From everyday concerns to solutions: Climate stories take centre stage across genres, as Climate Content Pledge turns five.

From energy bills and food waste to pollution and public health, signatories highlight storytelling across genres that connects climate and environmental issues with audiences' everyday lives

Launched at COP26 in 2021 the Climate Content Pledge, signed by Industry Leaders and convened by BAFTA Albert, has championed a collective commitment to climate storytelling across the UK and Ireland screen community * As the pledge marks its five-year anniversary, signatories' annual reflections point to a positive shift, as climate and environmental stories move to the fore across genres, covering a broad range of issues that resonate with today's audiences.

Environmental accountability
In 2026, flagship productions including Dirty Business (Halcyons Heart Films for C4), Buried with Michael Sheen, (Wall to Wall / Smoke Trail Productions for BBC Factual & BBC Cymru Wales), Under Salt Marsh (Little Door Productions for Sky) and After the Flood 2 (Quay St / ITV Studios for ITV & STV) have explored issues that affect people's health and communities, in factual entertainment and drama formats.

Many of these programmes have prompted real-world action. Dirty Business led to greater public awareness of contaminated water across the UK and widespread support for Clean Water Bill reforms. Following transmission of Buried with Michael Sheen, Michael Sheen and investigative journalists Lucy Taylor and Dan Ashby were invited to give evidence to Parliament's Welsh Affairs Committee. The programme also prompted further political attention, including a cross-party Senedd motion calling for action on contaminated land and water in Wales.

Solutions that support change
Everyday solutions from cost-cutting and clean energy alternatives to upcycling and re-purposing have featured across daytime and always-on TV, from This Morning's Earth Day Special (MultiStory / ITV Studios for ITV) to Emmerdale (ITV Studios for ITV) and Hollyoaks (Banijay UK for C4). These themes continue in factual entertainment, with programmes including Room to Improve (COCO Content for RT É), Heat My Home (Cameo Productions for RTÉ), Guy Martin's House Without Bills (North One for C4), The Repair Shop (Ricochet for BBC), The Great British Sewing Bee (Love Productions for BBC) Interior Design Masters (Banijay UK for BBC), Grand Designs (Naked (Fremantle) for C4), Trading Places (Orchard Studios for C5) Ant Anstead:

Born Mechanic (ITN Productions for Quest) and Shed and Buried (HCA Entertainment for Quest).

Food and farming offer fertile ground
Food connects climate, nature, health and the cost-of-living, making it a subject matter for rich storytelling. Programmes including Fletchers' Family Farm (ITV & STV) Ear to the Ground (Indiepics for RTÉ), MasterChef: The Professionals' No Waste Challenge (Banijay UK for BBC), alongside UKTV's advertising campaign Love Food Hate Waste, point to a growing commitment to exploring farming, food security and food waste through subjects that audiences know and care about.

Showcasing lower emission travel
Programming that inspires lower emissions travel has been popular in 2026 with Great Railway Journeys (Naked, a Fremantle label for BBC) Training-it with Joe Wilkinson (Banijay UK for C4/YouTube), and the sixth series of Race Across the World (Studio Lambert for BBC) providing inspirational content that also focusses on the environmental impact of travel. The Dyer's Caravan Park (Expectation TV for Sky) championed holidays in the UK, demonstrating the beauty of taking a well-deserved break in our home country and minimising air travel.

Giving Nature a Voice
Rightfully, nature plays a leading role in climate and environmental storytelling, with programmes connecting nature recovery to our shared future and everyday lives. Nôl o'r Dibyn gyda Iolo Williams (Telesgop for S4C) explored how towns and cities across Europe are protecting species and making space for wildlife, Secrets of the Bees (Silverback Films, a Banijay company, for NatGeo) highlighted the integral role bees play for food security and nature restoration, while Garddio a Mwy (Cwmni Da for S4C) demonstrated practical solutions for the garden, from conserving water and composting to nurturing soil health and supporting wildlife in a changing climate. Wild Conamara (RTÉ) highlighted the rugged beauty of the west of Ireland wilderness and the challenges facing nature and wildlife in that most westerly part of Europe.

