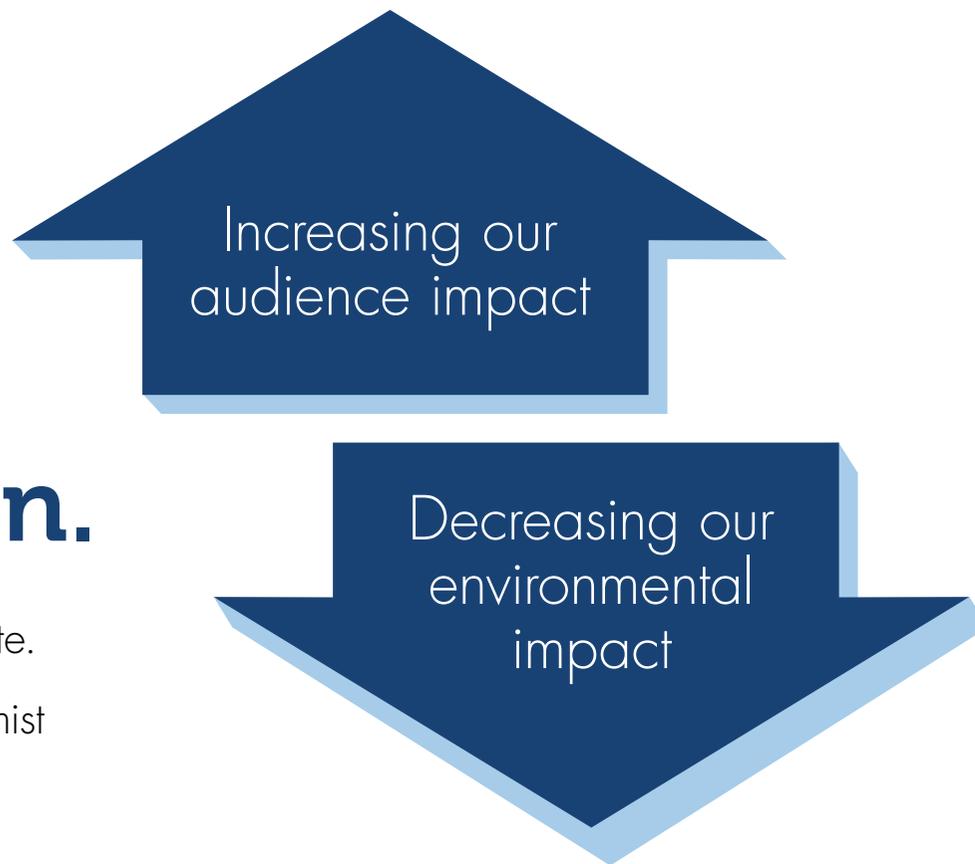


What goes up **must come down.**

2020. The climate tipping point. Don't be late.

It's time for a radical, collaborative and optimistic approach to climate change.



albert Annual Report 2018

environmental sustainability for the moving image industries

albert is a collaborative project that provides the film and TV industries with the necessary expertise and opportunities to take action on environmental sustainability. Facilitated by BAFTA and governed by an industry consortium of broadcasters and independent production companies, the group aim is for all UK screen content to reflect sustainable living and be made in a way that benefits both people and planet.

Since 2011, albert has created projects, provided tools and delivered training to reduce the environmental impact of the production process. albert also aims to enable industry organisations to engage audiences with realistic, accessible, urgent and optimistic climate related stories.

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Kevin Price
BAFTA Chief Operating Officer
and albert Consortium Chair.

It may not be necessary to introduce an established project that is moving in to its 8th year, but so much has changed with regards to climate urgency and the will to make a meaningful difference, it seems the right thing to do.

Throughout the project's history, albert has been many things; a carbon calculator, a provider of sustainable industry solutions and a model for collaboration, these have all proved to be vehicles for committed individuals to work together and make things better.

Now, with a greater knowledge of the environmental challenges facing the film and TV industries and the steps we must put in place, I would like to introduce albert as the industry's uncompromising voice on what the future requires of us. Delivering it will only be possible if we continue to collaborate and think creatively, but as these two ingredients are arguably the lifeblood of the creative industries, we have every reason to be optimistic.

