



Sustainable  
Media  
Ireland

# Network Strategy

2024 – 2026

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# Introduction



## About Sustainable Media Ireland

Sustainable Media Ireland (SMI) is a voluntary sustainability network that brings Irish media organisations together to learn, share knowledge and experience, and partner on sustainability initiatives and campaigns. The Network is guided by the United Nations Sustainable Development Goals (SDGs), to which it strives to make a positive contribution.

The aims of the Network are to:

- Foster best practice and support its members to improve their performance on environmental and social issues;
- Galvanise members to use their collective voice to inspire positive action across society on the sustainable development agenda;
- Provide a forum for collaboration and partnerships.

In joining the Network, media organisations sign up to a Charter that signals their commitment to advancing sustainability best practice within their own organisation, collaborating with their peers, and participating in Network events and activities.

## Evolution of the Network

SMI is an initiative of Coimisiún na Meán. It was established in November 2020 and was originally called the Broadcasting Sustainability Network, reflecting its founding membership base of broadcasters and representatives of their supply chain.

Between 2020 and 2023 the focus of the Network was on putting in place the foundations for an effective collaborative forum. This included establishing the Network's governance and operating framework, developing the SMI website, and running events and training programmes to inspire and support members on their sustainability journey.

In February 2024, the Network was renamed as Sustainable Media Ireland as part of a plan to expand its membership to include a wider range of media organisations – something that was recommended by the Future of Media Commission.

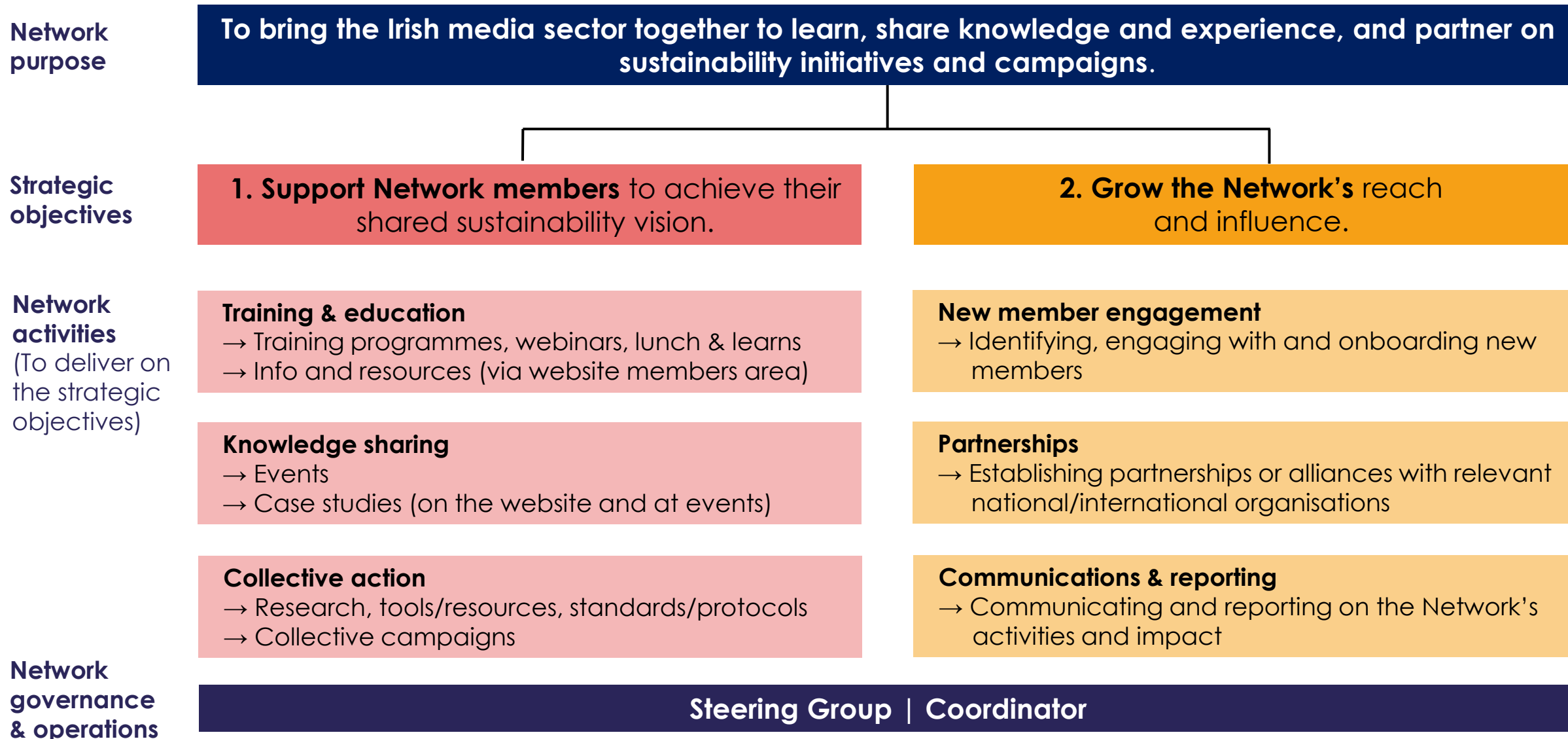
Between 2024 – 2026 the focus will be on growing the reach, influence, and impact of the Network, while continuing the learning journey for all members via targeted events, training and initiatives.

