

Our Transition Plan Journey

ISEP – 23RD SEPT

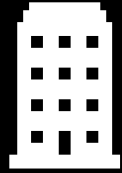


ISEP

Institute of Sustainability &
Environmental Professionals

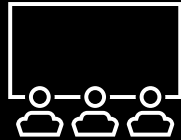
HOW WE WILL CREDIBLY TRANSITION TO NET ZERO

Buildings & Operations

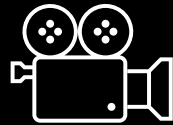


Editorial & Commissioning

Climate content tracking – Jan '25



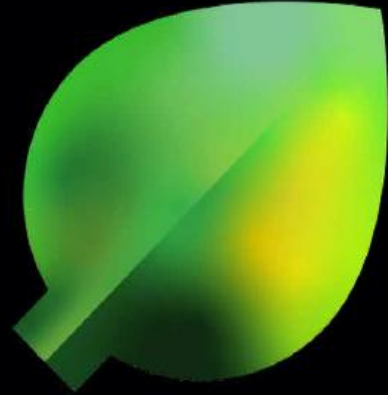
Content production
& distribution



OUR TRANSITION PLAN

Underpinned with scientific rigour and measurement

Sustainability
Our three pillars



**NATURE
POSITIVE**

Managing our impact on
nature to do more good than
harm to our planet



**NET
ZERO**

Adopting a decarbonisation
first approach that is
underpinned by the science



**PEOPLE
POSITIVE**

Informing and educating
audiences on the most pressing
issues facing our planet

KEY STEPS TO SUCCESS:

1. PREPARE
2. ALIGN
3. DEVELOP
4. APPROVE & RELEASE



STEP ONE:

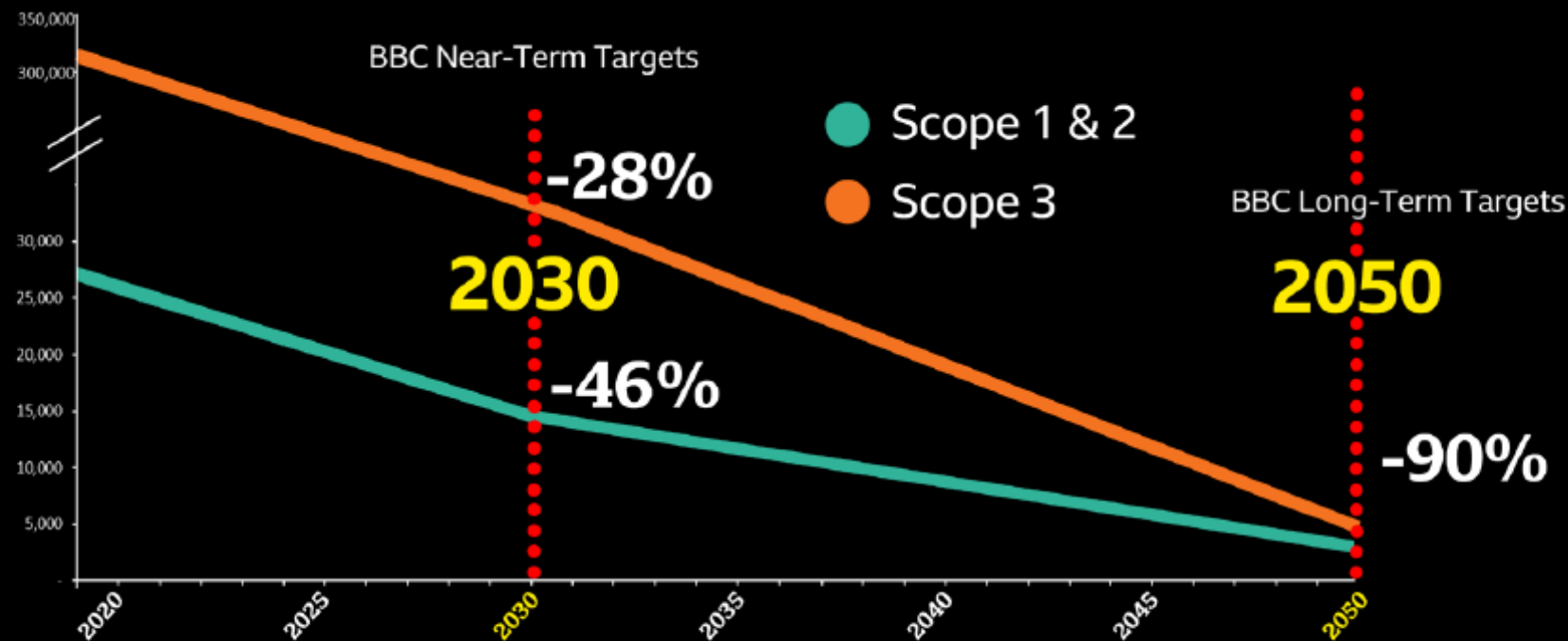
PREPARE



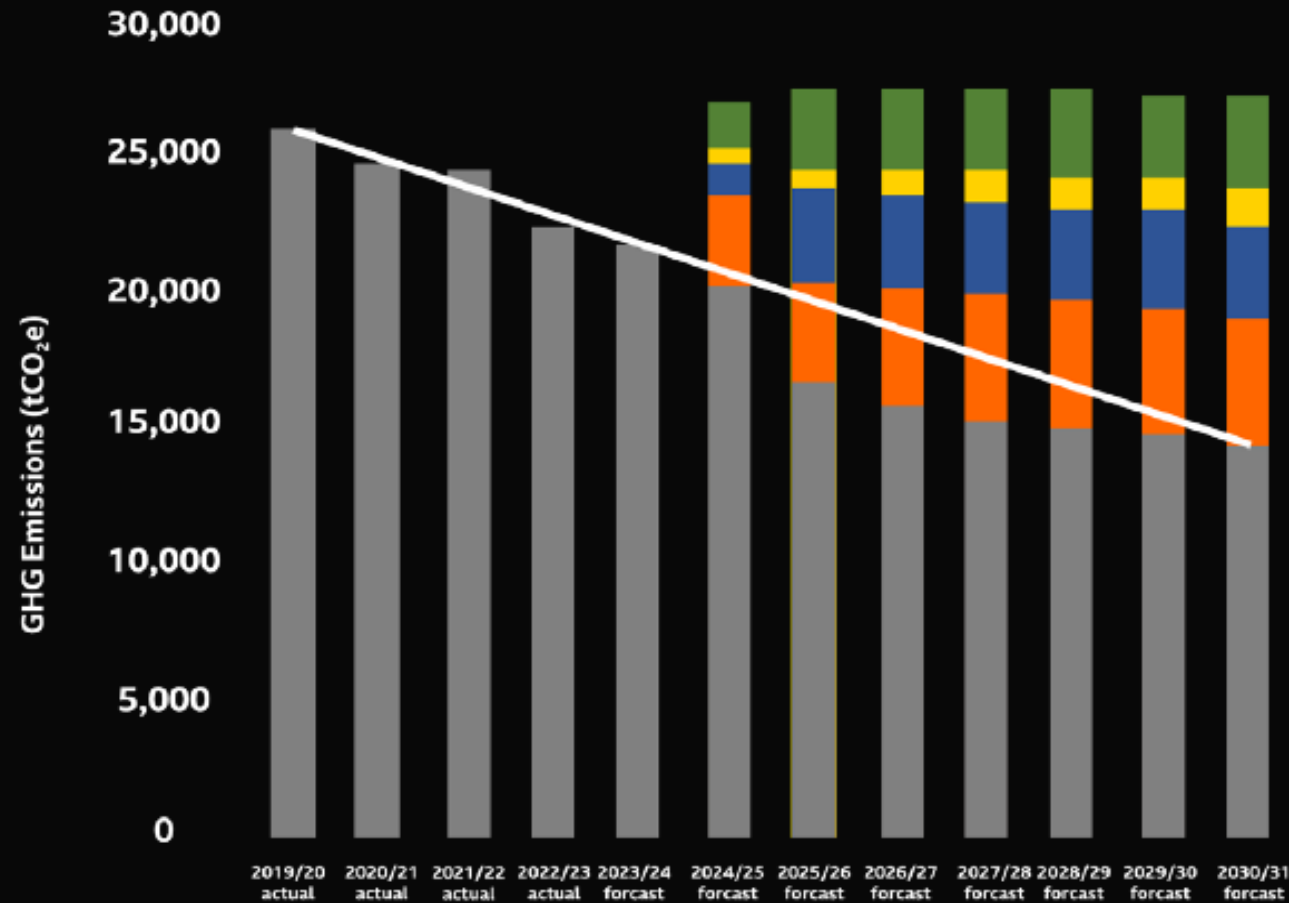
- Set targets which are science-based
- Assemble the technical team required
- Identify key stakeholders
- Develop business case
- Prepare abatement models
- Climate risk and opportunity analysis

