

Environmental  
sustainability.  
Ready, telly, GO!

BAFTA albert Consortium  
Annual Report

**Year Four Report**  
**February 2016**

Proudly supported by





## Kevin Price

BAFTA Chief Operating Office  
and BAFTA albert Consortium Chair.

As the consortium moves into its fifth year, it is encouraging to see how our discussions increasingly focus on amplifying the significant improvements that are already being made across the industry. Together we are, and will continue to, effect positive change.

It would be unfair to single-out television producers as environmental polluters. Production has an impact simply because it involves more of the carbon contributing activities we all take part in during our daily lives; travel, power use and material consumption. It is, however, more important that the media industry improves than others; it has the potential to challenge, educate and inspire like no other.

The consortium's work has diversified hugely over the last four years. Measuring the carbon footprint of our industry remains core to what we do; seeking to address the industry's editorial ambition on climate change and encouraging system change for sustainability are however necessary additions. With recognition of the challenges climate change poses for us all, I am encouraged that the consortium's 2016 strategic objectives are both ambitious and achievable.

## Introduction

The BAFTA albert consortium is a group on a mission: to support programme makers in changing the world for the better.

To make this possible the industry must be informed about the challenges facing all humanity, restructure our systems to design waste and emissions out of the equation and communicate our progress effectively. We all have a unique opportunity to create this change. We must identify it and find it and make it a swift reality.

This report provides a snap shot of the environmental footprint of the industry, summarises the consortium's key achievements and outlines plans to lead the industry towards a more sustainable future.

## Progress update

Last year the average carbon emissions associated one hour's worth of broadcasted content rose to 9.4 tonnes CO<sub>2</sub>, one year on the figure stands at 12.9. The broadcasting industry must strive for zero carbon emissions and zero waste, yet the services and practices currently available and employed by productions presently make this unattainable. Whilst acknowledging that some of the observed increased is due to improved accuracy, it is disappointing not to record a reduction. However the overarching success of the albert project must be measured by its ability to amplify intent and deliver system change. Here is progress that has been made on that.

### Strategic objectives for 2015

Work with more programme teams to support the adoption of sustainable production as a new norm for the industry



### Action

Support for over 25 production teams to deliver certified sustainable productions; delivering carbon reduction and engaging senior crew with their potential to make a difference

Create the opportunity for industry colleagues to understand climate change and act on their impact



Free Carbon Literacy training offered to those keen to explore the challenge of climate change and to learn the skills to realise reductions

Improve online tools and resources



The albert brand and tools were consolidated on to one online offering onto one simple platform

### In addition, the albert team:

- supported global sustainable production initiatives, piloting albert's use outside the UK;
- grew the base of sustainable suppliers, productions and practitioners, profiling them to a greater proportion of industry professionals than ever before.

## Strategic objectives for 2016

Increase the accessibility of the consortium to all industry organisations



## By

ensuring smaller indies can engage with the consortium by starting a new albert affiliate programme for smaller indies

Launch a campaign to make renewable energy accessible to the creative industries



pooling our purchasing power to bring power to the planet without the pollution and generate financial savings for all involved

Support the industry in defining what its editorial ambition on climate change should be



ensuring the needs of diverse audiences are being met with regard to being informed about climate change

Offer free, weekly training on climate change and sustainable production across the UK



training 500 programme makers to make informed decision about their editorial and the way their programmes are produced

Encourage more production companies to use albert



encouraging broadcasters and production companies to monitor their carbon footprints, furthering our understanding of the total carbon footprint of our industry

Continue to improve our out tools



making sustainability easy, accessible and interesting to the communities we serve

Collaborate and communicate



building relationships with UK and international organisations to champion the cause of an environmentally sustainable industry

albert exists to support the UK production and broadcast industry's transition to environmental sustainability, working in collaboration to accelerate the adoption of best practice.

