

PLANET PLACEMENT

A guide to supporting audience engagement
with environmental sustainability

This guide has been produced by albert, the leading UK environmental sustainability initiative for the visual arts. This guide has been written by Aaron Matthews with guidance and support from the BAFTA albert Consortium, Writer's Guild of Great Britain, Directors UK and One Pumpkin Advisory.



Let's identify and act on the opportunities to help audiences engage with sustainable living, in all programming.

It is aspirational, sexy and easy.

albert exists to support the UK production and broadcast industry's transition to environmental sustainability, working in collaboration to accelerate the adoption of best practice. A key part of this task is to help audiences understand the necessary small and large scale changes that will form part of an environmentally sustainable United Kingdom.

The science pointing to the causes and future consequences of climate change is beyond question and doom-laden. Yet this seemingly likely apocalyptic future is not yet set in stone and grows increasingly less likely as our technological capabilities and determination grow. Whilst the impacts of climate may be uncompromising, our creative response has the benefit of flexibility. Immediate action must be taken but we should remain optimistic about the possibility of better, healthier, happier lives.

Recent international pledges have set in motion a mass change for governments, businesses, religious communities and civic society to readdress societal environmental sustainability. These signal upcoming and fundamental changes in transport, energy production and diet. The broadcast industry has a unique opportunity to be part of this shift - it must enable audiences to understand, participate in and influence the outcomes that, if left unaddressed, will have a monumental impact on humanity. This guide is aimed to be a supportive document, outlining key challenges and suggesting solutions in order to enable the editorial community to support sustainable living.

What's this all about then?

The world is becoming environmentally sustainable. As a result, we are already experiencing changes in the way audiences:

- Eat;
- Travel;
- Dispose and procure goods and services;
- Interact with the built environment;
- Understand environmental sustainability.

Public service broadcasters have a stated purpose to sustain citizenship and civil society by encouraging engagement about topical issues. To improve the authenticity of programme content and fulfil a responsible public service remit, broadcasted content must pay close attention to how the world is changing, amplifying the possibilities of a better future rather than reflecting the unsustainable past.

Dear Commissioning Editors and Executive Producers,

Gatekeepers of authenticity and 'grown-up' with the final say, looking across editorial content narrative, look, tone, design, impression and style, you must ask yourself one question:
can this production support sustainable living?

Greetings Screenwriters,

You may not know it, but you are in charge of how sustainability feels. It must be aspirational, sexy and accessible. Through storylines and character choice, you might ask yourself: **can this narrative take environmental sustainability to a new audience?**

Hi Producers and Directors,

Your skilled ability to focus discussion onto the most interesting components of a narrative allows you to subtly shift the dial towards sustainable living. **How might you help audiences achieve this in an exciting and authentic way?**

Hello Designers,

Your creative vision is a reality for your audiences and often imitated directly or without intellectual engagement. Whether designing a street, an outfit, a funeral or an office, you have the ability to show audiences what sustainable living looks like. **How might you best capitalise on the opportunity?**

How do we do that?

To support an environmentally responsible society, opportunities to champion sustainable living must be identified and acted on, gently bringing audiences on a journey led by clever and authentic content, character behavior and interaction with the sustainable economy.

Think... food, transportation, product ownership, clean energy, the circular economy, finance, business, recycling, resource efficiency, product choice, divestment, built environment, farming, ethical purchasing and disposal.

We have six main opportunities:

- 1 To understand and amplify positive societal shifts
- 2 To put the planet into everyday content
- 3 To show sustainable spaces
- 4 To display positive environmental behavior
- 5 To raise the big issues
- 6 To frame the change positively

Reality check!

Contemporary narrative must portray life as it is, setting all contemporary productions in a bright green futuristic utopia would not be authentic at all. Instead, this is about identifying and amplifying the existing positive change which may help drive behavior to where it needs to be. It is in all of our best interests to do so.

Let's Go...

Is anyone **Chowing Down**?

If anyone in the programme is eating or preparing food, best practice today is to use:

- fewer animal products;
- fewer products linked to environmental degradation, palm oil etc;
- more products with an environmental certification;
- more diverse staples carbohydrates.

Is anyone **On the Move**?

If the programme features any kind of transport, best practice today is to travel:

- less;
- in modes of transport most closely suited to journey needs;
- in low-carbon transportation;
- in self-powered transport;
- on public transport.

Has anyone **Got Anything Nice**?

If your programme features people buying, using or disposing of stuff, best practice today is to use products which:

- challenge existing ideas of ownership; with multiple individual users;
- are made in a way that minimises waste, pollution or carbon emissions;
- are used in a way that supports people and planet;
- have their disposal planned by those who made them.

Are they **Behaving Themselves**?

