

[27.09.22] **PRESS RELEASE**

2022 CLIMATE ROADMAP



Our news teams are taking their efforts to raise public awareness of ecological transition issues to the next level by ...

- **Introducing a new logo, “Notre Planète”** (“Our Planet”), across all new formats and dedicated segments in TF1 news bulletins and LCI shows, and on TF1 INFO.
- **Forging a major partnership with French power grid operator RTE**, including energy-saving tips presented as part of our weather forecasts.
- **Setting up a committee of environmental experts** to support the news teams at TF1, LCI and TF1 INFO.
- **Rolling out a climate dashboard** to measure the growing exposure of environmental issues in our news output.

The Climate Roadmap – piloted by Thierry Thuillier (Executive Vice President of News) alongside Christelle Chiroux (Deputy Head of News in charge of mediation and CSR) – is based on the action plan set out below.

“Notre Planète”

“Notre Planète” (“Our Planet”) is a new logo, signposting our viewers to content around ecological transition in our news coverage on **TF1, LCI and the TF1 INFO platform**.

Launch of new formats:

- **“Terre Augmentée” (“Augmented Earth”), fronted by journalist Yani Khezzar**, uses immersive augmented animations to understand what France will look like in 2030 around five key issues (food, work, energy, housing and transport).
- **“CQFD” (“QED”)** is a specific weekday and weekend format highlighting solutions journalism.
- **“Le 20H vous répond”, featuring journalist Garance Pardigon**. Garance made her debut on TF1 news bulletins during the COVID-19 crisis, and will continue her nightly appearances in which she answers viewers’ questions – including questions on climate-related issues.
- Starting on 3 October, presenters will offer **“top tips”** to protect the climate as part of our regular weather forecasts.

Not to mention regular formats already in place across our channels such as *Enquête*, *Grands Formats*, *Découvertes*, *Demain Week-end*, *La France des Solutions Week-end*, *La bonne Idée*, and *Planète Week-end*.

“Impact positif” (“Positive Impact”) is being rolled out across LCI and TF1 INFO:

Impact Positif has its origins in a podcast presented by **Sylvia Amicone**, available on all media platforms since 2018, which explores solutions to the climate and social emergency.

In the new autumn season, Impact Positif has a new regular Saturday lunchtime slot at 12.45, supported by vertical content on TF1 INFO.



Ground-breaking partnership with RTE

TF1 News and RTE (the French power grid operator) are joining forces in a **strong editorial partnership involving all our news teams on TF1, TF1 INFO and LCI.**

Aimed at raising viewer awareness about energy issues, the partnership involves:

- Embedding “EcoWatt” energy forecasts (Orange and Red alerts) in weather bulletins
- **Informing viewers about risks** of pressure on power supplies
- **Rolling out a major campaign on energy-saving tips during COP27 in Egypt.**

Expert committee

We have assembled a committee of experts in a wide range of fields* to address ecological transition in the round. They will add depth to how we report on such issues by sharing their knowledge with our journalists and appearing on our regular news bulletins or as guests on LCI or TF1 INFO.

Our 11 experts are:

- **Pierre-Marie Aubert** Research Associate and Co-ordinator of the European Agriculture Initiative at the Institute for Sustainable Development and International Relations (IDDRI)
- **Alicia Bassière**, PhD candidate in Energy Economics at the Centre for Research in Economics and Statistics of the École Polytechnique and ENSAE
- **Anne Battestini**, expert in marketing research and sustainable consumption, and founder of the Iconics research and consultancy firm
- **Séverine Bès de Berc**, Assistant Director for Overseas France at Cerema (Centre for Studies on Risks, the Environment, Mobility and Urban Planning)
- **Nicolas Dubos**, researcher in ecology
- **Eddy Guicheron**, Head of the Household Waste Collection and Pre-Collection Service for the Southern District of Martinique
- **Fannie Le Floch**, scientific facilitator and researcher in the physical chemistry of biopolymers
- **Bela Loto Hiffler**, coach and author in digital citizenship, founder of “Point de M.I.R.” (the “home of responsible computing”), and a partner in M.I.R. Consultancy & Training
- **François Meyer**, General Manager of Fer de France (French rail industry stakeholders forum)
- **Sébastien Treyer**, Executive Director, Institute for Sustainable Development and International Relations (IDDRI)
- **An energy transition expert from French power grid operator RTE**

Climate dashboard

Finally, the 2022 Climate Roadmap will use a “climate dashboard” to track and measure the growing exposure of ecological transition and transformation issues across our news output.

** The Climate Expert Committee includes alumnae from our “Expertes à la Une” initiative, launched in 2020 to tackle the issue of gender imbalance in the media.*

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