



NEW TASKFORCE WILL ASSESS SOCIAL AND CULTURAL IMPACT OF ENTERTAINMENT CONTENT

- *Organisations including BBC, Disney, ITV, Meta, Netflix, Nowness, Paramount, Prime Video, Sky, Snap Inc and Spotify commit to taskforce on social impact in entertainment content, announced at the launch of the OKRE Summit*
- *First OKRE Summit will take place in London on Wednesday, 15th June*
- *Confirmed speakers for the Summit include Jocelyn Stevenson, Simon Gunning, Lucy Allan, Alejandro Villanueva Argüelles, Susie Braun and Dan Bernando*

For immediate release

A new taskforce will assess the social and cultural impact of entertainment content, providing a framework for the entertainment industry to create real-world impact.

Organisations from across film, television, games and social media including the **BBC, Dazed Media, Disney, ITV, Meta, Netflix, Nowness, Paramount, Prime Video, Sky, Snap Inc** and **Spotify** have signed up to be part of the Entertainment Industries Taskforce on Social Impact which was announced at the launch of the OKRE Summit, a new annual event convening leaders from the entertainment and charity sectors to advance cross-sector collaboration and champion entertainment content that makes a real difference in the world.

Bringing together entertainment industry leaders with globally influential research and impact organisations, the taskforce will provide an opportunity to understand and build on the real-world impact that follows as a result of people engaging with entertainment content.

The industry taskforce members announced today are:

- **Benjamin King**, Director of Public Policy, Netflix
- **Dan Grabiner**, Head of UK Originals, Prime Video
- **Dixi Stewart**, Chief of Staff to the Managing Director, BBC
- **Fiona Ball**, Group Director of the Bigger Picture, Sky
- **Gaby Hornsby**, Content Editor and TV Lead for Sustainability, BBC
- **Gavin Humphries**, Managing Editor, Nowness

- **Georgia Arnold**, SVP & Head of VIS: Social Impact, Paramount Global
- **Iain Dodgeon**, Director, OKRE
- **Lorraine Ní Annracháin**, Social Impact Lead, Spotify
- **Nick Callaghan**, Head of Industry, Entertainment, Meta
- **Priya Matadeen**, Managing Director, Dazed Media
- **Sara Hanson**, Director, Enterprise Social Responsibility EMEA & UK, The Walt Disney Company
- **Susie Braun**, Director of Social Purpose, ITV
- **Suzy Cox**, Head of Programming (EMEA & APAC), Snap Inc.

Nick Callaghan, Head of Industry for the Entertainment vertical at **Meta** in the UK, said: “I am very much looking forward to being part of the taskforce at OKRE. The entertainment industry has the ability to change people’s lives through the power of its storytelling. I am very excited to see how we can harness this to deliver real social change.”

Susie Braun, Director of Social Purpose at **ITV**, said: 'ITV's Social Purpose has clear, measurable goals for both our on-screen and off-screen activity. It's so important to measure the impact of what we do, so we truly know the change we're creating. I'm looking forward to collaborating and sharing best practice through this Taskforce.'

Georgia Arnold, SVP & Head of VIS: Social Impact, **Paramount Global**, said: “Paramount recognizes the significant role entertainment plays in shaping minds and ultimately driving change. Through our work with the MTV Staying Alive Foundation and soon our new studio division, VIS Social Impact, it is possible to measure the impact of entertainment in shaping minds and ultimately driving change, and I look forward to furthering this important focus area through the taskforce’s initiatives.”

Suzy Cox, Head of Programming, EMEA at **Snap Inc**, said: “Snap understands the significant impact of entertainment to influence and shape perspectives on societal issues. We believe our owned, creator and partner content should reflect the diverse voices, experiences and passions of our wider community. This approach is fundamental to everything we do at Snap - from the way we build and maintain our culture, to how we run our businesses and design products. I look forward to collaborating and sharing best practices with members of the OKRE taskforce to measure the impact of our work and to drive positive and long-lasting change.”

Lorraine Ní Annracháin, Social Impact Lead, **Spotify**, said: “As an industry we have an impact on hundreds of millions of people around the world every single day, and with that comes responsibility. Collectively we have a huge opportunity to inspire our audiences, and drive change. I’m very excited for Spotify to collaborate with leaders across the entertainment industry to leverage storytelling, culture and our platforms to drive action on the biggest issues in our world today”

The taskforce is convened by OKRE, a new global charity bringing together the entertainment industry, researchers and social impact sector to expand people’s knowledge of the world by spurring fresh approaches in form and content.

