

## Let BBC Global News tell your sustainability story

2020 taught us a lot about our impact on the world and the changes we need to make. As public awareness and concern over environmental issues reach new heights, the BBC continues to be committed to sustainability through the way we work and stories we tell.

## Our BBC EMEA audience:



more likely than average to be interested in environmental issues<sup>1</sup>



say helping the environment is important to them<sup>1</sup>



would pay more for an eco-friendly product1



54% say they feel positive about the future of the environment (59% for millennials)1



say they are most concerned at the moment about increased waste due to COVID-19 (e.g. excessive single-use plastic) 1

## BBC is rated highly on the topic of sustainability both for its coverage and practices



75% rate the BBC's coverage on the topic of sustainability as good<sup>2</sup>

Almost half (48%) agree that the BBC is a sustainable brand with sustainable practices<sup>2</sup>

Sustainability influences purchasing decisions and has commercial value



say sustainable practices and commitments are an important consideration when making purchase decisions<sup>2</sup>



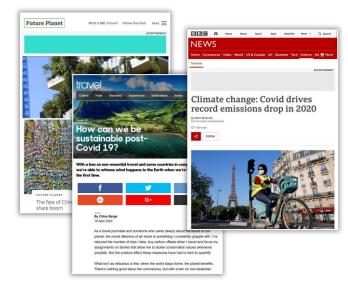
agree that clearly demonstrating a commitment to sustainability adds value to a brand<sup>2</sup>



Poor environmental records is in the

of audience concerns

when deciding to buy from a brand<sup>2</sup>



page views of 23m page views of sustainability-related content in 2020

744

increase in year on year monthly pages views

These visitors are also more engaged, reading a third more content, spending longer on the site, and visiting bbc.com twice as much as the average user.



For more information, please contact internationalsales@bbc.com