



The Riga Seminar 2004

TV-Archiving - Sustainable Development or Environmental Hazard?

Lasse Nilsson: Archiving & Environment, plenary session Riga 2004



1. Intro

The Riga Seminar 2004: TV-Archiving – Sustainable Development or Environmental Hazard?

A presentation for the plenary session at the Riga Seminar 2004, October 1 – An annotated oral presentation, version for conference documentation

For many of us this is a new, maybe uncomfortable angle of TV archiving, that we have to occupy ourselves with this question at all – Archives and Environment – or, if you prefer - Television and Environment.

Because there are several different environmental aspects of TV-archiving to take into consideration: Working environment is only one, however very important. The way TV-archiving is influencing the environment around us is another and probably more pushing!

This presentation will focus on TV-archiving in relation to the discussion on the latter and the question of Sustainable Development in our society.



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2. About myself...

My academic background is in literature and sociology. Later I added a degree in librarianship.

I have a confession to make here: Since I guess many of you here are librarians – I have never worked as a “Book Librarian”. Because I happened to pass by the SVT TV-Archives shortly after Library School. Since then I’m “hooked on” images, primarily moving one’s. That means 28 years sofar with the SVT.

I started out as an archivist, worked many years as manager of collections, research and documentation.

It was easy from there to slip into the international field of audiovisual archiving via FIAT/IFTA, the International Federation of Television Archives. I was chairing the FIAT Programming & Production Commission for a number of years and I was elected member of the FIAT Executive Council and later Secretary General.

For several years now I have been working as Project Manager Archives, specializing in the fields of marketing, archive programming and EU projects/preservation – with a couple of years intermission as Environment Controller for the SVT.



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3. Why this "environmental" business?

Because we influence on the environment in many different ways whether we want it or not.

And we have to deal with it because our customers – the TV-audience, archive users and mandators feel they have a right to put the question to us.

I definitely claim that being able to answer the environmental questions will be crucial for maintaining and enhancing your corporate/institutional/organizational "brand".

What happens in the World around us?



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4. What happens around us...

Does this really affect *my* organization?

I have no intention giving you a comprehensive lecture on world politics, economics andoch environment issues, but I claim you better have a good check on what's going on around us.

Because "Only dead fish are carried along with the currents".

And because we need to be pro active!

Trends

- **Globalization**
- **Corporate Social Responsibility**
- **Ethical values in investments**
- **Changes in private investments**
- **New forms for development cooperation**
- **Technical development**
- **Migration**
- **Information & Communication**
- **Trade conditions**
- **De-regulations of financial markets**

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5. Trends...

These are some factors that certainly will have an effect on broadcasting organizations and audiovisual archiving.



"I'm more worried about global warming than I am of any major military conflict."

Hans Blix
MTV News 2003

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8. Not only the concern of audiovisual archivists...

Dr. Hans Blix, UNMOVIC - UN Chief Weapons Inspector to Iraq - before the US occupation.



Changes of Climate

- Sea level raises 15-95 cm till 2100
- Average temperature raises 1-3,5 C till 2100
- Heavy rains and severe draughts

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7. Changes of climate...

Especially greenhouse gas emissions like Carbon Dioxide (CO₂) from human activities have a great effect on our climate. We really need to take in these figures!



omkom när en taxibil le utanför Örnsköldsvik i Sundsvall län. Bilden är en mötande personbil och körde in i släpet. Personbilen, omkom. FOTO: MARIUS SANDNORSCAPTEL

Väpnade män

de en taxichaufför i 30-tiden i går. Gärningschauffören, när de ett vapen och sköt ett ren råttades, men fick

sligades antalet taxiräntle kurvan ut och ligger cirka 125 rån per år. 50 taxichaufförer har någon

b där man åker med i bland utan att veta a väldigt obehagligt, i ord förändring i Svenska

JOHAN THURBERG

it p...

Farligt flamskydd sprids till maten

Medel man trodde inte kunde föras vidare har hittats i bland annat ost

Ett flamskyddsmedel, som inte ska kunna spridas i maten, finns i höga halter i vissa livsmedel, enligt en amerikansk undersökning. Ingen har ännu letat efter medlet i svenska matvaror.



28 gifter i blodet
Margot Wallström lät testa sitt blod och det visade sig att där finns 28 olika giftiga ämnen, bland annat bromerade flamskyddsämnen. I stort sett alla människor har bromerade difenyletrar från flamskyddsmedel i blodet.

