



Technology's key role in the green organisation

John Linwood
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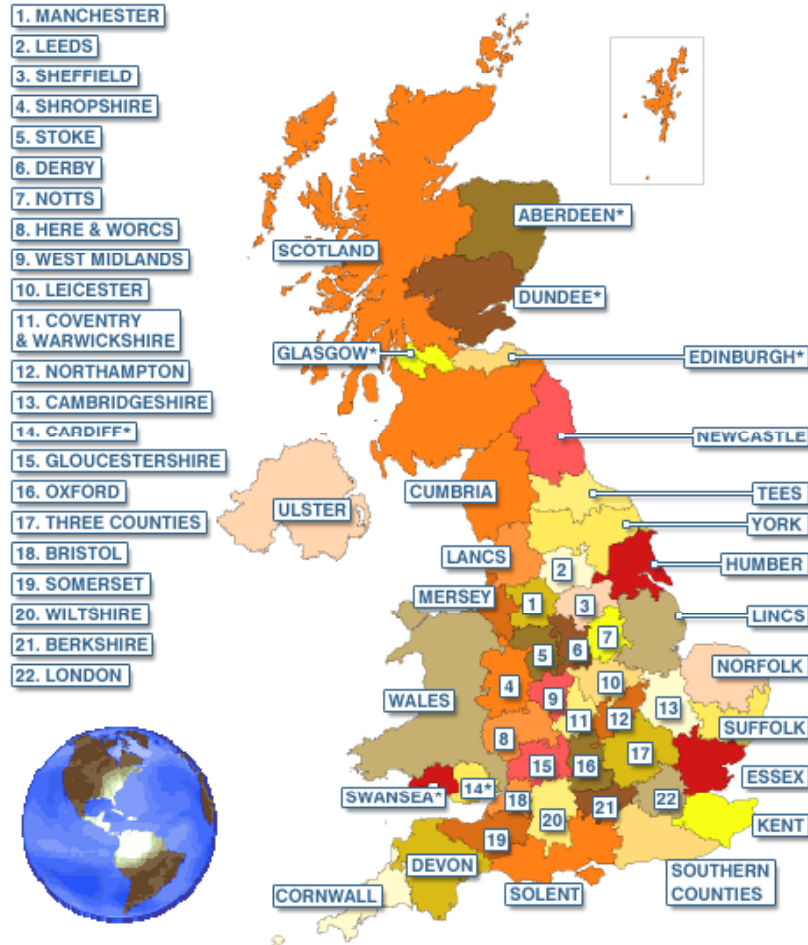
What does the BBC do?

29,000 People

In 50 UK Production Locations

& 80 Overseas Production Locations

Services





Why does being green matter for the BBC?

Why does being green matter for the BBC?

- Trust & Reputation

- Public expectation

- Targets and performance









What is the BBC doing to Reach its Goals?

2012 Targets & Performance

- Based on a 2007/08 baseline, per person
- Tracked through Exec-level governance

	2008 2009	2009 2010
 20% reduction in energy consumed Virtualisation, Building controls, measurement, lighting, PC shutdown, Printing	+1%	-4%
 20% reduction in transport CO ₂ emissions No-fly policy, Shuttle Buses, VC	-5%	-8%
 25% reduction in water used Rain harvesting	0%	-3%
 25% reduction in landfill waste , 75% recycle No desk-side bins, recycle hubs	-16% Waste 51% Recycle	-39% Waste 51% Recycle

