



# Tackling the Climate Emergency ⚡

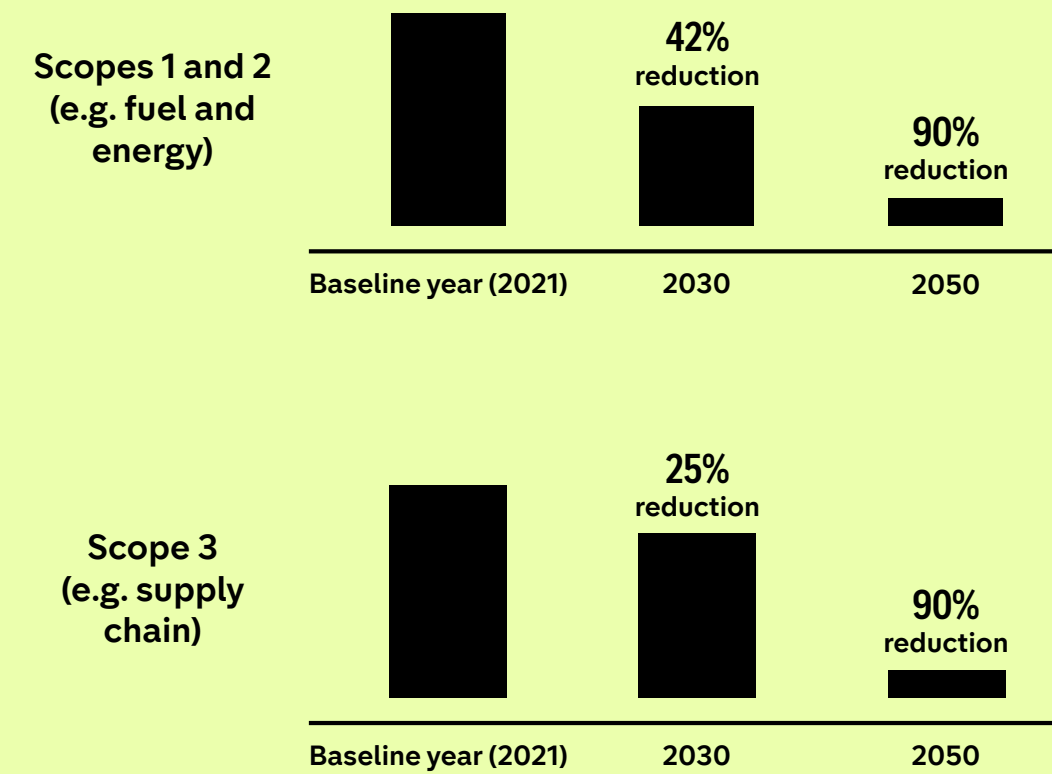
June 2024



Guy Martin's Great British Power Trip

## 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**



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.



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”



## 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.



## More information

[Sustainability at Channel 4](#)

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



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DIMPACT  
Insight to action on digital carbon impacts

SCIENCE BASED TARGETS  
DRIVING AMBITIOUS CORPORATE CLIMATE ACTION

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