Kemikalieinspektionen i Sverige utreder emellertid ett förbud i Sverige. Fattigheten är att om halterna deka-BDE i människor och natur ökar, så nås så småningom den nivå när ämnet ger effekt. Åke Bergman har visat att människor i Sverige har anmärkningsvärt höga halter i blodet. Ännu inte är det klart om de amerikanska resultaten är av intresse. Om analyserna stämmer så är det något vi får titta på. Men vi har inte metoder att göra analyserna hos oss. Vi får diskutera det inom verket, säger han.

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Ett par bromerade flamskyddsmedel är förbjudna från nästa år, men deka-BDE är helt oreglerad. Industrin och experter har haft infekterade diskussioner om ämnets farlighet. Så sent som i våras enades EU:s medlemsländer om att inte införa några begränsningar för kemikalien. Istället ska den tillverkande industrin frivilligt minska användningen.

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annat deka-BDE, gör att rättungen får problem med inlärningen. De har bland annat svårare att lära sig gå genom en labyrint.

De amerikanska forskarna analyserade 32 vanliga livsmedel från de tre största dagligvaruskedjorna i Texas. Man letade efter 13 olika bromerade difenyletrar som används som flamskyddsmedel. Liknande studier har gjorts i Japan och Spanien, där livsmedlen innehöll väsentligt lägre halter än i USA.

Per-Ola Darnerud anser inte att Livsmedelsverket behöver göra en liknande undersökning av svenska livsmedel, eftersom svenskar inte löper samma risk att nå farligt höga halter i blodet.

De amerikanska forskarna pekar att flera undersökningar måste göras, men de vill ändå kunna dra slutsatser om hur farligt deka-BDE i USA blir. De amerikanska forskarna har hittat höga halter i blodet hos människor i USA. De amerikanska forskarna har hittat höga halter i blodet hos människor i USA. De amerikanska forskarna har hittat höga halter i blodet hos människor i USA.

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8. Others concerned about the impact of environmental factors

I found this article this week in one of the major Swedish daily newspapers. It is about the spread of environmentally harmful substances through food, especially flame retardants.

The EU Environment Commissioner until recently, Margot Wallström, had her blood tested on a number of substances that was thought of not to be transferable via food. They found 28 such toxic substances in her blood. And she is not different from the rest of us in this respect!

The World year 2015 (according to CIA)

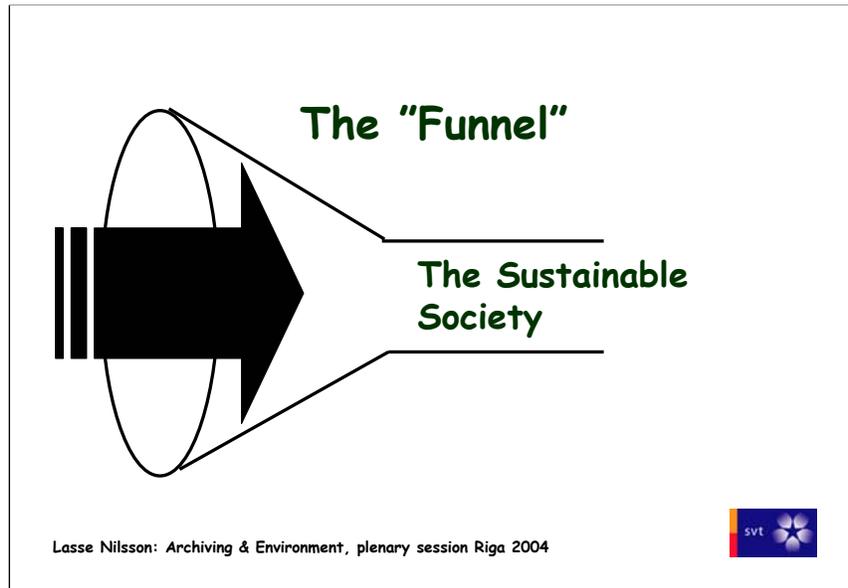
- Demography: 7.2 billion people, 95% in developing countries
- Food: political instability and chronic poverty leads to 20% growth of malnutrition
- Water: more than 3 billion people lives in countries suffering from water stress
- Environment: cultivable land and rainforests continues to be lost
- Health: cost for AIDS exceeds 50% of many national budgets

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9. Also the CIA...

Not only pronounced environmentalists engage in the sustainability discussion and tries to map it! You find these figures on the CIA website.



10. A sustainable society

So why all this about "a sustainable society"?

In the corporate world, customers, contractors, financiers, media/public opinion and other interested parties want to know about sustainability reports from the companies/organizations they are doing business with! They simply want to be prepared for the future.