OUR TARGETS:

Our projected linear pathways to deliver our Science-based targets and Net Zero by 2050



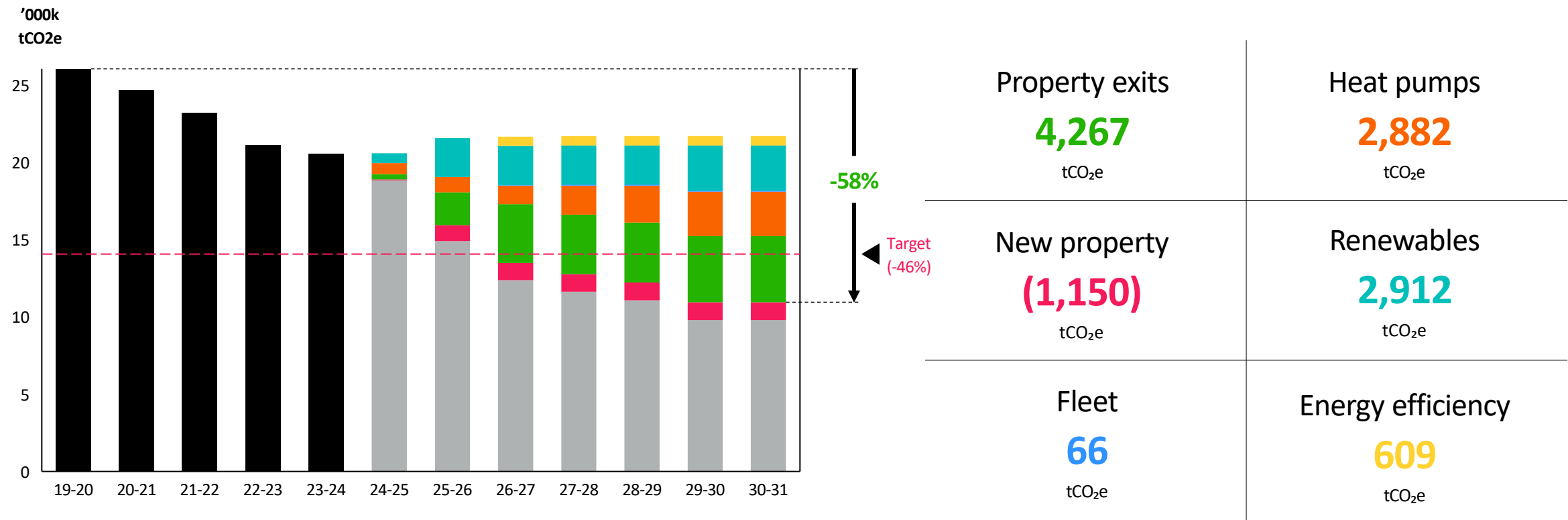
ABATEMENT MODELS WITH FINANCIAL OVERLAY



- Strong business case
- Pragmatic approach
- Needs to deliver business value
- Hard to get the business to think longer term when finances are tight

DECARBONISATION INITIATIVES ACROSS THE BBC

Net Zero: Achieving our 2030/31 targets (Scope 1 & 2)



Version 1: Draft - Last updated 16th May 2025

STEP TWO:

ALIGN



- Align to business strategy & needs
- Align to leading industry frameworks – TPT, TCFD
- Understand materiality and value for the business sector / business type
- Take advice from experts – TPT gap analysis and review other plans

BBC STRATEGY

Mission: INFORM, EDUCATE AND ENTERTAIN ALL AUDIENCES

Strategy:

VALUE FOR ALL PRIORITIES

PURSUE TRUTH
WITH NO AGENDA

BACK THE BEST
HOMEGROWN
STORYTELLING

BRING PEOPLE
TOGETHER

GROWING COMMERCIAL

Organisation:

DIGITAL-FIRST

GLOBAL & LOCAL

A GREAT PLACE
TO WORK

Sustainability is central to the delivery of our three strategic priorities

BBC

MAXIMISING THE IMPACT OF OUR CONTENT WHILST MINIMISING THE IMPACT ON OUR PLANET

The BBC has over 100 years' experience in environmental programming including ~70 years of **captivating global audiences** with our landmark natural history content

