

# HNC/D Television and HND Radio



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The world is currently facing many global challenges which can have local, national, and international impacts. These impacts can be grouped into what are commonly referred to as 'the three pillars of sustainability'.

One pillar represents environmental stewardship, reflecting the need for responsible and conscientious management of Earth's natural resources and for the protection of the environment.

Another pillar represents social sustainability, referring to the ability of a society to maintain and enhance the well-being and quality of life. This involves creating an equitable and just society that promotes social cohesion, protects human rights, and ensures that everyone has access to basic needs and opportunities.

The final pillar represents economic sustainability, which involves balancing economic development with the preservation of natural resources, social well-being, and the needs of future generations.

All three pillars are of equal importance. Achieving sustainability requires collective action from individuals, businesses, governments, and organisations at local, national, and international levels. It involves making conscious choices and adopting practices that minimise negative impacts on the environment, promote social equity, and contribute to long-term economic sustainability.

To address global challenges and promote sustainability, the United Nations established the [2030 Agenda for Sustainable Development](#), a shared blueprint for people, planet, prosperity, peace, and partnership. At its heart is a set of 17 goals ([Sustainable Development Goals or SDGs](#)), which aim to stimulate action by 2030 in areas of critical importance for humanity and the planet. Behind each goal is a set of specific targets against which progress towards the individual goals can be monitored.

Television and radio are powerful and widespread methods of communication, and have the potential to influence public opinion, to educate, and to mobilise action. Integrating sustainability into television or radio production education equips future professionals with the skills to create content, while minimising their environmental footprint and promoting socially responsible narratives. By emphasising sustainable practices in set design, logistics, energy use, and story telling, students can contribute to a more sustainable media industry. This approach not only benefits the environment, but also enhances their ability to connect with audiences on critical sustainability issues.

The infographic below displays some of the drivers, impacts, and associated sustainable development goals linked to integrating sustainability into television and radio production education.



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Driver	Primary impacts	Secondary impacts	Associated SDGs	
 <p>Embedding sustainability in TV and radio education</p>	 <p>Sustainable production practices</p>	<p>Green production techniques eg reduced energy consumption, renewable energy sources, waste minimisation, eco-travel, location selection</p> 	<p>7 - affordable and clean energy 12 - responsible consumption and production 13 - climate action</p>	
		<p>Life cycle analysis of TV production (ie planning to post-production)</p> 	<p>12 - responsible consumption and production 13 - climate action</p>	
		<p>Resource management eg efficient use of water, electricity, raw materials</p> 	<p>7 - affordable and clean energy 9 - industry, innovation and infrastructure 12 - responsible consumption and production 13 - climate action</p>	
		<p>Direct, indirect, and spillover economic impacts</p> 	<p>8 - decent work and economic growth 9 - industry, innovation and infrastructure 11 - sustainable cities and communities</p>	
	 <p>Sustainable set design</p>	<p>Eco-friendly materials eg reclaimed wood, energy efficient lighting, low-VOC paints</p> 	<p>9 - industry, innovation and infrastructure 11 - sustainable cities and communities 12 - responsible consumption and production 13 - climate action</p>	
		<p>Reuse/recycling/upcycling/renting of set materials and costumes</p> 	<p>9 - industry, innovation and infrastructure 11 - sustainable cities and communities 12 - responsible consumption and production 13 - climate action</p>	
	 <p>Promoting digital production and remote work</p>	<p>Digital workflow and cloud solutions, and remote collaboration</p> 	<p>9 - industry, innovation and infrastructure 11 - sustainable cities and communities 12 - responsible consumption and production</p>	
	 <p>Sustainable story-telling and content creation</p>	<p>Positive representation of sustainability, social impact, and diversity</p> 	<p>All relevant SDGs</p>	
	<p><b>Overarching</b></p>			<p>16 - peace, justice and strong institutions 17 - partnerships for the goals</p>