

Responsible Media Forum launches Media Climate Pact

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- Media companies to tackle climate change
- Pledge to reduce operational emissions and drive behaviour change through content
- Pact signed by seven companies at launch

Climate change is the defining issue of our time. To ensure a sustainable and safe world for current and future generations, we must close the ‘emissions gap’ between current efforts and what is necessary to reach net zero by 2050 (at the very latest). While COVID-19 has created a huge global challenge, it has also given us a massive opportunity: to build back better.

Today, seven global media companies have signed a Pact to tackle climate change. This Media Climate Pact consists 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.

Today would also have been the first day of COP26, the yearly United Nations climate change conference. This year, the first global 'stocktake' of progress against the commitments made in Paris 5 years ago would have taken place. While COP26 has been postponed to 2021, this announcement by media companies shows that we will not let COVID-19 delay our plans to play our part in tackling climate change.

The Pact notes that "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."

Led by the Responsible Media Forum (RMF), this Pact commits companies to take action to reduce operational emissions by setting science-based targets, and to drive climate-friendly lifestyles and behaviour through content. Committed companies will be required to submit annual Communications On Progress (COP). A dedicated website will house the Pact, list of committed companies, and links to COPs. The Pact remains open for companies to join.

"Across the media industry, we know we all have a critical part to play in combating the climate crisis. Alongside our own personal ambition to become Net Zero by 2030, we at ITV are delighted to pledge our commitment to the Media Climate Pact, to help accelerate a positive cultural change that secures a sustainable future for our industry and society," says Chris Kennedy, Chief Financial Officer of ITV plc.

"To use a much overused term, this is nothing short of a game-changer. Experts and leaders, from Christiana Figueres to David Attenborough, have made it abundantly clear that solving climate change is now a communications challenge. The technologies exist, the science is clear, the economics are well understood – all we need to do is mobilise individuals, organisations and societies to create a safe future for the planet. No industry is in a better place to do this than the media sector. I can't wait to see the world's biggest media companies unleash

their creativity, insights and reach to help us win this fight,” says Christian Toennesen, Chair of the Responsible Media Forum.

Notes for editors:

- The media companies who are founding signatories of the Pact are: Channel 4; Informa; ITV; Pearson; RELX; Sky; and Virgin Media.
- Read the Pact statement and view a current list of committed companies here: <https://responsiblemediaforum.org/pact>
- The Responsible Media Forum is 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.
- Read more about the Responsible Media Forum here: <https://responsiblemediaforum.org/home>

Press Contacts

justin.jeffreys@itv.com

Viewer enquiries

<https://www.itv.com/contact/how-to-get-in-touch>