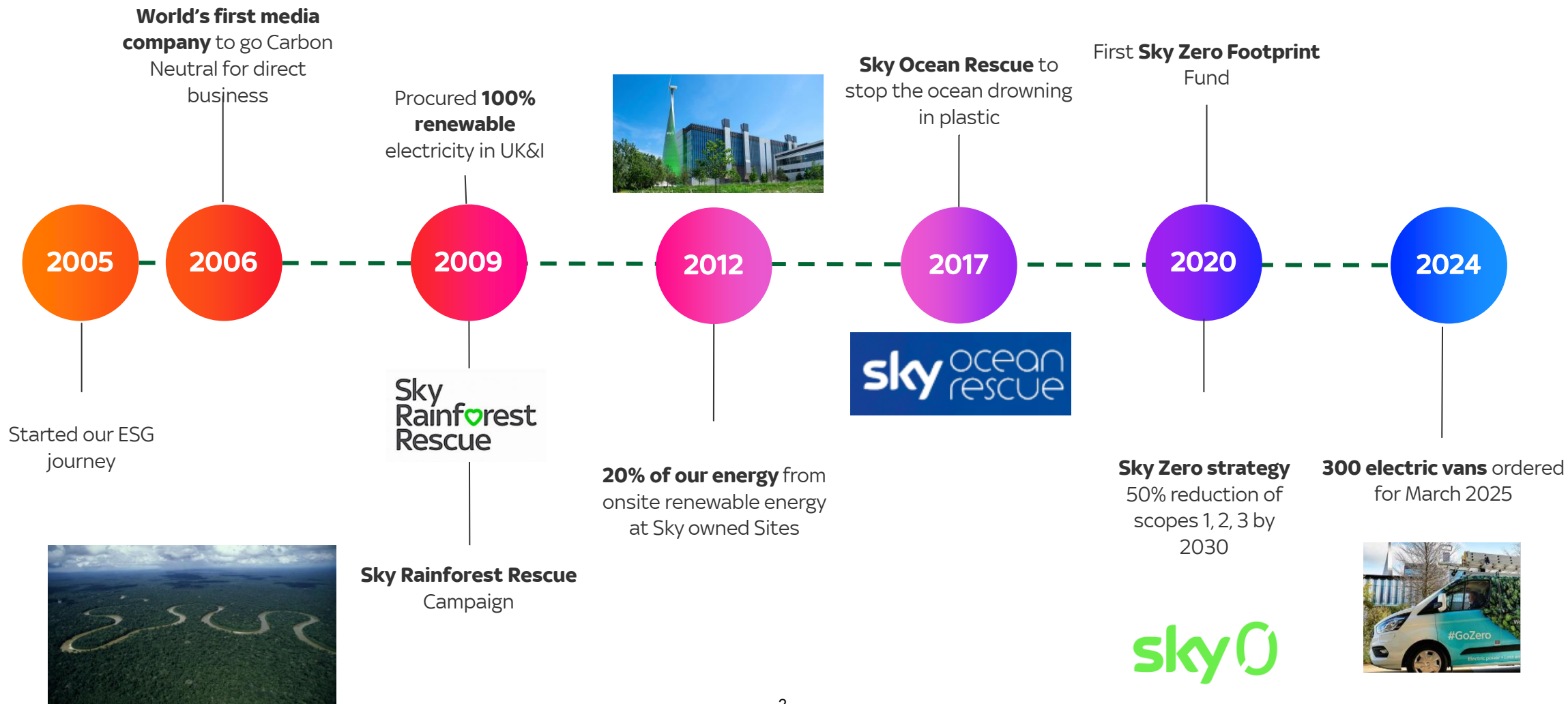




The Sky Zero Footprint Fund Webinar

Our journey

Sky's responsible business & sustainability journey spans 20 years



Sky's sustainability vision & strategy – Sky Zero

From contributing to a low carbon economy to inspiring positive change



Transform our
business



Use our voice to
drive change



Mobilise
individuals



50% emission reduction target by 2030
- Focus on nature, operations, production,
supply chain & products

