflix's Our Planet documentaries have been game changers in nature documentaries, unlocking mass audiences; Sky Ocean Rescue mainstreamed action to reduce single-use plastics; RELX's SDG resource centre links global research, resources and events to SDGs. These are just some examples presented to and discussed by the Responsible Media Forum in 2019.

Media companies are operating in a rapidly changing space, with the advertising revenue model increasingly changed and – often – undermined. Add to that increased expectations from a range of stakeholders who expect media to play a proactively positive societal role.

Industries with heavy direct impacts, such as fossil fuels and manufacturing, might be the traditional villains in the climate change debate, but prominent environmental campaigners, including Naomi Klein, George Monbiot, Greta Thunberg and Extinction Rebellion have this year repeatedly blamed media for failing to report the climate crisis with adequate accuracy and urgency.

Set against this context, there was a lot to talk about at Forum events this year.

We were humbled by the expertise of our speakers across our meetings and conference, many of them high profile, notably Alan Rusbridger (former Editor-in-Chief, The Guardian); Jonnie Hughes (Supervising Producer, Our Planet); Dame Frances Cairncross DBE (author of the Cairncross Review); Professor Helen Margetts (Professor of Internet and Society, Oxford Internet Institute), Sanjay Nazerali (Global Chief Strategy & Development Officer, Dentsu X); and Karin Petterson (Director of Public Policy, Schibsted), to name a few.

The activities of the Responsible Media Forum reflect and respond to many of the sector's most pressing issues through discussions, events, working groups and research. This Report provides a brief summary of our activities in 2019 and plans for 2020. We hope you enjoy it.

25
participating
media
companies ...

... across 10
countries
and 3
continents

66
conference
attendees
from 39
organisations



1 research
project
underway

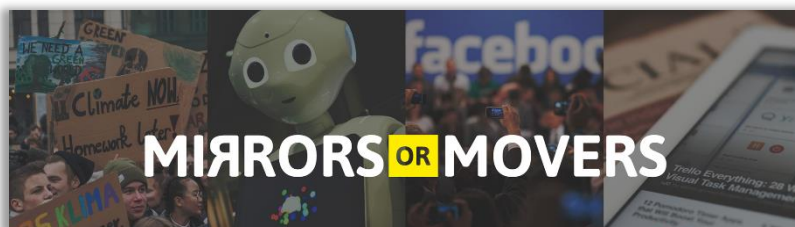
2 active
working
groups

Participation in the Forum is open to large media companies operating anywhere in the world and in any media sub-sector(s). We are open to new participants, so if you are interested in joining please get in touch: info@responsiblemediaforum.org / +44 (0) 7342 990241.

Research and publications

Mirrors or Movers update for 2020

We began research for an update to our influential [2013 Mirrors or Movers report](#) focused on the societal impacts of media content. In the original report,

