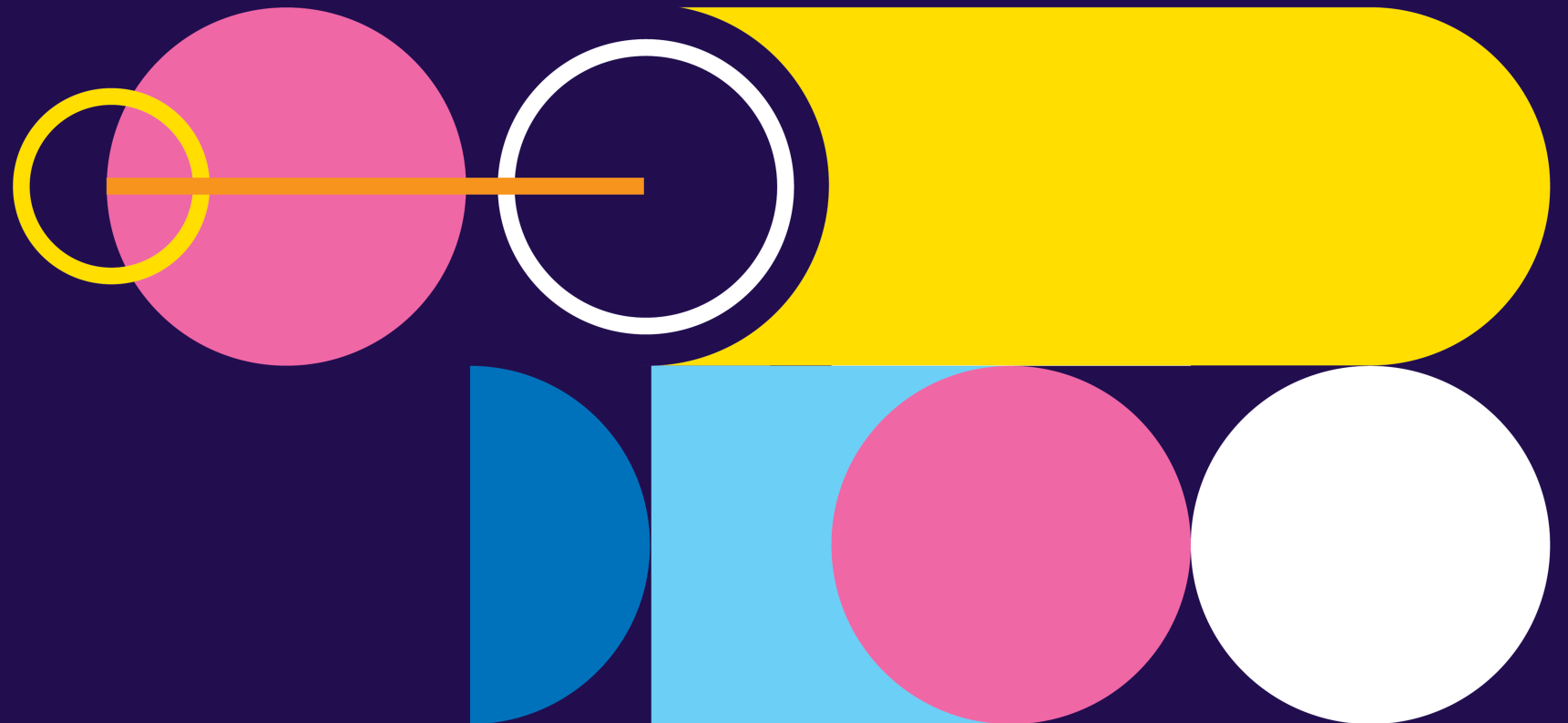


# BAI Action Plan 2023

## UN Sustainable Development Goals



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CRAOLACHÁIN  
NA hÉIREANN

BROADCASTING  
AUTHORITY  
OF IRELAND



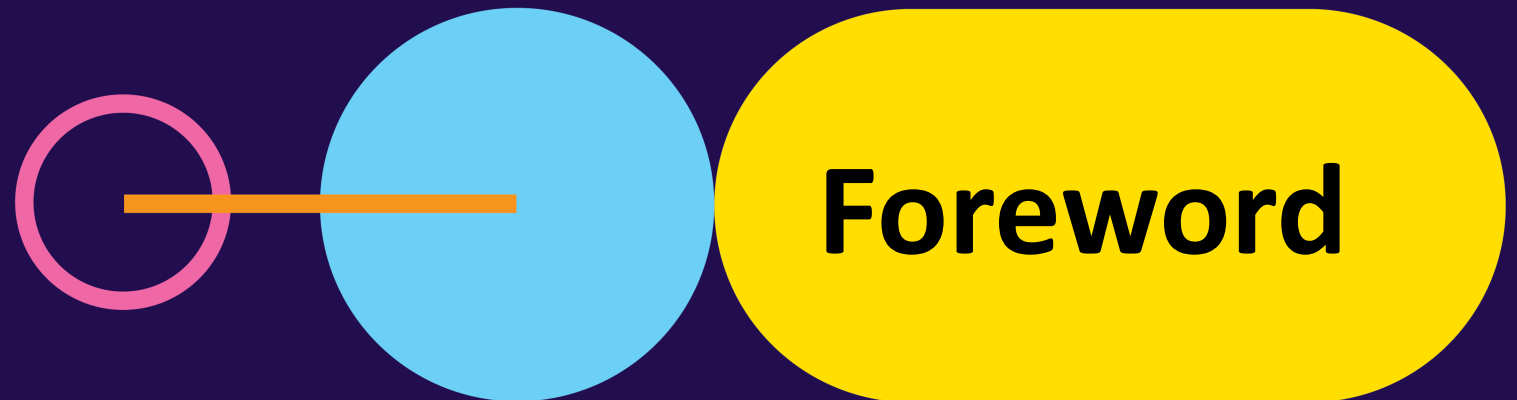
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For the BAI, sustainability is an important commitment set out in the BAI Strategy Statement 2021-2023. Building on the commitment outlined in our previous Strategy - to lead and model best practice in sustainability, the current BAI strategy sets out the following objectives and outcomes:-

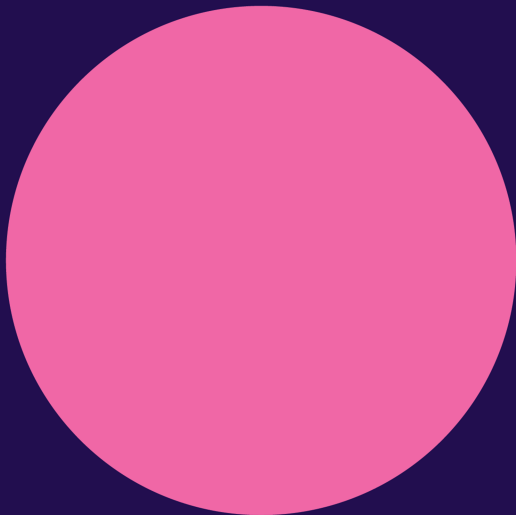
- The BAI has established transparent practices and reporting mechanisms which demonstrate high engagement by the BAI with UN SDGs.
- The BAI will report annually on its performance against targets as set out in its SDG Action Plan and Reporting Framework over the Strategy period.

In fulfilment of our Strategy, having regard to the commitments on the BAI as a public body under the Climate Action Plan and being mindful of the recommendations of the Report of the Future of Media Commission, we have developed this document - *BAI Action Plan: UN Sustainable Development Goals*. This plan sets out the ways in which the BAI will support the achievement of the UN SDGs across a wide range of work areas. In developing the plan, we have identified those SDGs and the related targets that are most relevant to the BAI's work. For each of these, we have identified objectives and set out the activities and initiatives that we will undertake to achieve the SDGs.

Much of this work is ongoing and will continue, for example in the vital area of Gender Equality (SDG 3). However, with the introduction of the National Climate Action Plan, the initial focus of the BAI in respect of this plan will be on environmental sustainability. These are the SDGs set out in Theme 1 of this Action Plan and they are: SDG 7 - Affordable and Clean Energy, SDG 12 - Responsible Consumption and Production and SDG 13 - Climate Action. As success in this respect will rely not only on the work that the BAI does itself but also the way in which it collaborates and cooperates with its key stakeholders, SDG 17 - Partnership for the Goals, has also been prioritised. Our work to support and develop the Broadcasting Sustainability Network is a key element in fostering partnership.



