

# Annual Report 2019-20



# The creative industries offer the greatest opportunity to mobilise positive action for the planet.

albert is leading a charge against climate change; bringing the screen industries together to tackle our environmental impact and inspiring audiences to act for a sustainable future.

We create initiatives to measure the impacts of the industry, including our world-leading carbon calculator that allows screen productions to estimate their environmental footprint.

We deliver specific projects to reduce those impacts, including our certification scheme to incentivise action and our Creative Energy scheme to make it easy for organisations to switch to renewable energy. And we engage the creative sector by exploring how to weave conversations about climate change and sustainable living into our on-screen content through our Planet Placement guide, events and training.

Our aim is to support everyone working in film and TV to understand their opportunity and create positive environmental change.

## **We have had two key objectives for achieving this:**

1. Enabling every part of the screen industry to eliminate waste and carbon emissions from production
2. Empowering the industry to create content strategies that support a vision for a sustainable future

# Foreword

This report covers the period in which, in many ways, everything changed. The cries from Greta Thunberg, Extinction Rebellion, David Attenborough and the youth strikers brought the climate to the attention of screen industry professionals in a way never before seen. And those paying attention now realise the scale and severity of the challenge in hand.

There is much to do to repair the climate. Not least because it is becoming clearer that climate causes and consequences are too intertwined with other contemporary challenges to be dealt with in isolation. The fight for climate justice has become the fight for global health, gender, race and economic equality too or perhaps it always was.

It is hard to fathom how we might extend our inboxes and board agendas to deal with so many injustices, but perhaps it's worth remembering that these issues simply have the pursuit of love at their core. So just as we might welcome our second or third child, we won't struggle to find enough love to bring humanity back into every decision we make either.

As Mark Twain is credited with saying, "history doesn't repeat itself, but it often rhymes" so while it is helpful to look to the past to remember that great change can be achieved, it is surely important to remember that contemporary challenges will require us to look in new places.

Where to look depends on who you are; your climate commitment is just as individual to you as your career path. I can't tell you what to do, it's your own personal alchemy, but I'm here to help make sure you orientate yourself in the right direction.

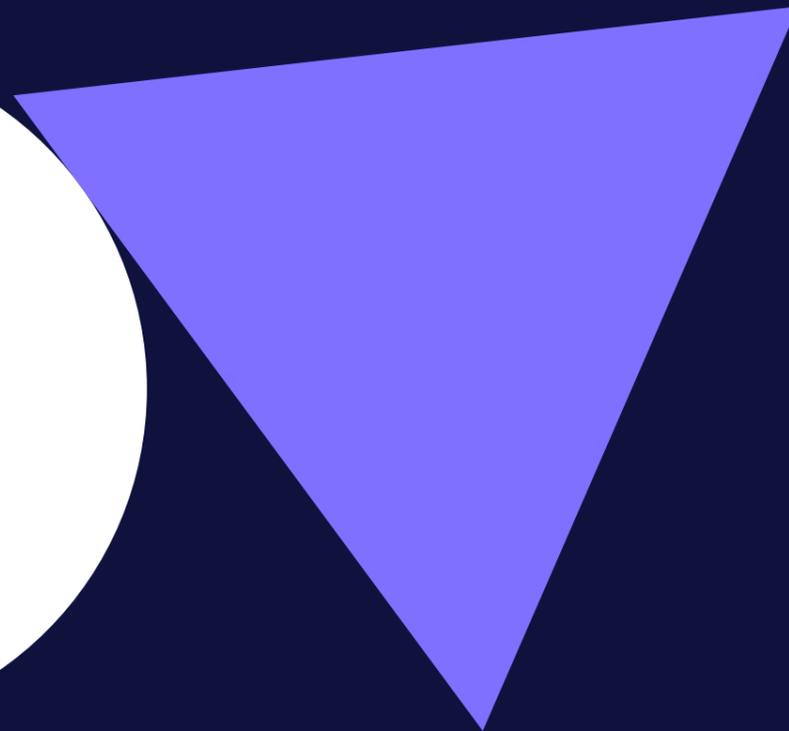
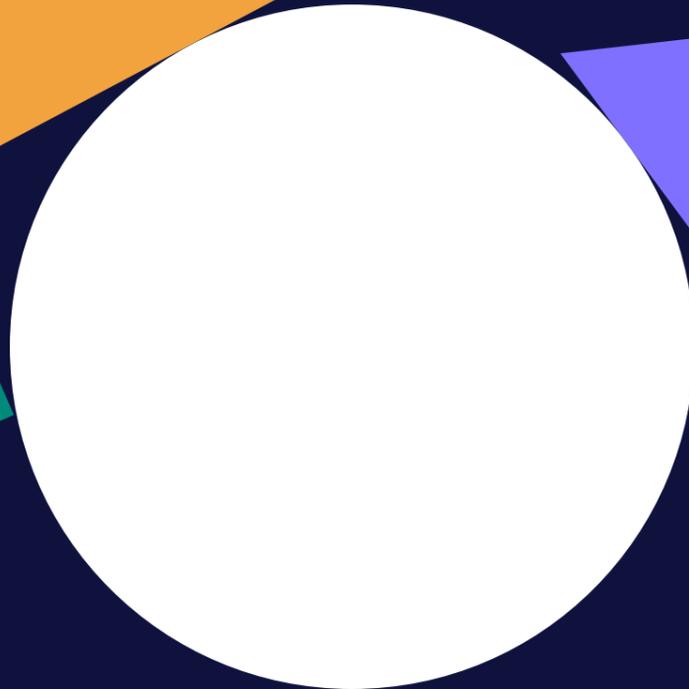
Now boldly go, do what you're good at and do your best.