Weighing together economy and environment and social responsibility -long-term profitability by working actively with a company's environment issues and social responsibility.

Proactivity – put yourself in the future perspective to be able to see what to do to avoid a non-desirable situation

Business development with "the right rules of the game".



“There is no doubt that environment will be the most important competitive factor in a near future. We are reaching a paradigm shift and those who are putting on blinkers instead of realizing this, will end up as losers.”

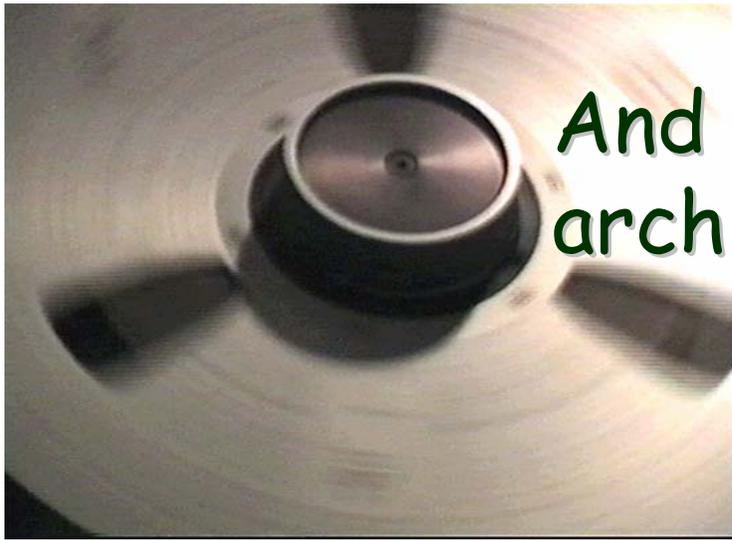
**Leif Johansson
CEO Volvo AB**

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11. Environment "... a most important competitive factor..."

“Just simply good housekeeping” – IKEA World Environment Manager states



And
archives...?

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12. The SVT videotape project....



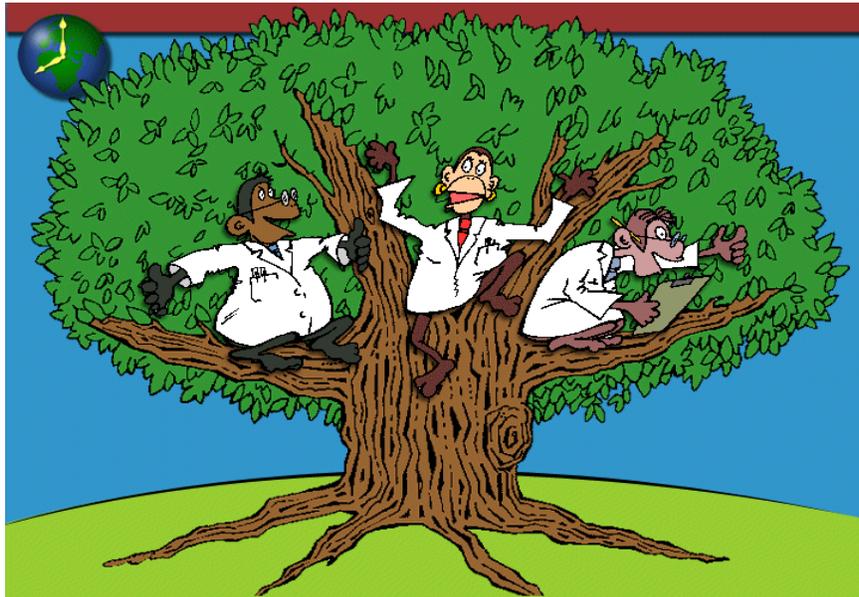
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13. The SVT videotape project....

These are obsolete tapes of obsolete formats – what to do with them?
Bury them on the city dump?

I'll return to that after first taking you on a "short" journey into micro and macrocosm starting some 4,5 billion years ago.