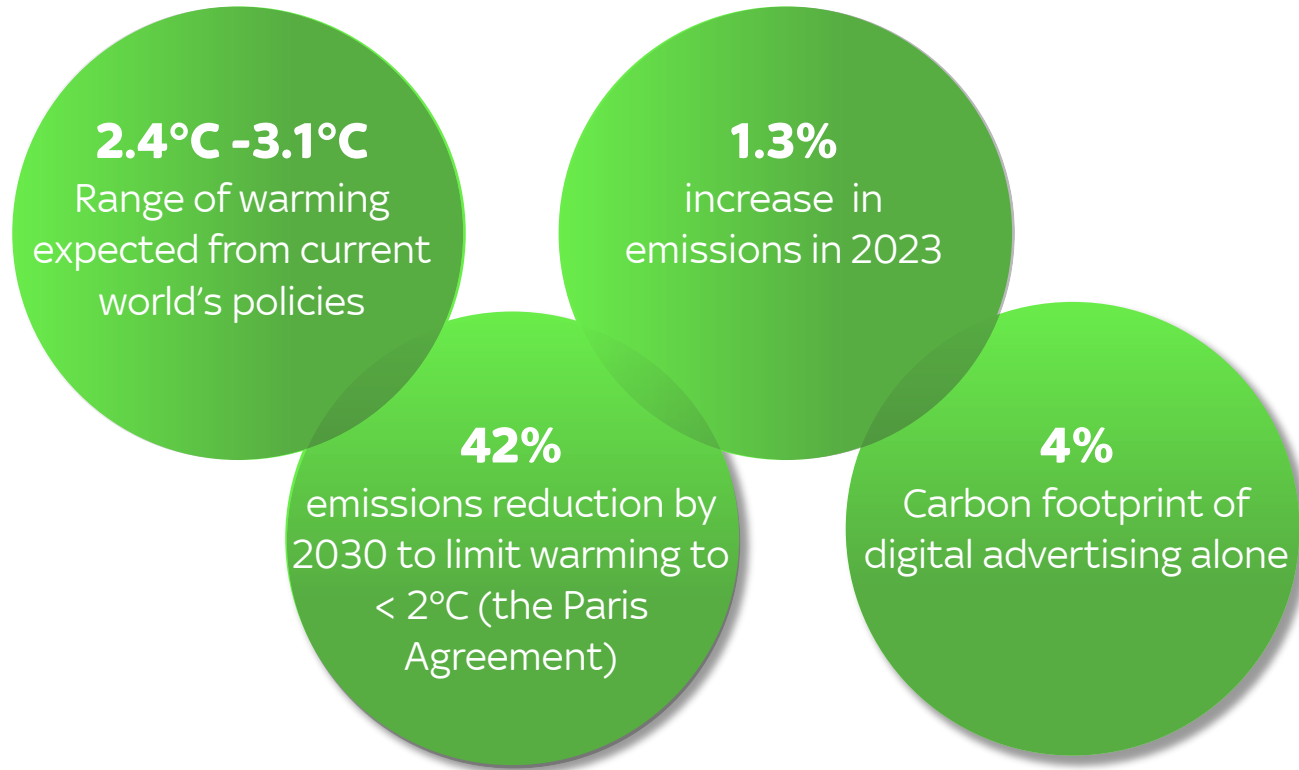


Lead our sector to deliver meaningful change
through content and our collective platforms.
Championing global standards and putting
people at the heart of a just transition.



Driving behaviour change; providing advice &
tips to employees, partners, customers and
other stakeholders.

The gap between the climate crisis and industry action continues to grow



The common sentiment in the advertising industry:

“Sustainability has fallen down people’s radar due to the cost-of-living crisis”

We know sustainability in advertising works

When tested, the best sustainability ads outperformed the best non sustainability ads for engagement & persuasion

Timed emotional response (mean scores): Sustainable vs not sustainable

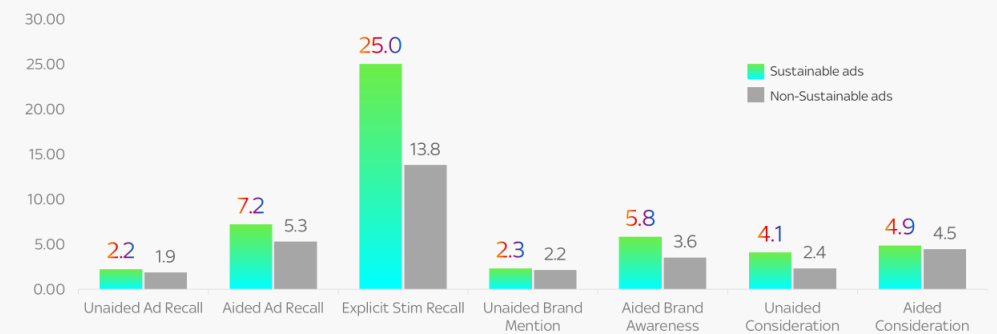
Top 10 sustainable & non sustainable ads based on engagement & persuasion scores