# Foreword

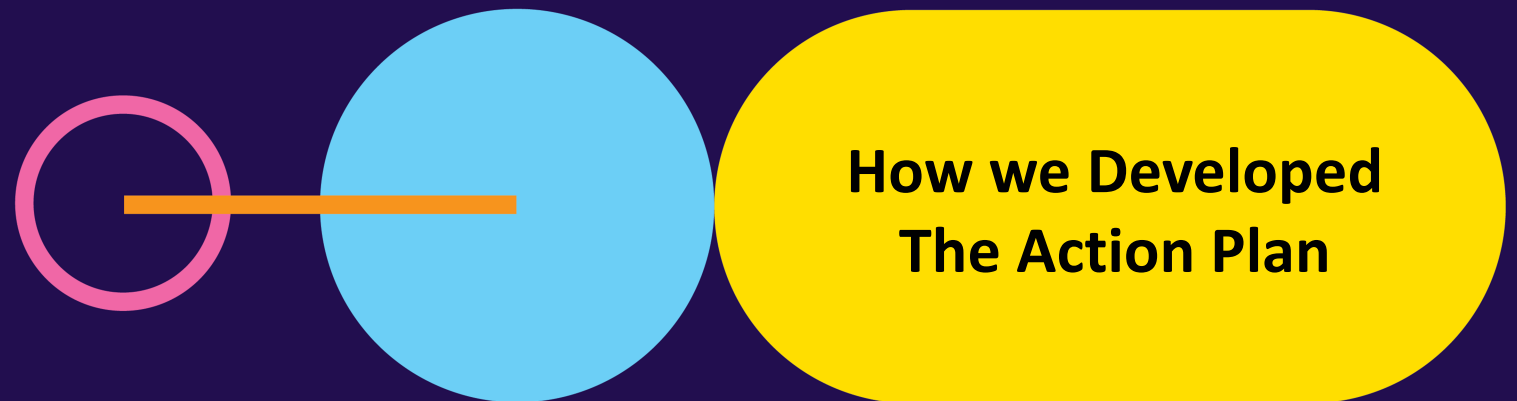


The BAI has developed this plan drawing on best practice and with the support of our sustainability coordinators, *SustainabilityWorks*. In particular, the plan has been guided by the process set out in the UN SDG Compass and this in turn informed the development of the Roadmap for A Sustainable Broadcasting Sector, co-created by the BAI, the broadcasting sector and programme makers. The Roadmap provides the structure for the BAI's Action Plan. Framed by relevant SDGs, the Roadmap has three 'pillars' representing the three dimensions of sustainability: **Environment (Green), Social (Inclusive) and Economic (Resilient)**. All the pillars and focus areas are inter-connected. Together they provide a holistic approach to enable the BAI to help shape a sustainable future.

Through this process, the BAI identified the relevant SDGs for the organisation, and it agreed those that should be prioritised. Following on from this, the BAI set goals with a view to integrating the SDGs into its core organisational activities. Finally, the Authority agreed the approach and structure for its reporting on its Action Plan.

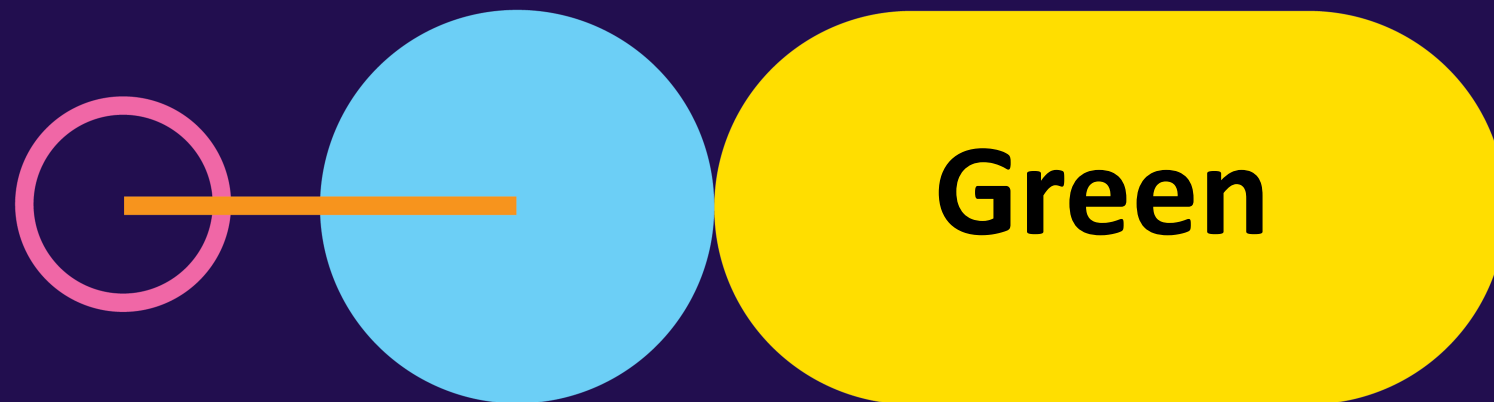
The BAI has identified SDGs and the plan sets them out in three themes as follows:-