Here comes trouble

Findings¹ outline how three square metres of sea ice are lost through the emissions of just one tonne of carbon dioxide. albert's 2017 figures reveal that the production of just one hours' worth of TV content now produces 13 tonnes of carbon dioxide. Consider what the 780,000 square metres lost as a result of the 20,000 hours of programming generated by the independent sector looks like. The impact of content production has risen for the 7th consecutive year as has public interest and concern – we have a problem on our hands.

Yet for individuals and large corporations alike, the commercial and creative rational behind climate action is well established. Beyond cost saving and reduction of legal risks, climate action represents an opportunity to reimagine our industry and the impact it has for the better.

In this report, we outline the details of our impact, the progress of the initiatives we have put in place to address it and what must come next to take us to the next step.

“Real hope, if it is to arise at all, will do so from a bare assessment of the scale of the challenge we now face.”

Anderson and Larkin
Beyond Dangerous Climate Change
Philosophical Transaction of the Royal Society

What we've been up to across 2017



We reached 1,000 industry professionals trained in Carbon Literacy

role specific training providing the skills and tools to mount a non-political, optimistic, science-based response to climate change



We grew the number of certified sustainable productions to 100

with a scheme designed to encourage productions implementing green practices



We helped 25 companies move on to affordable and renewable energy tariffs

with our Creative Energy group purchasing scheme, saving a total of 300 tonnes of CO₂



We helped sister projects around the world get off the ground

sharing our tools in Canada, Dubai, the Netherlands and beyond



We worked with higher education institutions

to encourage collaboration and ensure student have the skills they need for a green future



We're working to unite the production industry around a single strategy

outlining the route to a zero-waste + zero-carbon industry infrastructure



We've helped numerous productions get green messages on screen

and we're building a bank of resources to help programme makers take a multi-genre approach to engaging audiences on environmental issues



We've instilled carbon consciousness into the fabric of our industry

with carbon reporting now a mandatory delivery for all major terrestrial broadcasters



The industry proved its ability to connect large audiences with environmental messages

with *Blue Planet* drawing 11.9m UK viewers and 63% claiming it will change the way they live their lives

Each of these practical ways to get involved with albert also illustrate the progress that can be made by working together. The figures below outline how we must keep our eyes on the prize...



We consumed 150 million kWh of electricity

enough to power a light bulb for half a million years



We consumed 7 million litres of diesel used in generators

enough to fill 90,000 bath tubs



We recorded 280 million km in air travel

enough to circumnavigate the globe 7,000 times.

Data and trends

Carbon Literacy is a national training movement to help everyone understand how to live and work sustainably. The TV course allows industry professional to get to grips with climate change and the industry's opportunity to make a difference.

News from the 'Carbon Literati': We surveyed those who have attended our Carbon Literacy training. Here's a summary of what they said.

What are those who haven't attended missing out on?

89% the chance to make a difference

84% the chance to understand the world around them

Has attending changed the way you do things in your personal and professional life?

91% agree

What should the industry's environmental priorities be on-screen?

90% helping create the solutions

74% providing the facts

52% sounding the alarm

Knowing that the industry's environmental impact has grown for the 7th consecutive year, what message would you like to send to our decision makers?

'With support and planning, we can make a difference'

'eco-consciousness above cost'

'time to act'

'we're all busy, but this is rather important'

'we're the problem, but we can be the solution too'

'take the plunge and get a grip'

'lower carbon doesn't mean higher cost, just better planning'

'take a short amount of time to educate yourself'

'wake up, its only telly'

Carbon Literacy is the best way to identify your professional climate change opportunity. Fashionably late? No problem – you can be part of the next wave who will pledged to make a difference, book here.

The average impact from the production of one hour's worth of programming in 2017