This mission will be realised by addressing the three following aims:

**Industry** – to educate and equip industry colleagues with the skills and tools to lead us towards environmental sustainability

**Operations** – to facilitate industry wide carbon reduction across the broadcasting life cycle, from production to consumption

**Audiences** – to create diverse opportunities for audiences to engage with the climate agenda, including understanding how we are improving the industry's footprint.



albert Ambassador

## Deborah Meaden

Climate change is going to be a truly awful thing if we don't get our minds wrapped round it, but when forced to look at things in a different way a glimmer of hope usually emerges. Dealing with the issue of our sustainability is going to spark change and change is usually good. I put my faith in human beings, they are amazing.

There exists however a peculiarity of the human condition, one that makes us less skilled at dealing with crises until they are right under our noses. In all industries, foresight makes for good business and, whether it is carbon taxes or electricity shortages, most business leaders are aware of how things might be different within our lifetimes. What has not happened is engagement with the urgency of the problem, and it is urgent.

Looking across the broadcast industry and others, I can see the beginnings of something innovative: proactive people choosing to operate in a different way rather than reacting to pressures put upon them. When I first did *Dragon's Den* I was the loopy green dragon, but environmental issues are now mainstream for all of us.

Action on sustainability requires us to consider things from waste management to living wages, it is a complex agenda but we are complex individuals capable of dealing with more than one thing at a time. I don't understand why people feel they need a mandate to behave well. Leadership helps but it is about being a responsible individual and doing what you can. People shouldn't feel tasked with behaving well either, they need to be supported in understanding the obstacles we are all facing and then get on and do it. The reality is that those who don't will risk feeling irrelevant.

I like to think of sustainability not a project but as the foundation of responsible business. Organisations move closer towards this understanding when a forum exists to speak openly about challenges and solutions. Creating this opportunity requires a small push from senior leaders to recognise the issue as important but once that happens, the rest falls into line.

The media has an important part to play should it choose to take it. We could challenge the glaze that covers the eyes of some when talking about sustainable living; for too long sustainability has been about what we must not do, but that will never be a successful approach. The media has the capability to define a vision and create an audience appetite for it. We just need to be careful about the language we use. Eco and green are not the way forward, innovation is what is fascinating and exciting, and there is plenty of that going on.

I considered myself to be a reasonably green person but it is a movable scale; the more you learn, the greener your goals become. The more I do, the more I understand that I must do more. Facing up to climate change is a similar journey, what we will discover is that we must keep getting better and doing more. There is no point having a view-point on climate change, it is happening and we need to deal with it. We must all embrace it, use it as an opportunity to think about how we all really want to live and start building that world. Whether individuals, businesses and communities, I suspect we will really quite like what we find.

## Well, what do we know?

With good responses from production personnel, senior leaders and craft practitioners, 450 industry colleagues believe we should prioritise:

- engaging audiences
- hands-on support for productions
- provision of training
- clearer accountability
- access to affordable green energy
- support for green suppliers
- a clearer explanation of the impact of our industry
- financial incentives
- mandating carbon saving activity

## We would do more if we...

|  | yes | no  | don't know |
|--|-----|-----|------------|
| Knew more about the possible environmental savings?        | 88% | 9%  | 3%         |
| Knew more about the potential financial savings?           | 85% | 8%  | 8%         |
| Knew more about the scale and implications of the problem? | 78% | 14% | 8%         |
| Thought that this was important to the broadcaster?        | 72% | 14% | 14%        |

## Insights

### We must all improve our carbon literacy

50% of us (60% of at MD/COO level) are unaware of the detail of our organisation's carbon impact

### We must include ourselves as part of the problem

When asked about who has responsibility for sustainability, 60% of us not include ourselves in our response

### We are poised for change

97% of us think that the environmental impact of production is important and we would like to see more action to reduce it