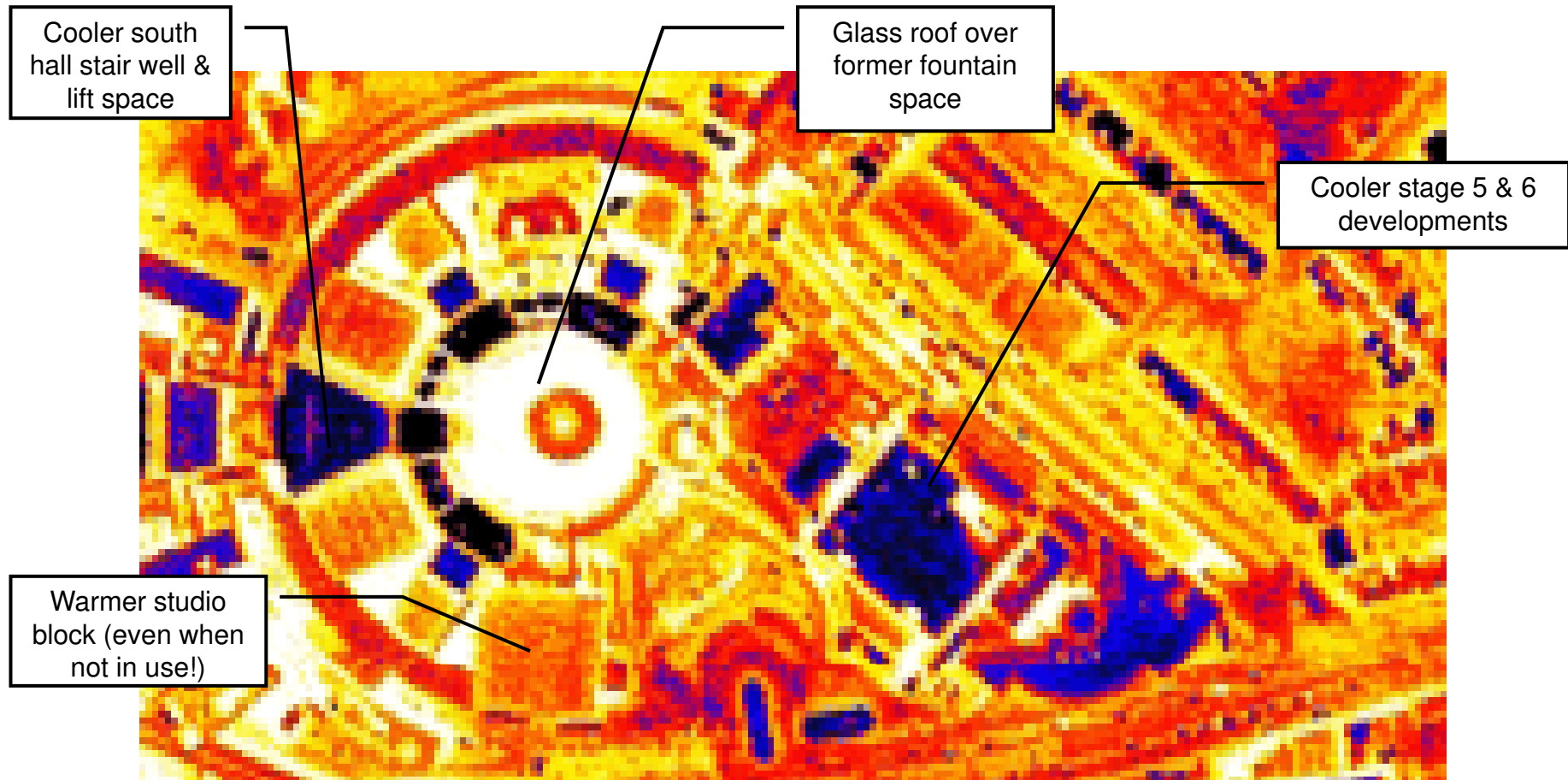
B B C

TV Centre, London W12



Taken from Bing maps (<http://www.bing.com/maps/>)

TV Centre Heat Map



Taken from Hotmapping (<http://www.hotmapping.co.uk/news/index.htm>)



