

Sustainability Roadmap

for the Irish Broadcasting Sector

An initiative of the Broadcasting
Authority of Ireland

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ÚDARÁS
CRAOLACHÁIN
NA HÉIREANN | BROADCASTING
AUTHORITY
OF IRELAND



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Vision

The Irish broadcasting sector is a sustainability leader and uses its collective voice to create a greener, more inclusive, more resilient future for all.



Introduction



Hi there!

Welcome to this Roadmap document, which sets out a vision for a sustainable broadcasting sector in Ireland and offers a concrete plan for how to get there.

It is intended as a guide for individual broadcasters to help you on your sustainability journey and for the sector as a whole to help it work collectively towards shared goals.

Throughout the document there are links to online information, inspiration and resources to help you on your way.

If you require more information on the roadmap or on the Broadcasting Sustainability Network, please contact the Broadcasting Authority of Ireland at info@bai.ie

Section 1: Overview of the Roadmap

Defines what a roadmap is and gives an overview of the sustainability roadmap for the broadcasting sector.

Section 2: How to use the Roadmap

Explains how to use the roadmap as a practical guide for action.

Section 3: Pillars and Focus Areas

Provides lists of actions broadcasters can take across the different areas of the roadmap and suggests metrics to measure and track progress.

Section 4: Communicating Successes

Highlights the importance of communicating and celebrating achievements and outlines the potential for sector-wide sustainability reporting.

A message from the BAI

The world is facing a multitude of challenges in the 21st Century, ranging from the ongoing climate crisis, environmental degradation and a host of social and economic issues. Ireland is not isolated from these challenges and has committed to address them by acting in accordance with international best practice through its adoption of the United Nations Sustainable Development Goals (SDGs) in 2015.

The SDGs were developed in response to this crisis as a way for global communities to address the economic, social, and environmental problems we are currently facing. The SDGs are a set of 17 goals that provide a blueprint for a more sustainable future by 2030. Governments, including Ireland, and many organisations around the world are using the SDGs as a framework to guide their actions.

The BAI is committed to furthering the objectives of the SDGs and our Statement of Strategy 2021-2023 will reflect this commitment. In doing so, the BAI will continue to explore how we might best support the broadcasting industry to also implement these goals. The broadcasting sector has the opportunity to play a unique role in the implementation and promotion of the SDGs both within their own individual organisations, but also through their content and programming. With support from the BAI, the Broadcasting Sustainability Network was established to inspire the Irish broadcasting sector to leverage their resources and talent to advance the SDGs.

This Roadmap has been developed firstly to support individual organisations in the Broadcasting industry to develop their own sustainability plan, and secondly to create a collective approach to the implementation of the SDGs.

In these difficult times for all citizens, it is essential that we continue to do our best as a sector to ensure that Ireland is a global leader in addressing this multitude of challenges. I am confident that the broadcasting sector has the ingenuity, creativity, and resolve to deliver on the ambitions set out in the Roadmap.

Michael O’Keeffe

CEO, Broadcasting Authority of Ireland

The case for change

The world is facing an unprecedented environmental crisis. Leading scientists have warned that we have until the end of this decade to solve climate change or face dramatic, irreversible consequences for human life and for the planet.

Coupled with the environmental crisis is a crisis of inequality that touches on many different social issues including gender, racism, sexuality, the distribution of wealth, and human rights.

Millions of people have taken to the streets demanding that governments and society take urgent action to create a greener, fairer world. The Covid-19 pandemic has laid bare our fragility and interconnectedness and added further calls to reset the future and **#buildbackbetter**.

The [United Nations Sustainable Development Goals \(SDGs\)](#) provide a roadmap for creating a better world by 2030. These 17 global goals are the world's 'to-do list'. Governments, businesses and communities are using them to guide their sustainable development work and focus their efforts on actions that will have a positive impact.

The broadcasting sector and the SDGs

The broadcasting sector has a unique role to play in contributing to the SDGs and shaping a sustainable future. Through their content and programming, broadcasters have the power to inform and influence public attitudes and behaviours on a mass scale. By harnessing this power, the sector can be a force for good in what will be a pivotal decade for environmental, social and economic change, both in Ireland and across the world.



What is sustainability?

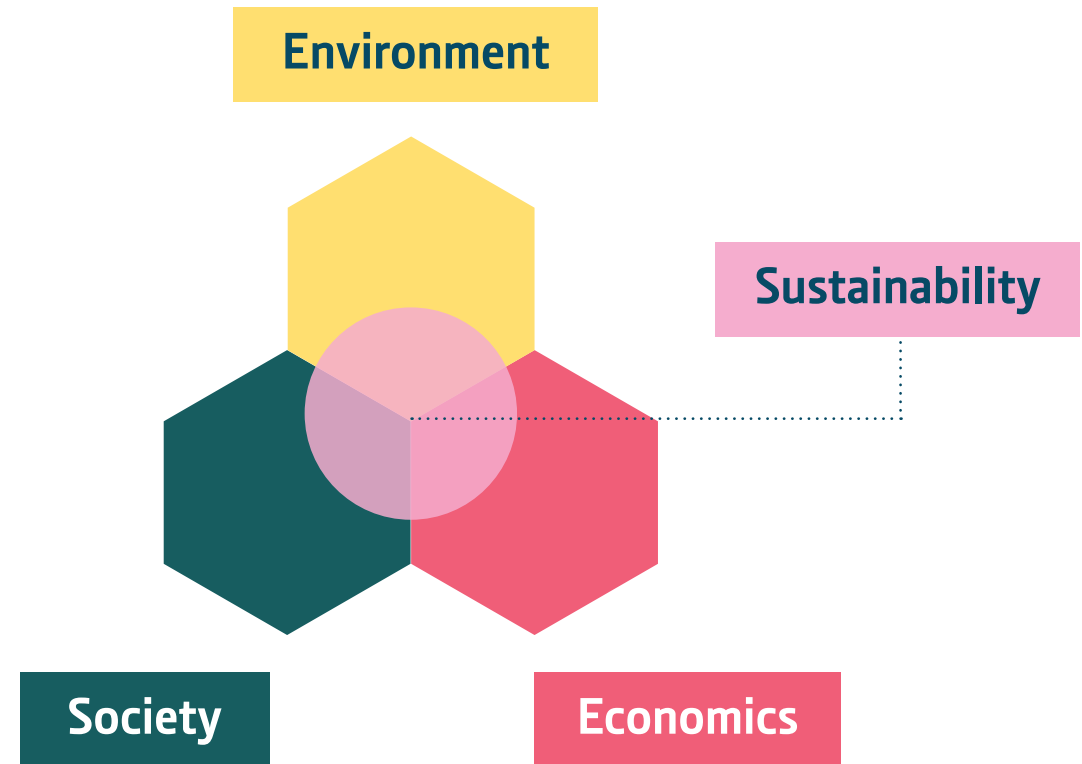
The term sustainability has become a buzzword and it is used by different people to mean different things.