**Aaron Matthews**  
Head of Industry Sustainability

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# 2019-20 Highlights





**Planet Placement Event**

albert celebrates the launch of new resource Planet Placement with a party to honour the Earth's 4.5 billionth birthday.



**A Revealing Study**

New research from albert reveals how often climate change is mentioned on British television.



**Soap Summit 2019**

Inaugural Soap Summit was held, exploring how our changing climate will impact our lives and therefore the lives of our favourite soap characters.



**New Brand Identity & Website**

Official launch of albert's new brand identity and website [wearealbert.org](http://wearealbert.org)



**Collaboration with Spotlight**

We teamed up with Spotlight to look at the role that casting directors, agents and performers can play to drive progress on key environmental challenges.



**Student Climate Strikes**

We were out of office to show solidarity with the student climate strikes.



**Green Production Get Together**

albert & ADGREEN hosted the 6th Green Production Get Together this year focusing on the use of rechargeable electric power units.



**Green Zone**

We hosted the Green Zone at FOCUS 2019 looking at how the future of production can be zero waste and net-zero carbon.

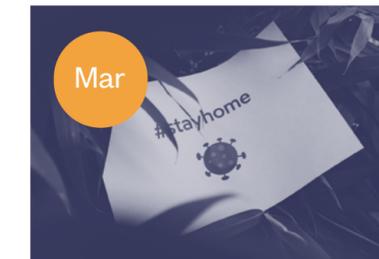


HRH The Duke of Cambridge (President of BAFTA) joins senior broadcasters to discuss the vital role of television in tackling climate change. albert joined forces with Fremantle to build the first global calculator for the production industries.



**1917 Receives albert Certification**

1917 becomes the first British feature film to receive albert Certification. We hosted an event to explore how to achieve sustainability at scale.



**Life in Lockdown**

A tough time for the industry but we carried on, moving training online.