Carbon footprint of the BBC estate

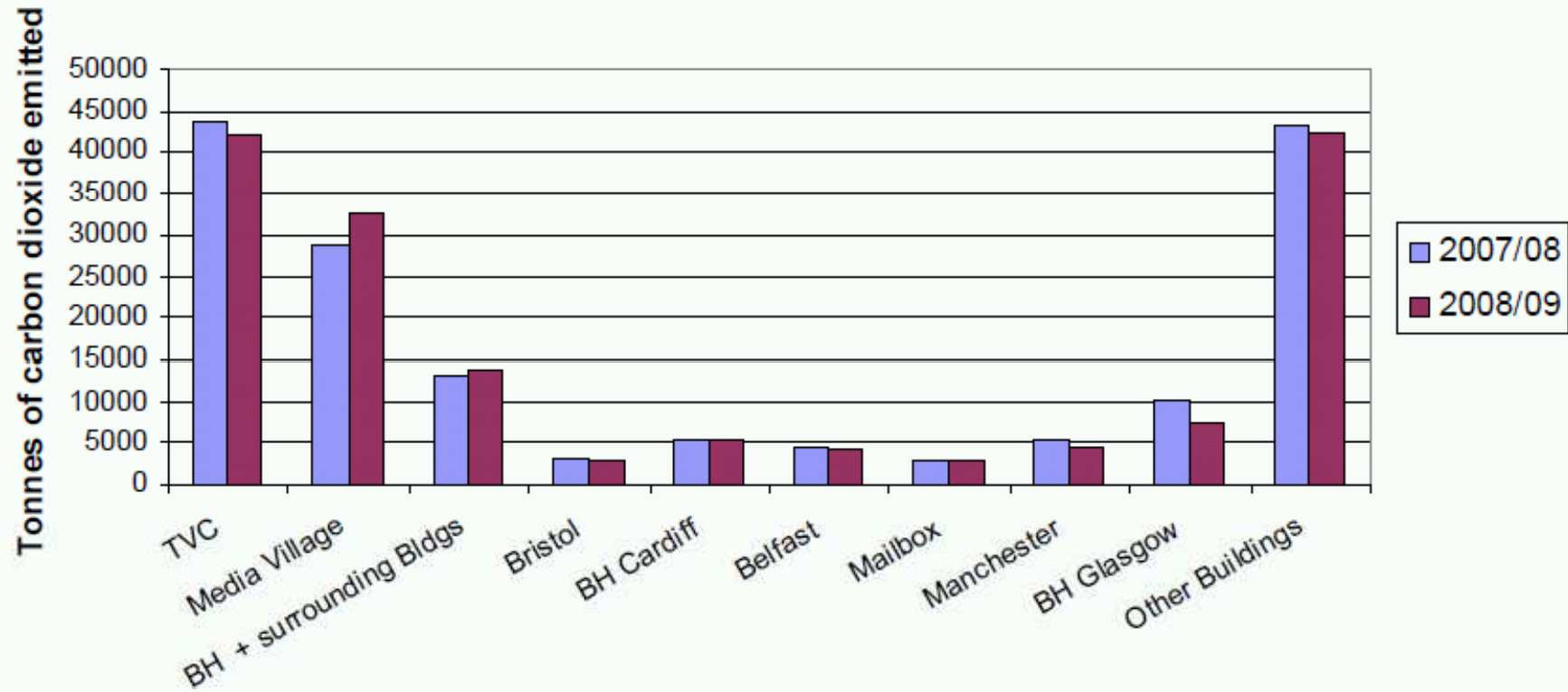


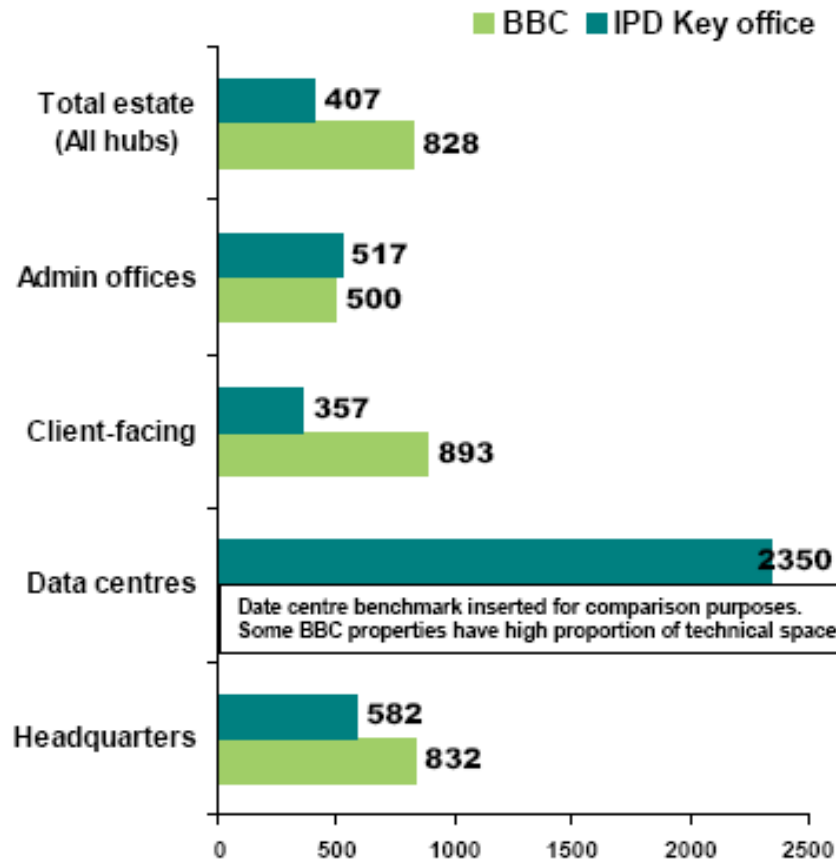
Figure 4.1: Carbon dioxide emissions from key sites in 2007/08 and 2008/09