Most commonly, it is used as shorthand for 'environmental sustainability'. But in fact, sustainability is a much broader concept. The most widely accepted definition comes from the 1987 [Brundtland Report](#), which states that:

"Sustainable development is development that meets the needs of the present without compromising the ability of future generations to meet their own needs."

What this means in practice is balancing social, environmental and economic considerations to ensure that human society can develop and endure over the long term.

Sustainability therefore has three pillars – social, environmental, and economic - sometimes referred to as **people, planet, and profit**. All three are inextricably interconnected, which is why true sustainability requires a holistic approach, as captured by the UN SDGs.





Background



The Broadcasting Sustainability Network

The Broadcasting Sustainability Network is a voluntary sector-wide sustainability network for Irish broadcasters and representatives of their supply chains.

It was established by the Broadcasting Authority of Ireland (BAI) in late 2019, following consultation with the sector. The BAI appointed independent consultants [SustainabilityWorks](#) as the Network coordinator, with the remit to establish and coordinate the Network.

The aims of the Network are to:

- foster best practice and support the sector to improve its sustainability performance
- galvanise the sector to use its collective voice to inspire positive action across society on the SDG agenda

The Network is intended to complement individual broadcasters' own sustainability efforts while providing a collective roadmap for future action. The BAI also hopes that it will be a forum for collaboration and partnerships.



Creating the Sector Roadmap

The broadcasting sector sustainability roadmap was co-created by members of the Broadcasting Sustainability Network via a series of meetings and workshops, facilitated by the Network coordinator.

It is intended to be a living document, which will evolve over time as the sector's approach to sustainability matures and as it responds to changes in the policy/regulatory landscape and in the expectations of its stakeholders.

The development of the roadmap was informed by the United Nations Sustainable Development Goals, guidance from the World Business Council for Sustainable Development on sector roadmaps, and the GRI Standards for sustainability reporting.

Informing the Roadmap

1. The United Nations Sustainable Development Goals

The 17 [Sustainable Development Goals](#) (SDGs) and the 169 targets that sit beneath them provide the overarching 'big picture' context for the Roadmap.

2. The SDG Sector Roadmap from the WBCSD

This [guide](#) from the World Business Council for Sustainable Development provided the methodology by which the most 'material' (i.e. most relevant) SDGs and SDG targets were identified.

3. The Global Reporting Initiative (GRI) Standards

The [GRI Standards](#) are a set of guidelines that informed the list of key metrics that are suggested for use by broadcasters to measure and report on their social, environmental and economic impacts.

What is a roadmap?

“A roadmap is a strategic plan that translates a vision into actionable goals and activities.

An SDG sector roadmap enables leading companies to collaborate and articulate a common approach for how their industry can maximize its potential to contribute to achieving the critical SDG agenda...This in turn will help the sector to collectively strengthen its license to operate, manage operational and regulatory risks, and open up new growth markets.

Individual companies can also leverage the roadmap to focus their own strategic approach to the SDGs and make informed decisions as to where they can have the greatest impact.”

World Business Council for Sustainable Development, SDG Sector Roadmap Guide



Section 1

Overview of the Roadmap



Selecting the most relevant SDGs

While the broadcasting sector touches on many of the 17 SDGs, best practice guidance from the WBCSD is to focus on the SDGs that are the most relevant and important – the goals that the sector can make the biggest contribution towards.

As part of co-creating the broadcasting sector roadmap, members of the Broadcasting Sustainability Network undertook a materiality assessment. This involved considering all of the social, economic, environmental and governance issues that they have an impact on, or that impact them, along the broadcasting value chain. They considered where the sector had an opportunity to act responsibly on these issues and ‘do less harm’ and also where it had an opportunity to use its influence to ‘do more good’.

Through this exercise, 10 priority SDGs were identified (see across) as being the most important for the broadcasting sector. These are the SDGs that provide the overarching framework for the sector sustainability Roadmap. There are a range of targets associated with these SDGs and these are outlined in the Appendix to the Roadmap.

Priority SDGs for the Broadcasting Sector



Components of the roadmap

The broadcasting sector roadmap articulates a vision for a sustainable broadcasting sector in Ireland by 2030.

Framed by relevant SDGs it has three 'pillars' representing the three dimensions of sustainability: **environment (green), social (inclusive) and economic (resilient)**.

Within each pillar there are three focus areas. Each focus area has a set of recommended actions and a set of key metrics to help measure and track impact. Underpinning the three pillars is a cross-cutting theme around good governance and reporting.

All of the pillars and focus areas are inter-connected. Together they provide a holistic approach to enable individual broadcasters and the sector as a whole to help shape a sustainable future for workers, for local communities, and for Irish society at large.

Remember: you don't need to tackle all of the pillars at once. You might start with one and then move on to another. Ultimately, however, to be truly sustainable, you need to make progress across all three.

Vision

The Irish broadcasting sector is a sustainability leader and uses its collective voice to create a greener, more inclusive, more resilient future for all.