- **Theme 1 - Green:** SDGs 7 (Affordable and Clean Energy), 12 (Responsible Consumption and Production), 13 (Climate Action) and 17 (Partnership for the Goals)
- **Theme 2 – Inclusive:** SDGs 4 (Quality Education), 5 (Gender Equality), 10 (Reduced Inequalities) and 11 (Sustainable Cities and Communities)
- **Theme 3 - Resilient:** SDGs 3 (Good Health and Wellbeing), 8 (Decent Work and Economic Growth) and 16 (Peace, Justice and Strong Institutions)



# Theme 01

SDGs 7, 12, 13 and 17





*Ensure access to affordable, reliable, sustainable and modern energy for all*

SDG Target	BAI Objective	BAI policies / actions/ plans	Indicators
<p>7.2 By 2030, increase substantially the share of renewable energy in the global energy mix.</p> <p>7.3 By 2030, double the global rate of improvement in energy efficiency.</p>	<p>Purchase and promote the use of clean, renewable energy.</p> <p>By 2030, improve energy consumption in BAI operations by at least 50% and share best practice with the sector.</p>	<p>1. Actions taken annually by the BAI to meet the Public Sector Energy Efficiency target.</p> <p>2. Renewables make up maximum practical percentage of current energy mix for the BAI.</p> <p>3. Annual work plan for Broadcasting Sustainability Network under 'Green' pillar supports energy efficiency for the sector.</p> <p>4. Staff training to support behavioural change/ good environmental practices at work and at home.</p> <p>5. Energy efficiency factored into BAI approach to transition to Coimisiún na Meán.</p>	<p>1. Actions taken by the BAI to promote good energy practices in the organisation and with stakeholders.</p> <p>2. Total energy consumption by the BAI - % energy consumption that is from renewable sources and % energy reduction versus public sector target of 50% by 2030 (against baseline).</p> <p>3. Number of awareness campaigns, training / information sessions or other activities to promote energy awareness among BAI employees or stakeholders and number or % of BAI employees or stakeholders who participated.</p>



## Ensure sustainable consumption and production patterns

SDG Target	BAI Objective	BAI policies / actions/ plans	Indicators
<p>12.5 By 2030, substantially reduce waste generation through prevention, reduction, recycling and reuse.</p> <p>12.6 Encourage companies, especially large and transnational companies, to adopt sustainable practices and to integrate sustainability information into their reporting cycle.</p> <p>12.7 Promote public procurement practices that are sustainable, in accordance with national policies and priorities.</p> <p>12.8 By 2030, ensure that people everywhere have the relevant information and awareness for sustainable development and lifestyles in harmony with nature.</p>	<p>Reduce waste generation through prevention, reduction, recycling and reuse.</p> <p>Adopt sustainable policies and practices and integrate sustainability information into organisational reporting cycle.</p> <p>Promote public procurement practices that are sustainable.</p> <p>Ensure that people have relevant information and awareness for sustainable development and lifestyles.</p>	<p>1. BAI activities undertaken, and new measures to support the Climate Action Plan including in the areas of single use plastic, water and waste management and reduction, energy efficiency, green procurement and the move towards a 'paperless' office.</p> <p>2. Activities undertaken by the Broadcasting Sustainability Network to support the 'Green' pillar of the Roadmap for a Sustainable Broadcasting Sector.</p> <p>3. Commence planning for reduction, recycling and reuse of BAI building contents in a sustainable manner in anticipation of building move to accommodate transition to Coimisiún na Meán.</p> <p>4. BAI support for the Screen Greening Coalition, including funding for the use by the AV sector of the Albert Carbon Calculator.</p>	<p>1. Actions taken to reduce the environmental impacts of the BAI and promote sustainable consumption and circular economy practices.</p> <p>2. Weight or % of waste send to landfill (tonnes) and Weight or % of waste recycled (tonnes).</p> <p>3. Actions taken to empower stakeholders to implement sustainable consumption and circular economy practices.</p>



