

Interview re La Convention de France Télévisions pour le Climat et L'environnement-20260519_105812-Meeting Transcript

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36m 6s

● **Lulu Dreger (ad2v25)** started transcription

LD **Lulu Dreger (ad2v25)** 3:33
Hello!

TV **Tom Val** 3:35
Hi.

LD **Lulu Dreger (ad2v25)** 3:37
Hi, how are you doing?

TV **Tom Val** 3:39
Very good, and you?

LD **Lulu Dreger (ad2v25)** 3:41
I'm doing quite well. All right, well, thank you for meeting with me. I really appreciate this. It's going to help me a lot with my assignment. And I'm very excited to learn more about the Climate and Environment France TV Convention. Just to let you know, I do have transcriptions on so that I can

TV **Tom Val** 3:48
Mhm.
Mhm.

LD **Lulu Dreger (ad2v25)** 3:59
have this for later, but there's no video recording or anything. And I did just want to remind you before we start that this interview isn't anonymous. Your name will be on the official transcript and all the documents. But if there's anything you would like me to scratch from the transcript at any time, I'm happy to do that.

TV **Tom Val** 4:22
All good.

LD **Lulu Dreger (ad2v25)** 4:23
Okay, perfect. So I can just jump right in with the questions then, if that works for you.

TV **Tom Val** 4:29
Yep.

LD **Lulu Dreger (ad2v25)** 4:30
Okay, perfect. So could you please start by introducing yourself and what role you played in the implementation of the France Television Convention for Climate and the Environment?

TV **Tom Val** 4:42
So I'm a senior consultant. So yeah, my name is Tom Val. I'm a senior consultant at Res Publica. Yeah, my English is a bit rusty, so please let me know if anything doesn't sound clear to you. I'll try to explain it. So I've been working at Res Publica for the past six years. Do you know Res Publica or do you need me to explain it a bit?

LD **Lulu Dreger (ad2v25)** 5:10
I think I've got the gist of it. If you could do a quick explanation of just an overview, that would be great.

TV **Tom Val** 5:18
Yeah, so yeah, is a small company based in Paris, actually south of Paris. So, we've been working for the past 20 years about any topics related to citizen participation and deliberative processes in all regions of France and a bit of Europe. And so our main like activity is especially citizen conventions about any subjects, but especially climate and environmental topics, including the France TV convention, which is a bit different from the citizen convention that we usually do, because it's a company. Convention, but I think we'll come back to that, I guess.

LD **Lulu Dreger (ad2v25)** 6:19
Yep, perfect. Thank you very much. Can you describe the purpose or process of the problem, like the purpose of the problem and the process that was designed to solve it?

TV **Tom Val** 6:36
Yeah. So, French Television, it's, I guess, you know, it's a media company. It's a public company. It's like the public broadcaster, the French public broadcaster. And So, it's quite a big company. It's so it has environmental impacts and climate impacts. It is like it has responsibility regarding climate change, so it's subject to... like regulatory constraints, especially regarding funding, because in France, it's partly based on the TV license fee. So yeah, so the company as a business emits greenhouse cases, and so they have to reduce their emissions. And so the executive committee and especially its president,

Delphine Arnott,
they decided to organize this convention to include the employees of the company in this reflection to reduce the greenhouse gas emissions of the company, but not only the gas emission, because like the scope of the convention was not only about climate change, but they also have to think about the environmental impacts of the company as a whole, including all the biodiversity impacts. So that was larger than just climate change.

LD **Lulu Dreger (ad2v25)** 8:10

But.

Alright, Amazing.

So can you discuss the location in which it was implemented? Was it in the company itself or virtual and then how the local conditions might have impacted the process if it was, you know, an internal or external kind of thing?

TV **Tom Val** 8:26

Yep.

Yeah, it was like 100% internal, but it was not only in Paris, because like France Television is a, so it's a national broadcaster, so it's implemented not only in Paris, but in all regions of France.

LD **Lulu Dreger (ad2v25)** 8:43

Okay.