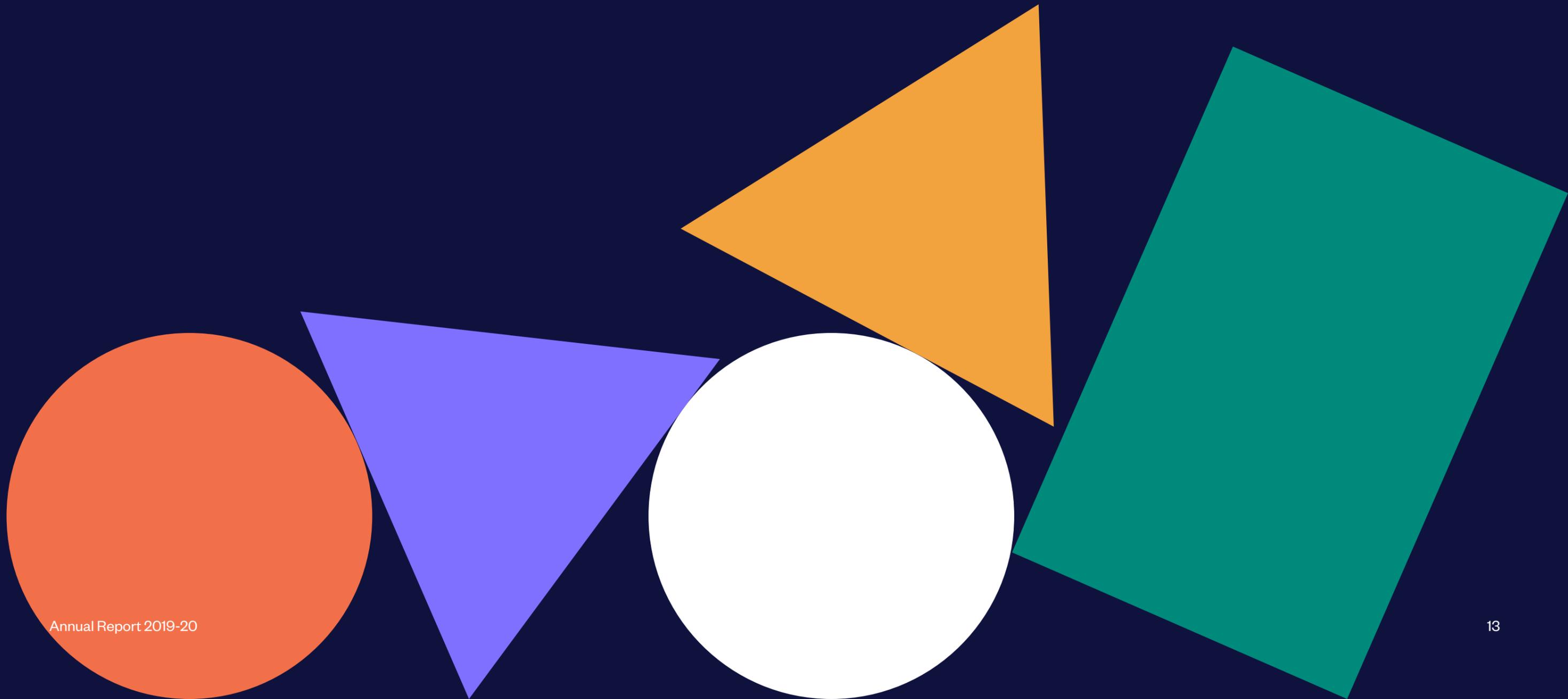


**Earth Day 2020**

To mark Earth Day, we explored how our TV content needs to help move society towards a sustainable future.

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# Executive Summary



In 2019-20, we have seen incredibly positive progress towards our core objectives.

Record numbers of productions have been using the albert calculator and gaining albert certification for their sustainable actions.

This has translated into a 10% reduction in the average carbon footprint of productions in the last two years.

#### **Content For Climate**

In relation to content, we launched Planet Placement to inspire the creative community to include climate in the stories they tell, no matter what genre and we have seen great take up of the training and events related to this.

#### **Global Reach**

Our global partnerships have doubled in 2019-20 as we aim to bring best practice to the wider international production industry, and we have begun work on a bespoke, global carbon calculator.

#### **Our Finances**

By being strategic and collaborative we have continued to deliver well with a small budget, providing value to our stakeholders and directing our efforts to where we will have most impact.

#### **Our Impact**

The Intergovernmental Panel on Climate Change (IPCC), the United Nations body for assessing the science related to climate change reported in October 2018 that “keeping to the preferred target of 1.5C above pre-industrial levels will mean rapid, far-reaching and unprecedented changes in all aspects of society.”

The screen industries are no exception and, as such, we are more determined than ever to support our industry as it transitions towards a carbon neutral future. Our mission has evolved over time from a project that enabled a production to understand its impact to one which sees the creative industries as a leader in helping society understand the opportunity to protect the planet.

In 2019, one hour of TV contributes the equivalent of 9.2 tCO<sub>2</sub>e/hr, a 10% reduction since 2017. We have seen reductions in carbon emissions across many production methods and for different emission sources but the impact of major carbon contributors such as travel and energy need to be addressed by everyone in the industry if we're to truly turn the tide.

### **Our Solutions**

We want to ensure our industry achieves net-zero emissions and more. We are expanding the tools and support available for production, including an offset scheme and a new, improved carbon calculator and certification scheme.

We are prioritising climate content, extending support to our community of scriptwriters, producers and commissioners who look after what we see on screen as well as revisiting our Subtitles to Save the World report and adding a new editorial question to our certification scheme.