## *Take urgent action to combat climate change and its impact*

SDG Target	BAI Objective	BAI policies / actions/ plans	Indicators
<p>13.2 Integrate climate change measures into national policies, strategies and planning.</p> <p>13.3 Improve education, awareness-raising and human and institutional capacity on climate change mitigation, adaptation, impact reduction and early warning.</p>	<p>Responsibly engaging in climate policy: Identifying implications, influences, and opportunities for own operations and the sector; aligning words with actions, ambitions and influences and reporting on policy positions, influences and outcomes.</p> <p>Raising awareness and understanding about climate change and how it might impact operations, while collaborating with the sector to enable it to take steps to mitigate and adapt to climate change.</p>	<ol style="list-style-type: none"> <li>1. Finalisation, publication and implementation of BAI SDG Action Plan.</li> <li>2. Development, publication and implementation of BAI Climate Action Mandate and actions undertaken as a public body under the Climate Action Plan.</li> <li>3. Enhance tracking of business travel and 'offset' emissions from any flights by paying into the national Climate Action Fund and support similar initiatives by broadcasters.</li> <li>4. Ongoing funding and support for the Broadcasting Sustainability Network.</li> <li>5. Sound and Vision funding, on application or via special rounds, for programming and/or ancillary activities addressing the issue of climate change.</li> <li>6. Initiatives and actions taken further to SDGs 4, 7 and 12.</li> </ol>	<ol style="list-style-type: none"> <li>1. Actions taken to reduce the BAI's and broadcasting sectors impact on climate change.</li> <li>2. Greenhouse gas (GHG) emissions from the BAI (tonnes of CO<sub>2</sub>).</li> <li>3. % reduction in GHG emissions versus public sector target of 51% by 2030.</li> <li>4. CO<sub>2</sub> emissions from business flights (tonnes) and € paid into the Climate Action Fund to compensate.</li> <li>5. Number of training or information sessions offered to BAI employees or stakeholders and number or % of participation.</li> <li>6. € grants via the BAI's Sound and Vision fund in programming that promotes climate action.</li> </ol>



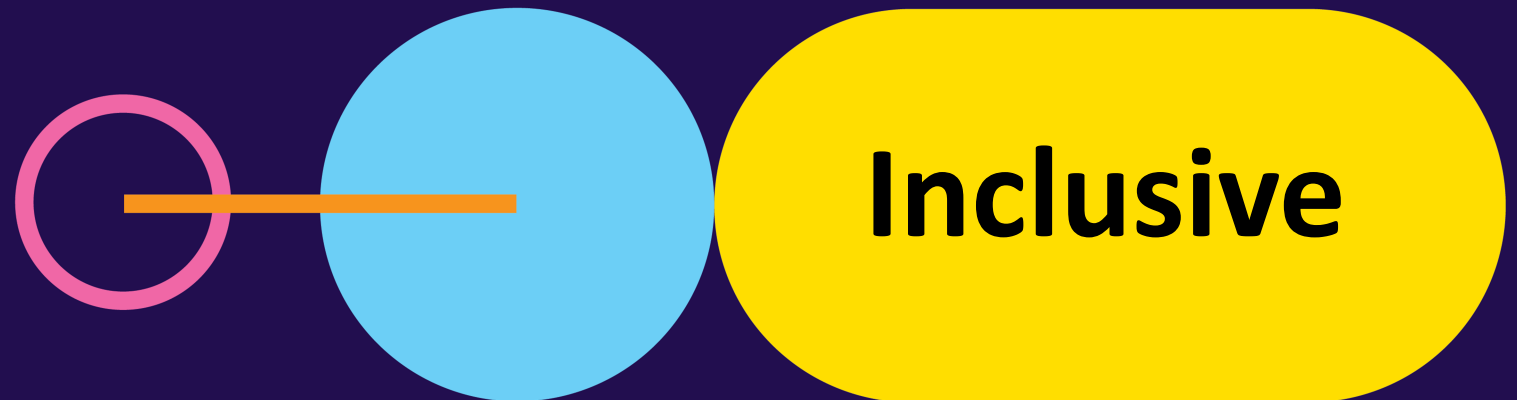
## Strengthen the means of implementation and revitalize the Global Partnership for Sustainable Development

SDG Target	BAI Objective	BAI policies / actions/ plans	Indicators
<p><i>Multi-stakeholder partnerships</i></p> <p>17.16 Enhance the Global Partnership for Sustainable Development, complemented by multi-stakeholder partnerships that mobilize and share knowledge, expertise, technology and financial resources, to support the achievement of the Sustainable Development Goals in all countries, in particular developing countries</p>	<p>Support collaborative initiatives that foster engagement and partnerships through sustainable development.</p>	<ol style="list-style-type: none"> <li>1. Participation in and support for the operation and development of the Broadcasting Sustainability Network via staffing and funding.</li> <li>2. Continued collaboration with the Screen Greening Coalition to support the adoption of the Albert Carbon Calculator.</li> <li>3. Examine and explore opportunities for partnership in order to meet commitments of the BAI and likeminded stakeholders as set out in the Climate Action Plan.</li> <li>4. Explore partnerships with European and International regulators with a view to promoting the UN SDGs.</li> </ol>	<ol style="list-style-type: none"> <li>1. Actions taken to work in partnership in order to advance progress on sustainable development across the sustainability network.</li> <li>2. Number of stakeholders who are members of the Broadcasting Sustainability Network.</li> <li>3. % increase in membership of the Network on the previous year.</li> <li>4. Number of broadcasters who contributed to annual sectoral sustainability report.</li> </ol>



