

Transformative Projects (MA3)

MSc Sustainable Management & Technology

Project proposal

Name of organization	RTS Radio Television Suisse
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Company description	RTS is an audiovisual company belonging to the Swiss Broadcasting Corporation (SSR SRG), which develops its public service programming on four radio channels, two television channels and several interactive platforms.
Website	https://www.rts.ch/

Project title or topic **Ob Van Kenobi: From Optimizing Trips to Reducing the Carbon Footprint of RTS Production Trucks**

Context and background

As a public service broadcaster, RTS has a duty to inform, educate and entertain through its programs on radio, television, the web, teletext, and mobile services, under equal conditions for all. This means creating, buying, and broadcasting programs of general interest that appeal to the widest possible audience as well as to specific target groups.

While part of RTS's programming is filmed at its production center in Geneva and, from 2025, at the new production center under construction in the heart of the Lausanne campus, RTS also produces content off-site (outside broadcasting or OB), mainly in French-speaking Switzerland. For this purpose, RTS uses four mobile filming units, each consisting of a production truck (or OB van) and a truck to transport additional equipment and part of the production crew.

As part of its commitment to sustainable development and social responsibility, RTS aims to reduce the carbon footprint of its externally produced content through this interdisciplinary student project. If successful, this project could have a transformative impact on RTS and the SRG SSR Group as a whole and serve as a model for European public service media.

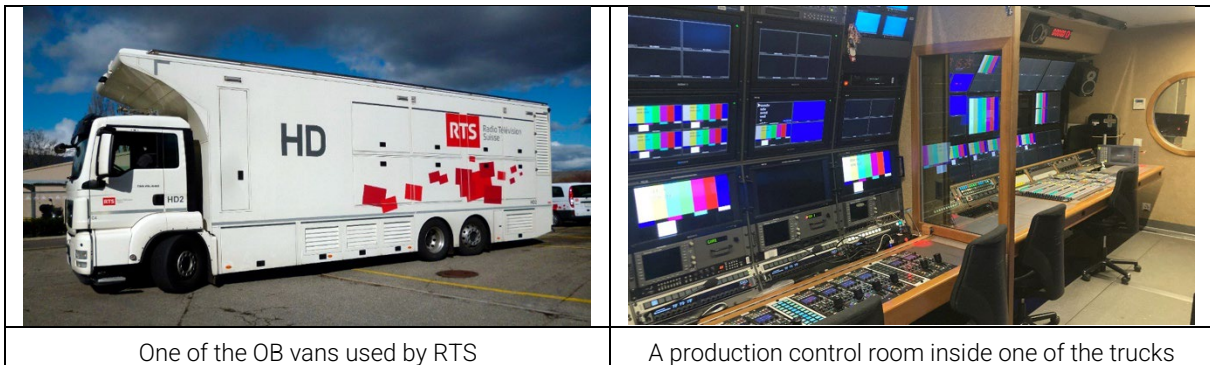
Project description

Both highly applied and topical, this interdisciplinary project aims to reduce the carbon footprint of RTS's mobile filming units by proposing a forward-looking approach in three distinct parts, requiring technical, sustainable development and change management skills.

The proposed scope of the project is as follows:

- Map and optimize the use and movement of RTS mobile filming units, simulating their point of origin at the new production center in Lausanne, while integrating the operational and safety constraints associated with these heavy-duty vehicles.
- Conduct an impact and feasibility study on the partial or complete decarbonization of production and support trucks based on the latest advances in electric or hydrogen-powered heavy-duty vehicles, taking into account the constraints related to the weight of the equipment these vehicles must carry.
- Expand the study to include all RTS vehicles, including not only trucks, but also vans and light-duty passenger vehicles typically used by journalists and staff for business travel when public transportation is not an option.

This scope is intended as a general orientation, and students will be able to propose and develop other solutions that meet the challenges and expectations of RTS as part of this project.



Project design, concepts, and data

By participating in this project, students will first meet the people responsible for the management and operation of RTS's mobile filming units to gain a better understanding of the challenges, constraints and opportunities of the project. This phase will allow them to immerse themselves in the world of outside broadcasting (OB), in direct contact with the professionals and the vehicles and equipment used.

The three parts of the project described above can be carried out sequentially or in parallel by subgroups of students and require technical, sustainable development and change management skills.

To conduct the mapping and logistical optimization on the one hand, and the impact and feasibility study on the other, the students will have access to historical data on the use and movement of RTS mobile filming units. This data can also be cross-referenced with feedback from RTS staff, who will be available for interviews by the students.

Expected outcomes

Through this project, RTS aims to reduce the carbon footprint of the content it produces off-site in the short and medium term. On the one hand, by optimizing the logistics of its existing mobile filming units and, on the other, by planning to replace them with electric or hydrogen-powered vehicles. To be successful, this project will have to combine the dimensions of technology (statistics, engineering), sustainable development, economics and change management for both the company and the employees involved. Should it succeed, this project could have a transformative impact on RTS and the entire SRG SSR Group and serve as a model for European public service media.

Communication

Summary for social media

As a public broadcaster, RTS is committed to sustainability and social responsibility. To minimize the carbon footprint of its production trucks, RTS is launching an interdisciplinary student project that could change the future of outside broadcasting.

Optimizing the movement of mobile filming units: Students will map and optimize the movement of these vehicles from RTS's new production center in Lausanne, taking into account operational and safety constraints.

Decarbonizing production trucks: By exploring the latest electric or hydrogen-powered heavy-duty vehicles, the project aims to conduct a feasibility study on decarbonizing production and support trucks to ensure they can efficiently carry the necessary equipment.

Expanding sustainability: The project goes beyond trucks to examine all RTS vehicles, including vans and cars used for business travel. This comprehensive approach aims to minimize carbon emissions across the board.

This project isn't just about RTS—it's a potential model for European public service media, showing how sustainability and innovation can go hand in hand.

Supervision

Supervision by your organization

Students will be in regular communication with the RTS contact person, who will also be responsible for passing on any questions regarding other RTS units.

Academic supervision

Supervision and guidance of the students in the concepts, methods, and literature relevant to this project would be greatly appreciated. We have also received an expression of interest from Prof. Olivier Gallay to supervise the students.