### We want it all! And now!

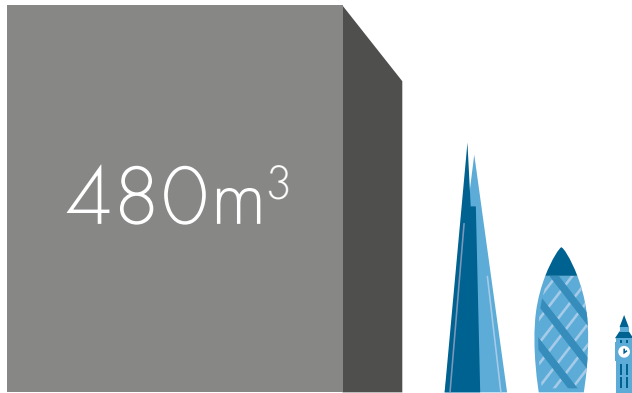
We are unable to prioritise possible strategic initiatives

### We're aware of our opportunity

We site the carbon footprint of the industry and editorial portrayal of environmental issues as our greatest concerns

# The carbon footprint of production

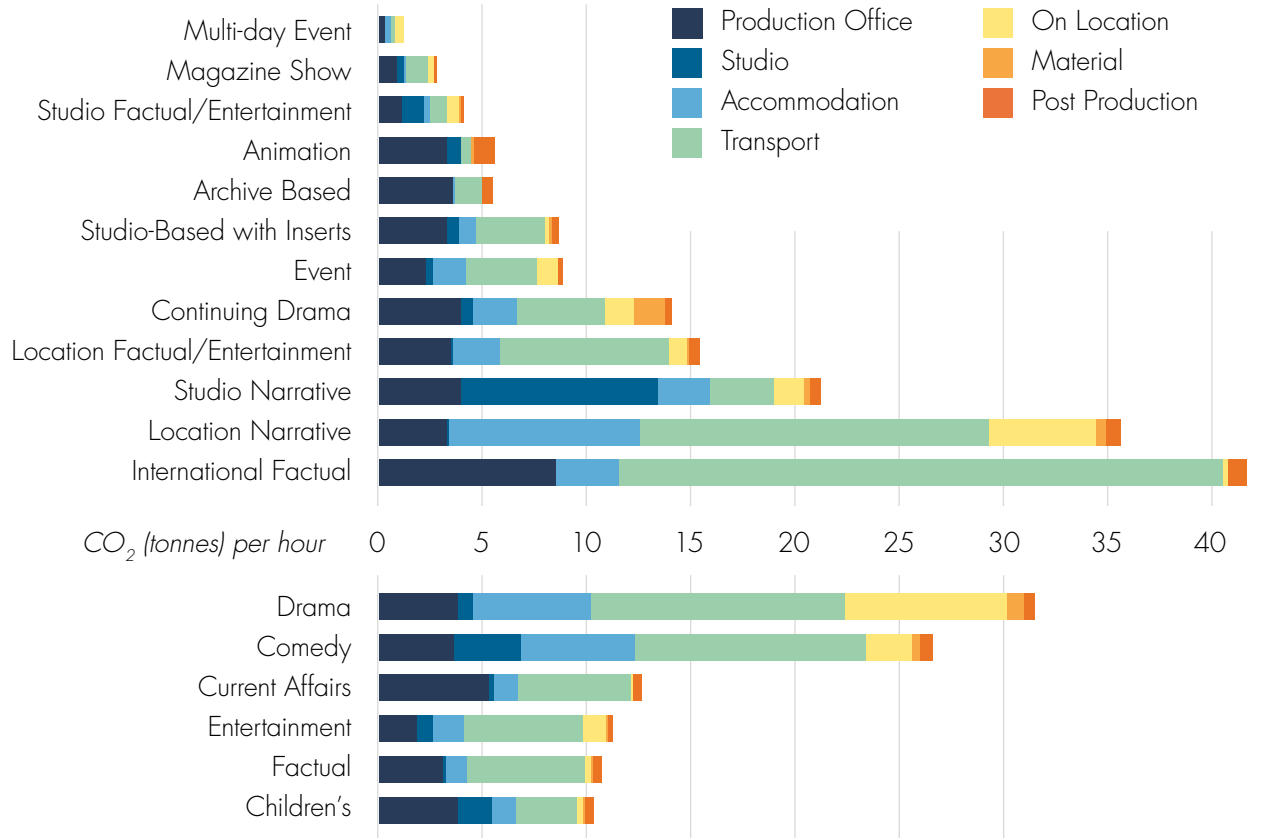
Some productions may shoot numerous episodes per day whilst others would be delighted with 60 seconds in the can. Varying production styles create a wide range of carbon footprints for the UK TV industry. Here is a breakdown from the hundreds of footprints that were entered into albert in 2015.