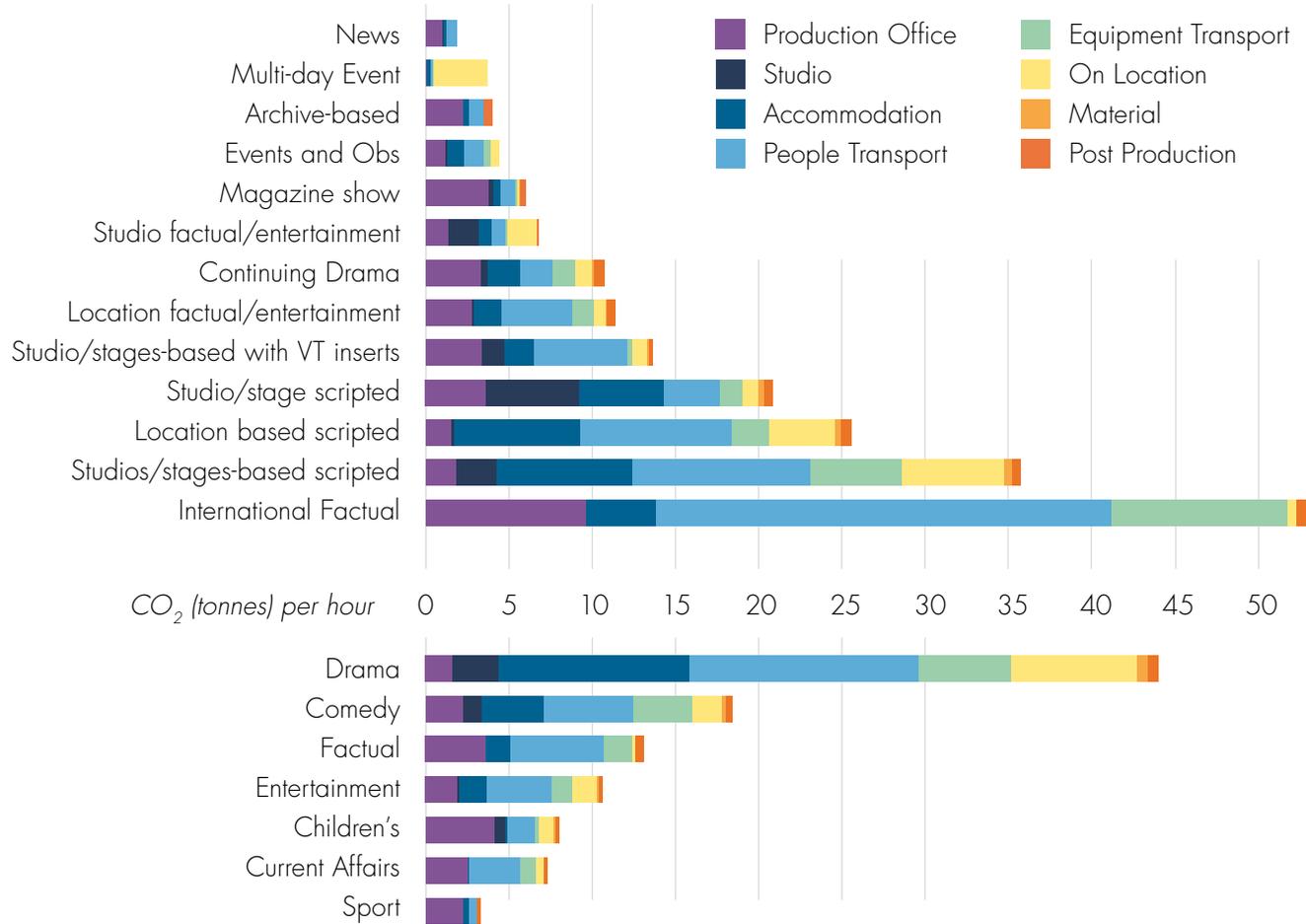


 2600 kWh OF STUDIO POWER	17 production people in a power hungry office 	5000 mins of tape, 200 litres of paint or 170 boxes of paper 
 1000 litres of diesel	52 HEADS ON HOTEL BEDS 	 2400 miles on a plane or 7000 on the train 
 7 weeks in the edit	plus...  A healthy dollop of catering	A few batteries, reams of paper and the odd water bottle  
	A set build or two... 	