Q12 Thinking particularly about the advert for BRAND you just saw and how it portrayed the brand, we would like to know whether or not you associate each adjective with BRAND based on what you saw in the advertising. Base: Sustainable ads (n=5376); Non-Sustainable ads (n=5081)

Sky effectiveness norms show stronger impact of 'sustainability' in ads

Average uplift by effectiveness metric: Ads with sustainability messaging vs non sustainability ads (Sky Effectiveness norms database)



Source: Sky Media norms database n=615 campaigns



Make advertising part
of the solution, not the problem

Sky Zero Footprint Fund

Sky Media launched **The Sky Zero Footprint Fund** in 2021, to promote sustainable behaviours and help brands to supercharge their sustainability initiatives through the power of TV

✦ **£6m** media value to date

✦ **3 competitions**

✦ **15 brands, 12 new-to-TV**

An award-winning initiative with
great media coverage



'A rallying cry and a toolkit for change'
Douglas Lamont, Chief Chocolatechery at Tony's Chocolonely,
Former CEO of Innocent Drinks



How Change Brands
are Changing the World

Chris Baker
BLOOMSBURY

3x

Award wins including:

The Media Leader's

Sustainability Excellence

British Media Awards'

Best Sustainability Initiative

Ad Net Zero's Media Award

The Sky Zero Footprint fund has driven immediate and long-term benefits for brands



Awareness



Brand equity



Distribution



Sales



Awards

Evolving the Footprint Fund for 2025



Disruptors

*SMBs, scale-ups & start ups
disrupting industry by innovative
products & services*



Catalysts

*Charities driving behavioural
change by unrelenting
environmental commitment*



Champions

*Leading large-scale
transformation & creating
significant impact*



Winners & prize

3x £200k

2x £200k

1x £500k



Grand prix

£500k

Criteria for winning

The Grand Prix winner and 5 runners up need to:



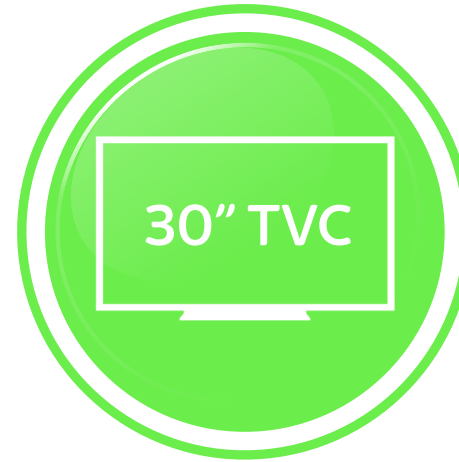
Concept

Develop an idea or concept that will use the power of TV to inspire change for a more sustainable future



Impact

Demonstrate to the judges, the impact that their idea will have on the UK's path to net zero carbon



Creative

Creatively bring to life their idea through a 30\" TVC



Execution

Showcase how they've adopted more sustainable practices in the TVC production process*

The background is an abstract composition of various shades of blue and teal. It features flowing, organic patterns that resemble liquid or smoke. There are darker, more textured areas on the right side, while the left side is dominated by smoother, lighter blue and teal hues. The overall effect is one of movement and depth.

What does success look like?



INVISIBLE



LONG-GAME

Getting
sustainable
communications
right isn't easy



AVOIDABLE



GREENWASHING

Previous years Footprint Fund winners

2021



2022



2023



Creating Sustainable messaging that works



SUSTAINABLE
SWAP



CATEGORY
SHAKEUP



CREATIVE STAND-
OUT

Sustainability research

Four key factors drive a positive reception of sustainability ads



Show me what you've done already / why I would believe you. Back up claims with actions



What action is being taken? Any vagueness in promises tends to be heavily associated with greenwashing