## Network Strategy 2024 – 2026

To guide the work of the Network over the next 3 years, a strategy refresh was conducted by the SMI Coordinator in the first half of 2024. It was informed by a survey completed by Network members and discussions with the SMI Steering Group.

This short document describes, at a high level, the resulting strategy. A more detailed annual action plan will be agreed each year and approved by the SMI Steering Group.

# Strategy for 2024 - 2026



# Sector sustainability vision and framework



When Sustainable Media Ireland was established, the Network members created a vision and framework which defines the sectors' shared ambition for sustainability. The framework is based around the three pillars of sustainability – environment ('green'), social ('inclusive') and economic ('resilient') - and is aligned to 10 'priority' SDGs that the media can make a meaningful contribution towards. A sectoral roadmap was published to provide individual member organisations with guidance on how to make progress on each aspect of the sustainability framework. The roadmap can be downloaded from the SMI website at <https://sustainablemedia.ie/resources-publications/>

**Vision:**

An Irish media sector that is **a sustainability leader** and that uses its collective voice to create a **greener, more inclusive, more resilient future for all.**



**Goals:**

**Green**

A net-zero carbon, circular sector that uses its content to inspire the societal shift to sustainable lifestyles.

**Inclusive**

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

**Resilient**

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

**Actions:**

- Green operations
- Green production
- Green content

- Inclusive workplace
- Inclusive access
- Inclusive content

- Resilient workforce
- Resilient sector
- Resilient communities

**Governance & Reporting**

# Network Governance

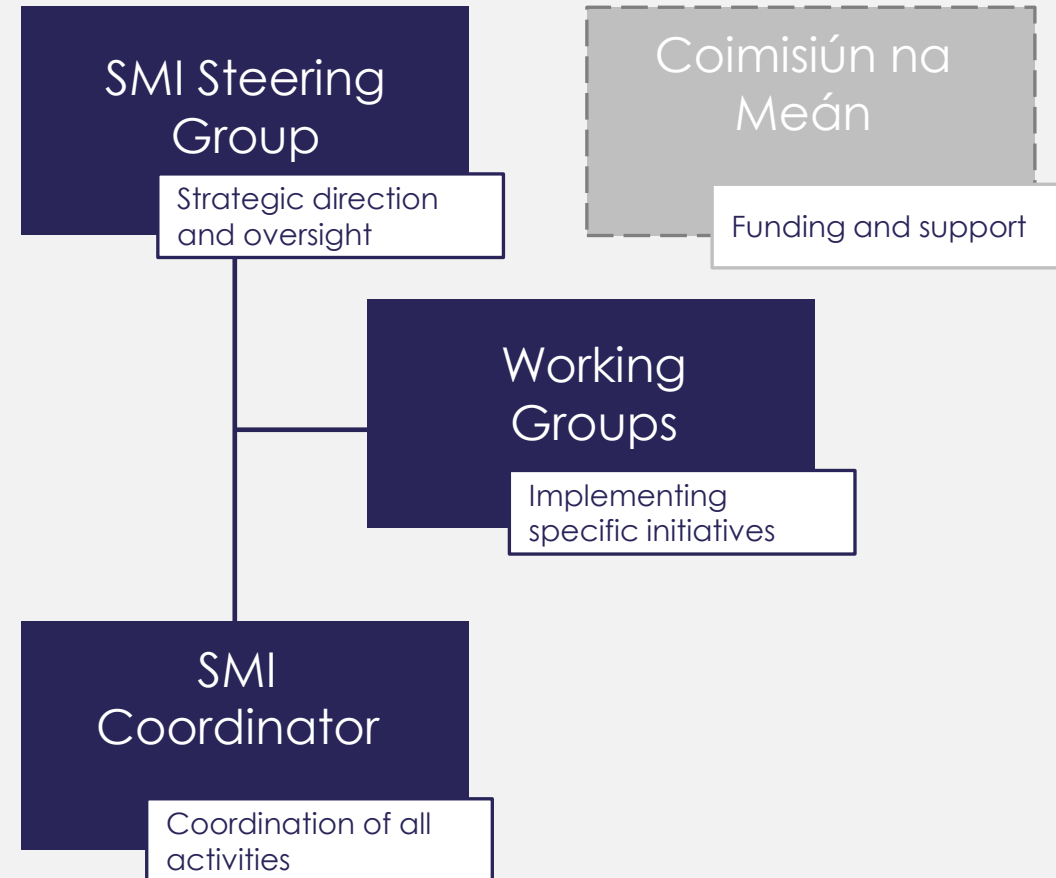
Sustainable Media Ireland is governed by a Steering Group made up of representatives from across the Network's membership base. Its day-to-day activities are managed by an independent Network Coordinator, in consultation with the Steering Group and Coimisiún na Meán. As part of the Networks' expansion in 2024, the governance structure was updated to allow for representation from new as well as existing members. The membership model was also formalised (see next page).

