



## RMF MEDIA CLIMATE PACT STATEMENT

**We, the signatories of the RMF Media Climate Pact, believe that climate change is the defining issue of our time.** Extreme weather events are already affecting communities worldwide.

If it continues unabated, climate change will reverse progress made across all SDGs. Through our content, we reach millions of people around the world every day. Millions of people who rely on us for entertainment, news, inspiration, insights, and analysis.

Humanity must close the 'emissions gap' between current efforts and what is necessary to reach net zero by 2050. We prefer to think of it as a culture gap between what we are doing, and what is possible and in fact necessary. No industry is better positioned to close this gap than the media sector.

As media companies, we have a superpower: the ability to appeal to hearts and minds. Through our content, we can inspire more enlightened behaviours, amplify the stories that need to be told, question business as usual and, finally, normalise sustainable living. Imagine what we could achieve if all major media companies – from broadcast to advertising, education to radio, entertainment providers to publishing, news outlets to exhibitions and events – worked in concert to turn the tide on climate change.

**To this effect, we are launching a Media Climate Pact, consisting of two commitments: to implement science-based targets in line with 1.5°C global warming, and to drive climate-friendly lifestyles and behaviour through our content.**

We recognise that, as global companies, we have an operational footprint that we need to tackle. That said, it is through our content that we can make a much bigger difference that will go far beyond our own companies and sector.

Seven companies have already committed, and the Pact remains open for other media companies to join. Committed companies will be required to submit annual Communications On Progress (COP). If a company fails to meet its COP deadline, the RMF secretariat will reach out. If the company is no longer committed, it will be de-listed from the Pact signatories.

**For more information on the Pact and a current list of committed companies, visit this [dedicated website](#).**