TV **Tom Val** 8:56

France, including the French overseas territories, like it has like offices in all French overseas territories and departments, regions, and so we had five sessions of the conventions, and so the sessions were organized so in Paris.

but also in Strasbourg, in Vendarg, which is in south of France, close to Montpellier, and it's, well, it's in Vendarg, they have like this big, this massive production studio when they produce all day.

the content. And we also add in the convention, so there were 81 employees participating in the convention, including employees from the French Overseas Territories. So these employees from the French Overseas Territories, they did not.

participate in all the session. They were here for like the three sessions, I think, two or three sessions. But they've been working with all the other employees from the French, all the city territories during this session where they are.

to participate. So there was like this parallel process with the French overseas territories. So we had, yeah, this two processes in one.

LD **Lulu Dreger (ad2v25)** 10:25

Okay. And then up next, so of the 81 employees like who participated across, well, I guess not all five sessions, but who participated in the convention in general, I was wondering how many that was out of, like I guess how many employees were or like in the company.

TV **Tom Val** 10:36
Mhm.

LD **Lulu Dreger (ad2v25)** 10:44
So I guess what percentage of the employees of the company were able to participate in this?

TV **Tom Val** 10:47
Mm.
So we had 81 employees. Let me just check. It's like a very small percentage of the public company. I think I got the data somewhere. Let me just check.

LD **Lulu Dreger (ad2v25)** 11:00
Yeah.

TV **Tom Val** 11:15
Yes, it's.
around like 9000, 10,000 employees. And so we also did the recruitment for Francois Vision. So the idea was to have like a...

LD **Lulu Dreger (ad2v25)** 11:21
Okay.

TV **Tom Val** 11:33
kind of representative or at least diverse group made of the employees. So we had five criteria, I think, which were gender, H, I think, and also, yeah, management level, region, so including the French overseas department and territories, and the job category. So, yeah, the idea was to add all the different...

LD **Lulu Dreger (ad2v25)** 11:51
Yeah.

TV **Tom Val** 12:09
like sectors and branches of the company. So not only journalism, but also like production, business management, support, technical support, communication, marketing, etc. And we, so yeah, all employees profile were represented apart from the members of the executive committee.

LD **Lulu Dreger (ad2v25)** 12:13

Okay.

TV **Tom Val** 12:30
because the executive committee was like the deciding thing, the deciding space in this whole topic. So they were not included. And also we did not have the non-permanent staff represented.

LD **Lulu Dreger (ad2v25)** 12:45
Okay, so within these groups of representation, you know, between age, gender, management level, all of these things, was it then a randomly selected process or?

TV **Tom Val** 12:57
Yes, yes, yeah, yeah, yeah, it was we we did the recommend by random selections based on this like 5 criteria.

LD **Lulu Dreger (ad2v25)** 13:08
Perfect. And then can you now describe like a little more in detail what happened within each of the five sessions? So with a particular focus on what was discussed and what the participants were able to control or have a voice in within each of these sessions.

TV **Tom Val** 13:25
So yeah, first session in Paris, the idea was to like form the working group and to make them understand like the key issues, the question that was asked by like the management of management and executive committee to them.
So they get to understand their missions and yeah, begin to understand like all the key issues related to climate change and like all the environmental impacts that the company may add, may add.
They also get to express their needs in terms of information, in terms of speakers that they would like to interview. Then we had the second session in Vondag, so the idea was to...
offer them the opportunity to visit this front television studio that they had in Grand Dark, which is like really huge. And they also do really great things in terms of production, like eco productions of contents. So yeah, they get to deepen their knowledge about this.
And they, like through this second session, they also had the chance to start like a collective reflections about the question that was asked, especially by identifying the sources of emission of the company.
Then we have the third session in Strasbourg. So that was like really like a huge working session. The idea was to get them to like try to formulate the ideas and proposals as like work in progress, but...
really try to define some solution that they would get also, they would get the chance to work them out a little bit more precisely later. Then a fourth session in Paris, so they can refine these proposals and assess the

impact, because like that was quite a bit of...

Of a new thing with this convention, usually they like participants, they like they define the solution, they they write the solution, they write the proposals, and then after the convention, these proposals are like studied and and assessed.