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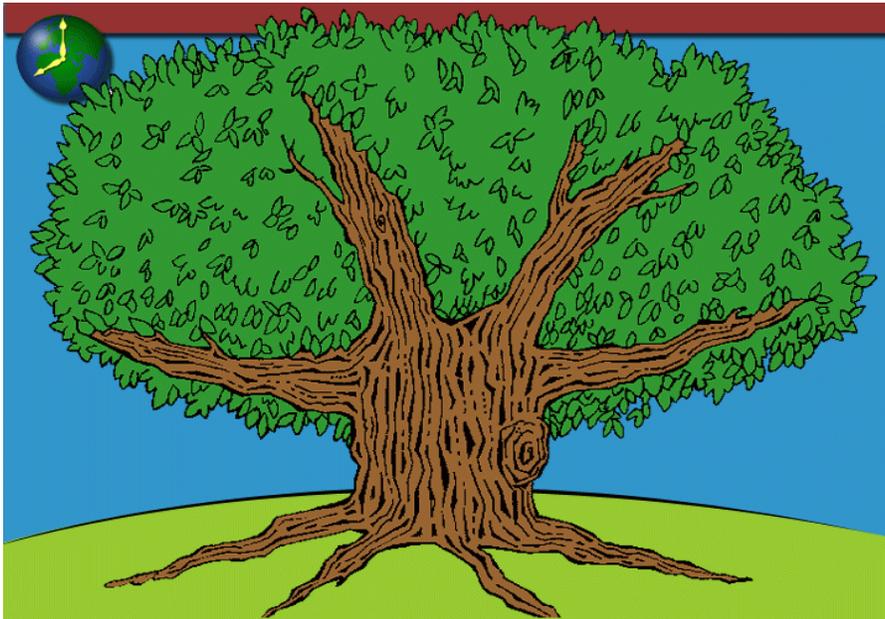
14. Monkey jabber in the foliage

If we listen to our specialists, they seem to disagree on a number of crucial things. But what do they agree on? Sort it out!

Let me give you a couple of examples:

Can we play football with different rules for each team?

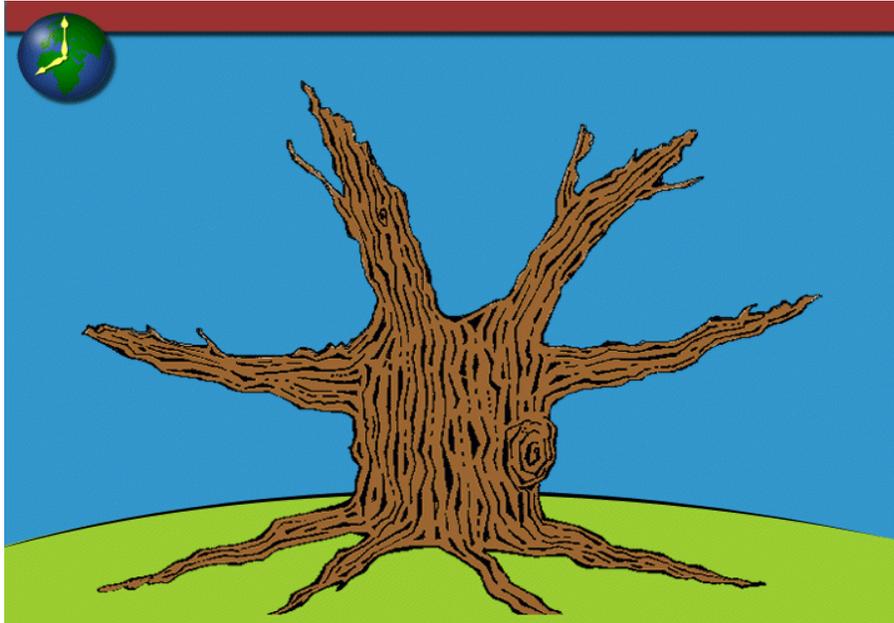
Can we drive cars choosing side of the to drive on at one's own discretion?