# Theme 02

SDGs 4, 5, 10 and 11





## *Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all*

SDG Target	BAI Objective	BAI policies / actions/ plans	Indicators
<p>4.6 By 2030, ensure that all youth and a substantial proportion of adults, both men and women, achieve literacy and numeracy.</p> <p>4.7 By 2030, ensure that all learners acquire the knowledge and skills needed to promote sustainable development, including, .... global citizenship and appreciation of cultural diversity and of culture's contribution to sustainable development.</p>	<p>Support quality education and lifelong learning opportunities for staff, broadcasters and the wider public via policies, partnerships, initiatives and funding.</p> <p>Promote sustainable development by providing employees with training on sustainability and facilitating sustainability actions across the sector.</p>	<p>1. BAI funding and support for literacy-related projects via BAI Sectoral Learning and Development programme, Sound and Vision and Media Literacy Ireland.</p> <p>2. Support for the Irish language, including literacy via staff training, BAI Irish Language Scheme and BAI Irish language Action Plan.</p> <p>3. Support for the implementation of the 10-year Adult Literacy, Numeracy and Digital Literacy Strategy for Ireland.</p> <p>4. Support education and lifelong learning for staff via the BAI's Training and Development Plan.</p> <p>5. Facilitate training on sustainable development via BAI staff training and support for activities under the 'Green' pillar of the Roadmap for a Sustainable Broadcasting Sector.</p>	<p>1. Hours of training / development per employee.</p> <p>2. % of BAI budget spend on staff training and development.</p> <p>3. Number of training or information sessions offered on the topic of sustainable development and number or % of employees or stakeholders who participated.</p> <p>4. Actions taken by the BAI to support skills and education development including € invested by the BAI in the broadcasting sector via the Sectoral Development Fund and other funding initiatives.</p> <p>5. Actions taken to empower stakeholders and the public's awareness, understanding and participation in media literacy skills development.</p>



## Achieve gender equality and empower all women and girls

SDG Target	BAI Objective	BAI policies / actions/ plans	Indicators
<p>5.1 End all forms of discrimination against all women and girls everywhere.</p> <p>5.5 Ensure women's full and effective participation and equal opportunities for leadership at all levels of decision-making in political, economic and public life.</p> <p>5.c Adopt and strengthen sound policies and enforceable legislation for the promotion of gender equality and the empowerment of all women and girls at all levels.</p>	<p>Respecting women's rights and supporting women's empowerment across the workplace and the sector by embedding the principle of gender equality in how we work and in our activities.</p> <p>Ensuring sufficient participation of women in decision-making and governance roles, while ensuring all workers - women and men - have an equal voice in workplace.</p>	<p>1. Application of BAI HR policies and services that support gender equality in the workplace.</p> <p>2. Explore the development of Diversity, Equality and Inclusion Policy and actions that may be undertaken to support the policy.</p> <p>3. Implementation of, and review of, the BAI Gender Action Plan as well as policy and funding initiatives that support gender equity and awareness including funding for research, networks, projects and governance requirements.</p> <p>4. Sound and Vision funding scheme supports gender equality via grants and data collection and publication.</p>	<p>1. Actions taken by the BAI / Broadcasting sector to support gender equality.</p> <p>2. € funded by the BAI in programming, research and other initiatives that promote gender equality.</p> <p>3. Gender diversity in programming/ production in Sound and Vision funded programming, including % female participation in key programme production roles and via other relevant metrics.</p>