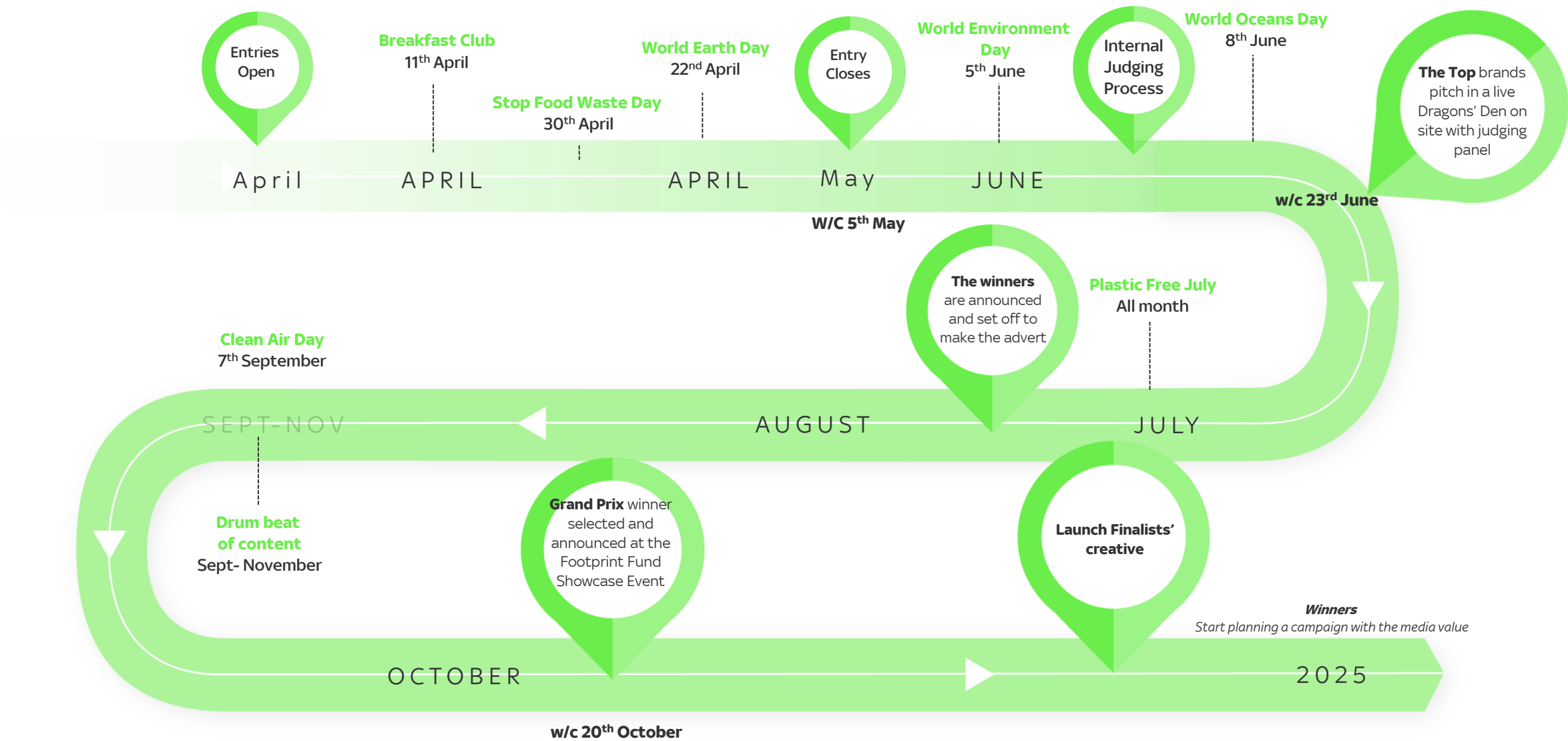


Having an impassioned voice of authority/influence is liked if coming from a credible source. Telling people what to do with no expertise is counter productive



Talking about sustainability does bring all aspects of execution under closer scrutiny, the execution is linked with reception

2025 KEY MOMENTS & MILESTONES



Pannel Q&A



Stephen Woodford
CEO, Advertising
Association



Tim Pritchard
Head of Responsible
Media, MGOMD



Chris Baker
Co-founder, Serious
Tissues



Hannah O'Donnell
Business Transformation
Manager, Sky

Register for the 2025 Footprint Fund



www.skymedia.co.uk/skyzerofootprintfund