Green >

- Green operations
- Green production
- Green content

→ Governance and reporting



Inclusive >

- Inclusive workplace
- Inclusive programming
- Inclusive access

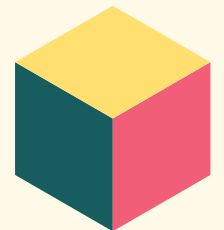


Resilient

- Resilient workforce
- Resilient sector
- Resilient communities

Section 2

How to use the roadmap

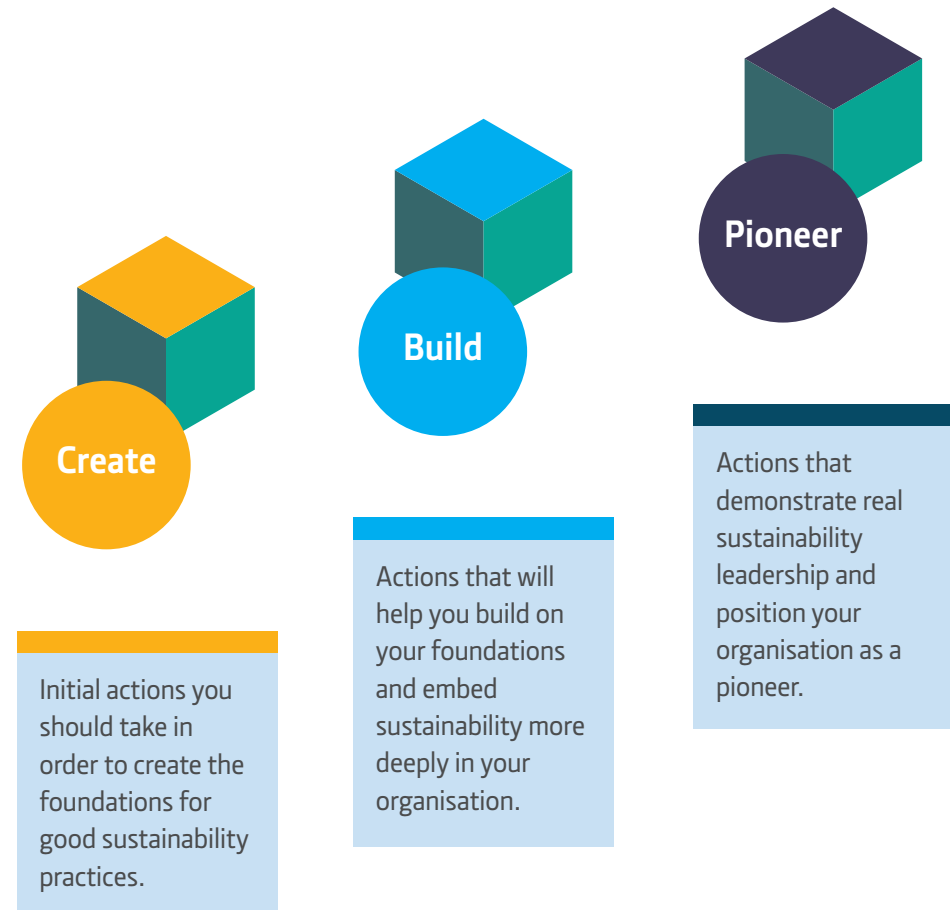


The sustainability journey

The Irish broadcasting sector and its supply chain includes a range of different types and sizes of organisations, from national public service broadcasters, to commercial television and radio stations, to volunteer-run community radio stations.

Given this diversity, there will be differences in how advanced individual organisations are when it comes to sustainability. Some will be at the beginning of their journey; others will be more mature. The Roadmap aims to support every organisation, regardless of what stage they are at.

To demonstrate what positive progress looks like in each area of the Roadmap, a stepped approach has been developed, based around three 'levels' of maturity. The first level, Create, is about getting the basics in place. The second, Build, is about embedding good practices. And the third, Pioneer, is about demonstrating leadership. These 'levels' are purely a guide to give Network members a sense of what comes next, once they have implemented certain steps. You may be at the Create level in some areas and Build or Pioneer in others. That is fine! The important thing is to map where you are today, develop an action plan, and get started.



Taking Action

To drive progress and move from Create, to Build, to Pioneer, you will need a clear action plan. Before you start, it's vital to get commitment from senior management. Then it's a case of mapping where you are, engaging your colleagues, planning, and doing!

While the sector roadmap sets out a ten-year vision to 2030, an action plan should be for a shorter period – three years is a good rule of thumb. When you're coming towards the end of year one, review your year two and three actions and update the plan accordingly. Remember to keep communicating your progress as you go along.



Illustrative journey for a beginner looking at the Green pillar

Below is an example of the steps an organisation at the Create stage might go through to develop their action plan for the Green pillar.



Section 3

Pillars and Focus Areas



Getting started

This section provides lists of practical actions that broadcasters can take to start or continue their sustainability journey.

These lists – one for each focus area within the three pillars - are not intended to be definitive. They are simply to get you started and to give you a sense of the types of actions you can take, depending on whether you're at the Create, Build, or Pioneer stage of your journey.

Once you put your own plan in place, you will no doubt think of additional actions to take. You'll also be aware of things you're already doing or intend to do. Be sure to capture these as well. Don't forget to talk to your peers in the Broadcasting Sustainability Network who will have experiences, knowledge and stories to share about what they've done in their organisation. The Network will also provide guidance for your planning process.

In addition to the action lists, there is a set of key metrics for each pillar. These are suggestions for the kinds of KPIs you could use to measure and track your progress. As the saying goes, *'you can only manage what you measure'*!





Green

The environmental, or ‘green’ pillar of the roadmap guides broadcasters on steps they can take to reduce their impact on the environment. It also encourages them to use their content and programming to help make sustainable behaviours mainstream.

The growing awareness of the urgency of the climate crisis is pushing environmental issues up the agenda, and audiences care passionately about these issues. They want to be informed about the science and the solutions. They also want to know that the brands and businesses they interact with – including the radio and TV stations they tune into – are playing their part.

Ultimately, the broadcasting sector, like many other industries, needs to become ‘net-zero’ and ‘circular’. For individual broadcasters this will mean significantly reducing carbon emissions across their operations and supply chain and adopting circular business models that eliminate waste and make efficient use of materials and resources.

Definitions and signposting

Net-zero: achieving an overall balance between the carbon emissions produced and the carbon emissions removed from the atmosphere. Like a bath with the taps on, this balance can be achieved by turning down or turning off the taps (i.e. reducing or stopping your emissions), or draining an equal amount down the plug (i.e. removing emissions through carbon storage or by purchasing verified carbon offsets).

Circular: refers to the ‘circular economy’ where materials and resources are endlessly reused and recycled and nothing is wasted. In the circular economy, one person’s waste is another’s raw material (e.g. food waste turned into energy) and new business models re-imagine our relationship with ‘stuff’ (e.g. we own less and hire more, from clothing, to cars, to furniture).

Climate change adaptation plan: the Irish government has developed a [plan](#) to support the Communications sector, including broadcasters, to adapt to the potential risks of climate change (e.g. a power failure in extreme weather).



Green

Aim:
Minimise our environmental impacts and increase our coverage and programming on environmental issues.

→ **Green operations:** reduce the environmental impact of broadcasters’ direct operations and supply chain.

→ **Green Production:** reduce the environmental impact of TV and radio production.

→ **Green Content:** give increasing coverage and focus to environmental issues and inspire green behaviour change among audiences.



Goal:
Circular, climate-proof operations and production, with programming that accelerates the societal shift to sustainable lifestyles.

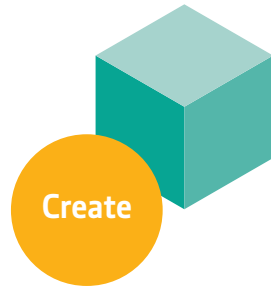
Priority SGDs for the Broadcasting Sector



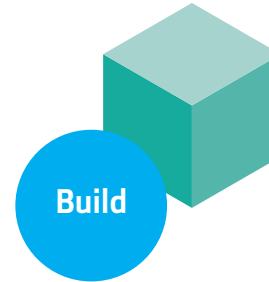
Green Operations

Reduce the environmental impact of broadcasters' direct operations and supply chain.