BBC Properties Energy Consumption

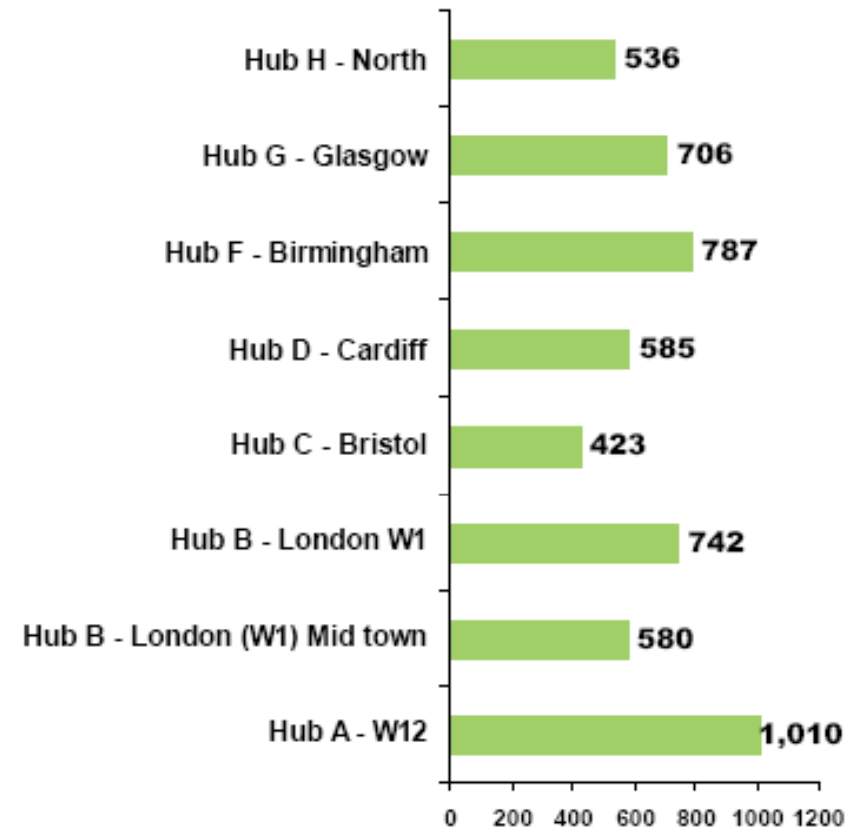
Energy consumption

kWh/m² by property type



Energy consumption

kWh/m² by BBC Hub

