

LIGHTS, CAMERA, ACTION ON **ESG!**

How Media and Entertainment Companies are Shaping a Sustainable Future



Future, faster. Together.

ESG Strategy Framework to Build a Sustainable Future

In the United States, the film and entertainment industry produces an average of 700 films and 500 television series [annually](#). These industries spend millions of dollars each year on a variety of expenses, including airfare for actors and actresses, meals for crew members, fuel for trailer generators and electricity for the right lighting. While the cost spent by the media and entertainment industry results in award-winning dramas and shows and lets the consumers enjoy countless binge-watching evenings, the carbon footprints the productions houses leave has a significant environmental impact that needs to be addressed.

Historically, the media industry has the power to shape public opinion. They play a crucial role in building the narrative regarding any topic and has a significant impact on the society. However, in this modern era people are not just tech savvy but are socially and environmentally conscious, spreading awareness in every opportunity presented to them. They are vocal about the impact of carbon footprints on the environment and are taking active measures to eradicate the negative effects. Therefore, media companies obliged and are increasingly recognizing the importance of incorporating Environmental, Social, and Governance (ESG) principles into their operations.

ESG Strategy Framework in Media and Entertainment

Media and entertainment companies rely heavily on their reputation to attract and retain viewers, advertisers, and investors. By implementing ESG practices, companies build a positive reputation for being socially responsible, environmentally sustainable, and ethically sound.

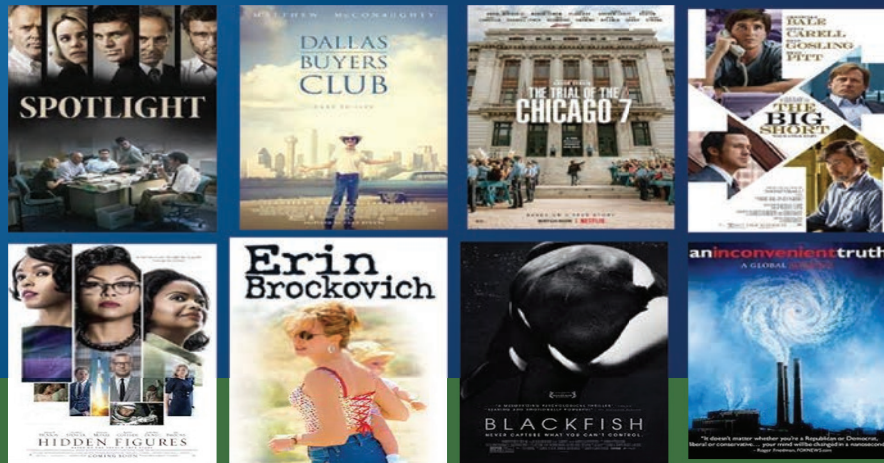
These companies have a significantly impact on society, and by implementing ESG practices, they can contribute to social and environmental sustainability, such as promoting diversity and inclusion, reducing carbon footprint, and supporting community development.

ESG practices can help media and entertainment companies identify and manage potential risks, such as reputational damage, legal and regulatory fines, and environmental and social disasters. Furthermore, the increase in innovation in the media and entertainment industry will help in developing new technologies to reduce the harmful effects of carbon footprints on the environment.



Sustainability in Media and Entertainment

Throughout history, the media industry has focused on the ESG strategy framework through content. For entertainment companies, the rush to sustainability has proven itself an opportunity to show off their care, through their content. Several films have captured ESG by telling true stories.



The ESG framework in the media and entertainment industry is to put into practice their ESG principles and showcase them in all these films. To make the audience relate to these movies, they showcase the principles with a great focus on the environment, society, or the way companies treat employees.

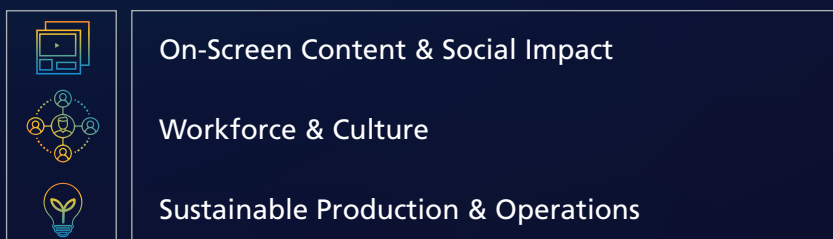
Releasing movies in a world plagued by wildfires or submerged underwater is far from ideal. That's why companies are shifting their focus towards improving their ESG scores and changing their approach to business.