Carbon Footprint breakdown by genre and production method

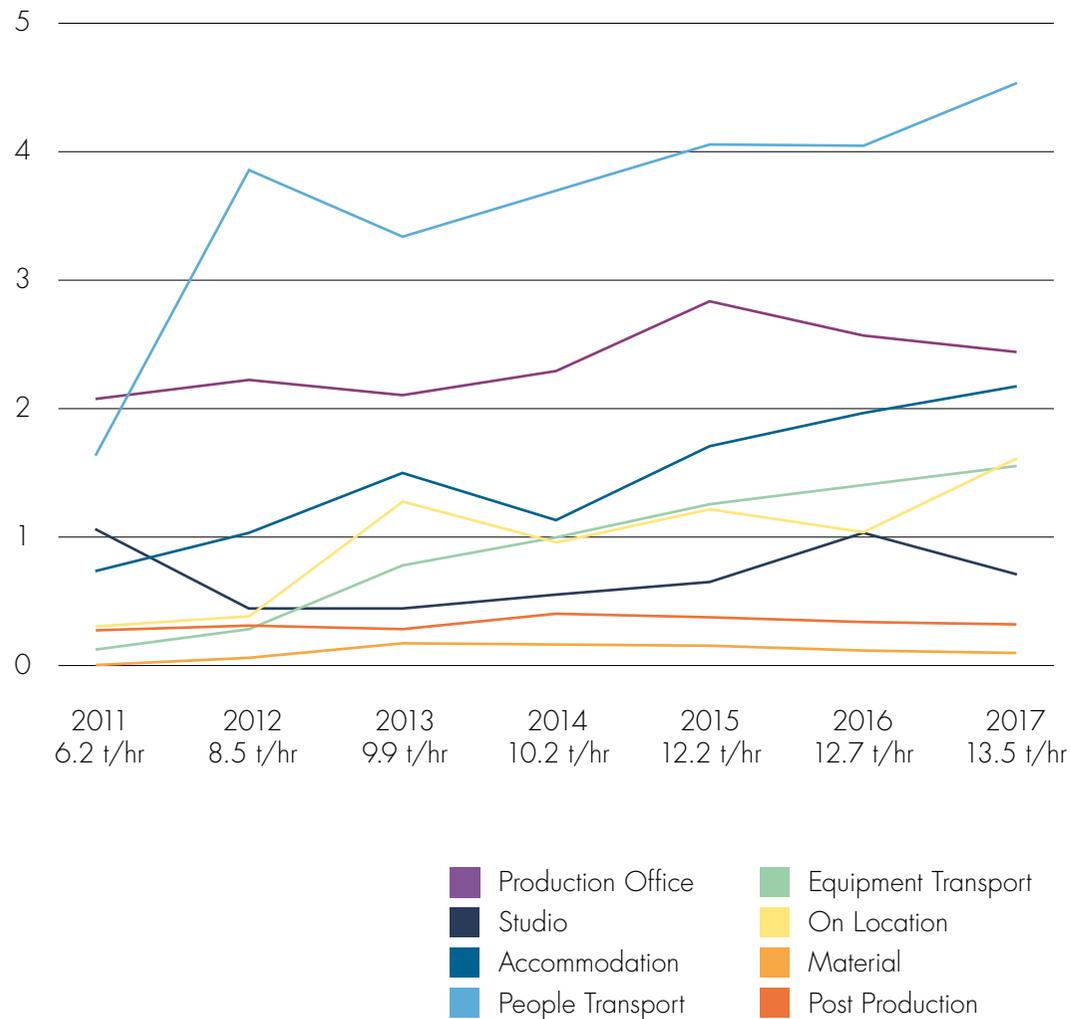
Carbon footprint by hour of programming



Not all productions are equal. That's true for environmental impact if nothing else. The above graph shows how production impacts vary by genre and production method as well as the source of the impacts. Principal points of note are summarised below

- Larger production budgets result in larger carbon footprints
- Productions with the highest shooting ratios are less carbon efficient
- The production office and transportation of people have a consistent impact across all styles of programme making
- When generators are used, they have large negative impact on the size of the carbon footprint
- The carbon impact of materials (sets, paper, construction) is relatively small in comparison to the other impacts measured

Average Production Impact Sources per hour, by year



Even when comparing different series from the same production, carbon footprints can vary greatly. There should therefore be little surprise that the impact of the industry is constantly evolving. That said, the large number of production footprints recorded last year offer a sufficiently broad sample to begin to identify macro trends with some confidence. Below is a summary of what the data shows.

