



CATEGORY: BEST PRACTICE IN SUSTAINABILITY



Results

LEADING THE INDUSTRY IN SUSTAINABLE PRODUCTION AND POSITIVE ENVIRONMENTAL IMPACT



Challenge

The average carbon footprint for TV and film productions in the UK rose from 9.9t CO2e per hour in 2018 to 12.8t CO2e per hour in 2022, pushing Sky to identify pressure points in production to implement meaningful, scalable solutions based on best practices toward sustainability.

Brief

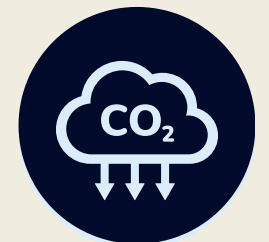
Develop content across all productions that minimises environmental impact through scalable, best-practice sustainability solutions whilst inspiring positive behavioural change in viewers.

Solution

Sky integrated environmental protocols into its productions by using 'Planet Test', embedding responsible production roles and launching the 'World's Most Sustainable Studio', which all aimed to drive sustainable change across production.



47% emissions reduction for 'A League of Their Own'



8.84tCO2e reduced emissions through virtual production on 'Awesome Animals and Mini Me'



Execution

- In 2021, Sky joined the Climate Content Pledge, establishing responsible production roles across Studios, Content, Sports, and News to reduce emissions in content production.
- Implemented the Planet Test for every show to ensure environmental considerations and sustainability messaging are integrated into productions.

- Sky set out to deliver measurable results off-screen by onboarding sustainability consultants, measuring emissions with the Albert calculator, utilising new technologies to reduce travel and engaging departments with sustainable communications and resources.
- They also set out to deliver measurable results onscreen, by conducting research which showed humour enhances message retention, which led to a new climate-focused episode.