



Inspiring a more sustainable future 2025

Since its inception, Channel 4 has used the power of storytelling to drive change. Today, our content empowers viewers to take positive action towards a sustainable future and build awareness of the climate emergency.

Award-winning sustainability on-screen

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.

Climate Impact Award

The Great Climate Fight – starring Kevin McCloud, Mary Portas and Hugh Fearnley-Whittingstall – won the 2024 Climate Impact Award at the Edinburgh TV Festival. This marked Channel 4's third consecutive win in the category.



Campaign Ad Net Zero Award

Our Change Climate Season earned a Campaign Ad Net Zero award for the 'Carbon Skidmarks' campaign by 4Creative.

Harnessing the power of advertising

As a member of Ad Net Zero, we help advertisers connect with audiences through campaigns that encourage sustainable behaviours.

Showcasing greener solutions through innovative partnerships

Case study: Vinted

Our partnership with Vinted includes the digital series **Second-Hand Showdown with Vicky Pattison**, encouraging sustainable fashion and eco-conscious choices:

3.6m

minutes streamed

50k

engagements

60%

of viewers said Vinted were 'fashion industry leaders in reducing environmental impact'

12m

social views

Case study: B Corp

Channel 4 proudly supports B Corp and the role of business as a force for good. In 2025, five B Corps won free airtime through our Channel 4 Sales' [competition with B Lab UK](#) – showcasing the power of TV to scale sustainable brands.

Case study: E.ON Next

In partnership with E.ON Next, **The Secret Life of 5-Year-Olds** combined entertainment and education to tackle eco-anxiety and climate awareness among children, empowering them to adopt energy-saving habits from an early age:

22m

views across social platforms

83%

of viewers believed campaigns like this can drive positive societal change

89%

of children liked the series, and said it helped them realise they can make a difference



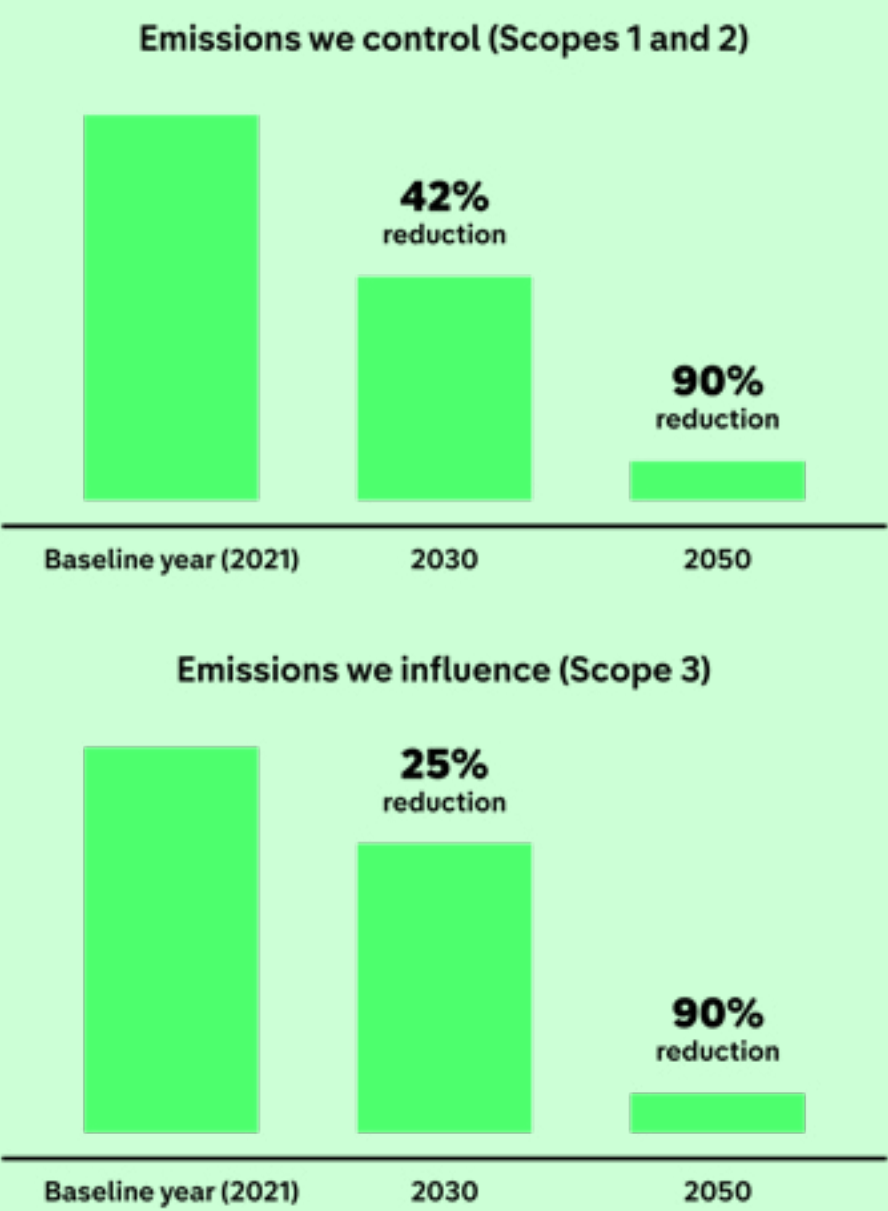
Second-Hand Showdown with Vicky Pattison

Channel 4 News' Climate Watch

Channel 4 News launched 'Climate Watch' in 2024 – a weekly evening segment that contextualises extreme weather events within the framework of climate science. Delivered by weather presenter Liam Dutton, these updates help viewers to understand the impact of climate change on daily life.

Driving off-screen sustainability

Channel 4 is not just reflecting climate concerns on screen – we're taking action across our operations, supply chains, and industry partnerships to drive change. Our ambitious but achievable emissions reductions targets – aligning to the Science Based Targets initiative (SBTi) – reinforce our longstanding commitment to net zero.



Introducing our Sustainable Production Principles

Channel 4 has introduced 10 Sustainable Production Principles – a clear framework for driving down emissions and reducing environmental impact across every production, available as a resource for producers on our website.



Joe Lycett vs Sewage

Helping to reduce emissions from advertising campaigns

Channel 4 Sales was the first commercial team within a major UK broadcaster to provide advertisers with emissions data, in partnership with Scope3 – helping to reduce the carbon footprint of media campaigns.



The Big British Beef Battle

More information

[Sustainability at Channel 4](#)

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

[Change Climate collection](#)



The Great British Bake Off

Our climate roadmap

We've made sustained progress on our journey to net zero – and we're just getting started.

- 2020**
 - Channel 4's original **sustainability roadmap** launched
 - Founded 4Earth, our employee resource group for climate and sustainability
- 2021**
 - Embarked on **cross-broadcaster collaboration** for COP26, including signing up to the **Climate Content Pledge**
 - Dedicated Sustainability team** put in place
- 2022**
 - Mandated **albert Carbon Action Plans** for all productions
 - Established carbon emissions baseline across all Scopes
 - First year of alignment with **TCFD framework**
- 2023**
 - Science Based Targets** verified
 - Change Climate** season aired
 - Suppliers engaged** via albert and CDP
- 2024**
 - Launched four **new cross-broadcaster albert taskforces**
 - Leveraging carbon data** to forecast emissions and drive future reductions
 - Strengthened **governance structure and working groups**
- 2025 -30**
 - Energy-efficiency measures** across our workspace
 - Engagement with production sector and indirect suppliers** to reduce emissions
- 2030**
 - Deadline for near-term emissions targets**