Over a billion watched a BBC 'Planet' title i.e.
Blue Planet II, The Green Planet and Frozen Planet II

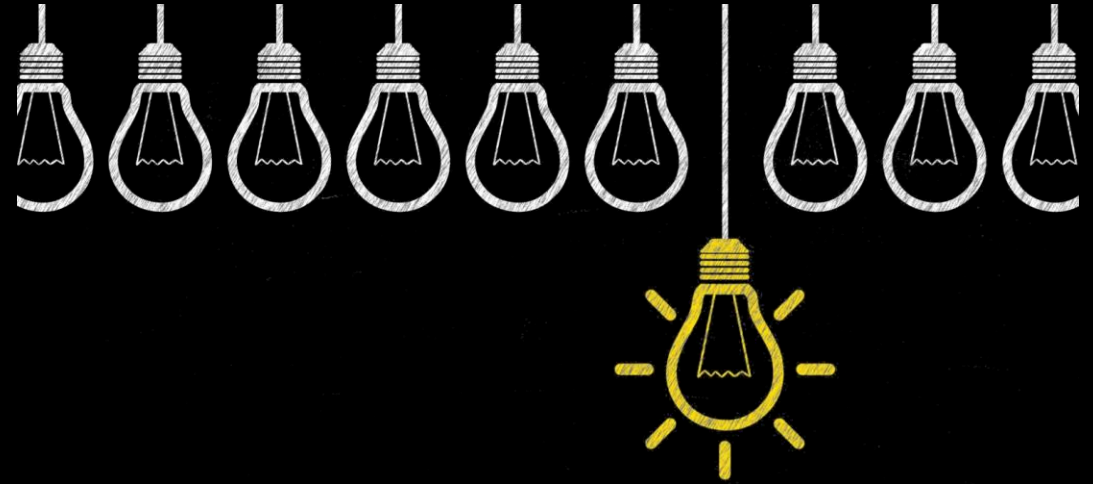
90% of the UK consume BBC content each week

Broadcast media is the supreme source of **climate change information**, we pursue **truth** with no agenda



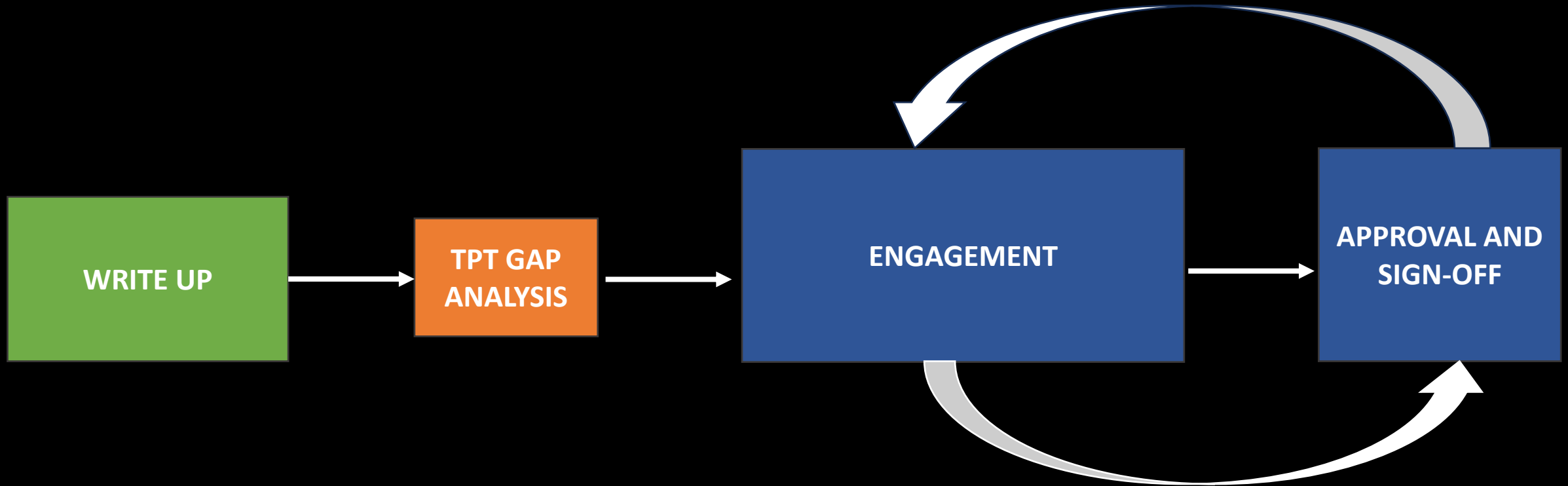
STEP THREE:

DEVELOP



- Ambition. Action and Accountability
- Focus on Action and Governance
- Consult, consult, consult!
- Understand pressure points / trade-offs

IT WAS HARDER THAN I EXPECTED:



STEP FOUR:


APPROVE & RELEASE



- Early engagement with Comms teams
- Secure Executive and Board approval
- Keep everyone involved / plan ownership
- Share learnings and support industry

EXTERNAL LAUNCH OF OUR TRANSITION PLAN

4 x ARTICLES | LINKED IN







Danielle Mulder • 2nd
BBC Group Sustainability Director | NED | Green Business Sustai...
4w • Edited •

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***** BREAKING NEWS – BBC PUBLISHES ITS NET ZERO TRANSITION PLAN *****

Today the **BBC** releases its Transition Plan, which outlines our plan and ...more





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170k
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5k
Likes

BBC commits to 'low-carbon future' in first Net Zero Transition Plan



Stuart Stone
28 January 2025 • 2 min read

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Business Green

Inside the BBC's Net Zero Transition Plan



David Attenborough presents BBC's Planet Earth series.

COMBINES

BBC >



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Sustainability Magazine

BBC Publishes First Climate Transition Plan, Detailing How They Intend to be Net Zero by 2050

by ESG News • January 28, 2025





ESG News

‘A hugely important milestone’: BBC publishes Net-Zero Transition Plan

The BBC has published a Net-Zero Transition plan detailing the steps it will take to unlock collaboration, engage with suppliers and drive down emissions to net-zero by 2050.

[CLIMATE & NATURE](#) [REPORTING AND DISCLOSURE](#) [SOCIAL SUSTAINABILITY](#)



edie

INTERNAL LAUNCH OF OUR TRANSITION PLAN


2 x ARTICLES | DIGITAL SCREENS

BBC Ariel

January 28, 2025 · 4 minutes to read

Our BBC

Sustainability



A Pivotal Moment for the BBC

We talked to Sustainability Director Danielle Mulder to find out how we've taken a major step toward a Net Zero future.


BBC Ariel

Tuesday, January 28, 2025

The BBC has published its first Net Zero Transition Plan, detailing how it intends to become a Net Zero organisation by 2050. This is a key part of our commitment to building a sustainable BBC and wider media industry. We talked to Sustainability Director Danielle Mulder to find out more.

What is a Net Zero transition plan?

Around the time of COP26 (the United Nations Climate Change Conference held in Glasgow in 2021) companies across the globe started to set major targets toward Net Zero. However, it's very easy to set a target, especially when it is set far into the future, but how are you really going to achieve it? That is where a Transition Plan comes in. It's a government-sanctioned requirement that mandates companies to set out how they're going to meet their targets. In many ways, it's an antidote to [greenwashing](#).



BBC [Gateway]


Welcome, Paul

Feedback

Search Gateway

Gateway

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A Pivotal Moment for the BBC

0 comments

We talked to Sustainability Director Danielle Mulder to find out how we've taken a major step toward a Net Zero future.

BBC Sport and World Snooker Tour extend broadcast agreement to 2032




Lunar New Year | Wednesday 29 January

0 comments

Celebrated across the world, particularly China and throughout East and South East Asia, it is one of the most important festivals in the year for this region. Find out more about how it is celebrated.

BBC receives 9 BAFTA Film nominations



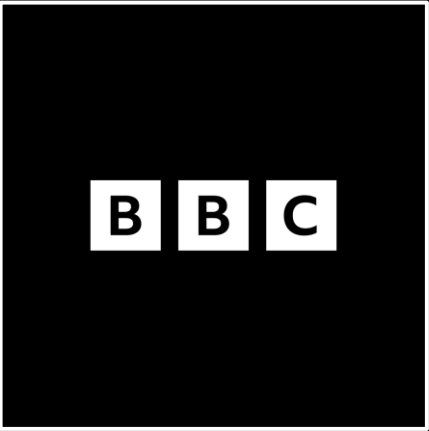
The BBC Marks Holocaust Memorial Day on Monday 27 January

0 comments

On the 80th Anniversary of the liberation of Auschwitz-Birkenau and the 30th anniversary of the genocide in Bosnia, find out more about the wide range of programming across TV, Radio and Online, as well as full coverage of the Auschwitz Ceremony from Poland on BBC One

Kelly Cates, Mark Chapman and Gabby Logan are the new Match of the Day presenters

The route to success



HOW CAN I HELP THE BBC ACHIEVE NET ZERO?