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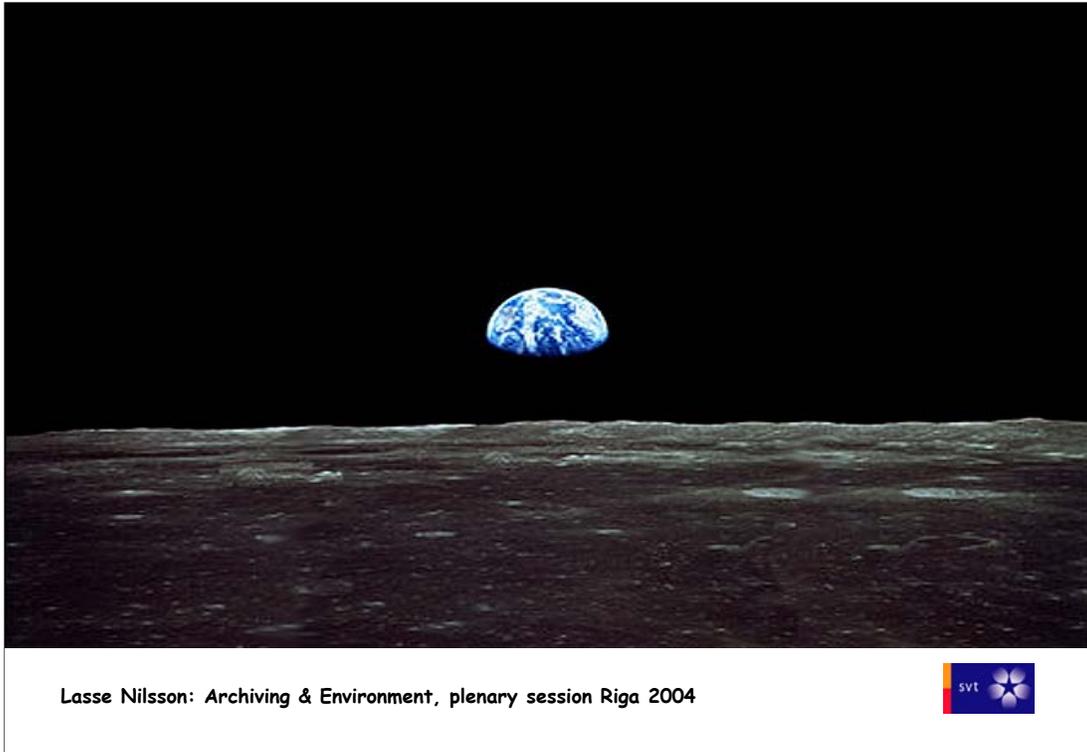
15. What's behind the foliage...



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16. Stem and branches – the earth



17. The Blue Planet – Planet Earth - The Systems approach...

Let's adopt a system's approach on our planet.

Basic Scientific Principles

- Everything disperses
- Nothing disappears

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18. Laws of thermodynamics

We are all subject to fundamental natural laws...

2nd principle of thermodynamics.

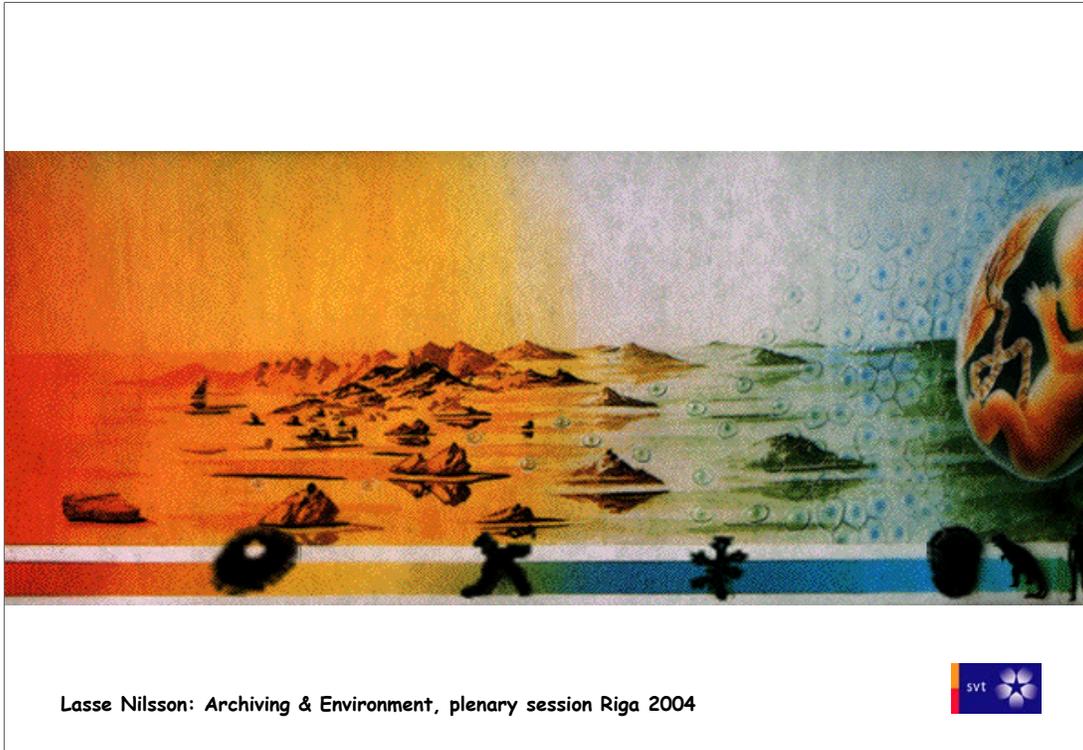
Consider these figures:

- Molecular waste 8 tons/person/year

First humans appeared only 100.000 years ago...