Annual estimated carbon emissions from UK independent production sector: 206,000 tonnes CO<sub>2</sub>.

It would take an area of woodland the size of the M25 to sequestrate this quantity of carbon emissions annually.

Data from albert Nov 2014 and Broadcast Indie Survey 2014.





CO<sub>2</sub> emissions per broadcasted hour. Displayed by genre and production method.


Data from albert Nov 2014–2015





hour's worth of telly


 **2500 kWh OF STUDIO POWER**


 **16 production people in a power hungry office**

 **5000 mins of tape, 200 litres of paint or 160 boxes of paper**


 **50 HEADS ON HOTEL BEDS**


 **1000 litres of diesel**


 **2400 miles on a plane or 6800 on the train**


 **7 weeks in the edit**

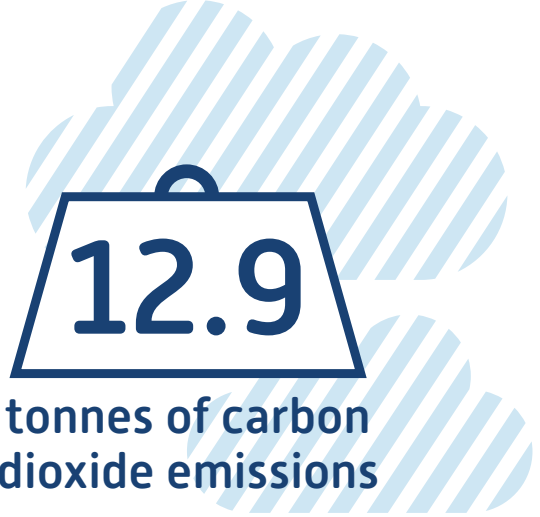
**plus...**

 A healthy dollop of catering

 A few batteries, reams of paper and the odd water bottle



 A set build or two...



tonnes of carbon dioxide emissions



## Cut the carbon, production reductions...



### ...in the studio

Bringing power reduction to period drama, the final series of *Downton* made significant savings compared to previous series by swapping to a low-energy lighting solution while on stage. Replacing Spacelights with HiLos and Rifalights with TekTiles, the production shaved 44% off their studio power consumption.



### ...in the production office

Paper has slowly been making its way out of production office yet clings on in the studio and on location. *The Brother 1st A.D.*, Patrick Stephens took the paperless plunge and swapped his paper script with an electronic alternative. Making notes and alterations on his tablet, what was judged by the director as a radical step is now his preferred way of working too.



### ...with power on location

Sustainable solutions often support filming in the wildest of locations. The *Planet Earth II* team cut their transport emission by harnessing the rays of the sun. One step up from recharging camera batteries, the *Planet Earth* team used a flexible solar solution to power the propeller of their river raft.



### ...out and about

A first for the television industry; *The Interceptor* used electric cars for all their production transportation needs. This reduced their travel emissions significantly across the production and sends a clear message to the industry of the relative ease of going green.



### ...further afield

When filming overseas the largest contributor to a production's carbon footprint is likely to be travel. The environmentally Patagonia team trimmed 100 tonnes from their footprint by working with local crew, gaining greater local knowledge and more creative opportunity as a result.

## Carbon Literacy Project



## Training

Carbon Literacy is a full day course aimed at all those in the broadcast sector, from gaffers to commissioners. Delegates will understand how climate change affects those in the media and explores what can be done to lessen our impact.