SUSTAINABLE SUPPLY CHAIN

Find out how we are engaging with our suppliers




BBC Ariel

February 10, 2025 · 2 minutes to read

Our BBC

Sustainability



BBC rolls out "ground-breaking" greenhouse gas emissions tracking platform

Developed in partnership with Microsoft, the new "EARTH" reporting tool helps divisions track greenhouse gas emissions down to cost centre level.

BBC Ariel

Monday, February 10, 2025

We recently published our first [Net Zero Transition Plan](#), which details *how* we intend to become a Net Zero organisation by 2050.

So, now we have a clear plan, it's up to us all to play our part in its delivery.

One of the innovative ways we are empowering every division across the BBC to better understand their carbon footprint is through our new, market-leading Environmental Accounting Reporting Tracking Hub (EARTH).

Launched in November 2024, and developed in partnership with Microsoft, EARTH maps our greenhouse gas emissions not only to divisional level, but right down to departmental cost centres.


In short, EARTH tracks *what* emissions are generated, *where* in the organisation and *by whom*.

And if we can track it, we can develop and implement clear actions to address it – and continue to make considerable progress toward delivering against our science-based targets and true Net Zero.

The divisional rollout, led by Net Zero Head, Jigna Chandaria and Programme Manager, Glenn Matty, has started and is already beginning to reap dividends, with the platform highlighting clear decarbonisation opportunities. It's through these insights that will further empower divisions to not only support but contribute to our Sustainability strategy.

"Because EARTH brings together all our emissions data in one place and gives us the ability to drill down into the data, we've been able to answer detailed and specific questions about our major sources of emissions," said Jigna Chandaria, reflecting on early studies. "It is a powerful tool to help us understand our impact on the climate and where to focus our efforts to reduce it."


Sustainability Director Danielle Mulder believes the platform is a game changer for both the BBC and for the media industry. She said: "This is a ground-breaking platform that redefines the way we map and tackle emissions, setting a new standard for the media industry. I am immensely proud of what we have delivered, but it's only another step along the road to true Net Zero."



A Pivotal Moment for the BBC

We talked to Sustainability Director Danielle Mulder to find out how we've taken a major step toward a Net Zero future.


[Read our interview with Danielle Mulder about the Transition Plan](#)



Our Net Zero Transition Plan

How we're going to meet our sustainability targets and achieve Net Zero.

[Read our Transition Plan](#)



Sustainability at the BBC

How the BBC is committed to Net Zero, doing more good than harm for the planet and inspiring audiences on the environment.

[Check out the Sustainability hub on Gateway](#)

HOW IT PERFORMED INTERNALLY

13.4k

Overall Reach

11.7k

Overall opens

48.3%

Reach across BBC

13,209

A Pivotal Moment Reach

2,649

Groundbreaking platform Reach

A Pivotal Moment for the BBC: Second highest reach of any post during January 2025
(first: A record-breaking festive period – Tim Davie)