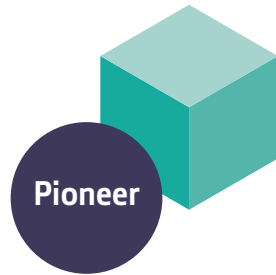
- Get commitment from management to take steps to 'go green'
- Write and share your environmental policy
- Get a baseline of the resources you use - check your energy, waste and water bills
- Establish low-cost green office behaviours (e.g. recycling bins, reduce printing/paper, switch off equipment to save energy)
- Reduce your use of single use plastics
- Run an awareness campaign to encourage green behaviours among staff



- Nominate/ appoint an environmental champion to coordinate initiatives, and a Steering Committee to oversee
- Develop a green procurement policy and choose green suppliers (e.g. caterers, cleaners, venue hire, equipment)
- Purchase 100% renewable energy
- Develop a sustainable travel policy
- Adopt a 'zero single use plastics' policy
- Establish waste reduction initiatives (e.g. giving surplus food to charity)
- Set reduction targets for energy/carbon, water and waste (against a baseline)
- Provide staff training on environmental issues
- Use technology to enable remote working



- Commit to achieving net zero carbon emissions from your operations by 2030
- Invest in upgrades to office buildings, studios, vehicle fleets etc. to achieve net zero
- Adopt 'circular economy' principles so that all waste is reduced, reused or recycled
- Develop partnerships with suppliers to reduce carbon emissions and increase circularity
- Specify green criteria in all supplier tenders/contracts



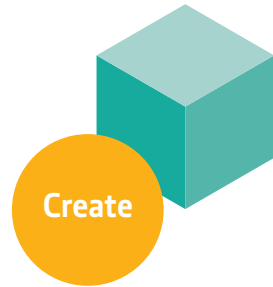
Information & Inspiration

- Environmental policy examples: [AIB](#), [BBC](#), [Havas](#)
- Small business supports from the [SEAI](#)
- Ellen McArthur Foundation on [Circular Economy](#)

Green Production

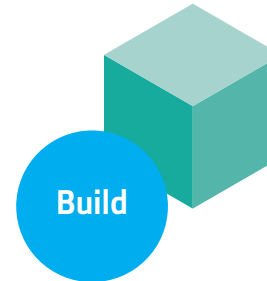
Reduce the environmental impact of TV and radio production.

- Ensure key members of the production team familiarise themselves with existing guidance on green production (e.g. the Albert Production Handbook)
- Implement quick-win, low-cost actions to reduce energy/carbon, water and waste (e.g. double-sided printing, on-set recycling, re-use of sets and props)
- Awareness campaign for all production staff to encourage green behaviours

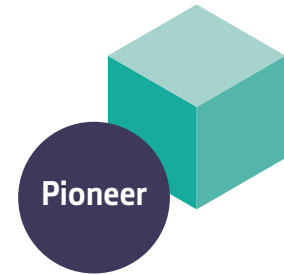


Note: the guides and resources referenced here are primarily for TV/film production. At the moment, we are not aware of an equivalent for radio but many of the general principles are the same

- Demonstrate leadership – Execs, Directors and Producers as environmental ambassadors
- Use an online carbon calculator (e.g. Albert) to calculate the predicted impact of your production
- Based on the results, take steps to reduce your impact (e.g. sustainable energy sources, sustainable transport options for cast and crew, recycling/reuse, sustainable catering)
- Actively choose 'green' suppliers and equipment (as part of a Green Procurement Policy – see Green Operations)
- Provide green production training to key production staff



- Commit to achieving Albert certification for all TV productions.
- Take advanced steps to reduce your impacts (e.g. adopt 'circular economy' principles to make zero waste productions)
- Green criteria specified in all supplier, cast and crew contracts
- Provide green production training to all staff



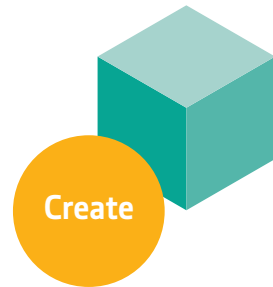
Information & Inspiration

- [The Screen Greening Initiative](#)
- [Albert Production Handbook & Carbon Calculator](#)
- [A Screen New Deal](#) by Albert, the BFI and Arup
- Screen Ireland's [Green Production Guide](#)

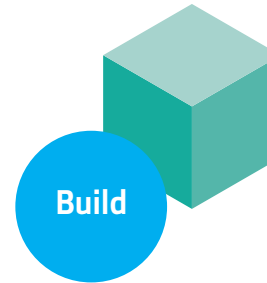
Green Programming

Give increasing coverage and focus to environmental issues and inspire green behaviour change among audiences.

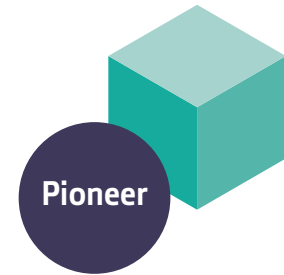
- Ensure Commissioning Editors, Producers/Directors and Senior Writers have read existing guidance on green production (e.g. the Albert Production Handbook)
- Look for opportunities to highlight environmental issues and tell environmental stories as part of your programming
- Support and help to promote national environmental campaigns



- Commit to making environmental issues a regular theme in your programming/ content/ news coverage
- Provide climate change and environmental editorial training for senior writers, journalists/ presenters/creatives
- Actively commission content that highlights the challenges and shows solutions to the climate crisis
- Ensure product placement is as environmentally friendly as possible and proactively highlight positive environmental products and behaviours
- Create your own social media or on-air/screen campaigns to promote 'green behaviours' among your audiences
- Apply for funding for 'global themes' under the BAI's Sound and Vision fund



- Make environmental issues a priority theme in your programming and become a trusted source of information for audiences. Pioneer new approaches (e.g. daily climate update on news)
- Encourage engaged citizens to pitch ideas and be involved in environmental programming
- Provide climate change and environmental editorial training for all commissioning/ creative staff
- Spearhead public campaigns on environmental issues to raise awareness and share solutions



Information & Inspiration

- [Albert Planet Placement guidelines](#)
- [Sky Ocean Rescue Campaign](#)
- [RTE's Climate Week in November 2019](#)

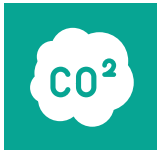
Measuring Impact

Below are some examples of environmental KPIs you can use to measure and track your progress.



Energy

- KWh used
- % from renewable energy



CO2e

- tonnes emitted
- % reduction



Waste

- % recycled
- volume to landfill

Key SDGs and Targets

SDGs - 4, 11, 12, 13, 17

Targets – 4.3, 4.4, 4.7, 11.4, 11.6, 12.2, 12.3, 12.5, 12.6, 12.7, 12.8, 13.3, 17.16, 17.17



Travel/transport

- No. of business flights



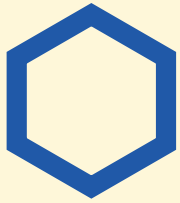
Production

- % of programmes that used the Albert calculation
- % of programmes that were Albert certified
- No. production professionals trained



Programming

- No. hours on environmental issues
- No. journalists trained



Inclusive

The social, or ‘inclusive’ pillar of the roadmap encourages broadcasters to create workplaces and produce content that is inclusive. It also encourages them to use the power of programming to shine a light on social injustices and promote a fairer world.