Iain Dodgeon, Director of **OKRE**, said: “I’m delighted that leaders from across the entertainment industry have joined the Entertainment Industries Taskforce on Social Impact. The taskforce seeks to understand and build on the real-world impact that follows as a result of people engaging with entertainment content. Real change is measurable change, and this is an important step towards demonstrating the breadth of social and cultural impacts that entertainment content can have.”

First speakers announced for OKRE Summit 2022

Taking place in London on June 15, the OKRE Summit will feature keynotes and discussions from across the entertainment and charity sectors.

Panels will look at and share learnings from how content creators are authentically representing social, scientific and health-related issues across different platforms and challenging audiences to engage with difficult subject matters. There will also be discussions around how working together with charities can create a bigger impact and support ideas for creative content collaborations, with first-hand examples of breakout successes.

There will be deep dives and case studies exploring new ways to weave societal issues through storylines, from continuing drama to true crime to comedy.

Aradhna Tayal, Director of the OKRE Summit, said: “Across entertainment content, we have seen how creative and authentic representation of people, environments and world issues, locally and globally, drives audience engagement – both with the content and the issues highlighted. We have also seen how collaboration with experts such as charities, academics and community leaders results in innovative insights for richer content and stories. The OKRE Summit will provide an opportunity for these two worlds to come together and create compelling, impactful content.”

Also announced were the first confirmed speakers for the event. They are:

- **Jocelyn Stevenson**, writer, and producer, children’s entertainment
- **Miles Jacobson OBE**, Studio Director, Sports Interactive
- **Simon Gunning**, CEO, CALM
- **Ruby Kuraishe**, Commissioning Editor, Entertainment, BBC
- **Susie Braun**, Director of Social Impact, ITV
- **Lucy Allan**, Head of Continuing Drama, Lime Pictures & Executive Producer, Hollyoaks
- **Alejandro Villanueva Argüelles**, director de Educación de Fundación Televisa
- **Dan Bernardo**, Founder, Playtra
- **Anne Morrison**, Creative Director, Factual Programmes at NEVISION LIMITED
- **Jamie Bartlett**, Author, presenter: The People Vs Tech, The Dark Net, Radicals & The Missing Cryptoqueen

Tickets for the OKRE Summit go on sale at 9am on Wednesday, April 13th and cost £220. Concessions and are available for smaller charities and delegates less able to pay. For more information about the OKRE Summit, visit okre.org/the-okre-summit.

Notes to Editors

Images can be downloaded here: <https://bit.ly/3KkxZOD>

For further information, contact Kat Harrison-Dibbits, Head of Communications at OKRE, on 07833 523295 or email k.harrison-dibbits@okre.org.

About OKRE

OKRE: Opening Knowledge across Research & Entertainment is a new charity and unique, global hub of expertise bringing together research, entertainment and personal lived experience. Through facilitating better cross-sector collaboration, OKRE supports the creation of compelling content that expands our understanding of the world.

OKRE works with organisations including UKIE, UKRI, BBC, BFI, Brown Girls Doc Mafia, Bond International, Cannes Festival, Counterpoints Arts, Science Entertainment Exchange and Think-Film Impact Production, and is supported by partners including Unbound Philanthropy, Joseph Rowntree Foundation, Esmée Fairbairn Foundation and Wellcome.

Visit: okre.org

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About Benjamin King

Benjamin King is Director of Public Policy at Netflix where he leads the company's public policy and regulatory strategy in the UK and Ireland. Before joining Netflix, he spent a decade at 21st Century Fox and News Corporation, most recently as Vice President of Public Affairs and Policy, with a broad focus including media regulation and intellectual property issues across the EMEA region for the company's film and pay-TV production and distribution assets. Prior to this he worked in the publishing sector, leading policy and advocacy for industry trade body the Publishers Association. Benjamin has a degree in Classics from the University of Cambridge.

Netflix is the world's leading streaming entertainment service with 222 million paid memberships in over 190 countries enjoying TV series, documentaries and feature films across a wide variety of genres and languages. Members can watch as much as they want, anytime, anywhere, on any internet-connected screen. In the UK Netflix is spending over \$1 billion this year on new series, films, unscripted, and documentaries, which is expected to create more than 5,000 jobs. We're also excited to be able to support the careers and training of up to 1000 people across the UK through our training programme Grow Creative UK, which will focus on upskilling crew and emerging British talent, especially those from diverse backgrounds.