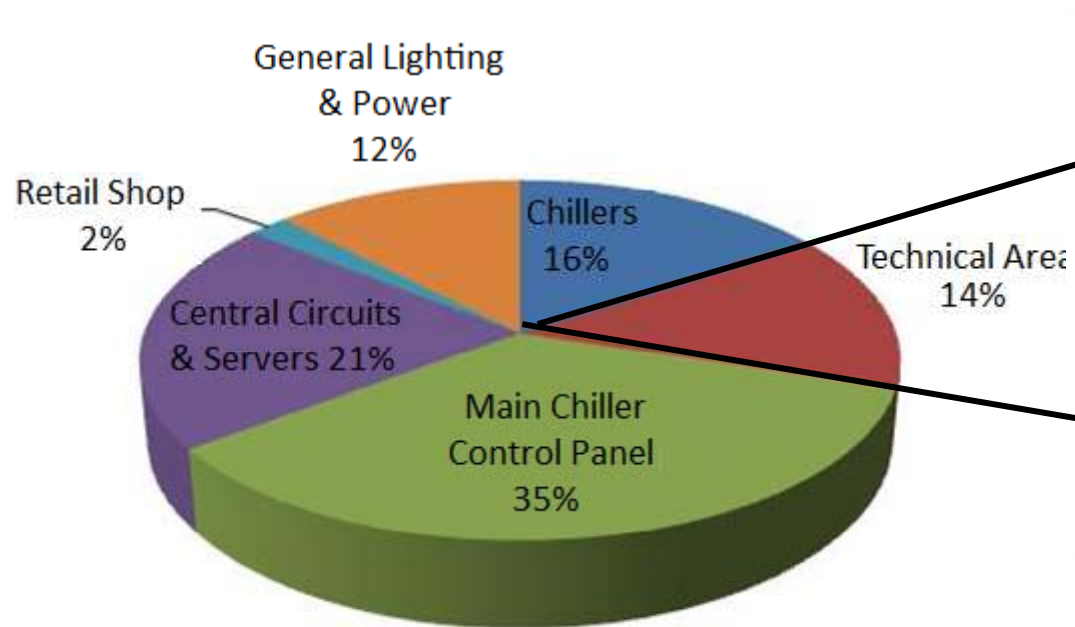




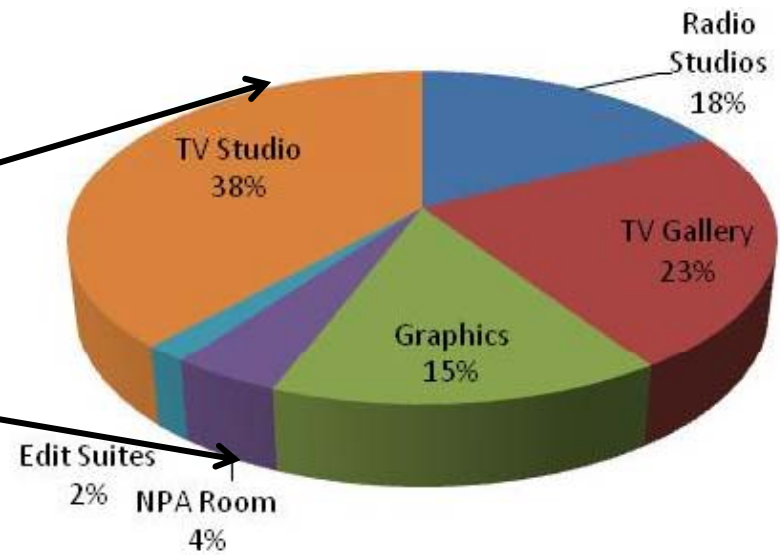
Power Usage in Regional Sites

- 51% of load is Heating & Chilling Plant
- 35% of load is Technical

By type...