1. The only way is up, or at least it has been so far. There is little doubt that some of this can be explained through improve data recording, but this alone is unlikely to explain how footprints have doubled in the last seven years
2. As the UK drops more renewable power in to the mix, impacts which have their primary source in electricity are on the way down (studio, production office and post production)
3. Travel is on the up, specifically air travel. The overall rise of 10% seen between 2016 and 2017 can be explained almost exclusively through increased in air travel

There is no doubt that more productions are taking more action than ever to reduce their environmental impact. With the creation of the certification system in 2014, the BAFTA albert consortium had hoped that these shining examples would create broader change across the rest of sector. While this may still happen, the data does not suggest that we are on track to peak the sectors' overall emissions from 2020 in line with global expectations and requirements.

Despite carrying an enlarged environmental impact, preserving sector growth is crucial. The challenge facing the industry is how it can continue to grow while shrinking its footprint, a trend already underway in other industries. The common ingredient to these examples is not an accumulation of best practise, but large strategic interventions.

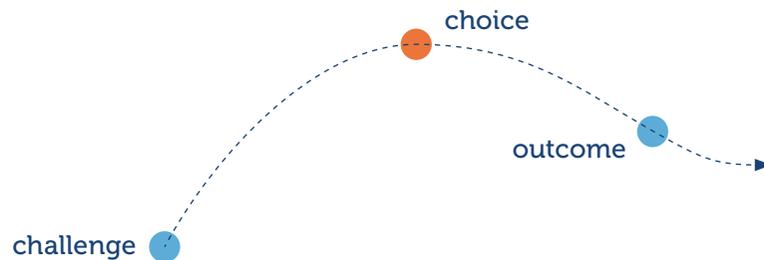
With much achieved, there's still lots to do. And we're excited about what's to come. Over the next 12 months, the BAFTA albert consortium plan to:

- With foot printing now mandatory at terrestrial broadcasters, to calculate the first ever complete pan-industry TV production carbon footprint
- Double the number of industry colleagues who have attended Carbon Literacy training, from 1,000 to 2,000, while also widening our reach to work with a broader section of the industry
- Double the size of our engagement, from a consortium of 12 with 20 affiliate members, to over 60 organisations overall
- Double the size of our renewable energy scheme
- Double the number of 'sustainable productions' we have certified
- Launch a new quarterly event strand to support every corner of the industry with its specialised transition to environmental sustainability
- Have fun while we're doing it

<p>We all want to live in a greener world. Making it possible requires us to identify our influence. Here are some words to help you...</p>	Funders and broadcasters...	to guide and stipulate...	<p>...sustainable alternatives.</p>
	Productions...	to implement and request...	
	Studios facilities suppliers and locations...	to offer...	
	Production departments...	to implement and innovate...	
	Talent...	to champion...	

Steps the broader industry must take next...

This is a party we can't have on our own. There are lots of ways the industry must adapt in order to be fit for the future. Here's how we'll do it:



Strategically

Ensuring our industry's organisations anticipate the changes driven by the sustainability transition, and prepare for them; ensuring that the creation of content reflects sustainable living and is made in a way that benefits both people and planet.

