

Silvermouse for production paperwork

Independent production companies: On-Air Sustainability form

This helpcard will show you how to complete and submit an On-Air Sustainability form.

Please note: The data in this helpcard is for training purposes only. Please click in the Table of Contents below to navigate to a specific section quickly.

The BBC's mission, as set out in its Royal Charter, is to act in the public interest, serving all audiences through the provision of impartial, high-quality and distinctive output and services which inform, educate and entertain. The BBC is committed to producing content that informs our audiences on environmental issues, putting them at the heart of its biggest entertainment shows, its impartial global journalism, and its inspiring content for children, whilst minimising its operational impacts.

In November 2021, the BBC was one of 12 broadcasters and streamers to sign the Climate Content Pledge, with a commitment to do more and better climate storytelling on screen across all genres.

The Climate Content Pledge recognises the crucial responsibility the BBC and other broadcasters have, to help audiences understand the solutions to tackle climate change. It covers all non-News content and promises that the BBC will:

- reach more of our audiences with content that informs and inspires on the topic
- consider climate themes when commissioning, developing and producing all non-News content
- be informed by the science and recognise the importance of fair and balanced visions of a sustainable future (not just dystopian ones)

The Silvermouse On-Air Sustainability form captures this important sustainability information for TV and audio productions commissioned by the BBC

For further details on the Climate Content Pledge:

[WeAreAlbert article: 'Broadcasters and streamers sign up to the Climate Content Pledge'](#)

[WeAreAlbert article: 'The Climate Content Pledge'](#)

[WeAreAlbert Training Academy](#)

Essential information you need to know before completing the On-Air Sustainability form

The form's design

Initially the On-Air Sustainability form seems relatively simple; however, as selections are made further questions may be asked. The form primarily focuses on two sections about climate change, sustainability, the environment or nature featured in the dialogue or commentary of the programme:

■ The verbal references

Do verbal references to climate change, sustainability, the environment or nature (specifically threats to, protection of, or our relationship with the natural world) feature in the dialogue or commentary of the programme?

■ The visual references

Are there any visual references, such as props, backgrounds or actions, that relate to climate change, sustainability, the environment or nature (specifically threats to, protection of, or our relationship with the natural world) displayed on screen?

The screenshot shows the 'On-Air Sustainability' form. At the top right are links: 'Add to work in progress | Approve | Copy | PDF Version'. A note states: 'Note: if you would like further guidance regarding the questions or topic categories, you can find this by hovering over the text or checking the Help page.' A small text indicates 'Fields marked with an * are mandatory'.

The first question is: 'Do verbal references to climate change, sustainability, the environment or nature (specifically threats to, protection of, or our relationship with the natural world) feature in the dialogue or commentary of the programme? *'. It has four radio button options: 'Yes, it's the main editorial focus or theme of the production' (selected), 'Yes, it's part of a sub-plot, secondary storyline or short item', 'Yes, it's mentioned in passing', and 'No, there are no verbal references'.

A blue box highlights the next section: 'Which of the following topics does the reference or references relate to? It could be about individual choices and experiences, policy or wider social change. Please select all that apply. *'. It lists 11 topics with checkboxes: 'The science of climate change and/or nature loss and how these changes impact us/the natural world', 'How we try to protect ourselves from and adapt to the changes brought about by climate change and nature loss', 'How we travel and move around more sustainably', 'How we use energy and power in our lives, homes and industry more sustainably', 'What food we eat and how we use land more sustainably or restore nature', 'How we use materials and resources more sustainably and avoid or reduce waste', 'How we invest money, run businesses and economies more sustainably', 'Individuals, communities, creatives or artists imagining, discussing, making efforts or demands for a more sustainable world', 'How we can enhance our personal connection with nature', 'Industries and behaviours that are causes of climate change and nature loss', and 'Celebrities, influencers or public figures endorsing or being role models for 'green' behaviours or attitudes'. A final option is 'Other (please specify)'.

Below this is a question about visual references: 'Are there any visual references, such as props, backgrounds or actions, that relate to climate change, sustainability, the environment or nature (specifically threats to, protection of, or our relationship with the natural world) displayed on screen? *'. It has three radio button options: 'Yes' (selected), 'No', and 'Audio Only Content'.

A second blue box highlights the next section: 'Which of the following topics does the reference or references relate to? It could be about individual choices and experiences, policy or wider social change. Please select all that apply. *'. It lists the same 11 topics as the first section, with checkboxes.