## *Reduce inequality within and among countries*

SDG Target	BAI Objective	BAI policies / actions/ plans	Indicators
<p>10.2 By 2030, empower and promote the social, economic and political inclusion of all, irrespective of age, sex, disability, race, ethnicity, origin, religion or economic or other status.</p> <p>10.3 Ensure equal opportunity and reduce inequalities of outcome, including by eliminating discriminatory laws, policies and practices and promoting appropriate legislation, policies and action in this regard.</p>	<p>Promote the social, economic and political inclusion of all employees and through the content shared by broadcasters.</p> <p>Protect the vulnerable and eliminate discrimination through embedding policies and practices which support diversity, equity and inclusion.</p>	<p>1. Implementation of BAI Public Sector Duty Action Plan.</p> <p>2. BAI actions undertaken to meet public sector obligations in respect of accessibility as well as support and funding for initiatives that support diversity and inclusion.</p> <p>3. Ongoing application of BAI Access Rules for television broadcasters and periodic reviews and updates of the rules.</p> <p>4. Staff training and other initiatives to support diversity, equity and inclusion practices amongst staff and BAI engagement with stakeholders.</p> <p>5. BAI activities to support the 'Inclusion' pillar of the Roadmap for a Sustainable Broadcasting Sector.</p>	<p>1. Actions taken by the BAI to promote diversity, equity and inclusion within the BAI and the wider broadcasting sector.</p> <p>2. Number of training or information sessions supported on the topic of diversity, equity and inclusion and number or % of employees or stakeholders who participated.</p>

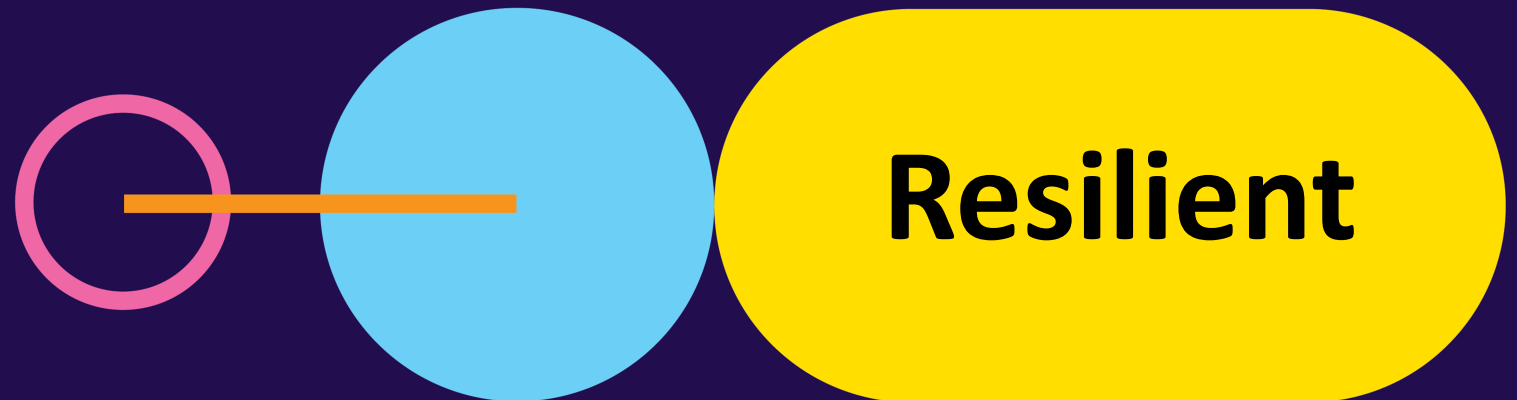


## *Make cities and human settlements inclusive, safe, resilient and sustainable*

SDG Target	BAI Objective	BAI policies / actions/ plans	Indicators
11.4 Strengthen efforts to protect and safeguard the world's cultural and natural heritage.	Enhancing cultural and natural heritage by respecting and protecting local culture, values and the Irish language.	<p>1. BAI policies and initiatives that support and promote the use of the Irish language, including the BAI Irish Language Scheme, the BAI Irish Language Action Plan and funding for programming and ancillary activities under the Sound and Vision funding scheme.</p> <p>2. BAI Sound and Vision and Archiving Schemes funding to support the creation of, and maintenance and availability of, Irish audio and audio-visual heritage.</p>	<p>1. Actions taken by the BAI to promote Irish culture and language, both within the BAI and across the Irish broadcasting sector.</p> <p>2. % or number of BAI staff or broadcasting organisations who participated in activities to support the Irish language.</p> <p>3. € grants via the BAI's Sound and Vision fund in programming that promotes the Irish language and/or Irish culture.</p> <p>4. € grants via the BAI's Archiving Scheme that supports the maintenance and availability of Irish audio and audio-visual heritage.</p>