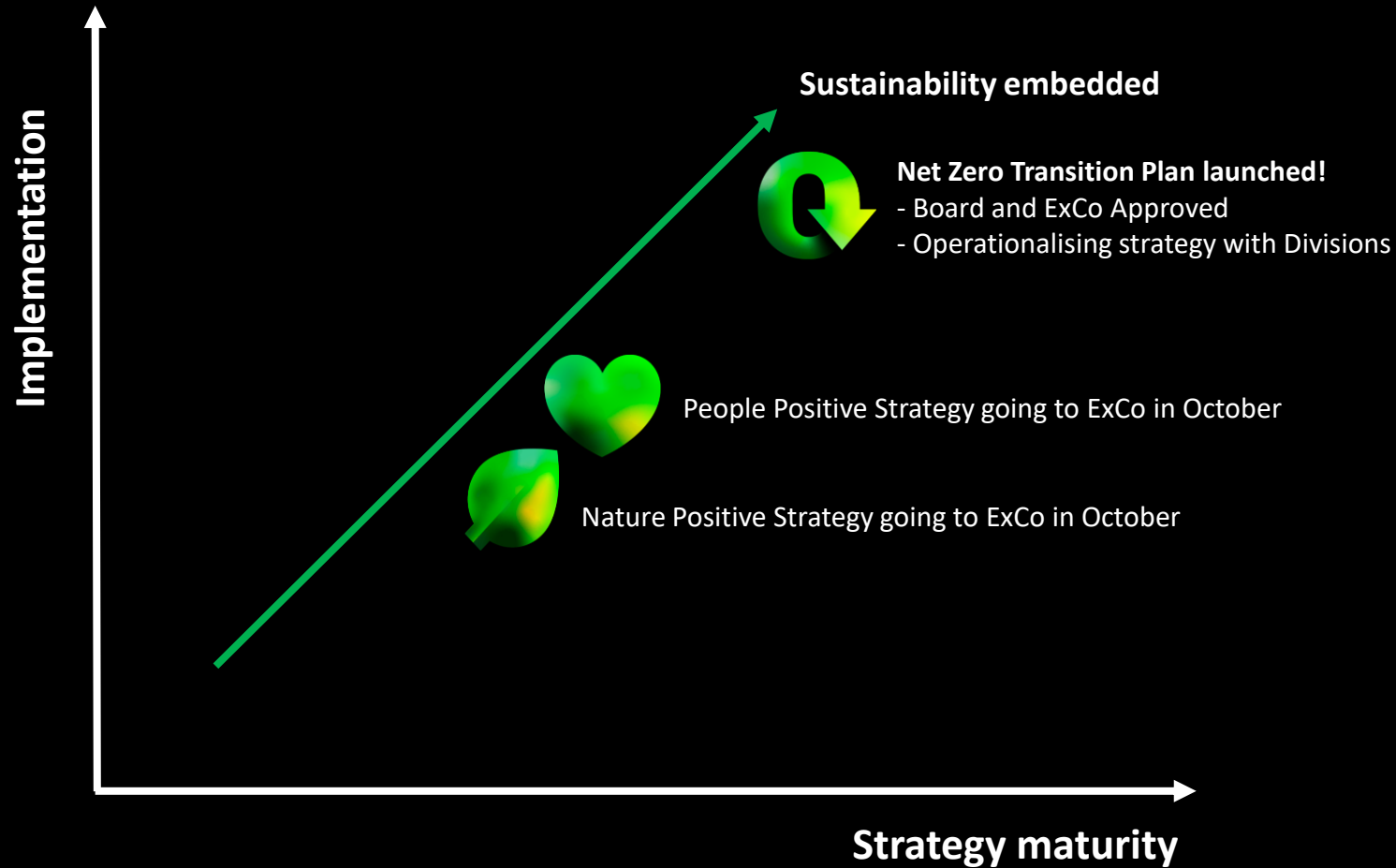
LESSONS LEARNED:

- Early engagement with key stakeholders is key
- Embrace external advice – BBC worked with EY
- Conduct peer reviews – find examples of good plans
- Develop the business case prior to the plan – this is highly recommended!
- Don't underestimate the technical skills required – this is a technical topic!
- Understand where you're likely to get resistance
- Provide language balance for technical v non-subject-matter experts
- Build strong relationships with 'sustainability champions'
- Emphasise the benefits of having a plan and a low-carbon future
- Explain the wider risks mitigated from: staff retention, brand reputation, resource efficiency etc.
- Don't underestimate the design process and time needed to make it accessible and visually appealing
- Needs to be sector / business type appropriate



WHERE WE ARE NOW...

OUR THREE PILLARS: WHERE WE ARE



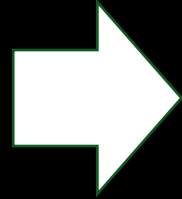
- **AMBITION**
- **ACTION**
- **ACCOUNTABILITY**

We're clear on our strategy and now
moving towards embedding

OUR SUSTAINABILITY PROGRAM:

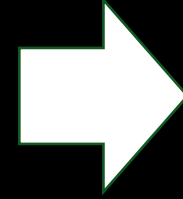
STRATEGY

- Net Zero
- Nature Positive
- People Positive



PLAN

- **Transition Plan**
 - AMBITION
 - ACTION
 - ACCOUNTABILITY



DELIVERY

- Operating model
- Enabling technology / MSM EARTH
- Reporting and Disclosures
- Climate content tracking
- Sustainable culture - engagement

A swallow bird is perched on a thin, vertical branch. The bird has a white underbelly, a dark blue-black head and back, and a reddish-brown throat. Its wings are spread, showing dark feathers with white patches. The background is a blurred blue sky with green foliage at the bottom.