But for the different CV Convention, we had this independent consultants specialized in climate change, who got to assess the impacts of the different measures proposed by the Convention.

during the convention. So like in the 4th session, this consultant, they delivered like a first assessment of all the impacts related to the solution that were proposed and suggested by the member of the convention. So in the 4th session, the member of the convention, based on this first assessment,

They try to redesign some solution, they prioritize some solutions or others, and they also get to work on the, like, the implementations stuff, and five sessions in Paris to finalize, deliberate, and adopt the final proposals.

LD **Lulu Dreger (ad2v25)** 17:00

Amazing.

And now, can you discuss what the outcome, I guess, of this was? So, like, I guess how many policies of the ones discussed were implemented by the company or like, I guess what the follow through was after the convention?

TV **Tom Val** 17:18

Yeah, so that's still an ongoing process, because so the convention delivered its reports September, October, October 2025, and so then the...

LD **Lulu Dreger (ad2v25)** 17:21

Okay.

TV **Tom Val** 17:36

The Foster Division Executive Committee examined all the proposals. So there were around 100 proposals about climate and environment. So yeah, the Executive Committee examined the proposals. They tried to assess the company's ability to implement them.

Their level of impacts, their compatibility with, like, the, like, all the constraints that applies to the as a as a public service, and so what we know for now is that they the executive committee announced that they would commit to implementing almost all the proposals. We don't have exactly the like the precise ratio, but we know that they they they they say, okay, we're gonna we're gonna do it, but we're still waiting for the like the France television like transition plan or ecological transition plan

which is yet to be revealed. It should be like in the next month. It should arrive like by like next month or so or the one after. And so in this report, we're going to have the details of all the proposals that were actually implemented and how they were implemented or how they're going to be implemented.

But yeah, like the executive of the media has made it clear that they would, like, they agree with almost all the proposals made by the convention.

LD **Lulu Dreger (ad2v25)** 19:08

Okay, amazing. Now, there's only kind of one last group of questions that I have for you. So are you familiar with the, like, there's the Graham-Smith evaluating impact processes. There's like the democratic goods and institutional goods.

Tom Val 19:26

TV Yep, like a bit like Guillaume has told me about it when we were talking to each other, but if you want to re-explain it to me, I guess it could be useful.

LD **Lulu Dreger (ad2v25)** 19:30

Yeah.

Okay. Essentially, there's the four democratic goods that we'll be discussing, which is like inclusion, capacity building, and like perspective taking, popular control, transparency as kind of the broad ideas. And then the institutional goods are efficiency and transfer.

For ability, sorry, and.

If, yeah, those are the general outlines of the things. If you want more information, I'm happy to provide. Most of them are, I guess, pretty self-explanatory, but I'm happy to elaborate. So to start, I guess we have talked a good amount about inclusion in the sense of the random sampling and how people were selected. So I think I've got a great grasp on that now. But I was wondering, I guess, how you ensured like effective participation and inclusion once the sessions had started. And I guess what the kind of formula for that would have been in the sense of making sure everybody had the opportunity to have a voice whether or not they were the most outspoken.

TV **Tom Val** 20:37

Mm.

So like during the process, like during the convention, yeah. Well, I guess as it's a convention, it all comes down to like try to get them engaged in the process, try to...

LD **Lulu Dreger (ad2v25)** 20:43

Yeah, throughout the process, yeah.

TV **Tom Val** 21:02

like make the mandate or like the question that is being asked to them, like the clearest possible, and then try to guarantee their engagement and mobilization throughout the whole process.

So like not just at the first session, but like then get them engaged and mobilized through the last session. Because it's like a six month process. So it's not that long, but you can easily have some like defectors for the process.

I don't think we got any.

It should be checked, but I don't think we got we got like defectors throughout the six months, but yeah, I mean it's also the like this specificity of the this convention. It's I mean, it's like a company convention.

So it's not like a citizen convention. It's kind of part of the jobs to be there and to express themselves about their company, how to change it for the better. So I guess it's actually easier to get...

LD **Lulu Dreger (ad2v25)** 22:13

Yeah.

TV **Tom Val** 22:22

the participants engaged throughout the whole process in this kind of convention, like company convention, than a citizen convention where you can have much more effect just throughout the process.