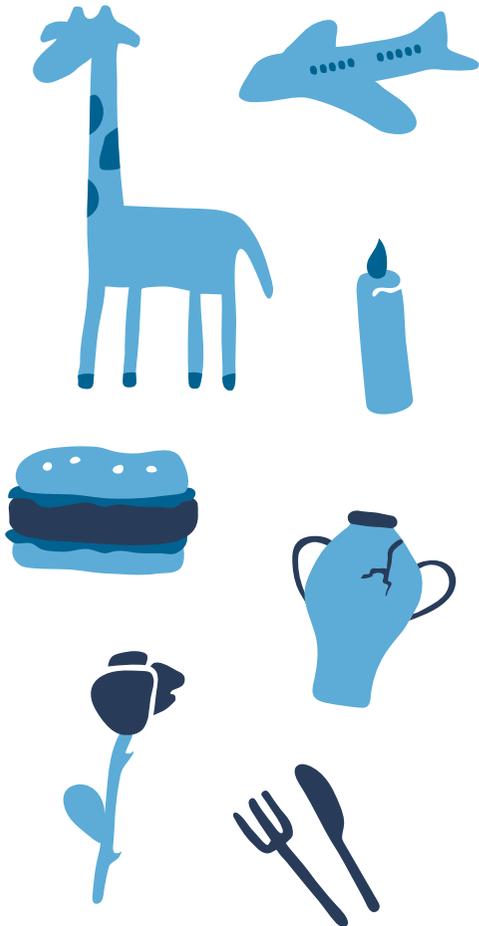
If the programme features people interacting with a built environment, best practice today is to use technology which helps people minimise their environmental impact with:

- Using smarter technology;
- Disposing of materials differently.

Do they know **What On Earth is Going On**?

If the programme contains any people, best practice today is to:

- Understand the principals of sustainable living;
- Understand how environmental sustainability is relevant.



Antiques

- Could reference be made of the environmental sustainability of the materials which items are made of?
- Could presenters travel in low carbon transportation?
- Could comparison be drawn between expected length of use compared to modern counterpart?
- Could commentary include referencing how the material an item is made from will be affected by climate change?

Motoring

- Could reference be made to car emissions and climate change?
- Could the show include a segment on low-carbon innovation?
- Could the show include a segment about why low-emissions are important?

Travel

- Could reference be made to the difference in carbon emissions between plane and rail transport?
- Could reference be made to how specific areas might be impacted by climate change be made?
- Could an explanation on how to offset be offered?

Dating

- Could contributor introductions include carbon footprints?
- Could contestants woo with organic roses?
- Could scenes be set in sustainable restaurants?
- Could contributors ask questions on sustainable living?

Wildlife

- Could the impact to wildlife of consumer products/waste be mentioned? Microbeads, palm oil, carbon emissions etc.
- Could climate change implications for specific species be brought to the attention of the audience?

Food

- Could narrator comment on food composting?
- Could programmes feature products free from palm oil?
- Could carbon emissions from food types be compared?
- Could an explanation of environmental certification schemes be offered?

Gardening

- Could gardening shows make the direct links between climate change and plant stress?
- Could there be guidance on planting around solar panels?
- Could we profile gardeners installing green roofs, water butts, wormeries, compost bins?
- Could the need for insect friendly flora and low-impact planting be mentioned?

Money

- Could narrative include moving investments out of fossil fuels?
- Could editorial include ethical finance?
- Could the programme talk about the carbon bubble?
- Could the programme reference the impact of aligning ethics and purchasing?

Consumer

- Could consumer shows investigate the true cost of unsustainable products?
- Could the programme talk about the circular economy?
- Could greenwash be scrutinised?
- Could the environmental cost of different forms of energy production be discussed?

Property

- Could commentary include referencing how building materials contribute/will be affected by climate change?
- Could the environmental and financial cost benefit analysis of solar, insulation, water butts, heat pumps and low energy lighting be explored?
- Could property prices talk about risks of climate change-related flooding?

Lifestyle/vocation

- Could the programme include cut-aways to renewable energy generation?
- Could the relevant sector's sustainable business be explored and explained?

Talent

- Could the show's stars travel in low emission vehicles?
- Could the co-host comment on the carbon footprint of a particular act?
- Referencing climate change, could thanks be given to the audience members who travelled on public transport?





Style/fashion

- Could questions be asked about who made the garments?
- Could reference be made to the environmental sustainability of the materials which items are made of?
- Could the reduce environmental impact of buying fewer better clothes be highlighted?

Studio magazine/talk show/ current affairs

- Could the show's stars travel in low emission vehicles?
- Could contributors with environmental interests be found?
- Could any of the hot topics be featured?
- Could an episode be themed around sustainable living?

Reality

- Could contributors travel in low carbon transport?
- Could they be based around sustainable economy challenges?
- Could questions around sustainable living be constructed?