### **Growing Our Community**

We have been looking at how we can expand our reach to work with and help more sectors within the screen industry, whether that be production students entering the profession, actors at the peak of their careers, or those working within specific genres such as sport or advertising.

With 1917 becoming the first large scale UK film to gain albert certification in 2019, we have also launched an ambitious project with the BFI and Arup to identify opportunities for the film production industry to operate more sustainably.

We are reaching out globally with a new international calculator to help screen industries in other countries play their part. As our community grows, albert's goal is to make sure that everyone working in our industry understands the impact their role has and is armed with the knowledge and tools to make a difference.

### **Your Role**

We want to work with you. The task ahead is huge, but whatever your role, there are ways we can work with you to make our industry more sustainable. Together we are albert.



1917 becomes first large-scale UK film to gain albert certification

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# Our Year



# In Numbers



## 10% Reduction in CO<sub>2</sub>e/hour of TV

There has been a 10% reduction in the average carbon footprint of TV productions in the last two years.

That's 10% less CO<sub>2</sub>e per hour of TV than in 2017-18



## Carbon Footprints Calculated

The albert Calculator allows a user to measure the carbon footprint of their production. This data has allowed us to build up a picture of our industry and report on its overall impact.

That's 189 more footprints calculated than in 2018-19



## albert Certifications

There has been a huge uptake in the number of productions gaining albert Certification. Certification is the easiest way to be introduced to sustainable production techniques and get rewarded for putting them into practice and this year over half were awarded our highest three-star rating.

That's 68 more certificates awarded than in 2018-19



## Creative Energy

Our 100% renewable energy procurement group offers creative organisations affordable, green energy by working as a cooperative. 50% more energy used by the industry was from renewable sources in 2019/20.

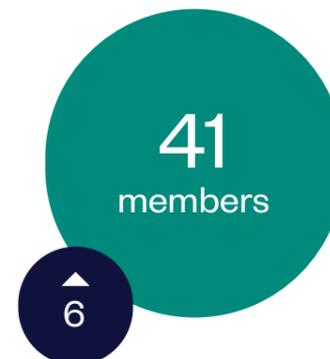
That's an increase of 5 million kWh than in 2018-2019



## Trainings Carried Out

Our free, bespoke training is open to everyone in the TV and film industries. More colleagues than ever have sought out our optimistic, science-based, solution-centric and enjoyable introduction to environmental challenges.