The Network was established by **Coimisiún na Meán** who continues to fund and support its work.

The **SMI Steering Group**, made up of representatives from across the Networks' membership base, meets 3 – 4 times per year. It sets the Network's strategy, provides direction and oversight, and guides the work of the Coordinator. The Group is chaired by an independent Chairperson.

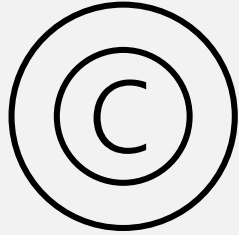
The Steering Group is supported by **Working Groups** that are formed, from time-to-time, to drive forward a particular initiative or activity. Individuals from Network member organisations volunteer to participate in these Working Groups.

The **SMI Coordinator**, who is appointed by Coimisiún na Meán, organises all of the activities of the Network and manages all communications and administration. The current Coordinator is SustainabilityWorks, who have been in the role since the Networks' establishment in 2020.



# Network membership model

Membership of Sustainable Media Ireland is voluntary and free of charge. In 2024, as part of the Networks' expansion, a simple membership model was defined with three types of membership, reflecting the different types of organisations that can participate in or be aligned with the Network. (See below.) In joining as a member, media organisations are asked to sign up to the Network Charter. (See next page). The original Charter was updated in 2024 to make it stronger in terms of the commitment to action that members must make. (See updated Charter on next page.)



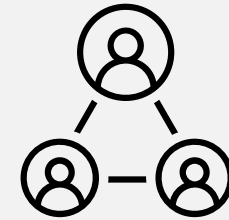
## Core member

- Individual organisation
- Signs up to the Charter
- Entitled to attend all events and participate in all Network activities
- Participates in collective Network campaigns
- Access to members area of the SMI website



## Umbrella member

- Representative body
- Signs up to the Charter (on behalf of its members, who may also sign up individually)
- Promotes Network events and activities to its members, encouraging them to take part
- Access to members area of the SMI website



## Affiliate

- 'Ally' of the Network who shares a common or closely aligned interest or goal
- Does not sign up to the Charter
- Invited to take part in selected Network events and activities
- Does not have access to members area of the SMI website

# Network membership charter



**As a member of Sustainable Media Ireland, we commit to:**

## **Green**

1. Reducing the environmental impact of our direct operations and supply chain.
2. Reducing the environmental impact of our content production.
3. Giving increasing coverage to environmental issues and inspiring green behaviour change among our audiences.

## **Inclusive**

4. Creating a workplace culture of respect and equality that values individuals and embraces all ability.
5. Ensuring content is accessible, safeguarding children, and protecting people's privacy.
6. Giving increasing coverage and focus to societal issues that promote positive social change.

## **Resilient**

7. Ensuring decent work for all and investing in skills and capacity to grow and scale our industry for the future.
8. Protecting the long-term viability of our sector by demonstrating the value of trusted media to our society and democracy.
9. Empowering local communities through local jobs, local procurement and community investment.

## **Governance & reporting**

10. Having clear governance and accountability for sustainability and being transparent in all that we do.



**Sustainable  
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