### Learning objectives

Core Module. Delegate will:

1. Understand climate change;
2. Explore the role of businesses, governments, communities and individuals;
3. Describe actions that can be taken and what a difference they will make;
4. Quantify their own carbon footprint.

Production Module. Delegate will be able to:

1. Describe environmental impacts of production;
2. Describe what actions can be taken to create a more sustainable production;
3. Calculate the carbon footprint of a production;
4. Explain the importance of sharing achievements;
5. List the key sustainable production resources available.

*"It was an amazing opportunity to be totally informed about this incredibly important topic. Not only was it interesting and factual but we were given very practical advice on implementing steps to make a difference to the carbon emissions of a production, and our life. I left feeling hugely inspired and would strongly encourage as many people working in production to attend."*

Milly Leigh, Head of Production, Neal Street

## albert+ is a tool to measure a production's environmental sustainability

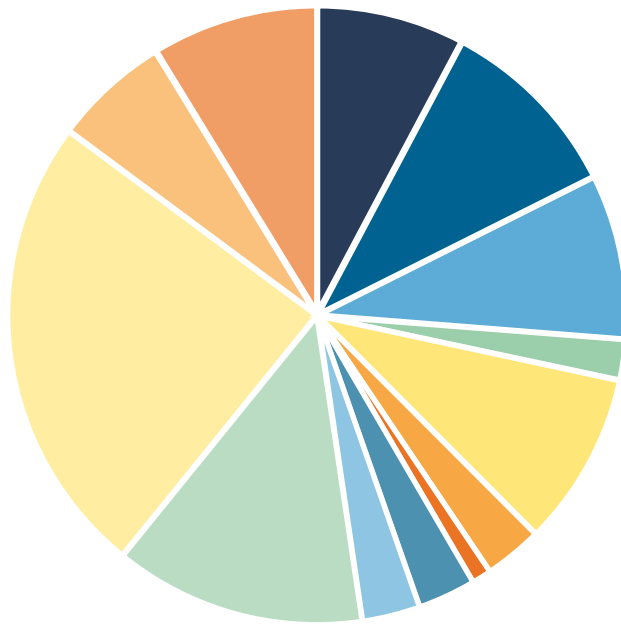
A sustainable production aims to have a positive impact on the people and places involved in its creation. With an end goal of elimination, it will aim for a continual reduction of carbon emissions and waste. It will share its values with every aspect of its supply chain, including cast, crew, suppliers and its audience.

With albert+ we have helped over 40 productions reach the industry agreed standard for environmental sustainability. Programme teams have made saving by changing lighting rigs, switching vehicles, upcycling waste and reducing consumables. Productions we have worked with saved an average of £6,000 and shaved approximately 15% of their carbon emissions compared to a comparable production.

Our ambition for albert+ is that it will become an industry norm; adopted by productions and requested from broadcasters. In 2016 we will change the accreditation system to increase accessibility, simplifying the system whilst maintaining credibility.



## Planned expenditure 16/17



- Administration 8%
- Carbon Calculator 9%
- Auditing 8%
- Profiling Best Practice 2%
- Comms and Online Resources 10%
- Expenses 3%
- Industry Engagement 1%
- New Project Development 3%
- Online Tool Development 3%
- Planning and Development 13%
- Production Support 24%
- Renewable Energy Project 6%
- Training 11%

## How to get involved in this year's strategy...

### Are you a production company?

Join us as an albert affiliate. We'll help you create an environmental action plan for your production and support you in making carbon and environmental savings a reality.

### Do you purchase electricity?

Join the Creative Energy project. Together we can save money and purchase electricity that isn't contributing to the warming of the planet.

### Are you good at green?

We are keen to celebrate the individuals and productions who are putting sustainability into practice. Be an albert ambassador, let us profile your production.

### Do you know your iceberg from you elbow?

Whether you are a runner, accountant or director with 20 years' experience, if you need to improve your Carbon Literacy then come on come on our free national training days.

Get in touch [info@wearealbert.org](mailto:info@wearealbert.org)