



Case study
Sector: Media & Entertainment
Country: UK and Europe



Sky is the operator of the leading multichannel television platform in the UK and Ireland with approximately 21 million viewers in 8.1 million households. Sky is included in the Dow Jones Sustainability Index and FTSE4 Good and was recently named in the Global 100 Sustainable Corporations list as a Sunday Times "Company that Counts." They took the business CarbonNeutral® in 2006.

Objectives

- To be respected as a global leader for delivering action on climate change
- Engage Sky viewers and change behaviour in the home

Programme developed

- The CarbonNeutral Company, together with scientific partner ECCM, calculated Sky's carbon footprint by measuring the CO₂ equivalent emissions from its premises, company owned vehicles, business travel and waste to landfill
- Reduced emissions by switching to renewable energy at sites in England and Wales and to combined heat and power in Scotland
- Innovation: increased the energy efficiency of the set top box which halved the power consumption – a major achievement since set top boxes account for 1.5% of home electricity use
- Incentivised staff wishing to purchase a low emission hybrid car with cash payment and negotiated pricing
- Developed a staff and consumer facing carbon calculator with advice on carbon reductions and a reduction pledge and offset facility

Communication

- With The CarbonNeutral Company and Euro RSCG co-hosted private screenings of Al Gore's 'Inconvenient Truth' film in several locations across the UK to raise awareness of climate change issues
- Engaged Sky users and audiences through environmental programming

Results

- Launched April 2006
- Offset 45,000 tCO₂ for 2006-2007 in renewable energy projects in New Zealand and Bulgaria
- Measurement, reduction and offset of 225,000 tCO₂ over period 2006 - 2011
- To date, Sky is the only broadcast media company to sign up to the European Code of Conduct on Energy Efficient Digital TV Services and will continue to work towards its success



"In such a new market, the depth of expertise and stretch from carbon consultancy through to communications is a compelling proposition"
Ben Stimson, BSKyB