We see social inequalities around us every day. They manifest themselves in many different forms – from people experiencing poverty, racism, or discrimination, to people struggling with a lack of access to education, housing or healthcare.

Broadcasters, like all other organisations, have a responsibility to treat their employees, contractors and suppliers with care and respect and to make efforts to increase opportunities for underrepresented groups. They also have an opportunity to harness the creativity, ability and diversity of their workforce to drive success.

As a source of trusted information, broadcasters can challenge social inequalities and give people a voice. They also have a duty to ensure their content is safe and accessible.

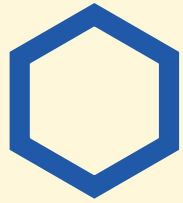
Definitions and signposting

Inclusion: actively removing barriers to full participation and belonging. In a workplace setting, this is about creating an environment where people feel valued and are able to achieve and contribute to their full potential.

Diversity: this is about differences, seen and unseen. Diverse workplaces are made up of employees with varying characteristics including, but not limited to, religious and political beliefs, gender, race, ethnicity, socioeconomic background, and sexual orientation.

Underrepresented groups: these are groups who have traditionally not had equal access to economic opportunities because of discrimination or other societal barriers, for example race, gender, ethnicity, disability, or low-income status.

The Irish Human Rights and Equality Commission provide [information and guidance](#) to individuals, companies and public sector bodies on human rights laws and issues.



Inclusive

Aim:

Increase equality, diversity and social inclusion and drive positive social change.

- **Inclusive workplace:** create a workplace culture of respect and equality that values individuals and embraces the ability of all.
- **Inclusive programming:** give increasing coverage and focus to societal issues that promote positive social change.
- **Inclusive and safe access:** ensure content is accessible, safeguard children, and protect people's privacy.



Goal:

An inclusive broadcasting sector that celebrates and promotes diversity and equality in its workplaces and through its programming.

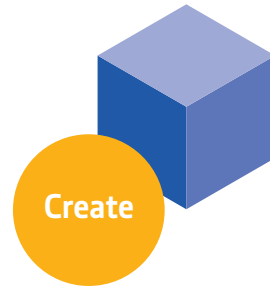
Priority SGDs for the Broadcasting Sector



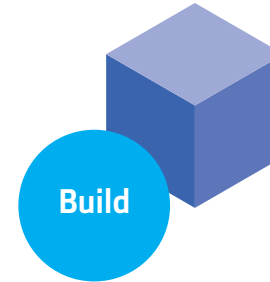
Inclusive Workplace

Create a workplace culture of respect and equality that values individuals and embraces the ability of all.

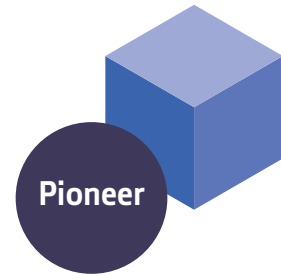
- Meet basic legal obligations regarding human rights and labour rights
- Get commitment from management to take steps to be inclusive
- Write and share your Equality, Diversity and Inclusion policy
- Write down the actions you take already to be inclusive



- Nominate/ appoint a diversity and inclusion champion to coordinate initiatives, and a Steering Committee to oversee
- Develop inclusive hiring guidelines and recruitment practices and provide unconscious bias training to all managers
- Establish flexible working practices
- Establish a baseline for different measures of diversity (e.g. gender, ethnicity, age, disability) and set targets to improve diversity
- Foster an inclusive workplace culture (e.g. support networks for women)
- Join industry initiatives that promote diversity and inclusion in the broadcasting sector



- Commit to gender balance on your Board and management team
- Conduct a gender pay gap audit and take steps to close any gaps identified
- Publish diversity targets and take steps/ create initiatives to increase diversity (e.g. women in leadership initiative; mentoring programme)
- Initiate programmes/ partnerships to build the talent pipeline from underrepresented groups (e.g. scholarship, internship programme)



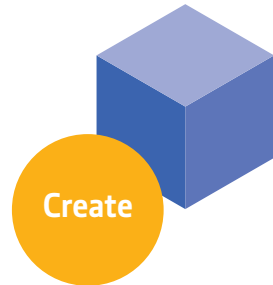
Information & Inspiration

- [Women in Film and Television Ireland](#)
- Irish Chapter of [The 30% Club](#)
- [BAI Gender Action Plan](#)

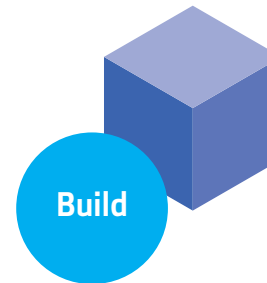
Inclusive Programming

Give increasing coverage and focus to societal issues that promote positive social change.

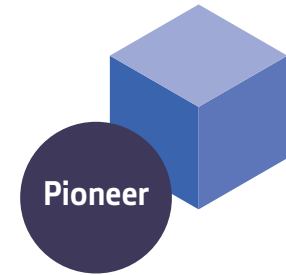
- Bring key editorial and writing staff together to discuss the current approach to diversity and inclusion and get their commitment to making 'quick win' and long-term improvements
- Look for opportunities to highlight social inequality issues and tell relevant stories as part of your programming
- Support and help to promote national campaigns that champion inclusion



- Commit to making social inequality and diversity and inclusion regular themes in your programming/ content/ news coverage
- Establish a baseline for on screen/ air diversity and number of hours of programming on social inequality issues and set targets to improve
- Establish policies and practices to promote on-screen/air diversity (among presenters/ actors / commentators)
- Provide diversity and inclusion training for commissioning, writing, production, creative staff
- Actively commission content that highlights the challenges and shows solutions to social inequality
- Apply for funding for 'global themes' under the BAI's Sound and Vision fund



- Make social inequality a priority theme in your programming and become a trusted source of information for audiences. Push boundaries with your content and shape public and policy discourse
- Provide diversity and inclusion training for all staff and create diverse writing teams
- Spearhead public campaigns to shine a spotlight on social inequality and promote positive change



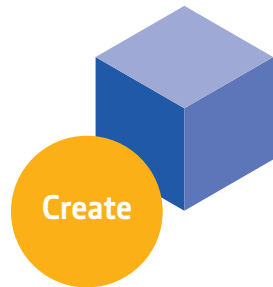
Information & Inspiration

- [The Creative Diversity Network](#)
- [PACT diversity initiatives](#)
- [Examples of UK Broadcasters diversity guidelines](#)

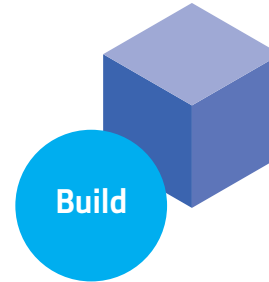
Inclusive and Safe Access

Ensure content is accessible, safeguard children, and protect people’s privacy.