We are extracting from earth crust what has been bound for billions of years!

We can now trace flame retardents in icebear's milk.



19. When it all started...

It all started 4,5 billion years ago. The planet Earth was a huge ball of gases. During aeons of time there has been a successive binding of substances to the earth crust.

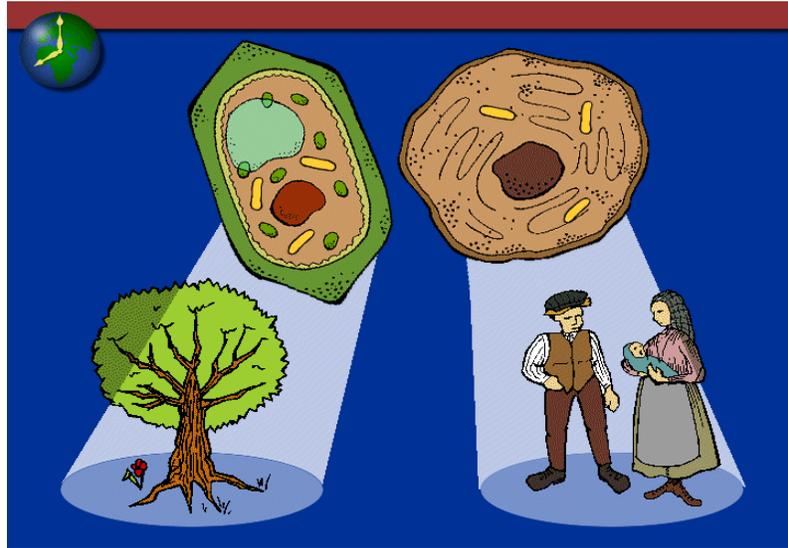
Earth was initially an extremely poisonous place.

What we have is a closed system – the only influx: sun energy

First developed unicellular organisms with chlorophyll to transform solar energy to oxygen

Look "upstream"

The cell perspective



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20. The micro perspective - cell perspective

There are basically two kinds of cells on earth:

- the plant cell that uses energy from the sun - photosynthesis,
- animal cells uses energy from sun indirectly.

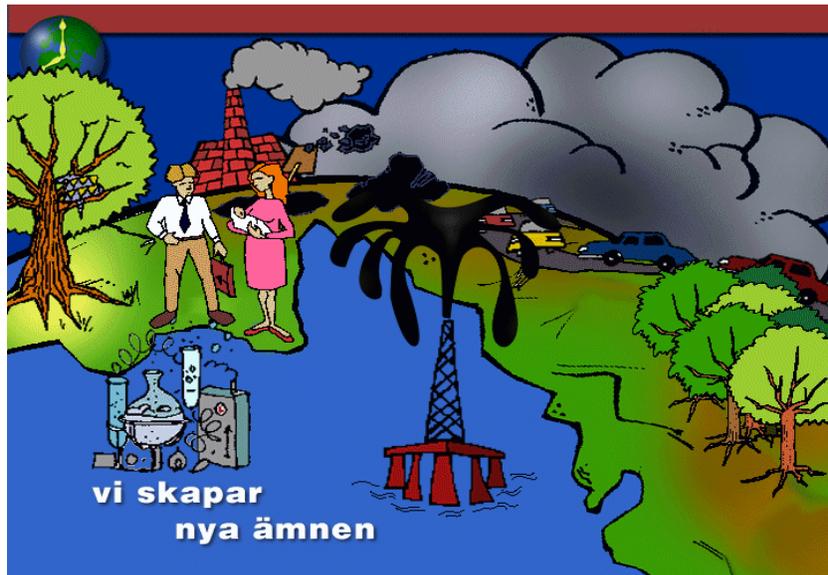
The problem though, regarding these the smallest elements in the system, we can't speak to them... You have to act correct environmentally.



