



Tackling the Climate Emergency ⚡

June 2024



Guy Martin's Great British Power Trip



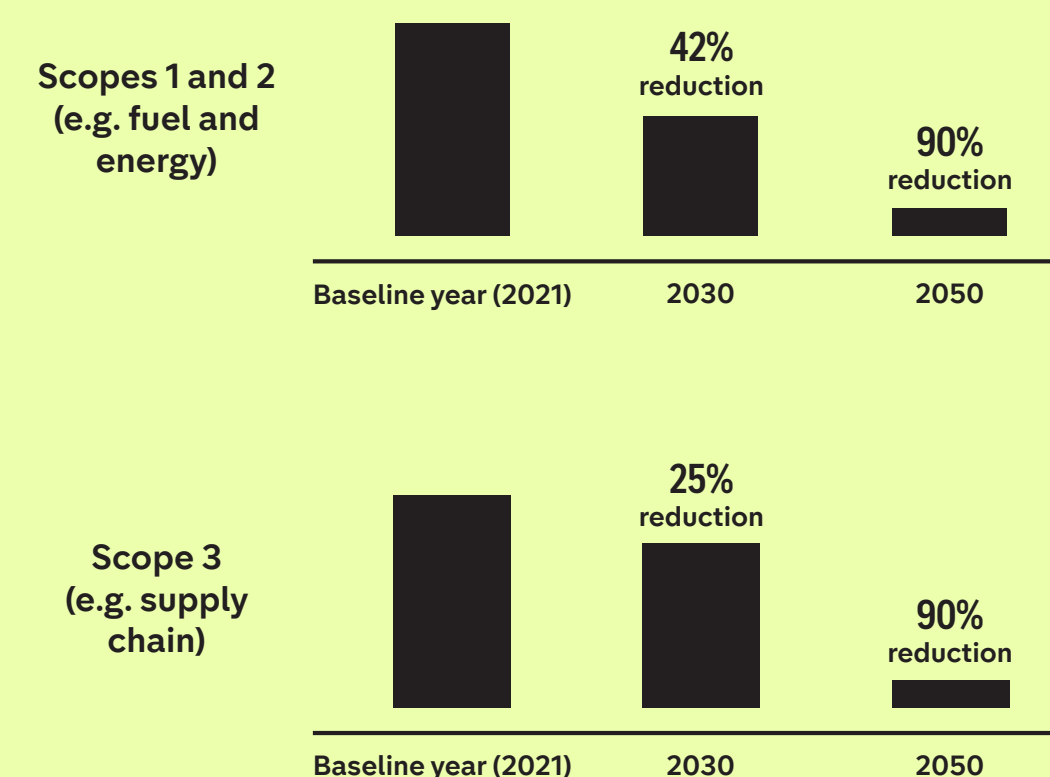
Inside the Shein Machine: UNTOLD

Introduction

For over 40 years, Channel 4 has been using the power of its programming to drive national conversations on important societal issues, including those relating to climate and sustainability. With a remit to inspire change, Channel 4 is committed to using its programming to empower viewers to take positive actions to live more sustainable lives, and to shine a light on the worsening impacts of the climate emergency.

Driving *off-screen sustainability*

Channel 4 has strengthened its existing climate commitments by aligning to the **Science Based Targets initiative (SBTi)** with robust company-wide emission reduction targets, reinforcing its longstanding commitment to net zero.



Inspiring *systemic change*

As a founding signatory of the **Climate Content Pledge**, Channel 4 is committed to reaching more of its audiences with content that helps everyone understand and navigate the path to net zero, and inspires them to consider greener choices.

4.1m

viewers reached by **Channel 4's Change Climate season** of programmes dedicated to exploring solutions to the climate crisis

86%

of viewers of the season agreed that shows like these "are important for raising awareness of issues related to the climate crisis"

50%

of viewers of the season claimed to have spoken to others about the issues raised in the programmes

44,000+

people have written to their water company to ask that they stop paying shareholder dividends, and instead use this money to improve the sewerage system, following **Joe Lycett vs Sewage**



Joe Lycett vs Sewage

Sparking national *conversations*

Channel 4 is at its best when it adopts an irreverent tone to highlight serious issues. The **Change Climate season campaign** by 4creative illustrated this well – featuring those in positions of power in carbon skid-marked pants – shifting the focus from individuals to Government and corporations.

50%

The bold campaign reached more than 50% of the population, sparking conversations and driving debate across the UK

81%

of viewers of the Change Climate season campaign acknowledged that “corporations should be doing more to combat the climate crisis”



Change Climate Campaign



Second Hand Style-Up

Harnessing the *power of advertising*

As a member of **Ad Net Zero** we are committed to harnessing the power of advertising to support people to navigate the climate emergency, partnering with sustainable brands.

Case Study: *Vinted*

Channel 4 partnered with pre-loved fashion platform Vinted on a trailblazing cross-platform branded campaign that sought to empower viewers to simultaneously make a positive impact on their wallet and on the environment.

7.8m

views of the branded entertainment series Second Hand Style-Up and more than 40,000 hours of watch time on YouTube

74%

of lapsed Vinted users said they were re-considering selling clothes on the platform after watching the series

Working together to drive *meaningful change*

Channel 4 is committed to working with the wider industry to ensure we can be part of positive change. We have a longstanding commitment to net zero and work closely with our production partners to better understand where emissions are coming from and how we can collaborate on reductions.



Chris Packham: Is It Time to Break the Law?



The Big British Beef Battle

More information

Sustainability at Channel 4 [🔗](#)

4Producers: Sustainable production at Channel 4 [🔗](#)

ADGREEN

AD NET ZERO
ALL FOR NONE

ALBERT

DIMPACT
Insight to action on digital carbon impacts

SCIENCE
BASED
TARGETS
DRIVING AMBITIOUS CORPORATE CLIMATE ACTION

SAIL

thinkbox

United Nations
Climate Change



The Great Climate Fight