

# THE CLIMATE ACTION BLUEPRINT

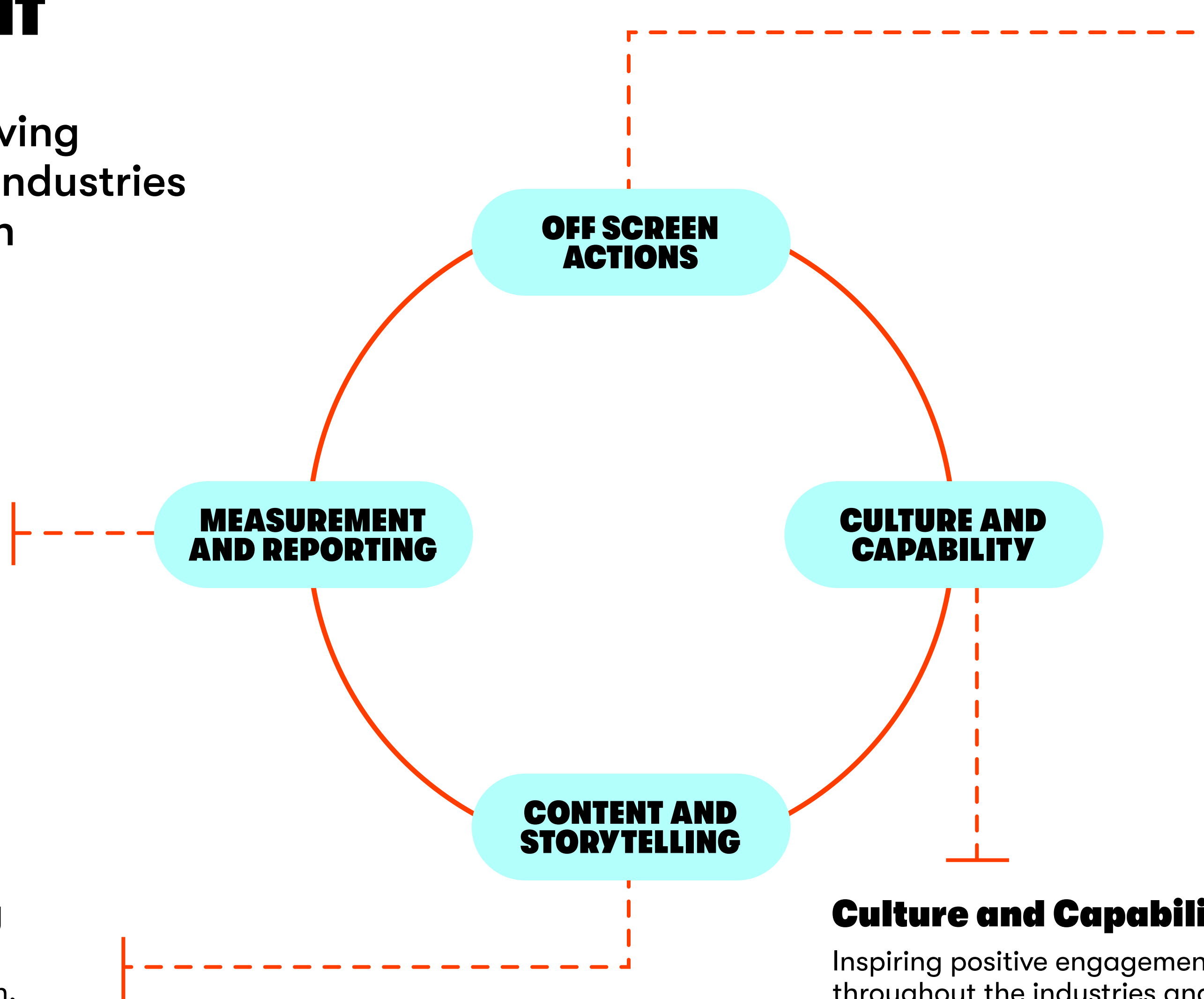
Our vision: creative, thriving and sustainable screen industries supporting our transition to a net-zero society

## Standards, Measurement and Reporting

Production based footprints, measurement and tools; company level targets and reporting; new and evolving measures and tools.

## Content and Storytelling

Empower effective climate and sustainability storytelling on screen, across all genres: driving mainstream reach and inspiring public engagement to accelerate a sustainable future and transition to net zero.



### OFF SCREEN ACTIONS

#### Energy

Significantly reducing energy use; addressing fuel use as a major decarbonisation priority; managing a transition to clean energy.

#### Travel

Transforming our approach to travel through innovating to avoid travel and prioritise location solutions; accelerate uptake of electrified transport.

#### Materials and Waste

Planning of resources to drive circular solutions throughout production lifecycle; actions on most material elements and impact; asset optimisation.

#### Biodiversity

Reducing negative impact on nature and biodiversity.

### CULTURE AND CAPABILITY

## Culture and Capability

Inspiring positive engagement throughout the industries and supply chains; building capability and sharing knowledge, insights and tactics; training for climate literacy and role-specific actions.

### CONTENT AND STORYTELLING