Companies like Disney and Comcast are building solar arrays to help power their theme parks and offices, while other companies pursue [eco-friendly](#) efforts.

At [Fox Corp.](#), they utilize solar-powered generators for daily and breaking news coverage, while also expanding its waste management [initiatives](#) on the Fox Studio Lot in Los Angeles. Also, the company partnered with One Tree [Planted](#) to plant new trees across the country, while employees at Fox Sports created what they call the "Fox Sports Carbon [Council](#)."

In its 2022 Impact Report, [NBCUniversal](#) outlined strategies for [recycling fibre-optic cables and using recycled materials in router packaging](#).

Paramount has also highlighted its work strategy in its 2022 ESG [report](#) by sharing ongoing efforts and progress toward our goals in each of the defining pillars of our ESG program:



Disney said in its 2022 Corporate Social Responsibility [Report](#) that it hopes to reduce its use of paper, palm oil, and plastics in its consumer products.

[Netflix is seeking to replace diesel generators for productions with rechargeable batteries](#) and electric vehicles. It has [partnered](#) with General Motors to bring that automaker's cars to Netflix shows.

Many broadcasting companies in the United Kingdom (UK) and across Europe have developed carbon calculators to determine the environmental impact of production. These frameworks illuminate the environmental impact of production for broadcasters and the creators in their supply chain and prescribe practical, eco-friendly measures.

Sustainability in Media and Entertainment

Sustainability is more than just a buzzword. It is a critical issue that requires real action. For media companies, this means adopting practical and meaningful ESG strategy framework that contribute to the organization's success while supporting sustainability goals.

Media companies can make an impact by adopting sustainable production practices. Using energy-efficient lighting and equipment, sourcing sustainable materials, and reducing waste can lead to significant cost savings while supporting sustainability goals. But it's not just about cutting costs. Sustainable practices can also help build a positive brand reputation and demonstrate a commitment to social responsibility. It also includes reducing the carbon footprint of media production by using renewable energy sources and implementing energy-efficient technologies.

Another innovative approach for sustainability in media and entertainment is creating content that promotes sustainable lifestyles and environmentally conscious behavior. This can include documentaries, films, and TV shows focusing on environmental issues and highlighting solutions for a more sustainable future.

Furthermore, media companies can also invest in ESG initiatives such as recycling programs, reducing waste, and supporting local communities. This can include partnerships with local organizations focusing on environmental sustainability, social justice, and community development.

Another important aspect of the ESG strategy framework is engaging with stakeholders. Media companies can work with their audiences, customers, employees, investors, and communities to understand their expectations and incorporate their feedback into their ESG strategy framework. This can foster transparency, build trust, and promote social responsibility, ultimately leading to a stronger brand reputation and identifying new growth opportunities.

The Double-Edged Sword of Media Influence

The media industry is a powerful force in shaping cultural norms and values. Through television, film, and music, media can influence public attitudes toward gender, race, sexuality, and other social issues. This influence can be positive, promoting tolerance and acceptance, or negative, perpetuating harmful stereotypes and promoting unrealistic beauty standards.

Moreover, the media industry is an important contributor to the global economy. It creates jobs, generates revenue, and drives innovation. It offers a diversified spectrum of programming that represents a wide range of perspectives and cultures, serving as a significant source of

entertainment for people all over the world. In a rapidly changing industry, ESG practices can help media companies stay ahead of the curve while contributing to a more sustainable and socially responsible future. Media companies can continue to thrive and positively contribute to the world by prioritizing sustainability and responsible business practices.

The concept of ESG in the media and entertainment industry goes beyond just environmental sustainability and corporate responsibility. It also encompasses the social aspect, including diversity and inclusion, and mental health.

As the industry becomes more attuned to the importance of social impact, one of the areas gaining attention is the representation and inclusion of neurodiverse individuals in media and entertainment.

Neurodiverse Media & Entertainment Industry

Neurodiversity is a term used to describe the natural variation in how people perceive, learn, and process information. People who are neurodivergent may have conditions such as autism, ADHD, dyslexia, or Tourette's syndrome and process information presented to them, uniquely.

In recent years, there has been a growing recognition of the value of neurodiversity in the workplace. Employers are increasingly recognizing that neurodivergent employees can bring unique perspectives to the table. For example, people with autism may have excellent attention to detail and a strong ability to focus on tasks, while people with dyslexia may excel at creative problem-solving.

