



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.



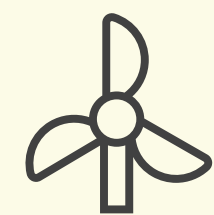
LEVEL 2: commit to set science-based targets validated by the Science Based Targets initiative by 2021, to be implemented by 2023 (consistent with the SBTi's 2-year window)



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.