



Climate leadership on screen. Real impact off screen. 2026

Since its inception, Channel 4 has used the power of television to spark debate, challenge norms and inspire change. Sustainability is important to our public service mission, reflected both in the stories we tell and the way we operate commercially.

Embedding sustainability on-screen

As a founding signatory of the Climate Content Pledge, Channel 4 is committed to embedding climate and sustainability themes into its mainstream programming – reaching audiences with content that helps them better understand the path to net zero and feel empowered to act.

Recent climate stories featured across entertainment, documentary, news, and factual genres – from *Dirty Business* and *Guy Martin's House Without Bills* to *Sandi's Great British Woodland Restoration*, *The Sycamore Gap Mystery* and *Channel 4 News* – continue to make climate change a regular part of Channel 4's editorial agenda.

Nearly 100

programmes included climate or sustainability references in 2025.

CASE STUDY: DIRTY BUSINESS

Dirty Business – the shocking real-life drama of victims, whistleblowers and England's water companies – brought the issue of sewage pollution into the mainstream.

4.2m viewers

across streaming and linear, the three-part series challenged perceptions and drove behavioural impact – increasing understanding of sewage dumping and its consequences, while prompting discussion and action.

8 in 10 (79%)

said they're more likely to pay attention to news or information about water quality after watching the programme.

7 in 10 (71%)

claimed they've talked to others about the issues raised.

"I told my family to watch the series and I wrote to my MP. I was shocked to find that sewage is still being dumped in the sea and rivers. Shameful."



Dirty Business

B Corp x Channel 4 Sales: Accelerating Sustainable Growth

Partnering with B Lab UK to help purpose-led brands grow through the power of TV advertising and inspire more sustainable consumer choices.

+54%
B Corp awareness

+112%
branded search growth

85%
more likely to consider purchasing from a B Corp

CASE STUDY: GUY MARTIN'S HOUSE WITHOUT BILLS

Guy Martin's House Without Bills – co-funded by Nesta as part of its Greener Homes Initiative – offered a timely and accessible guide to making our homes more energy efficient.

2m viewers

across streaming and linear, the programme combined expert insight with practical tips, and helped turn awareness into action.

8 in 10 (80%)

of surveyed viewers said they're likely to put some of the programme's practical energy-efficient tips into practice in their own home.

1 in 2 (52%)