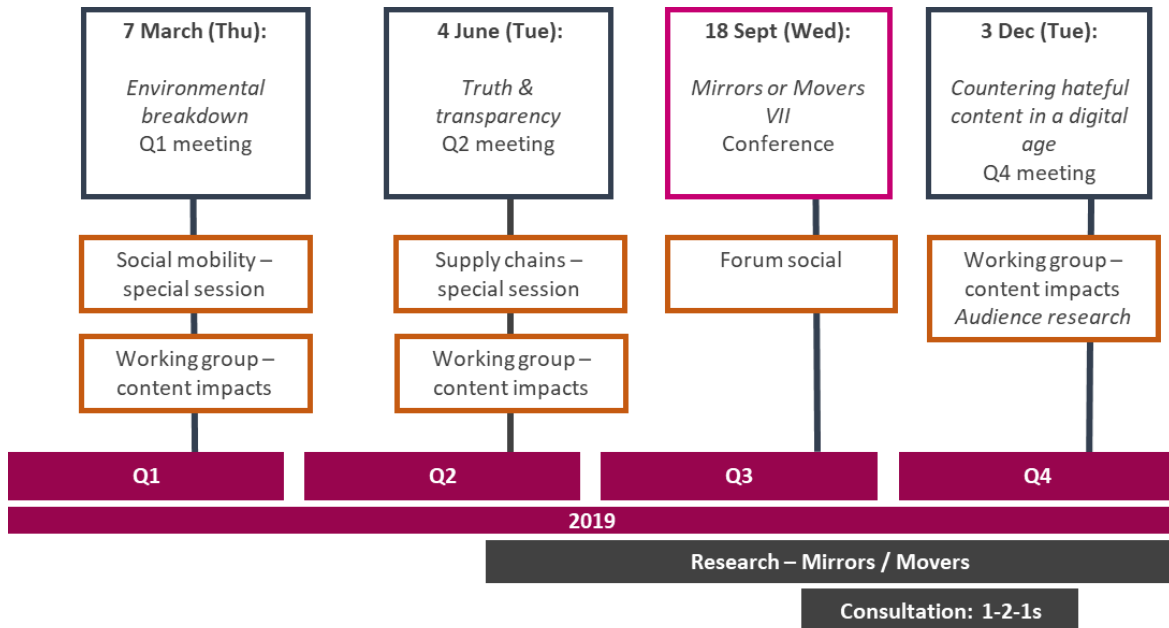


we took stock of the understanding and management of media content impacts, exploring whether media's role is to reflect society, or change it; and creating six 'modes' by which content "moves" society. In the 2020 report, we will explore how this landscape – and consumer expectations - have changed and how responsible media companies are managing their content impacts today. To date, we have interviewed 11 Forum companies and outside experts, including Damien Collins MP, Chair of the Department for Digital, Culture, Media and Sport select committee; Chris Snowdon, Institute of Economic Affairs; Aaron Matthews, BAFTA (Albert initiative), and others. Christiana Figueres, former Executive Secretary of the UN Framework Convention on Climate Change (2010-2016) has kindly provided the foreword. We expect to publish in February 2020.

Forum meetings





Meetings are usually themed around an issue or topic which Forum participants are currently facing, or is on the horizon. On a quarterly basis, we invite experts to present their perspective and insights, followed by a group discussion under the Chatham House rule. These insights and discussions are designed to support and develop participants' own work.

This year, in response to feedback – especially from overseas participants in the Forum, we added additional 'top-up' meetings to the programme of quarterly meetings, focused on specialist issues.



In 2019, the meetings were organised around the themes below. An overview of the speakers who presented at each meeting can be found below.

Q1: Climate change Diversity & Inclusion Measuring content impacts		
 <p>Laurie Laybourn-Langton <i>Associate Fellow</i></p> <p>Main meeting 'This is a Crisis: Facing up to the Age of Environmental Breakdown'</p>	 <p>Dr Sam Friedman <i>Associate Professor</i></p> <p>Specialist session 'Social mobility in the media sector and what to do about it'</p>	 <p>Content Impacts Working Group</p> <p>Working group Principles for a content impacts measurement framework</p>
Q2: The future of journalism Supply chains Measuring content impacts		
 <p>Dame Frances Cairncross DBE <i>Author of the Cairncross Review</i></p> <p>Main meeting 'Truth & transparency: Sustainable news?'</p>	 <p>Dr Simon Hodgson Neil Everett <i>Senior Partners</i></p> <p>Specialist session 'Supply chain sustainability'</p>	 <p>Content Impacts Working Group</p> <p>Working group KPIs for a content impacts measurement framework</p>