That's 50 more trainings carried out than in 2018-19



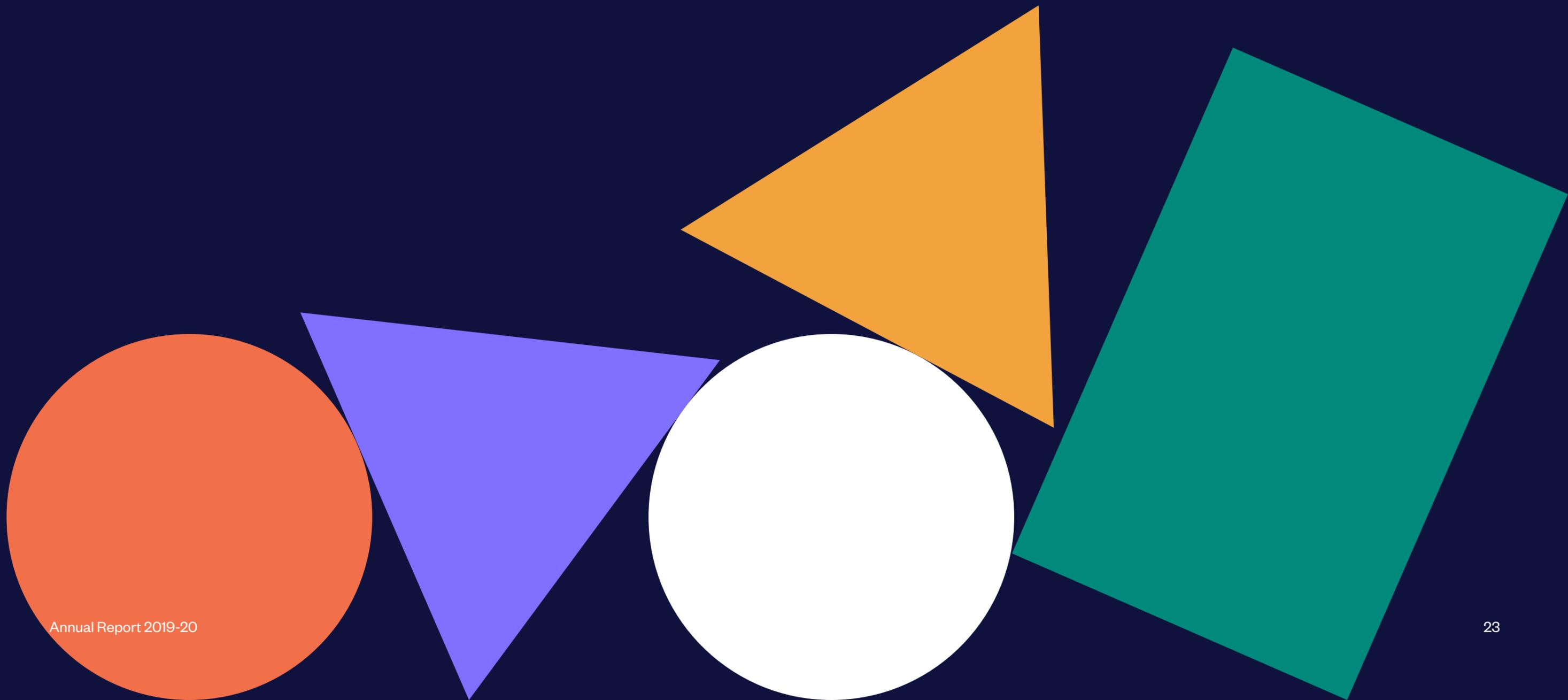
## albert Affiliates

Our membership grew by over a third this year and for the first time includes non-production affiliates.

That's an increase of 6 more members than in 2018-2019

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# Content for Climate



“The TV industry’s call to address climate change is clear.

Reducing our impact is a given, but our real opportunity lies in the programmes we make, and in our ability to use powerful human stories to connect audiences with the world around them.”

Pippa Harris, (Chair at BAFTA, 2018-2020)

In April 2019, albert launched Planet Placement, a new online hub designed to inspire the creative community to weave sustainability messages into on screen content, no matter the genre, in order to help make positive environmental behaviours mainstream.

To support this, in May 2019 together with BAFTA and analysis from Deloitte, we published Subtitles to Save the World, a report that revealed how often terms related to climate change were mentioned on TV.

