



PARTNERING  
FOR A SUSTAINABLE  
SECTOR



## 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](#).

**Committed companies**

Correct as of November 9<sup>th</sup>, 2020.



**Channel 4**  
Alex Mahon  
Chief Executive



**Informa**  
Stephen A. Carter  
Group Chief Executive



**ITV**  
Chris Kennedy  
Group Chief Financial  
Officer



**Pearson**  
Sally Johnson  
Chief Financial Officer



**RELX**  
Nick Luff  
Chief Financial Officer



**Sky**  
Jeremy Darroch  
Group Chief Executive



**Virgin Media**  
Severina Pascu  
Chief Financial Officer and  
Deputy Chief Executive  
Officer

## Full Text of Commitments

**COMMITMENT I (Operational): We will commit to implement science-based targets on climate and drive actions that are consistent with a 1.5-degree pathway to achieve net-zero as close to 2030 as possible and by 2050 at the latest.**

- LEVEL 2: commit to set science-based targets validated by the Science Based Targets initiative by 2021, to be implemented by 2023 (consistent with the SBTi's 2-year window)
- LEVEL 1: commit to set science-based targets aligned with climate science (but not validated by the Science Based Targets initiative) by 2021, to be implemented by 2023.
- Commit to offset any remaining emissions through verifiable programmes.
- 100% renewable energy across own operations with the ambition to incentivise implementation of renewables across our value chain by 2030. Where it is impossible or prohibitively expensive to source renewable energy, we will buy renewable energy certificates to compensate.

**COMMITMENT II (Content): We will help drive behaviour change towards climate-friendly lifestyles through our content.**

- We will train & educate at least 80% of colleagues with content responsibilities on the latest climate science and mitigation strategies.
- We will aim to increase the reach and availability of climate-related content to ensure it is front and centre of local, national and global conversations; and
- We will track and report consistently on our climate change-related content and the impacts we are having through our content.
- DEFINITIONS:
  - **Content:** any kind of multimedia material, including print, audio and video, distributed by a committed company. This includes academic articles, radio shows, newspaper articles, advertising campaigns, literature, TV programmes, films, series, exhibitions and events.
  - **Climate-related content:** content that references climate change. This could be a news article about the latest climate science, a documentary about climate change's impacts and/or solutions, an advertisement campaign for a product or service that helps the customer reduce their climate impacts, or the placement of climate-friendly behaviour in a TV programme.

## Contact

For more information on the Media Climate Pact, or to express your interest in joining, please contact:

Responsible Media Forum

Durham House

Durham House Street

London WC2N 6HG

T: +44 (0)7384 518837

E: [info@responsiblemediaforum.org](mailto:info@responsiblemediaforum.org)



### *About the Responsible Media Forum*

*We are the Responsible Media Forum, a partnership between 25 leading media companies to identify and take action on the social and environmental challenges facing the sector. While the participating companies are as diverse as the media sector itself, they all recognise that sustainability in a media company has many features that set it apart from other sectors.*

*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.*

*The Responsible Media Forum is a multi-client partnership run and chaired by Carnstone Partners Ltd.*

[responsiblemediaforum.org](http://responsiblemediaforum.org) |  @WeAreRMF