Q3: Mirrors or Movers VII conference focused on societal impacts of content	
<p><i>Full-day conference: Successes and challenges from Forum participants, expert panels on trust + tech and behaviour change, breakout sessions on youth audiences and sustainable consumption, and two keynotes:</i></p>	
 Jonnie Hughes <i>Supervising Producer</i>	 Alan Rusbridger <i>Former Editor-in-Chief</i>
'Our Planet and other wildlife films: From observation to change-driving?'	'Climate change and the media: Has journalism failed?'
Q4: Online hate speech Measuring content impacts	
 Prof. Helen Margetts OBE <i>Director of the Public Policy Programme</i>	 David Bunker <i>Head of Audiences</i>
Main meeting 'Countering hateful content in a digital age'	 Content Impacts Working Group
	<ol style="list-style-type: none"> 1. 'Measuring Audience Impact at the BBC' 2. 'A framework for content impacts measurement'

Working groups

The Forum occasionally supports specialist working groups to address key issues of interest to certain participants. Currently, one working group is ongoing:

Content impacts: Measuring and managing the brain print

The content impacts working group – started in Q2 2017 – aims to take practical steps towards understanding and measuring the societal impacts of media content. Over the course of 2019, the group has worked towards a tailored framework for measuring content impacts. Meetings have focused on discussing principles and Key Performance Indicators (KPIs) for impact measurement.

DIMPACT: Environmental impacts of digital media

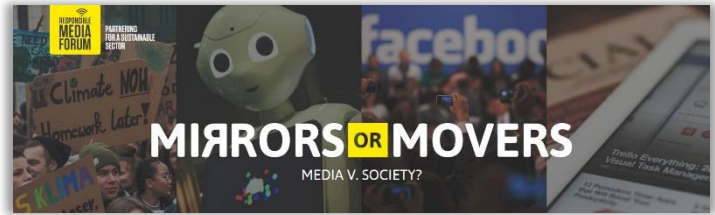
“DIMPACT” is a project involving eight Forum companies, focused on developing a sector tool to enable media companies to track the environmental impacts of their digital content. The tool is being developed by Bristol University Computer Science researchers, with Carnstone providing secretariat services pro bono. A working prototype of the tool is expected to be complete in Q1 2020.

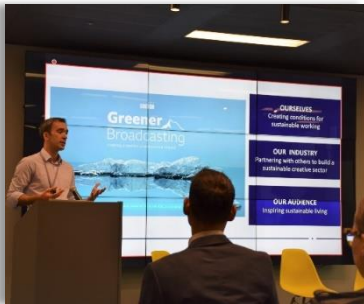
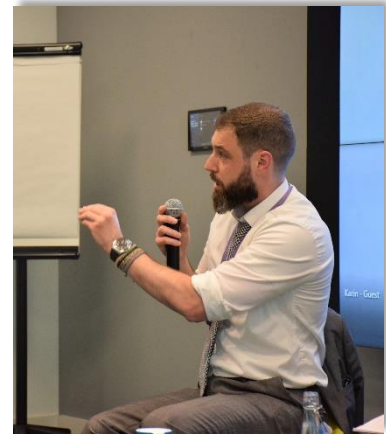
Mirrors or Movers VII

This year we delivered the seventh in our series of Mirrors or Movers (MOM) conferences, each of which has focused on the societal and

environmental impacts of media content. This year, we focused on citizen movements and their role in creating change. Delegates were challenged and inspired by keynotes, expert panels and breakout sessions, exploring the role of media content in society. For the first time, the full session was open to the public. With a slightly smaller venue than last year, the intimate atmosphere led to engaged, open and energetic discussions. We owe our profound thanks to our brilliant hosts, Dentsu Aegis Network.

See our [Summary Report](#) for more information, including extracts from sessions and a full speaker list.





Responsible Media @WeAreRMF · Sep 18

Climate change is not an environmental story; that's where journalism falls short - challenge from [@billmckibben](#) that changed [@arusbridger](#)'s view on whether the Guardian had 'done enough'. [#MirrorsOrMovers](#)



2 4



Toby Smith @tobysmithphoto · Sep 18

Cracking presentation @WeAreRMF from Producer/Director @jonniehughes - behind [#Netflix](#)'s [@OurPlanet](#) @WWF epic & many @BBCEarth credits. Honest, insightful & researched. The delicate balance between entertaining & influencing 'the masses' through film. [#MirrorsOrMovers](#).