LD **Lulu Dreger (ad2v25)** 22:36

Okay, amazing. So the next one is capacity building. So, sorry, I guess popular control, which would be so the degree that participants can directly shape and influence the final policy decision and outcome. So kind of how much they're guided towards certain ideas through like speakers and

TV **Tom Val** 22:45

Mhm.

Mm.

LD **Lulu Dreger (ad2v25)** 22:57

you know, information sharing and like how much they really get to have a say in the process as a whole and the deliberative part of it.

TV **Tom Val** 22:57

Mm.

So yeah, they, like the participants, got to express their needs in terms of information, in terms of data. That was one of the objectives of the 1st and 2nd sessions. And throughout the whole process.

LD **Lulu Dreger (ad2v25)** 23:17
Yep.

TV **Tom Val** 23:28
We add with us the people in France television works. for like the environmental transition of France television. So they were not members of the convention, but they were here all the time. And so they could provide some like information and so throughout the whole process. We also had some like external speakers, some of them. were subjected, suggested, sorry, either by us or by France Television. Others were actually here because like the members of the convention asked for them. And about like the whole decision making. thing, it was made clear since the beginning of the process that the, like, it would be the first division executive committee who would collect the final proposals and who would assess them and then, like, decide all the implementations. So that was clear since the beginning. But there was also a thing about, like, as a company, it's, I guess, the link between the deciders and the participants was probably more direct.

LD **Lulu Dreger (ad2v25)** 24:35
Okay.

TV **Tom Val** 24:53
Than in the citizen convention, where, like, I don't know, like the link between the citizen, like a normal citizen, and the French president is, I guess, a little bit more distant than in this case. So, there was the whole thing about, like... We were always saying to them that they were here to express solutions, but also to think about the implementation in their own services and to make sure that after the process, after the convention, they could try to facilitate the implementations of measures. And, uh, and be like kind of ambassadors for the whole, uh, the whole visits of the convention.

LD **Lulu Dreger (ad2v25)** 25:39
Amazing. I did accidentally kind of get you to answer the next question within that one, which is essentially about how much access to information do participants have and you know, how much they can contemplate the idea before making a viewpoint. So I can skip that one as I feel like I've gotten a good grasp of that.

TV **Tom Val** 25:43
Mm.

Yeah.

Yeah.

LD **Lulu Dreger (ad2v25)** 25:57

You know the speakers and information they were given, uh, so the last one was in the apologies.

TV **Tom Val** 25:58

Mm.

LD **Lulu Dreger (ad2v25)** 26:06

Sorry. The last one of the democratic goods would be the question of transparency. So like the openness of the process and like how much did the employees who participated know about the process going into it.

TV **Tom Val** 26:17

Mm.

LD **Lulu Dreger (ad2v25)** 26:24

like from the time they were randomly selected and like throughout the process as a whole, how much were they really like, I guess, aware of throughout it.

TV **Tom Val** 26:24

Mm.

You mean the like the actual participants of the convention or the other employees of the company?

LD **Lulu Dreger (ad2v25)** 26:40

Um...

Actually, both. Let's start with, I guess, the people who participated directly, and then after that, I, yeah, am curious as well to know the rest.

TV **Tom Val** 26:43

Mm.

Mm.

Yeah.

So the actual participants were, well, I mean, quit.

like informed of the whole process from the beginning. They knew from the beginning that there would be 5 sessions not only in Paris. They knew like the question that was being asked to them. They knew like the old calendar of the convention.

And the, like, the final goal of the whole thing, there was, they were also like regarding the other employees of the company, so France Television has made like a kind of a lot of like internal communication about.

The the convention, yeah, we was to like promote the whole thing and

and also to start like making the later implementations of the measures, I guess, easier.

by like, yeah, doing this whole information and communication process.

And apart from like the company, the whole convention was public.

Because, like, Fractal Vision announced it publicly that it would it would organize a convention, but, for instance, the final report of the convention was not made public, because it was like, I guess, considered a company thing, so there was a press release about, like, the final results.

Some examples of ideas, but they, yeah, they choose to not make it public for now, considering that it was a like a company process, and and they would, yeah, there were company employees who were working with the the committee, the direction with with all the staff, but...

