

CASE STUDY

Comprehensive GHG Inventory Supplements Banijay Entertainment’s Climate Journey



Banijay Entertainment, international content powerhouse behind renowned TV shows like *Big Brother*, *MasterChef*, *Peaky Blinders*, *Survivor*, *Black Mirror*, and *Mr. Bean*, partnered with 3Degrees to centralise its sustainability efforts.

Together, they developed a comprehensive methodology to quantify Banijay Entertainment's greenhouse gas (GHG) emissions across its operations and value chain, paving the way for more sustainable practices in the content industry and a reduced carbon footprint.

CHALLENGES

COMPLEXITY OF EMISSIONS DATA

With Banijay Entertainment’s operations spanning the globe and its scope 3 encompassing diverse categories of emissions, the data was not only vast but also intricate.

GLOBAL STAKEHOLDER ALIGNMENT

Extensive coordination was required to achieve alignment and collaboration among stakeholders in order to obtain the necessary emissions data.

HOW WE HELPED

3Degrees worked with Banijay Entertainment to develop a three-phase plan to construct its inventory of global GHG emissions, while closely collaborating with its stakeholders to streamline data collection.

PHASE 1	PHASE 2	PHASE 3
Banijay Entertainment's 2022 GHG inventory including its two largest country operations.	Expansion of the 2022 GHG inventory to Banijay Entertainment's remaining territorial operations.	Refined methodology for Banijay Entertainment's 2023 global GHG inventory.

RESULTS

- ✓ Two comprehensive, global GHG inventories
- ✓ Enhanced understanding of, and commitment to, its sustainability strategy
- ✓ Readiness to set targets to start global GHG emissions reductions, and CSRD compliance



"Banijay Entertainment has long supported, and invested in, sustainability-driven initiatives and partnerships. However, the measurement of our group's environmental impact was localised and not unified. In collaboration with 3Degrees, we have achieved a global measure of our carbon footprint across our 23 operating territories. With a clear indication of where we are, we can implement a robust decarbonisation strategy to reduce our impact and deliver responsibly against legislation."

- EDOUARD MINC
ESG Director at Banijay Entertainment



3Degrees, a certified B Corporation, makes it possible for businesses and their customers to take urgent action on climate change. We help organisations around the world achieve renewable energy and decarbonisation goals through our work with global Fortune 500 companies, utilities, and other organisations that want to join the fight against climate change.

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