# Theme 03

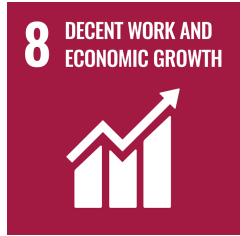
SDGs 3, 8 and 15





## *Ensure healthy lives and promote well-being for all at all ages*

SDG Target	BAI Objective	BAI policies / actions/ plans	Indicators
3.4 By 2030, reduce by one third premature mortality from non-communicable diseases through prevention and treatment and promote mental health and well-being.	<p>Supporting the health interests of the public by ensuring effective regulation of commercial communications for health-related products and services.</p> <p>Supporting employees so that they and their families have access to preventative health care, including programmes that promote and support mental health and well-being.</p>	<p>1. Support for public health and wellbeing via the principles and rules of the BAI's broadcasting codes relating to alcohol, HFFS foods, medicines and related issues, and through complaint handling in respect of such matters.</p> <p>2. Ensuring the BAI's commitments under 'Connecting for Life', Ireland's National Strategy to Reduce Suicide 2015-2020 (extended to 2024) are met.</p> <p>3. Ongoing application and periodic reviews of BAI policies and practices that promote and support the health, safety and wellbeing of staff.</p>	<p>1. Actions taken by the BAI to support public health via policies and practices e.g., guidance, training, complaints and revisions to codes.</p> <p>2. Number or % of employees covered by an Employee Assistance Programme.</p> <p>3. Number of training or information sessions offered to employees on topics related to health or wellbeing and number or % of employees who participated.</p>



*Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all*

SDG Target	BAI Objective	BAI policies / actions/ plans	Indicators
<p>8.3 Promote development-oriented policies that support productive activities, decent job creation, entrepreneurship, creativity and innovation, and encourage the formalization and growth of micro-, small- and medium-sized enterprises, including through access to financial services.</p> <p>8.8 Protect labour rights and promote safe and secure working environments for all workers, including migrant workers, in particular women migrants, and those in precarious employment.</p>	<p>Ensuring responsible employment strategies, providing decent work and productive activities for all employees.</p> <p>Establishing fair policies for selection of suppliers, and improving economic inclusion throughout the supply chain.</p> <p>Respecting and protecting labour rights and providing safe, secure and healthy working environments for all employees.</p>	<p>1. BAI HR and organisational policies and practices and industrial relations framework.</p> <p>2. BAI change management process guiding staff transition from BAI to Coimisiún na Meán.</p> <p>3. BAI procurement requires service providers to comply with all employment law, including health and safety requirements.</p> <p>4. Good labour and HR practices in the broadcasting sector supported by BAI licensing, contracting and compliance activities.</p> <p>5. BAI strategy implementation includes actions to support the financial sustainability for the Irish audio and audiovisual sectors.</p>	<p>1. Actions taken to promote responsible and inclusive procurement practice by the BAI.</p> <p>2. Number or % of BAI employees who are members of a trade union.</p> <p>3. Employee satisfaction ratings with BAI staff transition to Coimisiún na Meán.</p> <p>4. Actions taken by the BAI to support the economic resilience of the Irish broadcasting sector (in line with the BAI's strategic objective 15).</p>





*Promote peaceful and inclusive societies for sustainable development, provide access to justice for all and build effective, accountable and inclusive institutions at all levels*

SDG Target	BAI Objective	BAI policies / actions/ plans	Indicators
<p>16.5 Substantially reduce corruption and bribery in all their forms.</p> <p>16.6 Develop effective, accountable and transparent institutions at all levels.</p> <p>16.b Promote and enforce non-discriminatory laws and policies for sustainable development.</p>	<p>Developing policies and governance practices to effectively address all forms of corruption in a transparent manner.</p> <p>Contribute to improving the effectiveness, accountability and transparency of public institutions, by utilising transparent systems.</p>	<p>1. Ongoing implementation of BAI policies and procedures that promote accountability, transparency and good governance, including: BAI Code of Business Conduct, BAI Whistleblowing and Anti-bribery Policies, Data Protection Policies and Practices, Implementation of FOI Act and operation of the Quality Customer Service Charter &amp; Action Plan.</p> <p>2. Operation and auditing of BAI's internal controls, risk management and governance on an ongoing basis.</p> <p>3. BAI support for and promotion of good governance and sustainable development practice in the broadcasting sector via licensing, contracts, sectoral development and other related activities.</p> <p>4. Activities supported by the BAI under the 'Resilient' pillar of the Roadmap for a Sustainable Broadcasting Sector.</p>	<p>1. Actions taken by the BAI and broadcasting organisations to promote the highest standard of governance, ethics, and integrity.</p> <p>2. Number of employees trained on anti-corruption policies and procedures and / or other issues related to business ethics and good governance.</p> <p>3. Number of training or information sessions offered to broadcasting organisations on topics related to governance, ethics and integrity, via the Broadcasting Sustainability Network and number or % of stakeholders participating.</p>