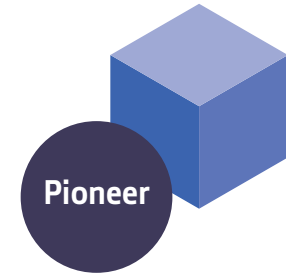
- Meet basic legal obligations regarding content safety/ accessibility and data protection
- Establish a policy to safeguard children
- Begin to make content accessible through subtitles, signing etc.



- Establish a robust privacy and protection policy in compliance with GDPR
- Establish cyber security policies/ code of conduct for digital content
- Increase the quantity of accessible programming and content that is available to audiences
- Publish clear guidance for parents on parental controls
- Participate in the Media Literacy Ireland / Be Media Smart campaigns



- Implement advanced measures to protect personal data through technical safeguards and other appropriate measures
- Ensure high proportion of programming is accessible



Information & Inspiration

- [Media Literacy Ireland / Be Media Smart](#)
- [The Responsible Media Forum](#)
- [Online safety tool](#) for families from Virgin Media

Measuring Impact

Below are some examples of environmental KPIs you can use to measure and track your progress.



Employees

- Diversity stats (age, gender, sexual orientation)
- % of women in management roles
- No. people trained in D&I / unconscious bias



Human rights

- % of the workforce that is part of a union
- No. of incidents of discrimination reported and actions taken

Key SDGs and Targets

SDGs - 4, 5, 10, 16, 17

Targets – 4.3, 4.4, 4.7, 5.1, 5.5, 10.2, 10.3, 10.4, 16.6, 16.7, 16.10, 17.16, 17.17



On Screen / Air

- % of women on screen/ air
- % of disabled people on screen/ air
- % LGBTQ+ people on screen/ air
- % people over 50 in presenting roles



Programming and editorial

- No. of hours of programming on D&I issues
- % of programmes that are accessible



Resilient

The economic, or ‘resilient’ pillar of the roadmap calls on broadcasters to take steps to ensure the long term viability and success of their organisations, their sector, and their communities.

The Irish broadcasting sector and its supply chain is made up of a diverse range of organisations, from small to large, community to commercial, national to local and regional. Regardless of size, location or business model, each broadcaster makes an important contribution to sustainable development through the creation of jobs and fostering community cohesion.

In addition to this, the sector has a responsibility to be both ethical and transparent in its practices. This cuts across a wide range of issues, from paying the living wage, to combatting ‘fake news’, to ensuring data protection. There is increased scrutiny from the public, from regulators, and from Government on all of these issues, and it’s vital that the sector takes appropriate steps in order to protect its reputation and safeguard its future.

Definitions and signposting

Living wage: a [living wage](#) is a wage which makes it possible to have a minimum acceptable standard of living. It is higher than the minimum wage. Employees earning a living wage should be able to afford basics such as food, clothing, housing and medical care.

Data protection: this is about safeguarding important information from corruption, compromise or loss. It is increasingly important as the amount of information created and stored continues to grow at unprecedented rates. The General Data Protection Regulation (GDPR) sets out the measures that all EU countries and all EU-based organisations involved in data processing must follow. Citizens information provides a useful overview [here](#).

The BAI’s data protection policy sets out its commitment to protecting the rights and privacy of individuals in compliance with the GDPR and Irish data protection legislation.



Resilient

Aim:

Work together to build a resilient broadcasting sector that supports sustainable socio-economic growth.

- **Resilient workforce:** ensure decent work for all and invest in skills and capacity to grow and scale our industry for the future.
- **Resilient sector:** protect the long-term viability of the sector through ethical practices and transparency.
- **Resilient communities:** Empower local communities through local jobs, local procurement and community investment.



Goal:

A thriving broadcasting sector that fosters skills and livelihoods, supports local communities and has a strong reputation built on transparency and trust.

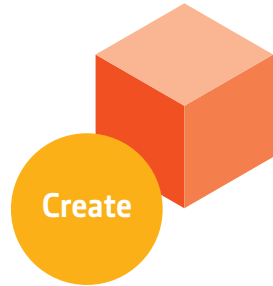
Priority SGDs for the Broadcasting Sector



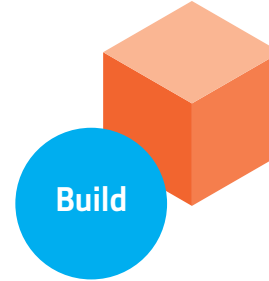
Resilient Workforce

Ensure decent work for all and invest in skills and capacity-building to grow and scale our industry for the future.

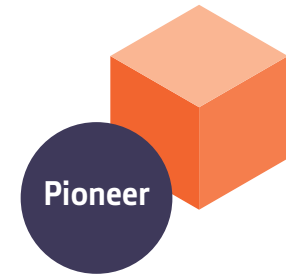
- Meet basic legal obligations regarding wages and working conditions
- Commit to respecting the human rights of all employees and provide fair and decent working conditions
- Write and share your Health, Safety and Wellbeing policy
- Provide training to all staff on health and safety practices and procedures



- Develop an employee wellness programme to promote healthy work-life balance, and positive physical and mental health
- Regularly invite employee views and feedback
- Provide opportunities for training and professional development
- Develop a whistleblowing/complaints policy and develop confidential reporting mechanism for employees



- Establish a human rights policy, conduct human rights due diligence internally and across your supply chain
- Pay employees a living wage
- Develop apprenticeship and placement programmes to encourage young people and the long-term unemployed to break into the broadcasting sector



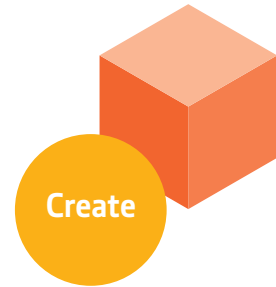
Information & Inspiration

- [Mental health and wellbeing guide](#) by Seechange
- [Sky Academy Studios initiative](#)
- [The KeepWell Mark](#) from IBEC

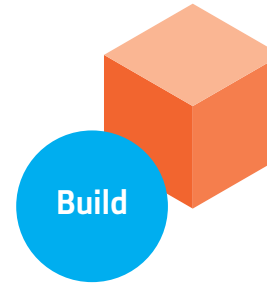
Resilient Sector

Protect the long-term viability of the sector through ethical practices and transparency.

