

FROM COUCH TO CARBON ZERO: EMBEDDING SUSTAINABILITY AT IMMEDIATE

Challenge

To reduce the environmental impact of operations and content while inspiring audiences to live more sustainable, healthier lives through media.

Brief

Immediate Media aimed to embed sustainability into every part of its business, from carbon reduction in operations to creating climate-positive content that engages millions of readers and viewers.

Solution

The company implemented a Sustainability Strategy in 2021 that focused on carbon reduction, sustainable sourcing, and climate action, and in 2023 Immediate Media supercharged their actions by incorporating a governance program, using the CDP framework, to ensure accountability at all levels.

Results



42% carbon intensity reduction of ad stack.



40% carbon reduction, transitioning from spend-based to activity-based data tracking, and committed to net zero goals aligned with SBTi, currently tracking 3% ahead of target.



Immediate Media's website ranked within the top 10% most sustainable vs industry average.



Execution

- In 2019, Immediate Media Introduced measuring and reducing carbon emissions, through carbon-specific calculators such as Trace for events, Albert for video, AdGreen for content creation).
- Optimised media and ad operations, to increase the sustainability of the website, by reducing the complexity of the supply chain.
- Incorporated sustainable sourcing and Ad operations, by working with publishers, distributors and Tesco to eliminate non-recyclable products and single-use plastic toys.
- Nurtured partnerships across the sector to promote and accelerate climate action, this includes collaboration with PPA Net Zero Pathway, Ad Net Zero and GS to promote sustainability.
- Embedded sustainability in content such as the "Planet Friendlier" logo and Chris Packham's Earth Day edition of Radio Times.