Yeah, so it was not like a public, like a classic citizen convention where the final report is usually made public. Yeah, it's kind of specific in this in this video.

LD

Lulu Dreger (ad2v25) 29:03

Yeah, perfect. Okay, so last two little questions. The next is about the efficiency of the process. So both like how well, I guess stuck to the schedule and remained within the like a lot of days. Was there any kind of things that either didn't get spoken about or, you know,

TV

Tom Val 29:06

Mhm.

LD

Lulu Dreger (ad2v25) 29:22

things that there wasn't enough time for or processes that went on shorter, longer than expected, in addition to things like the cost effectiveness of this and I guess kind of what was expected out of it in terms of length and time versus what actually occurred.

TV

Tom Val 29:38

Mm.

So yeah, calendar was okay throughout the whole thing. They did. But I guess the whole assessment during the convention of all the climate and environmental impacts that of the measure that the participants were elaborating was actually a quite big thing. So yeah, this part did take quite a long time. Um... And yeah, I guess. The like all overseas territories working like quite independently from the rest of the participants. It really works well as well. It was quite a challenge to implicate them or to re-implicate them at the end of the process. But yeah, it actually works. It was also quite a challenge to not only focus on climate change, but to also get them to think about all the others environmental and biodiversity impacts that the company could have.

So I guess in the final solutions, it works. Like we do not focus not only

on climate change, but yeah, it was really a challenge throughout the whole process, especially at the end. But yeah, although I guess the whole thing works pretty well. In terms of budgets, So the whole thing was financed by France Television, obviously. Up, I guess.

We would have to ask them the question, but I mean, the executive committee at the end was actually really, really like happy about the whole thing, especially because they have to implement this kind of measures. Like they don't have any choice about it. They have to do it. So it's quite a good thing for them to to have this idea of like authored by their salaries and employees to think about the whole thing. So yeah, I guess difficult to answer, but I guess it's pretty satisfactory.

LD **Lulu Dreger (ad2v25)** 32:23

Okay, perfect. And then finally is just transferability. So I know this is a quite unique project in the sense that it's not really through like the normal democratic organizations. It's not really as public. It's a private company and the employees within. But I guess kind of how does that then

TV **Tom Val** 32:30

Mm.
Mm-mm.

LD **Lulu Dreger (ad2v25)** 32:42

Like how much of it was similar to the other work that you've done within the more like public sector? How much was different? And then are there kind of parts of those that are, what was the most transferable between those? And are there things that were done in this process that might be able to transfer forward?

TV **Tom Val** 32:59

Yeah, well, I think there's like the real-time assessment of the work in progress ideas was a really good thing to have an independent expert assessing during the convention the proposition and...

Giving to the participants its assessments, it was really useful, and I guess I mean we already do this in other conventions, but that's really something that should be done more often.

And well, I think the whole thing about the obviously territories is really useful because these French regions are usually less represented in like big national democratic conventional.

Any other process, so I guess it's really a useful thing, and it worked well, so that definitely should be replicated, and well, apart from like replication in the public sector.

I think to have in a company, a public company or private company,

set of employees thinking and working with the executive committee or any other like deciding committee about like all the transition and environmental stakes. It's really something. So I guess apart from different division and All from the public sector, I guess it's really a, well, a good idea.

LD **Lulu Dreger (ad2v25)** 34:47
OK.

Amazing. Thank you so much. That is all the questions I have for you. I guess, last, is there anything that you think was a really big part of this that you haven't mentioned yet, or anything that you think would be super vital to know about the process as a whole, or do you think you've just about covered it?

TV **Tom Val** 35:00
Yes.

Yeah, I guess that thing is, it was like a big process. I think it was really, really good to not only work in Paris, but get to have at least like large scale scope working across the country, working with the like the French overseas territories.

Um, yeah, it it it worked out, we made it, so I guess it was pretty cool.

LD **Lulu Dreger (ad2v25)** 35:34
Perfect. All right. Amazing.

Thank you. Have a great rest of your day. Yep, that's perfect. Thank you so much. Bye.

TV **Tom Val** 35:38
All good for you?

All good. Thank you. Thank you very much.

LD **Lulu Dreger (ad2v25)** stopped transcription