At the bottom, there is a text box: 'Please provide a brief summary of the content relating to these themes and a timescode for the one most significant scene/moment in the episode. This is optional.'

If you select **Yes** to either of these, you will be required to select the relevant topics for each type of reference:

- The science of climate change and/or nature loss and how these changes impact us/the natural world
- How we try to protect ourselves from and adapt to the changes brought about by climate change and nature loss
- How we travel and move around more sustainably
- How we use energy and power in our lives, homes and industry more sustainably
- What food we eat and how we use land more sustainably or restore nature
- How we use materials and resources more sustainably and avoid or reduce waste
- How we invest money, run businesses and economies more sustainably
- Individuals, communities, creatives or artists imagining, discussing, making efforts or demands for a more sustainable world
- How we can enhance our personal connection with nature
- Industries and behaviours that are causes of climate change and nature loss
- Celebrities, influencers or public figures endorsing or being role models for 'green' behaviours or attitudes

- Other (please specify)

As there can be a lot of text to read, please ensure you:

- Read all the text and options carefully
- Use the [Help and guidance](#) when selecting your answers
- Provide a clear and concise description when selecting 'Other' as a topic
- Double-check your answers before submitting the form, to ensure the form is accurate

Help and guidance

Additional guidance is provided for the first question or the topics

To view additional guidance:

- ➡ Hover the mouse over the verbal references question or any of the bolded text within the topics for either question

Note: if you would like further guidance regarding the questions or topic categories, you can find this by hovering over the text or checking the Help page. Fields marked with an * are mandatory

Do verbal references to climate change, sustainability, the environment or nature (specifically threats to, protection of, or our relationship with the natural world) feature in the dialogue or commentary of the programme? *

☐ Yes, it's the main editorial focus or theme of the production
☐ Yes, it's part of a sub-plot, secondary storyline or short item
☒ Yes, it's mentioned in passing
☐ No, there are no verbal references

Which of the following topics does the reference or references relate to? It could be about individual choices and experiences, policy or wider social change. Please select all that apply. *

☐ The science of climate change and/or nature loss and how these changes impact us/the natural world
☐ How we try to protect ourselves from and adapt to the changes brought about by climate change and nature loss
☐ How we travel and move around more sustainably
☐ How we use energy and power in our lives, homes and industry more sustainably
☐ What food we eat and how we use land more sustainably or restore nature
☐ How we use materials and resources more sustainably and avoid or reduce waste
☐ How we invest money, run businesses and economies more sustainably
☐ Individuals, communities, creatives or artists imagining, discussing, making efforts or demands for a more sustainable world
☐ How we can enhance our personal connection with nature
☐ Industries and behaviours that are causes of climate change and nature loss
☐ Celebrities, influencers or public figures endorsing or being role models for 'green' behaviours or attitudes
☐ Other (please specify)

Are there any visual references, such as props, backgrounds or actions, that relate to climate change, sustainability, the environment or nature (specifically threats to, protection of, or our relationship with the natural world) displayed on screen? *

☒ Yes
☐ No
☐ Audio Only Content

Which of the following topics does the reference or references relate to? It could be about individual choices and experiences, policy or wider social change. Please select all that apply. *

☐ The science of climate change and/or nature loss and how these changes impact us/the natural world
☐ How we try to protect ourselves from and adapt to the changes brought about by climate change and nature loss
☐ How we travel and move around more sustainably
☐ How we use energy and power in our lives, homes and industry more sustainably
☐ What food we eat and how we use land more sustainably or restore nature
☐ How we use materials and resources more sustainably and avoid or reduce waste
☐ How we invest money, run businesses and economies more sustainably
☐ Individuals, communities, creatives or artists imagining, discussing, making efforts or demands for a more sustainable world
☐ How we can enhance our personal connection with nature
☐ Industries and behaviours that are causes of climate change and nature loss

eg buying or selling fewer and/or more sustainable items; recycling; keep cups and water bottles/alternatives to single-use plastics; sharing and repairing items; opting for second-hand – 'pre-loved' fashion etc

The Additional Guidance may take a moment to appear, so keep the mouse still while it loads.

Complete the On-Air Sustainability form

The answer to a question in the On-Air Sustainability form will determine the next question.

