

2020
Sustainability
Report



1266716647, Andriy Onusfriyenko

At Getty Images, we believe that imagery, inclusive of images and videos, has the power to break through stereotypes, transform attitudes and, ultimately, move the world.

That mission gives us a unique responsibility to create content that reflects shared values and to run our business as a force for good. When it comes to crucial issues like sustainability and climate change, we're keenly aware that the work we do must carry the urgent message about how we must treat our planet.

As a leader in editorial coverage, we're proud of the way our photographers and videographers capture environmental issues around the globe. With over 25 years of experience, our creative team helps amplify those visual stories with compelling collections and trends. And through grants and content initiatives, we look to future opportunities to spread the sustainability message even further.

2020 has taught us many lessons, and as you'll see in the following pages, we're committed to operating as responsibly and effectively as possible in our efforts to reduce our carbon footprint even further moving forward.

Healing the world doesn't happen overnight, but our efforts documented here showcase our commitment to helping make the world a more sustainable place.

A handwritten signature in black ink, appearing to read 'Craig Peters', written in a cursive style.

CRAIG PETERS
Chief Executive Officer

Sustainability at Getty Images

A closer look at our carbon footprint and how our business supports environmental issues

As we proceed through a new decade, it's crucial that companies take action to reduce their impact on the environment. As a world leader in visual storytelling, Getty Images has a unique platform and a meaningful responsibility to be a leader in that space.

And while the COVID-19 pandemic has brought catastrophic loss of life, economic hardship, and humanitarian issues into focus, it has also shown us new possibilities in the fight to reverse the effects of climate change.

“Photojournalism has the ability to not only educate the viewer but also provide a deeper understanding of how the climate crisis is affecting real people around the world in visceral ways. The most powerful photojournalism both tells a story and touches people’s hearts.”

-Jay Davies, Director, Editorial Photography for Getty Images

**The purpose of this report is to underscore
Getty Images’ environmental and sustainable efforts.**

We'll cover:



**Our carbon footprint,
by the numbers**



**Our sustainable Editorial
and Creative content**



**Our plans to move forward
in a post-COVID world**



Our carbon footprint

Our footprint in recent years, what contributes to it,
and how we want to improve even further