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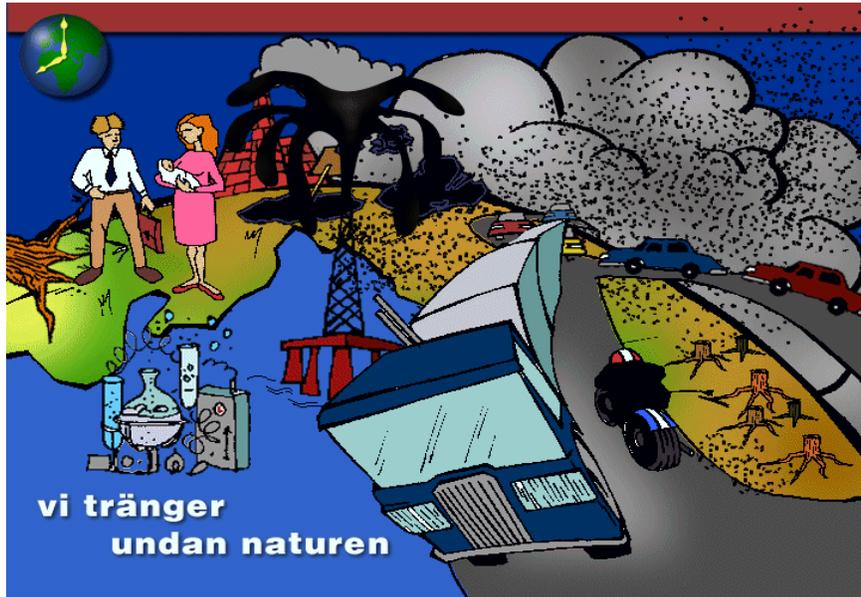
21. We dig up from the earth crust...



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22. We create new and unnatural substances



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23. Less room for Nature

The four system conditions for a sustainable society

1 Substances from the Earth's crust must not systematically increase in nature

2 Substances from society's production must not systematically increase in nature

3 The physical prerequisites for Nature's production and biodiversity must not deteriorate systematically

4 A fair and effective distribution of resources globally is required to satisfy human needs

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24. System conditions for a Sustainable Society

"Don't take from Earth's Crust..."

SYSTEMVILLKOR
1

- Electricity
- Ethanol
- Biogas
- Organic fuel ~~and~~ energy
- Hydrogen gas
- Wind energy
- Water energy
- Organic fuels

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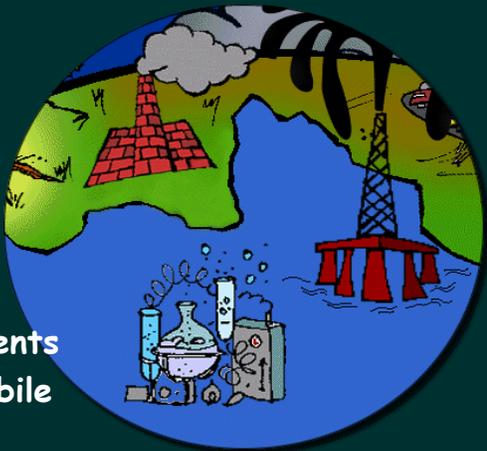
25. "Refrain from taking from Earth's crust!"

Find renewable och sustainable solutions

 **Avoid "unnatural substances"...**

SYSTEMVILLKOR
2

- CFC (freon)
- PCB
- Dioxine
- Flame retardents
- > 30.000 stabile substances



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26. New and unnatural substances



Space for Nature's production

SYSTEMVILLKOR
3

- urbanization
- deforestation
- overfishing
- monocultures in farming

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27. Room for the Nature

 "Satisfy human needs..."

SYSTEMVILLKOR
4

- Energy and resources efficiency
- Ethics - Social responsibility
- Fair distribution of resources globally



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28. Satisfy human needs...



29. Concern for "the Brand"

Be sure "the big brands" are concerned about a positive image of their brands.



30. Concern for "the Brand" II

How many of the big brands do you think are happy to be linked with images of themselves like this?

Royal Dutch Shell polluting in Nigeria

Coca Cola and McDonalds and junk food

Nestlé fighting breast feeding of little babies in the third world in favor of their products

Ford and huge polluting vehicles

Lundin Oil prospecting in Sudan and having former Swedish premier on their board

Who of them wouldn't rather be linked to the world famous children's books author Astrid Lindgren – or as defenders of a better environment



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31. World and EU Summits on globalization I/ Gothenburg 2001



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32. Globalization – the financial markets III



What characterizes "The Good Company"

1. Assumes responsibility for their employees
2. Environment awareness
3. Honesty
4. Equality
5. Not only for profit
6. Longevity
7. Openness
8. High moral standards

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34. What characterize a "good" company?

A university student survey...

Global CEO Survey

...68% say that *CSR (Corporate Social Responsibility)* is vital for profitability..

60% mean that the issue has to stay prioritized during the present period of economic decline

Presented at World Economic Forum in New York 31/1-2002
1.200 CEO:s from 33 countries. Source: PricewaterhouseCoopers

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35. CSR-awareness among CEOs of the World!

Applied to a Public Service Broadcast organization like SVT...

- **Credibility**
- **It's our common environment/future**
- **Long-run Payoff!**

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36. Applied to Public Broadcasters like the SVT...