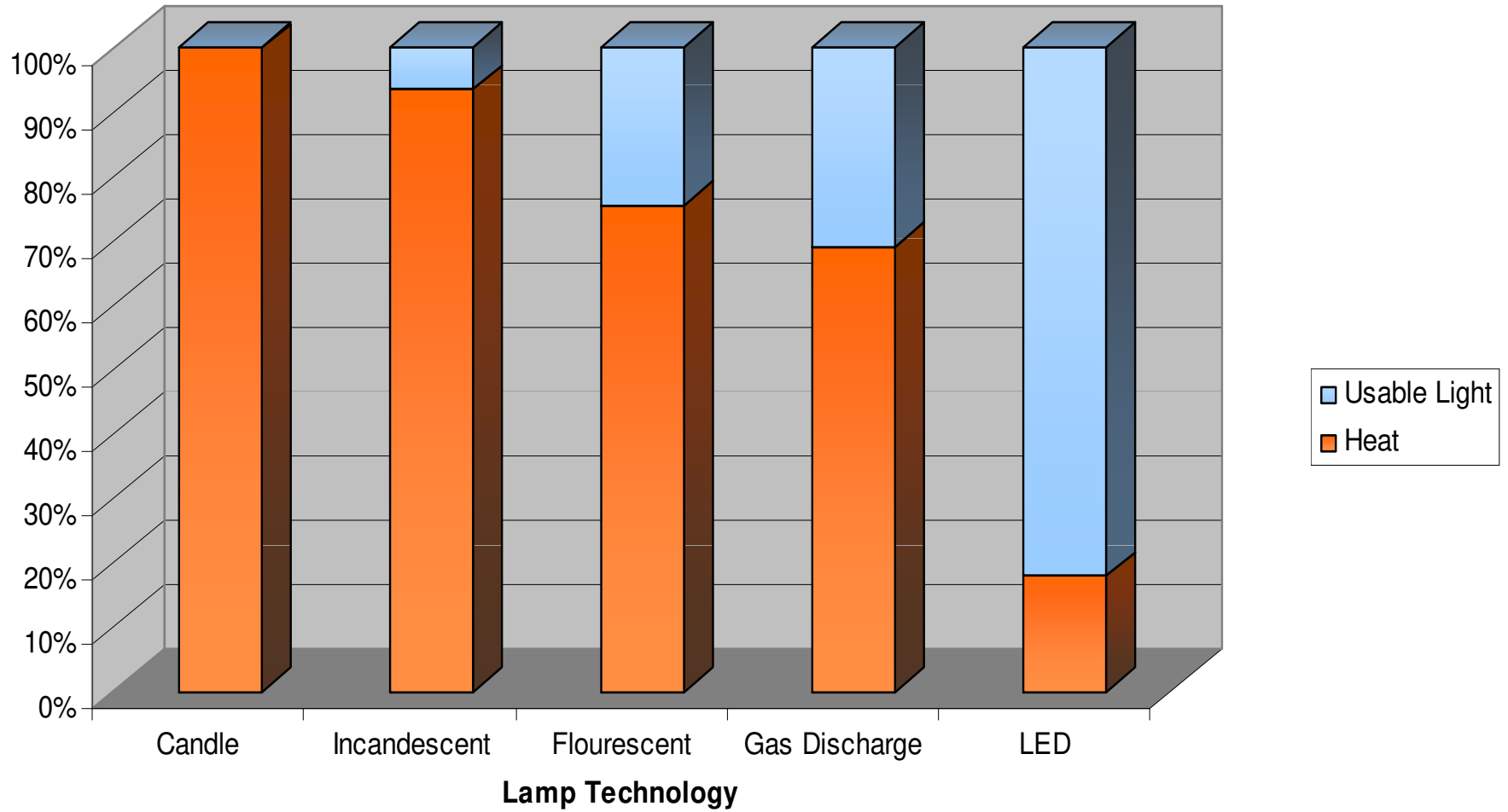


By technical area...





