

Corporate Responsibility



As a major business with a public service ethos, Channel 4 takes its responsibilities seriously – to its staff and suppliers, to the community and the environment and – most of all – to its audience

Channel 4 aims to be a good corporate citizen. As a broadcaster, it goes well beyond its statutory obligations with the programmes it commissions, the information and back-up it provides for its audiences, and the support it gives to develop the companies and individuals who make its programmes and provide its services. Here is a taste of what Channel 4 does in just four areas. You can find out more about them, and some of the other ways in which Channel 4 contributes to the quality of life in Britain by visiting channel4.com.

Environment

Channel 4 works with external advisors to audit energy use and work towards becoming a carbon-neutral company. More effective monitoring, and the active engagement of staff in thinking about their environmental impact in the office and at home, means Channel 4 is already reducing energy and water use, and is aiming to recycle 70% of its waste by the end of 2007.

To complement its many property series on television, Channel 4 launched an online programme, presented by Kevin McCloud and Naomi Cleaver, giving householders tips on saving energy, and showing the positive impact their actions could have on the environment, and on their own finances. You can join them by visiting channel4.com/energy, which is sponsored by the Energy Saving Trust.



Your impact on climate change

Diversity

Lots of production companies have helped us achieve real improvements in our casting and on-screen representation of disability. To maintain this momentum and highlight best practice, Channel 4 produced the Guide to Improving Onscreen Diversity, sent free to producers and available at channel4.com/corporate/4producers/commissioning/commissioning.html.

Channel 4 has a wide variety of training schemes and programme-making opportunities to assist talented people from diverse communities, or those with disabilities, to get a step-up into the television industry. One such initiative, 4Real, gives disabled filmmakers a chance to direct a 30-minute documentary for transmission on Channel 4.



Raw Cuts

Community

One of many community-based talent initiatives run by Channel 4 in 2006, Raw Cuts, developed and managed jointly with the NSPCC, explored issues of vulnerability amongst 13 to 18-year-olds. With over 2,000 entries received, some of the group, working with parents and guardians, went on to make a series of films for Channel 4's 'Three Minute Wonders' slot.

In partnership with Arts Council East and FutureCity Arts, Channel 4 worked with teenage members of the Thurrock Youth Cabinet on the Billboard Project, a multimedia initiative aimed at engaging young people in issues of community regeneration, and assisting them to share their voices and views to inspire their wider community and local businesses. More can be seen at billboardproject.co.uk/b_web/documentary_4_talent.

Creative Talent

Channel 4 invested £8 million in 2006 identifying and nurturing creative talent in communities in every part of the UK. As well as helping young people find their way into the television industry, we offer information and inspiration to countless talented individuals who want to work in the creative industries – or just get more out of life. You can explore what Channel 4 has to offer by visiting channel4.com/talent.



Amar Latif, Director, 4Real

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Written by