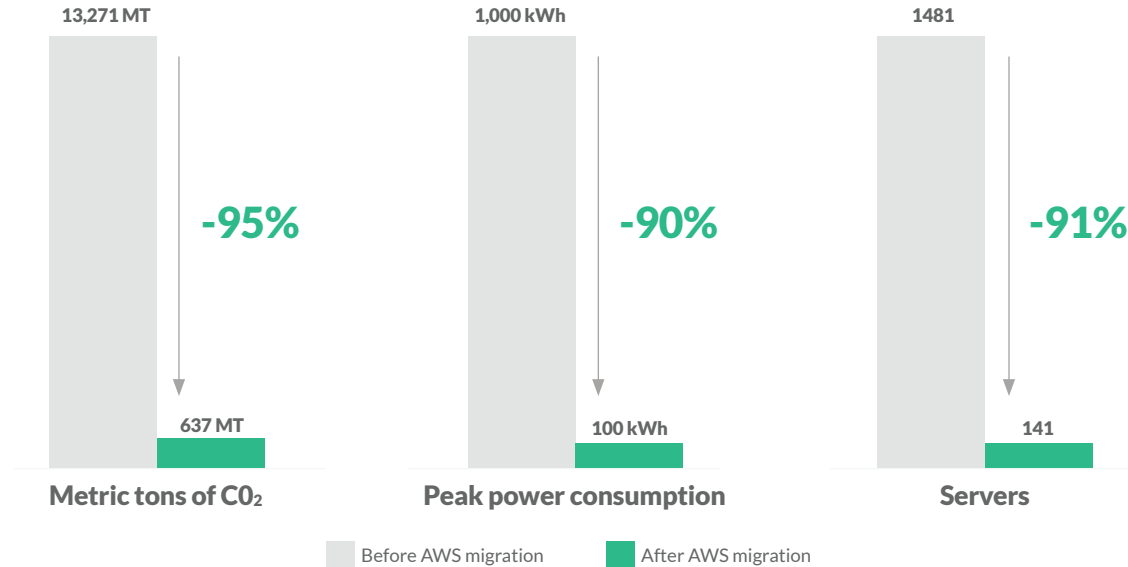


Our technology footprint, by the numbers

How our tech stack keeps our emissions in check

Before 2019, the Getty Images servers, storage, and infrastructure drove a significant portion of our CO₂ emissions. To lower this environmental burden, we migrated to **Amazon Web Services (AWS)** resulting in more than a **90% reduction** in our server-based footprint.

Here's how that impacted our server needs



Sustainable choices and partnerships

Amazon Web Services

We choose to partner with AWS, in part, because more than 50% of their global energy usage is renewable (and the company aims to reach 100% by 2030).

Tech Recycling

Rather than merely disposing of old laptops and servers, 78% of our computers are sustainably recycled or auctioned to employees (with proceeds going to charities or our employee emergency relief fund).

Tech Vendors

We almost exclusively use laptops (80% more efficient than desktops) and partner with organizations like Dell & Docusign who put a strong emphasis on sustainable practices.

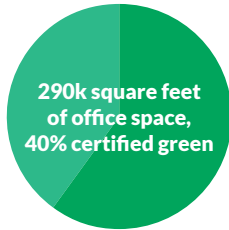


Our operational footprint, by the numbers

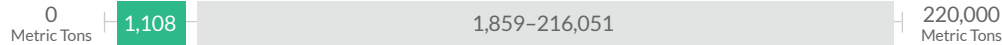
Where our staff works and how we work toward lower emissions

Getty Images has offices around the globe, but we maintain a flexible working environment with many employees able to work from their homes. We also aim to choose offices that prioritize sustainability.

LEED-certified offices in



Total purchased electricity



Total office electricity per employee

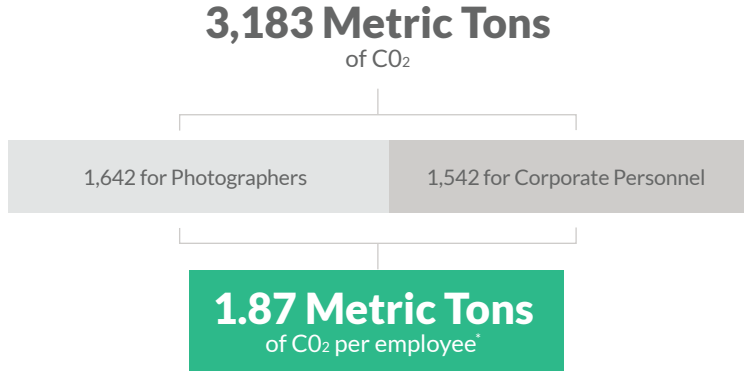


■ Getty Images
 ■ Similar tech/media companies

Where our employees go (and don't)

Because Getty Images employs full-time staff all over the world, we fly fewer people to fewer places, less often. Even though our business model does require in-person photographers at newsworthy events, our impact is competitive when compared with many other media companies.

The impact of our employee air travel



*We maintain a competitive per-employee footprint compared with other tech/media companies

“Our Visual GPS research tells us, despite the COVID-19 crisis, people care about the environment and expect brands to lead the way. We support our customers’ visual storytelling—not in ‘greenwashing’ or oversimplifying sustainability, but in telling more nuanced stories about environmental issues and how they play out in everyday life.”

– Guy Merrill, Head of Art, Creative Content for Getty Images

How our content spreads the sustainable message

According to our Visual GPS research, **81% of consumers** see themselves as eco-friendly. We take that to heart in how we shoot our images and videos and what subjects we choose to capture.