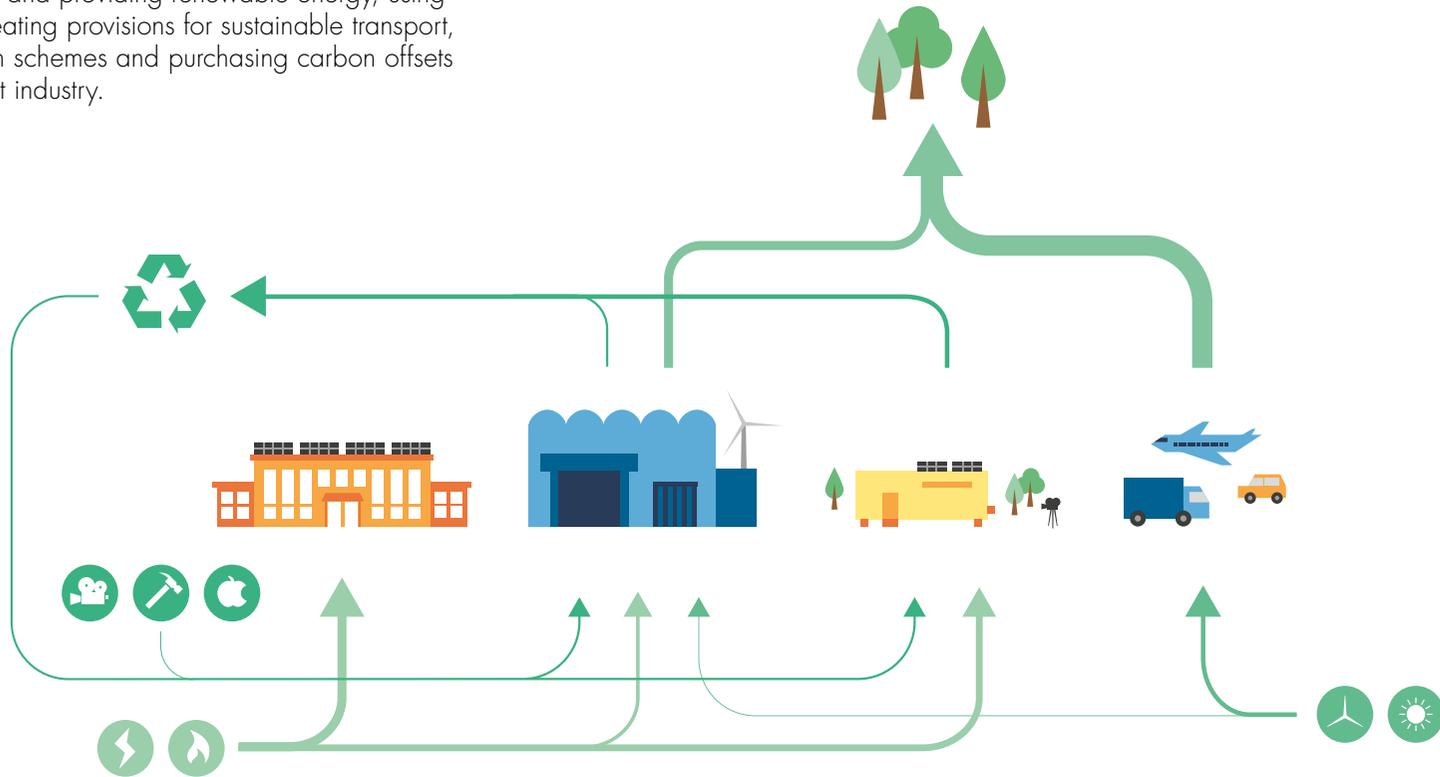
Creatively

Mounting multi-genre, strategically considered and solutions-based approach to engaging audiences on environmental concerns and solutions; questioning, campaigning, silencing, amplifying, normalising and inspiring so that contemporary content respects scientific consensus and balances positivity, urgency and creative excellence.



Operationally

Moving towards a zero-waste, zero-carbon industry; leaving behind a system which creates assets destined for land fill and that is reliant on carbon polluting fossil fuels, to a more sustainable system. Where by procuring, generating and providing renewable energy, using sustainable materials, creating provisions for sustainable transport, utilising waste revaluation schemes and purchasing carbon offsets we can be a zero-impact industry.



Next steps

Together, we must convert what we already understand about what the future requires of us, into reality and truth. From MDs to runners, each individual within our industry has a completely unique role to play in making it happen.

- Going paperless
- Purchasing carbon offsets
- Turning off the lights and recycling
- Normalising sustainability on screen
- Committing to collaborate with others
- Wearing your green credentials with pride
- Setting science-based company wide targets
- Becoming Carbon Literate and attending training
- Switching to 100% renewable with Creative Energy
- Investigating the sustainability credentials of your supply chain
- Certifying the sustainability credentials of your next production
- Calculating environmental impacts and working to reduce them
- Becoming an expert on a specific sustainability topic that interests you
- Ensuring company investments and pensions aren't propping up the fossil fuel industry

The list is truly endless. If you would like to know how you can support us and better understand your climate change calling, then let's have a coffee.

Email albert@bafta.org to arrange.

Acknowledgements

Alongside countless industry organisations that help make this project possible, the BAFTA albert consortium wishes to thank every individual who has participated in any of our schemes. From the hundreds of individuals who have helped measure the impact of our industry to the thousands who have given up their time to attend training and pledged to make a difference.

We're on the brink of something very exciting. Thank you for getting us there.

¹Observed Arctic sea-ice loss directly follows anthropogenic CO2 emission, Dirk Notz, Julienne Stroeve, Science 11 Nov 2016: Vol. 354, Issue 6313, pp. 747-750