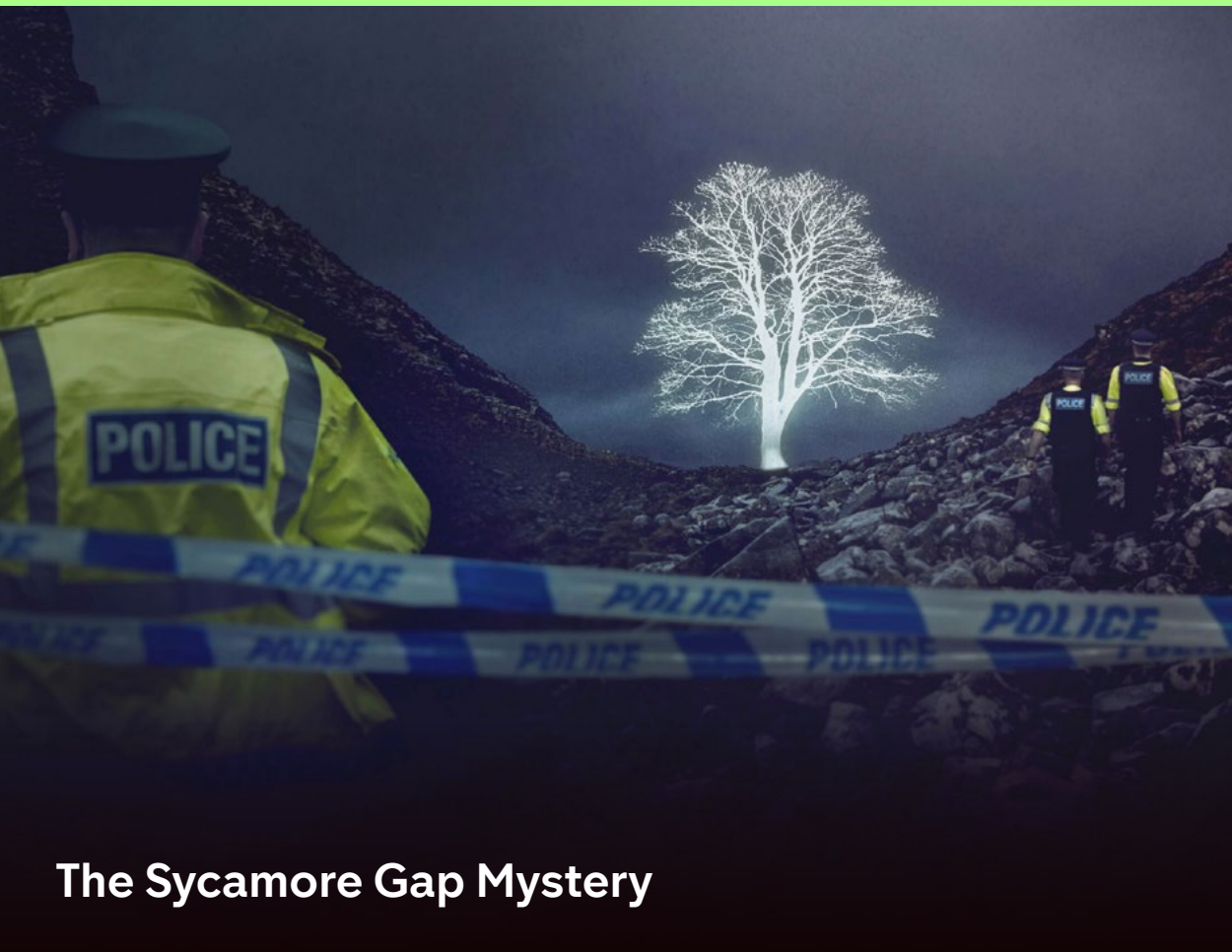
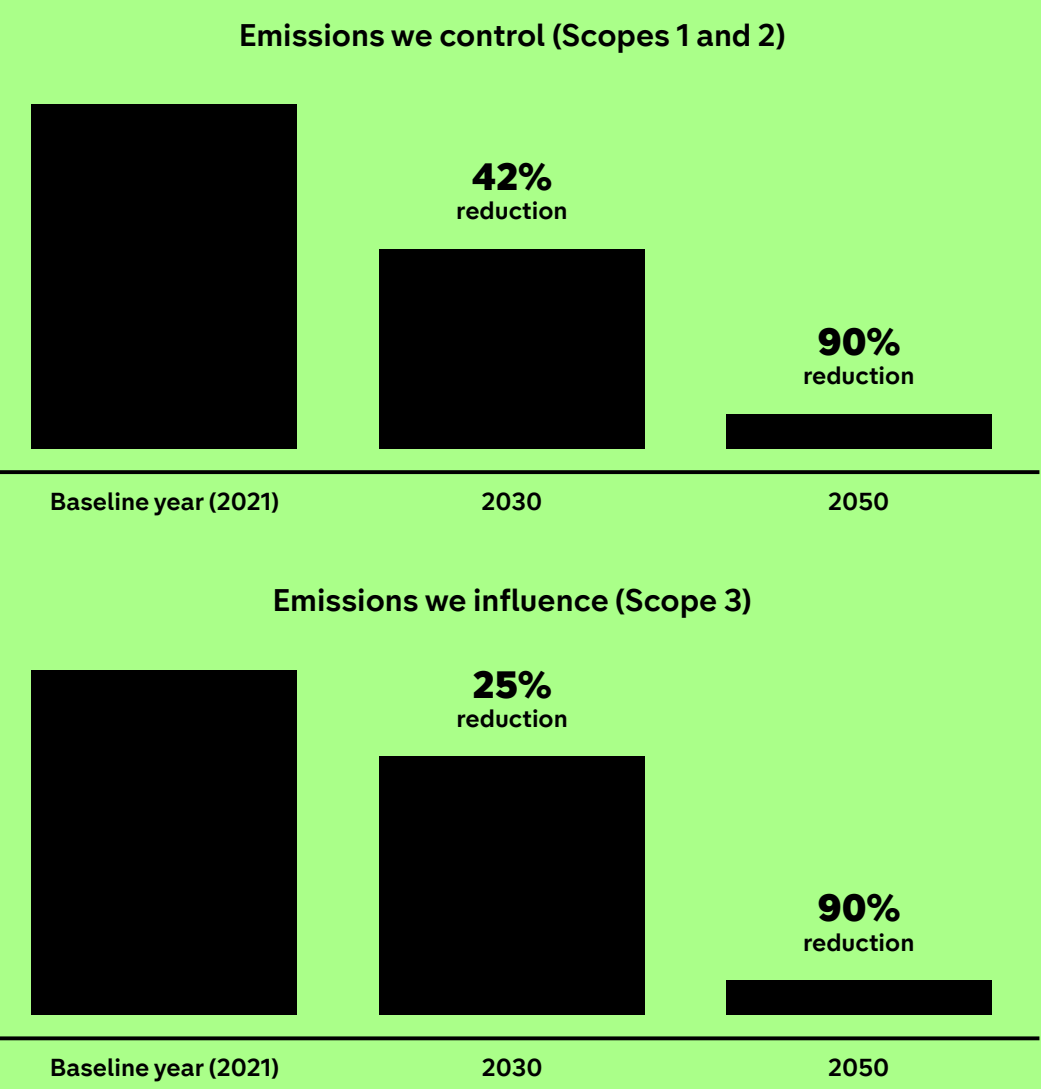
said they have or plan to make changes to improve energy efficiency or reduce carbon emissions in their own home after watching.



Guy Martin's House Without Bills

Building a lower carbon Channel 4

Channel 4 is not just reflecting climate concerns on screen – we’re acting 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.



The Sycamore Gap Mystery

Turning sustainable production principles into impact

Our producers are embedding sustainability into their productions and making tangible progress against our **10 Production Principles**. For example, new action-thriller *Deadpoint* delivered meaningful carbon savings through a combination of clean power, low-emission transport and thoughtful resource management, and upcoming drama *Major Players* made targeted sustainability interventions that delivered strong emissions reductions, particularly in power and fuel.

The carbon footprint for *Falling* was **64% lower than the drama industry average.**

Collaborating with the industry

Productions: In 2026, we are working across the industry, from suppliers and sustainability consultancies to broadcasters, to support our productions’ transition to the new BAFTA Albert Next Generation Toolkit, ensuring our productions can accurately track, record and reduce their carbon emissions and continue to achieve BAFTA Albert Certification. We are also collaborating with peer broadcasters to accelerate the transition to clean power through **SPARK** – the industry roadmap for clean temporary power.

Advertising: We continue to work with Ad Net Zero to help shape and accelerate the industry’s transition to lower-carbon advertising.



The Great Pottery Throw Down

More information

[Sustainability at Channel 4](#)

[4Producers: Sustainability In Production](#)



Sandi's Great British Woodland Restoration

Our climate roadmap

We’ve made sustained progress on our journey to net zero – and there’s more to come.

- 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**