We want the audience to stay with us!



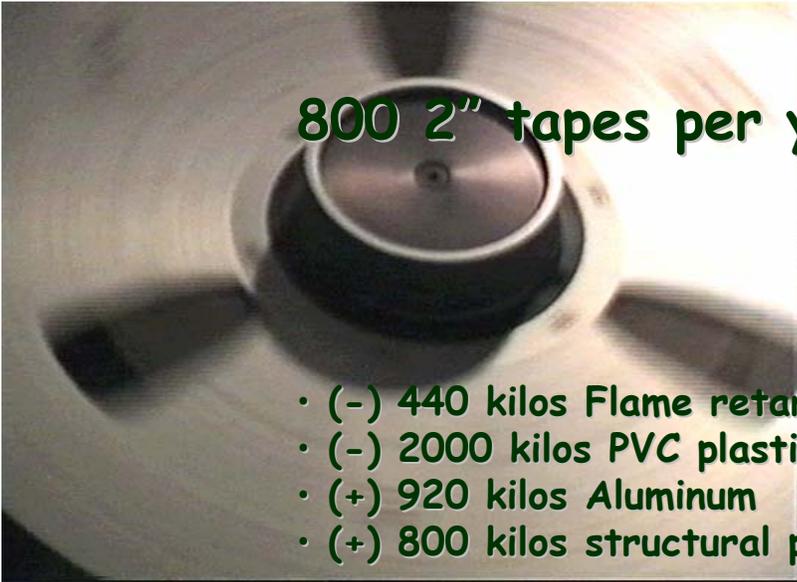
The Videotape Examples...



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37. Back to the SVT videotapes...



800 2" tapes per year

- (-) 440 kilos Flame retardents
- (-) 2000 kilos PVC plastics
- (+) 920 kilos Aluminum
- (+) 800 kilos structural plastics

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38. A SVT videotape project I

These substances ending up on the city dump as an environmental problem or regarded as an asset...



Video Tapes II

Reconditioning of Beta cassettes:

- No need for buying new cassettes
- Reduction of waste
- Save SEK 2 millions (US\$ 270.000)

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39. A SVT videotape project II – sheer profits!

“Because of the central role that SVT plays in Swedish society, it is very Important that the company assume active responsibility for the environment that belongs to everyone. ”

From the Environmental Policy of the Sveriges Television (SVT)

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40. Policy making I – Environment: A corporate responsibility

Goals of SVT:s environmental efforts

- Economize on energy use
- Use resources more efficiently
- Reduce waste
- Consider environmental impact when purchasing and negotiating
- Improve and optimize the sorting of waste products at source for recycling

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41. Policy making II – Environment: A corporate responsibility

To reach our goals - the following are necessary...

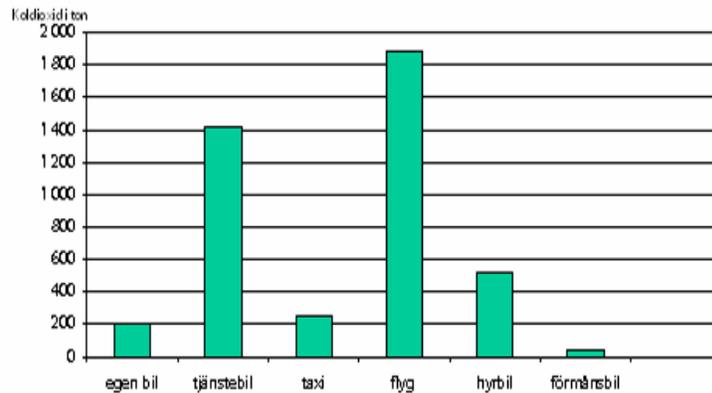
- All employees must be better informed on environmental issues
- All employees must be aware of the environment aspects of their daily work
- SVT must develop environmental communications with the rest of the world
- SVT must put demands on and collaborate with suppliers in an open dialogue.

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42. Policy making III - Environment

Carbon Dioxide waste from SVT transportation activities 2002 - metric tons



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43. Environment auditing

Environment auditing is one element in measuring the environmental impact of your company. In this example we are looking at Carbon Dioxide waste of corporate transportation – from left to right – using private cars, corporate cars, taxis, air transport, rented cars, management cars.



The SVT CEO signing on for SVT environment cars



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44. Developable solutions...

We need effective transportation also in the future, but we need solutions for a sustainable society...

*"The illiterate of the 21st Century
will not be those who cannot
read and write,
but those who cannot
learn, unlearn and relearn."*

- Alvin Toffler

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45. "The New Illiterates"