

Energy

Using the power of communication to advance environmental practices



NBC Universal and its portfolio of media and entertainment brands is committed to educating our audiences on caring for the environment and moving them to take action, along with pursuing more energy-efficient practices within our own facilities and operations.

NBC Universal is capitalizing on the reach of more than 40 on-air and digital brands to connect with key audiences. Our "Green is Universal" initiative provided a combined total of more than 200 hours of green-themed content during last year's November "Green Week" and April "Earth Week" programming events, informing audiences about the state of the environment and providing tips for living a more environmentally conscious lifestyle.

Across our worldwide operations and employee base, NBC Universal is changing the way we do business to reduce our own impact on the environment.

Our sustainability efforts spanned both television and film physical production. Several television productions, including *Saturday Night Live* and *Nightly News*, incorporated more environmentally sensitive operations, such as more efficient lighting and energy systems, set construction, recycling, and repurposing efforts.

NBC Universal's Focus Features became one of the first studios to implement environmentally conscious practices on a major motion picture production. The 2009 film *Away We Go* redirected nearly 50 percent of its waste away from landfills and toward recycling and composting.



Related Information

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