How our creative content drives change

Our goal is to capture sustainability in fresh, relevant ways. Polar bears and solar panels are important but don't always tell a human story. We push our creative contributors to capture themes that push the conversation forward, both in content that is directly about sustainability and everywhere else.

Ways our creative content supports sustainability

- Custom shoots are assigned to local contributors, limiting travel
- When customers use our images in their work, it multiplies the impact, bringing our sustainable message to more and more audiences

Trends & insights we provide

- Sustainability for Every Generation ›
- The Shift to a Circular Economy ›
- Earth Day: COVID-19 & Beyond ›
- Visual GPS: Sustainability ›

Themes & keywords we capture



Growth ›



Community ›



Zero waste ›



Walkable cities ›



Carbon neutral ›



Biodiversity ›



The Creative Bursary Grant, awarded to new photographers and videographers, encourages fresh, new ways of visualizing sustainability issues

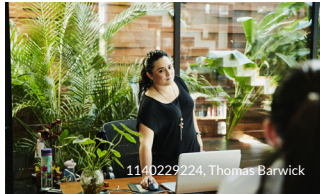
Some of the ways our contributors incorporate sustainability into their everyday shoots

We give contributors guidelines that help them create more authentic, more inclusive, and more emotionally engaging, sustainable visuals



1207674423, Dotgal Waters

Commerce shoots
Choosing locations with zero-waste priorities



1140229224, Thomas Barwick

Business shoots
Capturing spaces with green practices



158295595, Jordan Siemens

Travel shoots
Showing travelers opting for biking or walking



860943666, SolStock

Inclusive shoots
Showing that climate change affects everyone, and all communities participate in sustainable solutions



How our editorial content moves the world

Our editorial team is always on the front lines, capturing the world's most pivotal environmental events, from natural disasters linked to climate change to the protests and summits that hope to take new strides for a healthier planet.

Ways our editorial content supports sustainability

- Use of our environmental editorial content in publications helps to stimulate debate, explore fresh angles, and put people at the center of it all
- Editorial tools allow for remote editing, and much of our creative research happens remotely

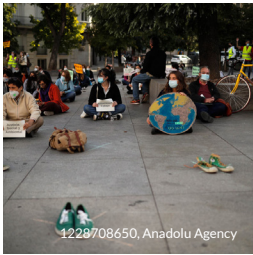


The Climate Visuals Grant, awarding \$10,000 to two photographers, supports the creation of content that advances the visual narrative surrounding climate change

Editorial subjects we highlight



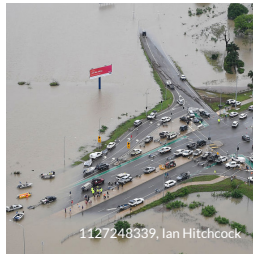
Wildfires and deforestation



Global climate protests



United Nations Climate Summits



Flooding and hurricanes



Animal advocacy

Keywords that saw a significant rise in search traffic through the year and are a key focus for our editorial teams

+602%
Climate change protest

+86%
Renewable energy

+74%
Plastic waste

+39%
Global warming

How we move forward

The lessons we learned from COVID-19 and what that means for our business



How COVID-19 changed our world

The Coronavirus pandemic hasn't just flipped the business world on its head—it completely altered how we interact with one another in 2020. While the physical and economic hardship can't be overstated, this crisis has in many ways moved the needle positively for the world's carbon emissions.

Our new normal has taught us:



We can achieve our goals with far less business air travel



A virtual conferencing culture can replace many of our in-person meetings



Much of our day-to-day work can be done remotely, lowering our commuting footprint



Our office spaces can be reimaged to reflect new realities of distributed work

As we move into the new year and as events resume, we'll continue evolving how we tell **editorial stories** and how our **creative collection** drives further change. Get more research and insights on sustainability [here](#) ›