OUR NATURE POSITIVE STRATEGY

2025

OUR NATURE METRICS AND TARGETS

Our metrics and targets are designed to complement our Net Zero targets and are aligned with SBTN’s science-based approach to ensure we meet future expected disclosure requirements, which include TNFD and IFRS. No additional resource is required to develop and monitor our metrics as some of this data is already collected and in place. We intend to capture and track this data in our EARTH accounting platform in the future, to ensure we have our data in one place to track progress.

Land & Biodiversity

Target*	Baseline	Progress
Reduced UK buildings footprint	FY 2019/20 – calculated for 79 sites – **326,500 m²	Downward trend***
Landscape engagement - Biodiversity uplift at key UK&NI sites and hubs	***Ecological value calculated at four sites initially	No sites started but targeting key hubs
Compliance with Sust Supply Chain Code nature min standards	Introduced in 24/25	
Compliance with Biodiversity Productions Code	To be introduced in 25/26	
Tracking nature content trends, impacts, reach	To be introduced in 25/26	

Waste

Target*	Baseline	Progress
Zero Waste to Landfill at all sites in England, Wales, Scotland and NI	FY 2019/20 – Not accredited	2024/25 - Accredited in 66 UK offices.
50% reduction UK physical waste by 2030/31	FY 2019/20 – 3786 tonnes	FY 2024/25 – 2021 tonnes - 47% reduction achieved to date
Re-use / circular economy***	RAMCO and Circular Wood in place	£X revenue achieved to date

Water

Target*	Baseline	Progress
Operational water usage – reductions at key UK buildings in high-risk areas	FY 2019/20 – calculated for 13 sites – 274,000 litres	FY 2023/24 – 195,000 litres – 28% reduction
Indirect water usage – supply chain reduction in key risk areas	***Working with suppliers to obtain	



BBC

OUR PEOPLE POSITIVE STRATEGY

2025

SERVING OUR AUDIENCES: CONTINUOUS IMPROVEMENT



OUR FLAGSHIP NATURAL HISTORY PROGRAMMING

Pioneering, innovative, inspiring, topical, landmark factual content from across the planet....**for our planet** for nearly 70 years.



ACROSS ALL OUR CONTENT

The BBC is a key signatory on the Climate Content Pledge, signed at COP26 with 11 other broadcasters and streamers.

This requires us to deliver **more and better climate storytelling** for all our audiences, which is informed by the latest science.

Embedding relatable climate stories naturally across our programming slate for all our audiences i.e. Drama, Daytime, Sport, Children's and Audio.



OUR IMPARTIAL JOURNALISM

In our **pursuit of truth with no agenda**, BBC News continually strives to reach audiences with new ways of educating and informing on all aspects of climate change for audiences everywhere – locally, nationally and globally.

OUR CALENDAR OF EVENTS

We have developed a calendar of events to **drive active engagement** across the BBC, our supply chain and wider industry. This enables team work and **collaboration** with internal colleagues and externally; with industry peers, partners and associations to **deliver our ambition and targets**. Everything we do is underpinned with scientific rigour and measurement.

We work closely with:

- **Divisional Sustainability leads** and Transformation to drive our change program across Public Service and Commercial, nationally and globally
- **Corporate comms** to deliver key messages and activities aligned with the corporate calendar
- The **Academy** for bespoke training and impactful events
- Audiences who provide creative inspiration for **commissioners and content** divisions rooted in audience research and insights
- **Procurement** for regular supplier engagement and decarbonisation support and, the now annual, supplier symposium
- Partnerships to maximise synergies from collaborating with key organisations on initiatives
- **Property, Finance and Technology** on projects which make the organisation more sustainable – environmentally, socially and financially
- **BAFTA albert** for wider industry decarbonisation and events which enable progress
- **edie, ISEP et al** for continuous learning and collaboration on resources, webinars and industry events

This approach enables planning, tracking and **maximising the collective impact** from resources, time and themes.

“BBC is the most trusted source for reliable environmental information.”

“74% of UK adults use BBC News on average per week – well ahead of the next nearest provider”

“The BBC is carrying the UK’s voice, values, and influence to a weekly audience of 453 million people worldwide”

Source: BBC Annual Report & Accounts 24/25

QUESTIONS?