Climate Outreach and Climate Visuals

4



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Online

Between them, the Responsible Media Forum website and the Mirrors and Movers website, originally created for the report and conference of the same name, attracted 2,300 unique visitors during the calendar year.

The Forum website holds all research published to date by the Forum, a complete list of participating companies and other relevant information. It was re-launched in late 2016, following the re-naming of the Media CSR Forum to the Responsible Media Forum. The Mirrors or Movers website hosts reports and videos, and features information relating to the six conferences held to date. It also provides a home for future work on this subject by the Forum.



The Twitter feed (@WeareRMF), established in 2010, has a follower base of 1,311.

The participants

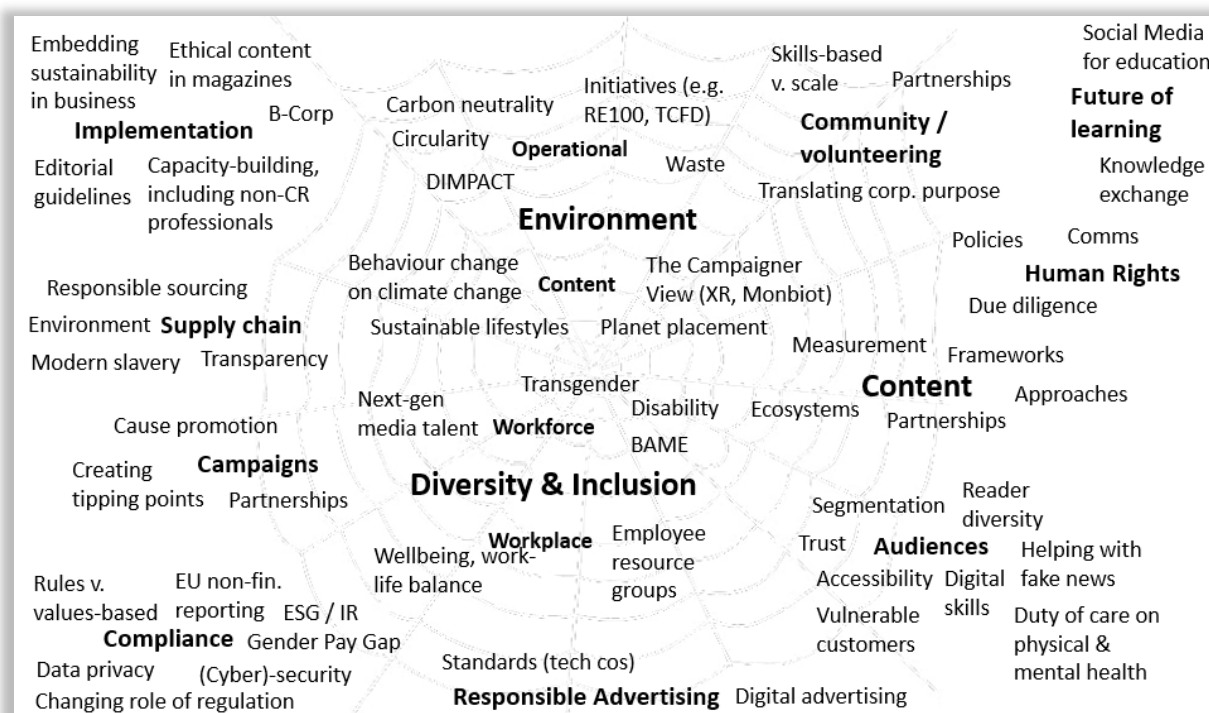
The Responsible Media Forum is a partnership between major media companies to identify and take action on the social and environmental challenges facing the sector. The Forum has been going since 2001, starting as a UK initiative but with participants now drawn from around the world.