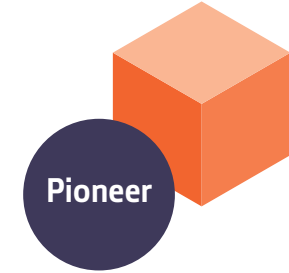
- Meet basic legal obligations regarding ethics and transparency
- Write and share your ethical Code of Conduct



- Establish clear principles and policies around information/ editorial integrity, fake news etc.
- Establish an Intellectual Property and Copyright code to protect and defend copyright of content
- Support and participate in awards that recognise good ethical and sustainability practices



- Implement practices to ensure financial and tax transparency
- Engage in collective buying for services such as insurance and legal



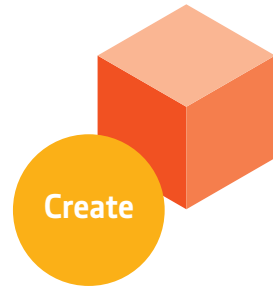
Information & Inspiration

- [The Trust Project](#)
- Fact checking website '[Leadstories](#)'
- Example of a Code of Conduct: [Liberty Global](#)

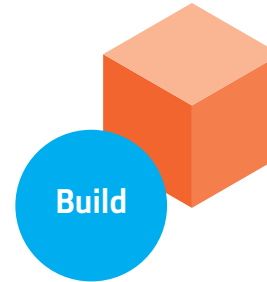
Resilient Communities

Empower local communities through local jobs, local procurement and community investment.

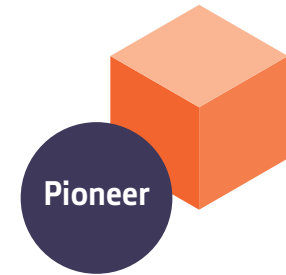
- Commit to giving back to the local community (e.g. volunteering or donations)
- Actively recruit employees from within the local community



- Establish a preferential procurement policy and practices for local suppliers
- Develop a community investment/ CSR programme that is strategically aligned with your organisation's purpose
- As part this programme, create strategic partnerships with local community groups or charities and establish an employee volunteering scheme
- Ensure all communities – large and small, rural and urban – have equal access to content and programming



- Use TV and radio as a way to bring communities together and foster community cohesion
- Initiate programmes, partnerships, campaigns and provide content that empowers audiences to create more resilient communities



Information & Inspiration

- [Social Innovation Fund Ireland](#)
- [SEAI's Sustainable Energy Communities](#)
- [Change X: powering & connecting communities](#)

Measuring Impact

Below are some examples of environmental KPIs you can use to measure and track your progress.



Jobs

- number of people employed
- number of new jobs created this year
- % procurement spend directed towards local suppliers



Skills and training

- % € invested in training and skills development
- number of paid apprenticeships or internships

Key SDGs and Targets

SDGs - 3, 8, 11, 16, 17

Targets - 3.4, 3.5, 8.2, 8.4, 8.8, 11.4, 11.6, 16.3, 16.7, 16.10, 17.16, 17.17



Community investment

- € donated to charity or invested in supporting local community initiatives
- number of staff volunteering hours in the local community

Governance and Reporting

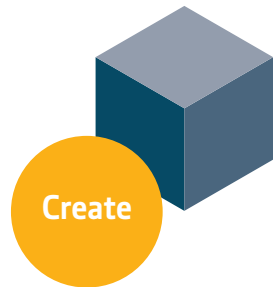
Ensure appropriate and transparent structures and practices are in place to enable stakeholders to hold the organisation to account on its sustainability performance.

Governance

- Member of senior management nominated to 'champion' sustainability within the organisation

Reporting

- Qualitative objectives agreed internally but no quantitative targets
- Internal reporting against objectives
- No external reporting

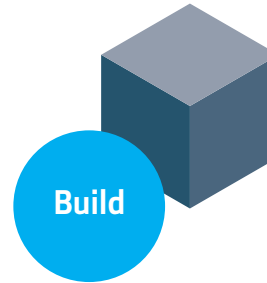


Governance

- Cross-functional Sustainability Steering Committee established to oversee sustainability programme

Reporting

- Quantitative targets set for some areas and communicated externally
- Basic sustainability report published externally
- Cooperate with Broadcasting Sustainability Network reporting mechanisms and activities

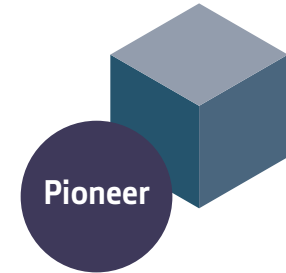


Governance

- Board member appointed as sustainability champion
- Sustainability training for all Board members
- Consider becoming a signatory to the UN SDG Media and/or Global Compact

Reporting

- Quantitative, ambitious targets set for all pillars of sustainability and communicated externally
- Comprehensive sustainability report published using recognised standard (e.g. GRI)



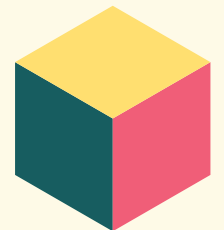
Information & Inspiration

- [United Nations Global Compact](#)
- [GRI Standards reporting guidelines](#)
- [Sustainability Competence on Boards](#)



Section 4

Communicating Success



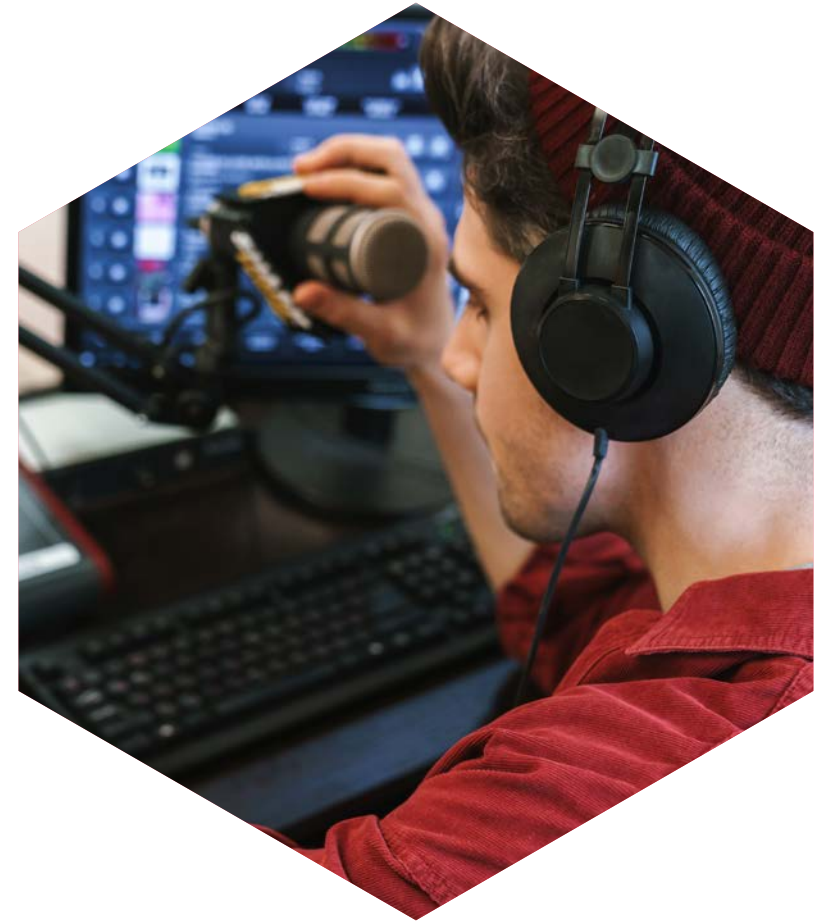
Share your story

As a broadcaster you are used to telling other people's stories. But it's also important to tell your own story and share what you're doing on sustainability.