Force of Nature (Plimsoll / ITV Studios for ITV & STV) combined natural history and climate themes with post-viewing campaign to turn audiences' inspiration into tangible action. To date, the programme's closing call to action has prompted over 900 volunteers to sign up through the dedicated RVS GoVo platform to help in their local area.

Comedy opens new possibilities
Across genres, documentaries, drama and factual entertainment continue to lead the way but 2026 has also seen a significant upturn in rich climate and

environmental stories reaching new parts of the schedule. Comedy has embraced them with Never Mind the Buzzcocks (Talkback Thames, a Fremantle label, for Sky) and Saturday Night Live UK (UTAS UK for Sky) as some of the highlights.

Speaking about the breadth of climate content in 2026, Catherine Ellis, Head of Climate Content at BAFTA Albert, said: "This year, there are more stories exploring our biggest challenges, sharing solutions and inspiring us to act, individually and together. Significantly, these stories are starting conversations that last beyond the credits and have a real-world impact. Climate and environmental stories are now finding a home across the TV schedule, making these important conversations a natural part of everyday life."

5 Years of the Climate Content Pledge - Signatories Quotes

"From Silverback's incredible natural history films to Lime Pictures upcycling story lines in Hollyoaks; inventive ways of incorporating sustainability for young audiences in Balamory to No Waste challenges on MasterChef, Banijay UK companies are telling stories, normalising sustainable behaviour and endeavouring to inspire change across a range of output. But we need to do more if targets to halve global emissions by 2030 stand a chance and I look forward to continuing to develop Banijay UK's contribution working with BAFTA over the next 5 years and beyond."
Patrick Holland, CEO, Banijay UK

"Five years on and the principle at the heart of the Climate Content Pledge remains the same: our starting point must always be great storytelling. This isn't about inventing a separate category of climate programmes; we already have those. It's about telling distinctive stories that reflect the world audiences are living in. When climate and nature are woven into content with authenticity, they can deepen the story, connect with audiences, and open new creative possibilities."
Kate Philipps, Chief Content Officer, BBC.

"At Channel 4, we see every day that when entertainment, news and documentaries carry messages about the issues that affect our world, those issues become accessible, relatable and impossible to ignore. That's why we support the Climate Content Pledge and commit to reaching audiences with climate and sustainability themes in our programming."
Priya Dogra, CEO of Channel 4

"Fremantle is proud to support BAFTA Albert's Climate Content Pledge and stand alongside an industry committed to driving meaningful change. We believe the stories we tell have the power to shape culture and influence behaviour, and with that comes a responsibility to reflect the realities of the climate and nature crisis on screen. Across our content, we are committed to embedding sustainability into

storytelling in authentic and engaging ways, and to working collaboratively with partners to drive lasting impact on screen."
Amelia Brown, CEO of Fremantle UK

"ITV is proud to have signed the Climate Content Pledge five years ago and to have contributed to our viewers' greater understanding of the complex issues in the world. We are committed to continuing this, engaging mainstream audiences by using authentic, accessible and entertaining storytelling to help them navigate our changing world practically and with optimism."
Carolyn McCall, CEO of ITV

About the Climate Content Pledge*
The Climate Content Pledge is a collective commitment to use stories to help audiences understand what tackling climate change means for their lives and to inspire informed, sustainable choices.

Launched at COP26 in November 2021, the Pledge brought together 12 leading broadcasters and streamers around a shared commitment to climate and sustainability storytelling across all genres (except news).

The original signatories to BAFTA Albert's Climate Content Pledge upon its launch were: BBC, BBC Studios, BritBox, Channel 4, Channel 5, ITV, RTÉ, S4C, Sky, STV, UKTV and Warner Bros. Discovery.

In May 2026, Super-Indies Banijay UK, Fremantle and ITV Studios signed the pledge, collectively representing 65 UK based production companies and over 100 globally.

Ends

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BAFTA Albert
For fifteen years, BAFTA Albert has worked side-by-side with the screen community, helping transform the power of exceptional storytelling into measurable climate action – behind the scenes, on set and on screen.

Backed by BAFTA's creative DNA and cross-industry expertise, BAFTA Albert's work continues to support and unite the film and TV community in making sustainable choices. BAFTA Albert provides practical tools, clear standards, direct actions, training and certification that recognises change, positive impact, and progress.

BAFTA Albert