During 2019, the Forum consisted of 25 participating companies. Participants represent the full breadth of the media spectrum, from public service broadcasters, to data analytics providers, to advertising agencies and event organisers. Individual representatives include CR and Sustainability Directors, HR Directors, Company Secretaries and Directors of Risk, Audit and Compliance. Together, we work to define and develop responsible business practices for the media sector.

Plans for 2020

Forum meetings

Following our annual consultation, our 2020 programme of activities will reflect priority topics and themes amongst participating companies. The 'spider's web' graphic below depicts the issues participants are currently focused on, with issues at the centre of the web being the most commonly prioritised:



We anticipate the 2020 programme to include:

- Three quarterly meetings, in Q1, Q2 and Q4, centred around the centre issues – environment, diversity & inclusion, and content
- One public conference, Mirrors or Movers VIII, in Q3
- Specialist sessions focused on niche topics, from the periphery of the spider web
- Working groups focused on more action-led topics and initiatives
- Plus any additional meetings on an extraordinary basis.

Mirrors or Movers VIII

The Forum plans to host a seventh conference in 2020. This will be a one-day event, likely to take place in London in the Autumn. The conference will further explore how media content influences society and how media companies can adopt effective strategies to manage

these impacts. As in previous years, we expect to make at least part of the full day's proceedings available freely to the public. Anyone interested in attending can sign up to our mailing list via our [website](#), and follow us on twitter, [@WeareRMF](#).

Research

Carnstone and the Forum have a track record of producing pieces of original research and analysis and preparing strategic commentary for the sector which are published in the form of reports. Past reports have included '2018 Media Materiality', 'The Future of Responsible Media' (2017), and 'Mirrors or Movers: Framing the debate about the impacts of content' (2013), to name just a few.

All publicly available reports by the Forum can be viewed on the Forum [website](#).

We expect to publish a report on the societal impacts of content, and media company approaches to responsible content, in 2020.

About the Forum

Objectives

The Forum provides a platform for participating companies to:

- Learn from each other and leading organisations in other sectors;
- Identify trends and areas for prioritisation based on sound research and robust discussions;
- Engage with stakeholders, be they campaigners, policy makers, academics or peers; and
- Run collaborative projects and events on key issues.

In short, the Responsible Media Forum gives participating companies access to insights and collaboration that few organisations could manage on their own.

Participating in the Forum

This Report provides an overview of the Forum's activities. In brief, participants enjoy an open environment in which to discuss, under the Chatham House rule, the responsibility issues faced by the sector. The Forum uses its collective size to engage with a range of key stakeholders on pressing issues, both through internal meetings and public events. Lastly, the Forum produces original research.

Participation is restricted to large media companies. Subsidiaries or brands, whether wholly or partially owned, are expected to join the Forum in their own right; however participating companies may occasionally extend invites to their colleagues, who will be admitted on a discretionary basis.

The participation fee for 2020 is £2,500 (+ VAT).

Income

The Forum budget comes entirely from participation fees:

2015	2016	2017	2018	2019
£45,000	£46,600	£49,500	£48,250	£55,200

Governance

The Responsible Media Forum is a multi-client project run by Carnstone Partners Ltd, with a project team consisting of Christian Toennesen, Rosie Towe, Simon Hodgson and Daniel Witte. We are open to new participating companies, as well as input and enquiries about media sustainability from investors, academics and the third sector, but please note that we are unable to provide funding for projects and research, however interesting and worthwhile they may be.

Carnstone meets on a 1:1 basis with participants at the end of each year to gather feedback on how the Forum is meeting their needs and to discuss potential themes and speakers for the following year. Actions and initiatives arising from this review are then discussed and agreed by participants in a consensual manner.

Rosie Towe is the first point of contact for stakeholders and new participant enquiries:

Email: info@responsiblemediaforum.org Telephone: +44 (0) 7342 990241