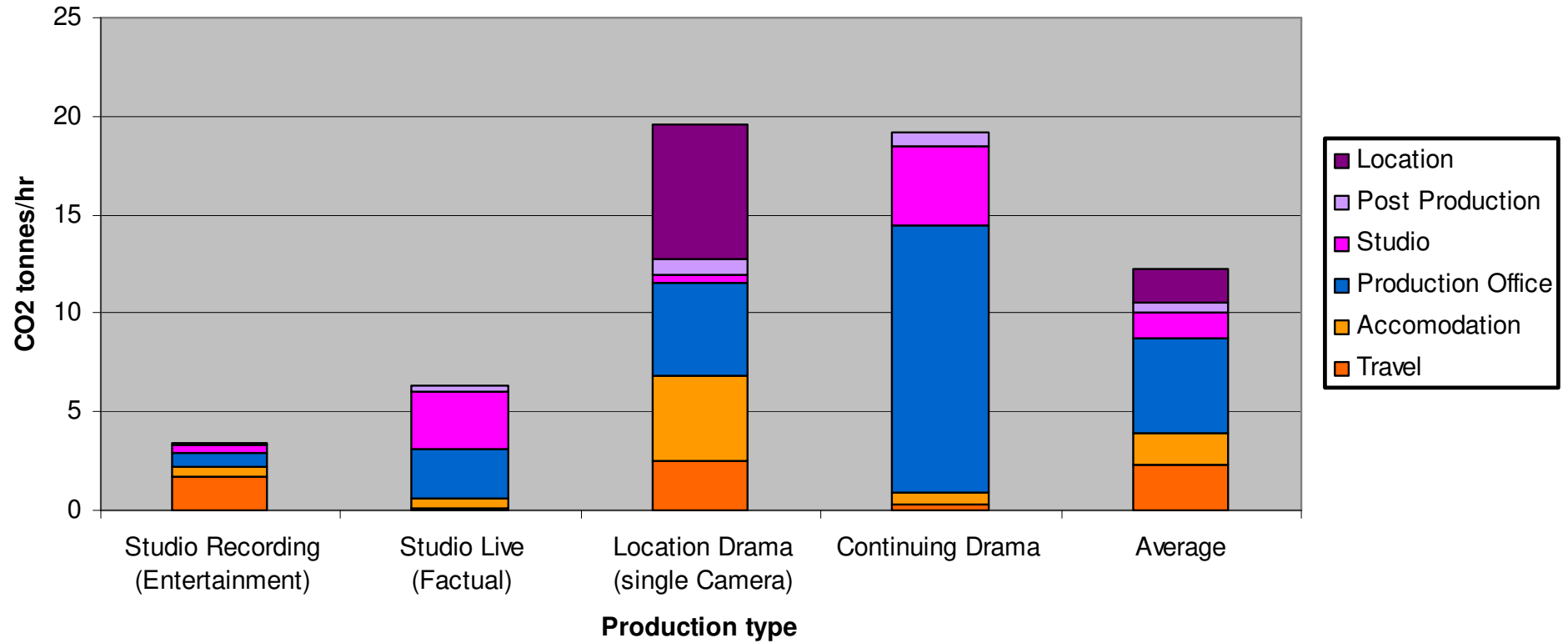
Energy Consumption of Lighting Solutions