#### **We found that**

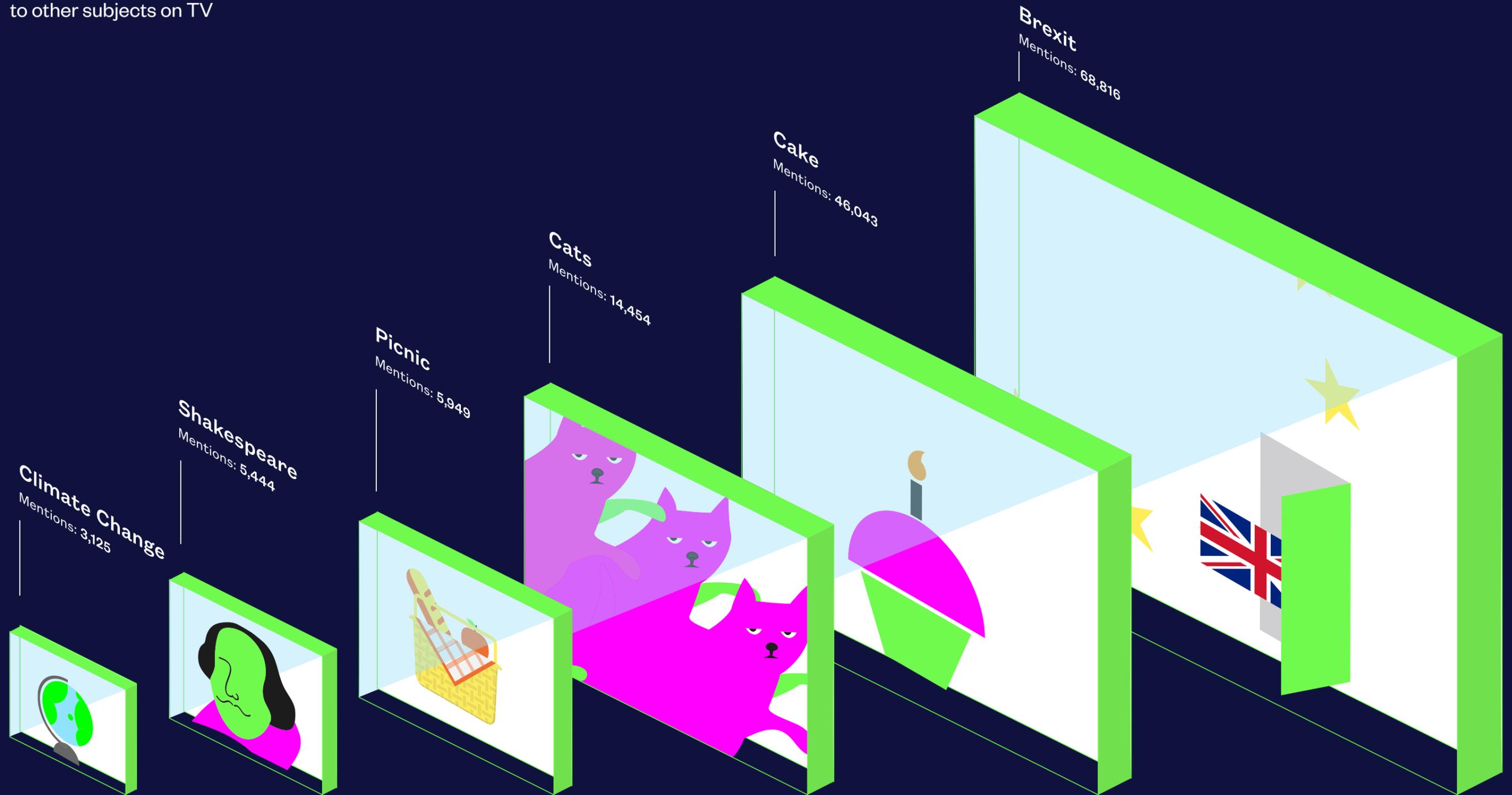
- The terms related to climate change mentioned most often are not the ones that have the biggest impact to reducing our carbon footprint.
- Of the 25 words related to the environment that were tracked, several such as ‘carbon offset’ or ‘hybrid car’ were barely mentioned (11 times and 22 times respectively). While ‘climate change’ was the second highest tracked term with 3,125 mentions, it still lagged far behind other terms such as ‘beer’ (21,648), ‘dog’ (105,245) and ‘tea’ (60,060)
- When environmental terms were used, there was a preference to talk about the issues and the problems rather than the solutions, as references to ‘climate change’ and ‘global warming’ far outweighed terms such as ‘electric cars’ or ‘solar power’

To address this we have been encouraging engagement with Planet Placement and organising events and training including, in February 2020, our Planet Placement for Screenwriters - Putting the Planet into our Programmes event.

albert invited writers and storytellers for the screen together to discuss how to write accessible, realistic, and optimistic climate stories into scripts.

# Cats vs Climate

Comparing phrases mentioned on television to see just how often climate change is discussed in relation to other subjects on TV



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# Our Global Reach



albert is working with communities around the world to bring best practice to the wider production industry.

In 2019 we've doubled the number of international partners we work with and now have reach in 22 countries worldwide.

Our international partnerships aim to share and celebrate the industry's environmental actions across the whole globe. Our partners vary from fund agencies, broadcasters and production companies.

In January 2020, we announced a new partnership with Fremantle to develop our carbon calculator for the global production community. This incredibly exciting partnership will allow production companies across the world to join the UK, and existing international partners, to accurately track their carbon emissions.

albert originally launched its bespoke carbon calculator for the production community in 2011 and since then over 900 production companies have tracked their carbon emissions. By partnering with Fremantle to create a global calculator, albert will be able to track the impact of our industry at scale and more importantly, share best practice as we transition towards a zero-carbon future.



Roser, Industry Sustainability Manager for albert speaking at ON.DXB festival in November, 2019

# On the Map

● Locations Fremantle currently operate from



## Reel Green (British Columbia)

Partnership formed in Sept 2017. A Canadian albert calculator was launched during the Sustainable Production Forum in Oct 2019, where albert also ran a session on editorial content. They have trained 400 people.



## NRK (Norway)

NRK, Norway's largest broadcaster, became albert's latest international partner in 2020.

Having created a new position of Head of Environment and Sustainability, they plan to deliver the albert training to employees and start using the albert calculator as soon as its international version is live.