About Dan Grabiner

Dan Grabiner is Head of Originals, UK, at Amazon Studios, where he oversees the team responsible for developing and producing UK Amazon Originals for Prime Video. His remit spans series and singles across genres, with a focus on bringing UK-produced shows to Prime Video audiences globally.

His UK slate includes ambitious drama series like *The Rig*, *Jungle* and *Mammals*; returning formats such as *All or Nothing*, *Clarkson's Farm* and *the Grand Tour*; and a broad range of programming across entertainment, documentary and factual entertainment. These titles are managed by the UK commissioning team of Fozia Khan, Jonathan Lewsley, Daisy Mount, Harjeet Chhokar and Thomas Drachkovitch.

In 2022, Dan oversaw the launch of Prime Video Pathway, a £10M skills initiative designed to diversify, upskill and grow the UK's film and television workforce, and open up access to the industry across the UK.

Dan joined Amazon in 2019. Prior to that, he was Head of Development at ITN where he oversaw a slate of factual series and films including *Michael Palin in North Korea*, *Interview with a Murderer*, *The Queen's Green Planet* and *Inside the Cockpit*.

About Dixi Stewart

For the past five years Dixi Stewart has been working with BBC executives to deliver change and transformation right across the organisation. She's taken the lead on implementing initiatives to enhance the BBC's working culture and increase its diversity both on and off-air, helping deliver the BBC's mission to represent all the communities of the UK.

Dixi has also worked on the launch of BBC Sounds, and the strategy to reinvent and grow BBC Radio.

Prior to this she spent 30 years making radio programmes beginning her career in the newsrooms of Chiltern Radio, Fox FM and Capital Radio, before joining BBC GLR (Greater London Radio) where she devised and co-presented the BBC's first weekly LGBT show. In 1994 she was part of the launch team for Talk Radio UK where she worked with, among others, Anna Raeburn, Lorraine Kelly and Caesar The Geezer.

In 1998 Dixi moved to BBC Radio 4 to edit a variety of daily and weekly programmes including The Food Programme, Woman's Hour and Saturday Live, as well as live news events, documentaries and podcasts such as Fortunately with Fi and Jane.

About Fiona Ball

Fiona Ball is Group Director of the Bigger Picture at Sky, Europe's leading media and communications company with 24 million customers, and part of the Comcast group. She is responsible for Sky's sustainability strategy and performance, spearheading the group's responsible business, social impact and cause-related strategy, marketing, plans and campaigns.

The Bigger Picture strategy focuses on three material issues - Young People, Environment and Communities, and under Fiona's leadership, has delivered world-leading strategies and campaigns

including Sky Zero, Sky Ocean Rescue, Sky Cares and Sky Academy Studios. Fiona was also responsible for Sky Rainforest Rescue, Sky's six-year campaign and partnership with WWF.

Alongside this, Fiona is responsible for Sky's environmental impact, through sustainability of its product and services, access services, responsible sourcing, child safety, stakeholder engagement and reporting, and maintaining Sky's leadership position on climate change. Sky is committed to being Europe's first net zero carbon entertainment company by 2030 and a Principal Partner and Media Partner of COP26.

Fiona possesses an honours degree and masters in environmental management from Brunel University, is a Chartered Environmentalist and a member of the Institute of Environmental Management. She lives in Surrey with her husband and three children.

About Gaby Hornsby

Gaby Hornsby is Content Editor at the BBC for three core strategic priorities: Sustainability, Mental Health and Disability. She works across the organisation to maximise the impact with audiences on these key topics and use the BBC's unrivalled reach, as the world's leading public service broadcaster, to enrich people's lives with programmes that inform, educate and entertain.

Liaising across 9 national TV channels plus regional programming, 10 national radio stations, 40 local radio stations and an extensive website, along with the BBC World Service and through digital commissions, she works to ensure all audiences can find and experience content they value on these subjects.

A recent project has been managing the BBC's engagement with COP26, the UN Climate Change Conference in November, and now driving the implementation of the pan-broadcaster Climate Content Pledge signed there. Prior to working in Commissioning she was an award winning filmmaker working across multiple genres. Her credits include Seven Ages of Starlight (Banff Rockie nominated), Secret Life of the National Grid (RTS winner) and Earth – The Climate Wars (Europaws winner), all for the BBC.