To complete the On-Air Sustainability form:

- ➡ For **Do verbal references to climate change, sustainability, the environment or nature (specifically threats to, protection of, or our relationship with the natural world) feature in the dialogue or commentary of the programme?**, select the appropriate answer

- ➔ If you select one of the **Yes** options, a list of topics will be presented for those verbal references. Select the relevant topics appropriate to your programme or content

Do verbal references to climate change, sustainability, the environment or nature (specifically threats to, protection of, or our relationship with the natural world) feature in the dialogue or commentary of the programme? *

☐ Yes, it's the main editorial focus or theme of the production
☒ Yes, it's part of a sub-plot, secondary storyline or short item
☐ Yes, it's mentioned in passing
☐ No, there are no verbal references

Which of the following topics does the reference or references relate to? It could be about individual choices and experiences, policy or wider social change. Please select all that apply. *

☐ The **science of climate change** and/or **nature loss** and how these changes **impact** us/the natural world
☐ How we try to protect ourselves from and **adapt** to the changes brought about by climate change and nature loss
☐ How we **travel** and move around more sustainably
☐ How we use **energy** and **power** in our lives, homes and industry more sustainably
☐ What **food** we eat and how we **use land** more sustainably or **restore nature**
☐ How we use **materials** and **resources** more sustainably and avoid or reduce **waste**
☐ How we invest **money**, run **businesses** and **economies** more sustainably
☐ **Individuals, communities, creatives or artists** imagining, discussing, making efforts or demands for a more sustainable world
☐ How we can enhance our **personal connection with nature**
☐ Industries and behaviours that are **causes of climate change and nature loss**
☐ **Celebrities, influencers or public figures endorsing or being role models** for 'green' behaviours or attitudes
☐ Other (please specify)

If you select **Other**, a mandatory text box will be displayed so you can provide more information about the topic

☐ **Celebrities, influencers or public figures endorsing or being role models** for 'green' behaviours or attitudes
☒ Other (please specify)

You have selected 'Other.' Please provide more information about the topic *

If you select **No**, the next question will display

- ➔ For 'Are there any visual references, such as props, backgrounds or actions, that relate to climate change, sustainability, the environment or nature (specifically threats to, protection of, or our relationship with the natural world) displayed on screen?', select the appropriate answer

If you select **Yes**, a list of topics will be presented for those visual references. Select the relevant topics appropriate to your programme or content

Are there any visual references, such as props, backgrounds or actions, that relate to climate change, sustainability, the environment or nature (specifically threats to, protection of, or our relationship with the natural world) displayed on screen? *

☒ Yes
☐ No
☐ Audio Only Content

Which of the following topics does the reference or references relate to? It could be about individual choices and experiences, policy or wider social change. Please select all that apply. *

☐ The **science of climate change** and/or **nature loss** and how these changes **impact** us/the natural world
☐ How we try to protect ourselves from and **adapt** to the changes brought about by climate change and nature loss
☐ How we **travel** and move around more sustainably
☐ How we use **energy** and **power** in our lives, homes and industry more sustainably
☐ What **food** we eat and how we **use land** more sustainably or **restore nature**
☐ How we use **materials** and **resources** more sustainably and avoid or reduce **waste**
☐ How we invest **money**, run **businesses** and **economies** more sustainably
☐ **Individuals, communities, creatives or artists** imagining, discussing, making efforts or demands for a more sustainable world
☐ How we can enhance our **personal connection with nature**
☐ Industries and behaviours that are **causes of climate change and nature loss**
☐ **Celebrities, influencers or public figures endorsing or being role models** for 'green' behaviours or attitudes
☐ Other (please specify)

If you select **Other**, a mandatory text box will be displayed so you can provide more information about the topic

- ➡ If shown, in the **Please provide a brief summary of the content relating to these themes and a timecode for the one most significant scene/moment in the episode** text box, type a brief summary of the content and the relevant timecodes, as requested. Although optional, this helps the BBC Sustainability team with their reporting and quickly identifies the section of content for other productions who may wish to repurpose it to demonstrate sustainability
- ➡ If you select **No** to both the questions about visual and verbal references, the next question says **You said that there were no verbal or visual references. If this programme is the final delivered episode of the series, are there verbal or visual references to climate change, sustainability, the environment or nature (specifically threats to, protection of, or our relationship with the natural world) in previous episodes?** Select as appropriate
- ➡ If you select **No** or **One off programme** to the question about final or previous episodes, a text box will display with the question **So that we can better understand any barriers to including these themes, can you briefly say why there were no references?** Enter a brief explanation why there were no references in your programme or content
- ➡ If you select **No** to the question about verbal references, and select **Audio Only Content** in answer to the question about visual references, no further answers are required, and the form can be submitted