The media industry is not far behind in recognizing the strength that its neurodivergent employees can provide and how they can turn the tides in helping them survive and evolve in an already fast-paced industry. For example, people with autism may have exceptional attention to detail and a strong ability to focus on tasks, making them valuable in roles such as video editing or research. People with dyslexia may excel in creative positions such as screenwriting or graphic design, where their ability to think outside the box can be a huge asset. And those with ADHD may thrive in high-pressure roles such as news reporting or social media management, where they can use their quick thinking and ability for multitasking.

Below are some statistics highlighting the importance of prioritizing neurodiversity in the media industry.



A National Autistic Society [survey](#) found that only **16% of autistic adults** in the UK work full-time for pay, compared to **47% of non-disabled people**.



A 2018 [report](#) by the Institute for the Future and the University of Phoenix Research Institute found that by 2025, cognitive diversity will become increasingly important in the workforce as automation and artificial intelligence eliminate many routine jobs.



According to a World Economic Forum [survey](#), diversified teams are more likely to innovate than homogeneous teams when it comes to solving complicated problems.



In a survey of employers by the National Organization on Disability, **90% of respondents** said that employees with [disabilities](#) had average or above-average job performance ratings.

It is important to note that neurodiversity in the media industry is about hiring individuals with neuro-diverse conditions, and creating a workplace culture that embraces and celebrates the diversity of thought and experience. From providing accommodations such as assistive technology, to flexible work arrangements, enabling accessible workspaces; to providing training for managers and colleagues on how to work effectively with neurodivergent employees are some of the critical ways forward to complete inclusivity.

Focusing on neurodiversity is critical because it is a reflection of the world we live in. Neurodivergent individuals comprise a significant proportion of the population, and their perspectives and experiences are [key to creating an all-inclusive society. We can provide more accurate and representative representations of varied people and cultures on our screens by embracing neurodiversity in the media industry. This can help to dispel stereotypes and foster more understanding and empathy. There are already some great examples of media companies that are embracing neurodiversity. For instance, the BBC has implemented a [program](#) to recruit and support neurodivergent employees, including those with autism and dyslexia. This has led to more diverse programming and better representation of different perspectives on their platforms. Other companies, like Netflix and Walt Disney Animation Studios have prioritized neurodiversity in their hiring and workplace practices.

In conclusion, the integration of an ESG strategy framework in the media and entertainment industry is an essential step toward fostering sustainability and responsible practices. Big production houses, OTT platforms, and other giants in the Media and Entertainment industry are increasingly embracing the principles of ESG and recognizing the immense value of incorporating neurodiverse individuals in their operations and content creation. By incorporating ESG principles, these industry giants are demonstrating their commitment to environmental sustainability, social responsibility, and good governance. This enhances their reputation as responsible corporate entities and resonates with the growing environmentally and socially conscious audience.



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Amol has over 20 years of experience and is responsible for digital transformation and service delivery for Media and Entertainment clients in North America. He has strong consulting and program management experience, spanning multiple geographies (North America, Continental Europe, UK, and Asia-Pacific) and industries (Banking and Financial Services, Manufacturing, Logistics, and Energy Utilities and Media and Entertainment). His area of expertise includes C-suite level client management, consultative selling, business development, P&L management, innovation, leadership development and mentoring, leading strategic deals, financial analysis, technology management, and business process improvement.

Connect with our M&E consultant expert today and unlock the boundless potential of our media & entertainment offerings. Let's explore the limitless opportunities together!

Communications, Media, and Entertainment at LTIMindtree

In this industry segment, we work with the world's leading Broadcasters, Studios, OTT/Streaming, Publishers, Information Services, Education, Music, Gaming, AdTech, Telcos, and Multiple-system Operators. We are seeing rapid pace of change in this industry as an opportunity to deliver on our core mission – "Future faster. Together". The Communications industry is striving to launch new product concepts to monetize their investment on 5G platforms. We are collaborating with them to expedite new product launches that can transform operations for their customers. The Media & Entertainment industry is trying to monetize their investment on streaming platforms and optimize their cost structures. We are enabling them with product innovation to drive new revenue streams, modernize content supply chains, and personalize viewer/audience experiences. LTIMindtree's 4C (Content, Consumer, Compliance & Commerce) framework coupled with its digital innovation platform, "Mediacube," is helping our clients in this segment with their transformation initiatives.

To know more about our Media & Entertainment services, visit us at <https://www.ltimindtree.com/industries/communications-media-and-entertainment/>

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