

PROGRAMME

THURSDAY 10 APRIL 2025

Timing in CEST

09:45 – 10:00	Welcome to the Sustainability Summit	Noel Curran (EBU, Director General) Antonio Arcidiacono (EBU, Director of Technology & Innovation)
10:00 – 10:05	Housekeeping	Hemini Mehta (EBU)
10:05 – 10:20	NRK's Green Commitment	Vibeke Først Haugen (NRK, Director General)

SESSION 1: WORLD VIEW

Moderated by Hemini Mehta (EBU)

10:20 – 10:40	Climate Communications: Science and Solutions for Sustainability	Martina Donlon (UN)
10:40 – 11:00	Sustainability in ABC Strategy	Martin Southgate (ABC)
11:00 – 11:20	NHK's Environmental Management - Looking to the Next 100 Years	Shoko Taira (NHK)
11:20 – 11:40	Building a Sustainable Public Service Media Company	Athena Trastelis (CBC/Radio-Canada)
11:40 – 12:15	<i>Break</i>	

SESSION 2: REPORTING

Moderated by Jens Müller (ZDF)

12:15 – 12:35	CSRD and Public Service Media	Sophia Wistehube (EBU) Sofia Nobre (EBU)
12:35 – 12:55	CSRD as a Strategic Value-Driver	Peter Søndergaard Andersen (TDC NET)
12:55 – 13:30	Panel - Our Reporting Experiences	Jitka Kazimírova (Czech TV) François-Xavier Georget (France TV) Pia Halldorsson (DR) Zoe Constantinou (ITV)
13:30 – 14:30	<i>Lunch break</i>	

SESSION 3: TEMP POWER & GREENER ALTERNATIVES

Moderated by Phil Holdgate (ITV)

14:30 – 14:50	Intro to the MEDIA Carbon Calculator	Florian Reimann (Yamdu)
14:50 – 15:10	How data enable decarbonisation of Film and TV	Alex Lewis-Jones (Creative Zero)
15:10 – 15:55	Key concepts of energy, carbon footprint and solutions	Lucas Boubel (Ecoprod) Abe Cambridge (Cinergy) Benjamin Barrett (Independent) Peter Paul van Voorst (Skoon) April Sotomayor (albert)
15:55 – 16:10	<i>Break</i>	

SUSTAINABILITY SUMMIT

PSM GOES GREEN

SESSION 4: NEW EMERGING TECH & ITS IMPACT

Moderated by Natasha Westland (BBC)

16:10 – 16:50	Environmental impact of AI	Payal Dhar (Journalist) Cedric Lejeune (Founder) Mohit Arora (BBC) Frans Melissen (Breda University)
16:50 – 17:00	End - Wrap Up	Hemini Mehta (EBU)