

Sustainability Checklist for Media & Entertainment Startups



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Environmental

- ☐ Implements energy-efficient technologies in digital production and broadcasting.
- ☐ Develops and encourages content that raises awareness about environmental issues and sustainable living.
- ☐ Utilizes data centers and cloud services that are powered by renewable energy sources.
- ☐ Promotes the digital distribution of content to minimize the environmental impact of physical media production and waste.
- ☐ Engages in responsible e-waste management and recycling of electronic and digital equipment.
- ☐ Measures and actively seeks to reduce the carbon footprint of productions, including location shoots and studio operations.
- ☐ Incorporates sustainable practices in office and production settings, such as reducing paper use and opting for eco-friendly set materials.

Social

- ☐ Ensures that content does not perpetuate stereotypes or promote discrimination, focusing instead on diverse and inclusive representation.
- ☐ Provides platforms for voices and stories from underrepresented groups, promoting cultural diversity and societal understanding.
- ☐ Offers accessibility features for content, making media and digital entertainment accessible to people with disabilities.
- ☐ Encourages educational, informative, or socially beneficial content alongside entertainment.
- ☐ Maintains high standards of privacy and data security to protect viewer information from breaches.
- ☐ Implements fair labor practices and provides a safe, respectful workplace for all employees and contractors, including on-set and production crews.
- ☐ Engages actively with viewers and stakeholders to gauge impacts and address concerns about content.
- ☐ Maintains ethical advertising practices, ensuring transparency and avoiding misleading information.
- ☐ Supports community initiatives, particularly those related to education, the arts, and digital literacy.

Organizational

- ☐ Adheres to strict ethical standards in content creation, distribution, and monetization.
- ☐ Maintains transparency in governance structures, decision-making processes, and financial reporting.

- ☐ Regularly updates and enforces policies to comply with international standards and regulations in media production and distribution.
- ☐ Engages a broad range of stakeholders, including content creators, viewers, and cultural advisors, to inform governance and operations.
- ☐ Implements robust risk management strategies to address issues such as copyright infringement, content piracy, and reputational risks.
- ☐ Manages intellectual property rights ethically, promoting fair use and respecting creators' rights.
- ☐ Ensures board and leadership diversity to reflect a wide range of perspectives and experiences.
- ☐ Regularly reviews and updates policies to address emerging issues like deepfakes, misinformation, and digital manipulation.