Comedy panel/game show/ quiz show

- Could sustainable living features in questions/activities?
- Could sustainable living politics be discussed, debated and challenged?
- Could contestant introductions include carbon footprints?
- Could there be quiz questions on climate change?

The weather

- Could current atmospheric carbon concentration be added to the forecast?
- Could the expected degree that weather events have been influenced by climate change be stated?
- Could pollution levels be mentioned regularly and linked back to source?

Scripted drama and comedy

- Could the home, street or office be designed with environment sustainability in mind?
- Could the characters behave in an environmentally sustainable manner?
- Could there be storyline around any of the hot topics?

Left you wanting more?

Email info@wearealbert.org, we'll help you explore the topic and design your own planetary intervention.

Homes

- De-centralised energy; household batteries, heat pumps, solar panels, etc.
- Low energy lighting
- Energy saving technologies, sensors, etc.
- Water saving products, including water butts, low flush toilets
- Use of reusable crockery and glassware instead of any single use items
- Vegetable patches and edible window boxes

Kitchens

- All recycling streams (compost, garden, glass, plastic, paper, cardboard), with recycling displayed most prevalently
- Ethical products
- Low energy appliances with visible ratings
- Lids on pans
- No disposables

Street scenes

- De-centralised community energy, solar panels
- Recycling bins
- Low energy street lighting
- Low impact, insect friendly plants
- A sustainable transport infrastructure
- Cycle racks and schemes
- Community transport schemes
- Electric car charging
- Shared spaces

Offices

- Inclusion of low sustainable technologies – video conferencing facilities, light sensors, energy and water efficient products
- A sustainable transport infrastructure
- Office gardens
- Recyclable products

It looks like this...

Using re-usable products

Switching off

Working in the sustainable economy

Asking for fair-trade/ethical/sustainable/re-usable products

Recycling /donating/composting/waste items

Casually attribute a positive action to sustainable living

Using a reusable product

Walking, cycling and taking public transport

Acknowledging an environmental responsibility

Referencing their carbon footprint

Understand the principals and benefits of sustainable living

Some bad things...**Palm oil**

A plant substance linked to tropical deforestation found in foods and cosmetics

Unfounded denial

A rejection of proven scientist understanding

Climate tipping points

A point at which climate change becomes self-sustaining and irreversible

Food insecurity

Challenges to food production created by climate change

Loss of biodiversity

A reduction in the species and quantity of life on earth

Ocean acidification

A change in the chemistry of the oceans that threatens all marine life

Pollution

Presence of a substance which has harmful or poisonous effect

High impact diets

Foodstuffs which have a high carbon footprint per calorie

High carbon transport

Transport which has a high carbon footprint per distance travelled

Cement manufacture

A carbon intensive process necessary for modern construction

Intensive farming

Agriculture that requires a high input of resources

Climate change refuges

Those displaced by the direct and indirect impacts of climate change

Carbon bubble

The fossil fuel assets on which companies are valued that must never be realised

Extreme weather

Unusual weather at either extreme of what is considered normal

Biofuels

Fossil fuel alternatives that use land that might otherwise be used for food production

Geoengineering

Intentional human alteration of the climate

Sea level rise

A change in the average height at which the sea meets the land

Flooding

Breaching of the usual limits for a body of water

Deforestation

The removal of natural woodland or forest

Some good things...**Environmental certifications**

Reassurance of the environmental credentials of a product or service

Residential low-carbon installations

Technology to help improve energy efficiency in the home

Offsetting

Proportionate investment in projects to take carbon out of the atmosphere

Ethical finance

banking that invests in projects which help create a sustainable world

Community energy schemes

Groups of residents who create electricity themselves

Low carbon electricity

Electricity produced with a low carbon footprint

Low-impact diets

Foodstuffs that have a lower adverse environmental impact

Circular economy

A consumer model in which resources are used to their maximum potential

Low-carbon transport

Transport which has a low carbon footprint per distance travelled

Sustainable architecture

Building design which minimises negative environmental impacts

Permaculture

Agricultural ecosystems intended to be sustainable and self-sufficient

Geoengineering

Intentional human alteration of the climate

Sharing economy

Socio-economic system built around the sharing of human and physical resources

Biofuels

Biological fuels with carbon emissions proportionate to that sequestered in production

Ecological flood protections

Natural ecosystems that reduce flood risk

Cap and trade

Market-based approach to controlling carbon emissions

Reforestation

Reinstatement of natural woodland or forest

So you pledged to make a change, lastly consider the best way to position it.

- Would it be possible, through the programme narration, presentation or script lines, to let the audience know the reason for the intervention?
- Has the intervention been positioned in line with current scientific consensus?
- Has the intervention been positioned as a pain in the backside or welcomed modern day miracle?
- Has the tone of the intervention been charming rather than schooling?