About Georgia Arnold

Georgia Arnold is the Executive Director of MTV Staying Alive Foundation, Head of VIS Social Impact, and Senior Vice President of Social Responsibility at Paramount Global. Arnold co-founded the MTV Staying Alive Foundation in 1998 to as a pan-regional charity organization designed to tell stories to save lives, creating movements with purpose to improve young people's health and well-being globally. In 2021, Arnold was appointed head of VIS Social Impact, a new studio dedicated to creating content with purpose, which was launched as part of Content for Change, Paramount's global initiative that aims to counteract racism, bias, stereotypes, and hate on and off-screen through three pillars, one of which is focused on systemically transforming the creative supply chain.

In her role as Senior Vice President of Social Responsibility for Paramount, Arnold is responsible for developing social initiatives for Paramount's portfolio of brands internationally. She has conceived and led campaigns such as Generation Change, a global campaign that gives voice to young activists

around the world; MTV Breaks, which helps young talent get their first break in the creative industries; and leads on how to implement cross-brand campaigns for Paramount on equality, diversity and inclusion. Since 2018, Ms. Arnold is a board member of Girls Not Brides, an organisation dedicated to the eradication of child marriage. Ms. Arnold has been the co-Champion of 'Fusion', Paramount's ERG on Cultural Diversity, from 2017 onwards.

About Lorraine Ní Annracháin

Lorraine Ní Annracháin, Social Impact Lead, Spotify, works to scale Spotify's social impact programmes and campaigns globally, to connect listeners, creators and employees with ways to take action on the critical global issues that matter most to them.

Lorraine has almost 10 years of experience working in the charity sector, developing and delivering global social impact campaigns on a broad range of issues. Prior to joining Spotify she led a global campaign for girls' rights across 70+ countries.

She has collaborated with a diverse range of partners from grassroots organisations to major tech companies, on key media responsibility issues such as online abuse and representation of girls and young women in entertainment.

About Nick Callaghan

Nick is the Head of Industry for the Entertainment vertical at Meta in the UK. Responsible for developing strategies to grow Film, News Publishing, TV, Streaming and Music partnerships across Meta's family of apps and services. He has over eighteen years commercial experience gained through working at some of the UK's leading broadcasters / platforms in both traditional and online advertising. Having worked in various management roles across TV, Digital & Online Video at Channel 4, AOL and SpotX prior to joining Meta.

About Sara Hanson

Sara Hanson leads Disney's Social Responsibility programme across Europe, Middle East and Africa to inspire a better world through the power of stories. Since joining Disney in 2017, Sara has led the research, strategy and measurement tools behind Disney's 'Moment's That Matter' programme – concentrating on the power of storytelling solutions in hospitals, hospices and the community that aim to reduce fear and anxiety for children living with life-threatening or life-limiting conditions.

Prior to Disney, Sara spent 17 years in media and broadcasting, leading ITV's Corporate Social Responsibility remit with a huge focus on industry collaboration through network groups such as the Creative Diversity Network and BAFTA's Albert Consortium to champion change through content creation, portrayal and reach.

About Susie Braun

Susie Braun is Director of Social Purpose at ITV, leading on ITV's mission to shape culture for good. With four focus areas - Better Health, Climate Action, Diversity and Inclusion and Giving Back - ITV seeks to use its huge reach and unforgettable content to help change attitudes and behaviours both on-screen and behind-the-scenes.

Susie began her career in advertising, followed by a stint in not-for-profits before moving to ITV in 2019, where her team runs projects including the UK's most recognised mental health campaign, *Britain Get Talking*, ITV's ambitious Climate Action and Net Zero agenda, and charity partnerships including Soccer Aid for UNICEF.

About Suzy Cox

Suzy is Snapchat Head of Programming (EMEA & APAC), Snap Inc. Suzy leads the programming of Discover feeds across EMEA, India and APAC. Her mission: to work with epic media partners to bring the very best news, sports and entertainment shows to Snapchatters all over the world.

An award-winning journalist and editor, Suzy formerly served as Deputy Editor of Cosmopolitan and Editor of Cosmo on Campus, as well as Editor-in-Chief of Heat, the legendary celebrity brand. She's also held roles at a number of publications, including the Guardian, Grazia and Smash Hits. She's also written two young adult novels – The Dead Girls Detective Agency books became a Snap Original and was watched by more than 20 million viewers.