You don't have to wait until you've got everything in place. Share and celebrate the small achievements as well as the big ones. It doesn't matter if you're at the beginning of your sustainability journey or further down the road. And the story doesn't have to be about data and numbers – human stories are just as powerful. Whatever it is, simply hearing your story will inspire someone else to get started.

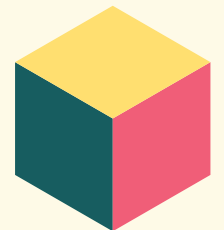
You can tell your story informally on your website and social media channels, or formally through a sustainability report or within your annual report. It doesn't matter how or where you do it - the important thing is to share it.

The broadcasting sector is one of the first sectors in Ireland to have a sector-wide sustainability roadmap. In the future, there is the opportunity for the sector to report collectively on the positive impact it is having to create a greener, more inclusive, more resilient future for all.



Appendix

UN SDG Targets



Priority SDGs and Targets

Each of the 17 UN Sustainable Development Goals has a set of targets associated with them. There are 169 targets in total across the 17 goals. As we saw above, 10 of the 17 SDGs are especially relevant for the Broadcasting Sustainability Network. Over the next few pages, some of the most relevant targets associated with these particular SDGs are detailed.

Not all members of the Network will work towards all of the targets and some will be more relevant than others depending on the Network member. Some targets can be met via members' relationship with their staff or volunteers while others will be relevant in terms of their suppliers. In addition, Network members may support the attainment of these goals through their programming, including via drama, factual content and news and current affairs as well as via responsible programming achieved by adherence to codes, rules and best journalistic practice.



Information & Inspiration

→ The United Nations has established an [SDG Media Compact](#), which seeks to inspire media organisations around the world to leverage their resources and creative talents to advance the SDGs.

Priority SDGs and Targets

SDG 3 - Good Health and Well-being

- **Target 3.4:** By 2030, reduce by one third premature mortality from non-communicable diseases through prevention and treatment and promote mental health and well-being.
- **Target 3.5:** Strengthen the prevention and treatment of substance abuse, including narcotic drug abuse and harmful use of alcohol.

SDG 4 - Quality Education

- **Target 4.3:** By 2030, ensure equal access for all women and men to affordable and quality technical, vocational and tertiary education, including university.
- **Target 4.4:** By 2030, substantially increase the number of youth and adults who have relevant skills, including technical and vocational skills, for employment, decent jobs and entrepreneurship.
- **Target 4.7:** By 2030, ensure that all learners acquire the knowledge and skills needed to promote sustainable development, including, among others, through education for sustainable development and sustainable lifestyles, human rights, gender equality, promotion of a culture of peace and non-violence, global citizenship and appreciation of cultural diversity and of culture's contribution to sustainable development.

SDG 5 - Gender Equality

- **Target 5.1:** End all forms of discrimination against all women and girls everywhere
- **Target 5.5:** Ensure women's full and effective participation and equal opportunities for leadership at all levels of decision-making in political, economic and public life

SDG 8 - Decent Work & Economic Growth

- **Target 8.2:** Achieve higher levels of economic productivity through diversification, technological upgrading and innovation, including through a focus on high-value added and labour-intensive sectors.
- **Target 8.4:** Improve progressively, through 2030, global resource efficiency in consumption and production and endeavour to decouple economic growth from environmental degradation, in accordance with the 10-year framework of programmes on sustainable consumption and production, with developed countries taking the lead.
- **Target 8.8:** Protect labour rights and promote safe and secure working environments for all workers, including migrant workers, in particular women migrants, and those in precarious employment.

SDG 10 - Reduced Inequalities

- **Target 10.2:** By 2030, empower and promote the social, economic and political inclusion of all, irrespective of age, sex, disability, race, ethnicity, origin, religion or economic or other status.
- **Target 10.3:** Ensure equal opportunity and reduce inequalities of outcome, including by eliminating discriminatory laws, policies and practices and promoting appropriate legislation, policies and action in this regard.
- **Target 10.4:** Adopt policies, especially fiscal, wage and social protection policies, and progressively achieve greater equality.

SDG 11 - Sustainable Cities & Communities

- **Target 11.4:** Strengthen efforts to protect and safeguard the world's cultural and natural heritage.
- **Target 11.6:** By 2030, reduce the adverse per capita environmental impact of cities, including by paying special attention to air quality and municipal and other waste management.

SDG 12 - Responsible Consumption and Production

- **Target 12.2:** By 2030, achieve the sustainable management and efficient use of natural resources.
- **Target 12.3:** By 2030, halve per capita global food waste at the retail and consumer levels and reduce food losses along production and supply chains, including post-harvest losses.
- **Target 12.5:** By 2030, substantially reduce waste generation through prevention, reduction, recycling and reuse.
- **Target 12.6:** Encourage companies, especially large and transnational companies, to adopt sustainable practices and to integrate sustainability information into their reporting cycle.
- **Target 12.7:** Promote public procurement practices that are sustainable, in accordance with national policies and priorities.
- **Target 12.8:** By 2030, ensure that people everywhere have the relevant information and awareness for sustainable development and lifestyles in harmony with nature.

SDG 13 - Climate Action

- **Target 13.3:** Improve education, awareness-raising and human and institutional capacity on climate change mitigation, adaptation, impact reduction and early warning.

SDG 16 - Peace, Justice & Strong Institutions

- **Target 16.3:** Promote the rule of law at the national and international levels and ensure equal access to justice for all.
- **Target 16.7:** Ensure responsive, inclusive, participatory and representative decision-making at all levels.
- **Target 16.10:** Ensure public access to information and protect fundamental freedoms, in accordance with national legislation and international agreements.

SDG 17 – Partnership for the Goals

- **Target 17.16:** Enhance the global partnership for sustainable development, complemented by multi-stakeholder partnerships that mobilize and share knowledge, expertise, technology and financial resources, to support the achievement of the sustainable development goals in all countries, in particular developing countries.
- **Target 17.17:** Encourage and promote effective public, public-private and civil society partnerships, building on the experience and resourcing strategies of partnerships.







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