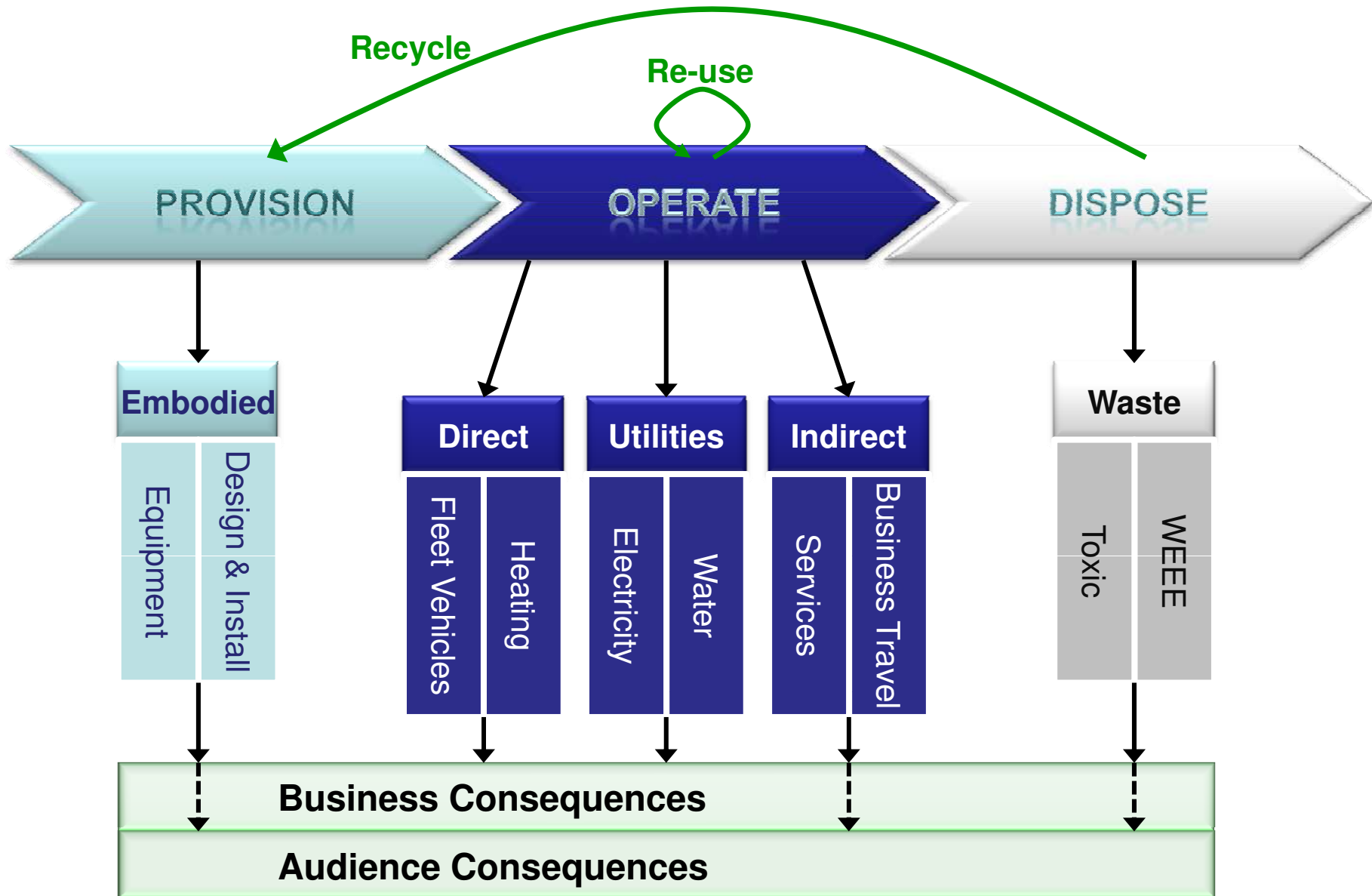
BBC Production Carbon Calculator

CO2/hr for TV Production



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Carbon Lifecycle & Scope





Our Conclusion: It's Complicated!

Each industry has its own unique challenges

Use published best practise, but not at expense of analysing your business

Understand **why** you're doing it

Compliance? Financial savings? CSR/Reputation?

Ensure it's agreed at Board level so everyone's pulling together

Be clear about the scope you're going to tackle

Direct "Operate" is where the low-hanging fruit lies

(But that's probably not good enough if good CSR is your motivation!)

It's all about behaviour

Yours, your staff, your suppliers, your customers

You have the leverage to influence them all

BBC





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