## Screengreening (Ireland)

Composed of the Broadcasting Authority of Ireland (BAI), RTE, Screen Ireland, Screen Producers Ireland, TG4 and Virgin Media Television, this coalition agreed to fund and introduce the albert Carbon Calculator to Film and TV production in Ireland in Oct 2019. The main stakeholders have been trained to use it and 34 companies have already committed to adopting it.



## Greener Screen (Dubai)

With a goal to create a net-zero emission Film, TV & Digital media industry in the Middle East, Greener Screen have worked in partnership with the ON.DBX film festival and with the Tabi360 film studio to implement sustainability best practice on their award winning short film, Give up the Ghost. They trained 25 people at the Al Sidr festival in Abu Dhabi and plan to train 120 people in Jordan on script content during 2020.



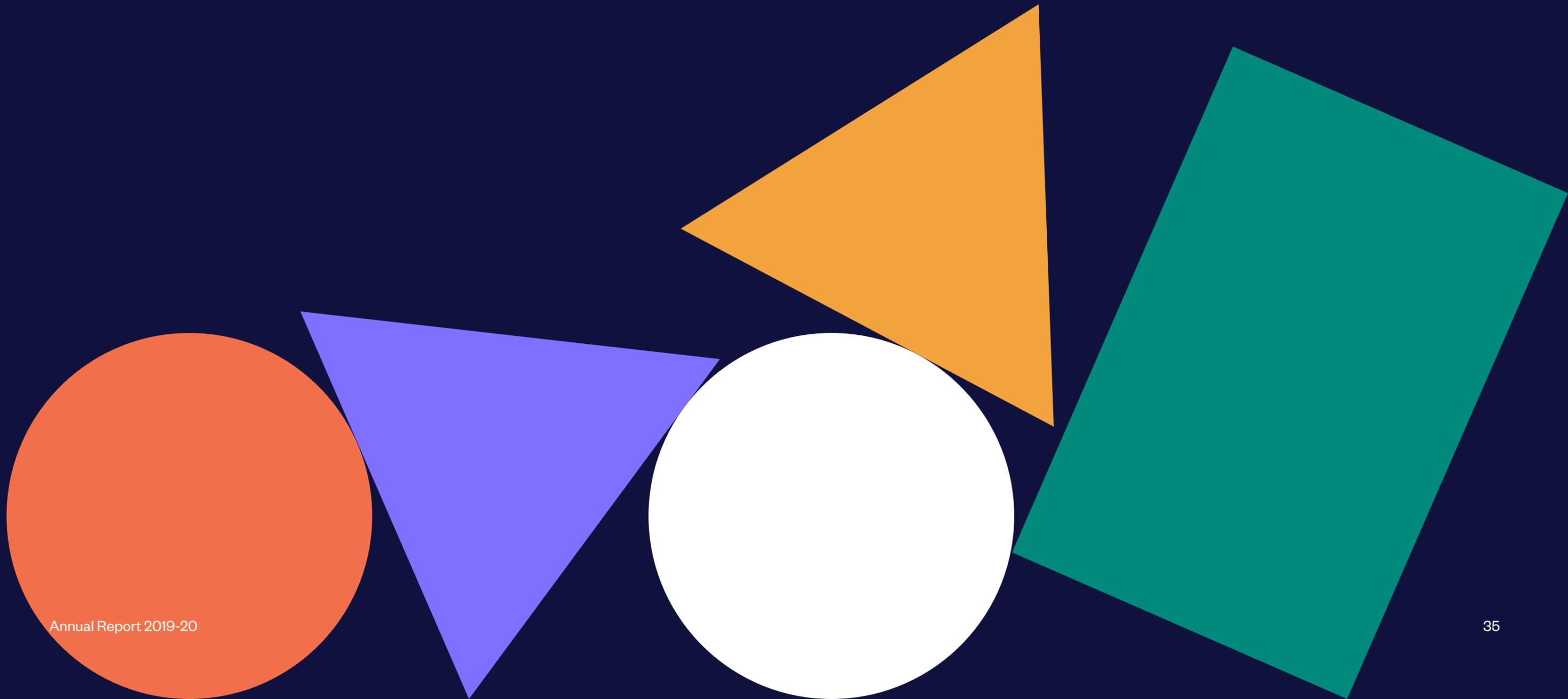
## Albert NL (Netherlands)

Led by 7 main broadcasters in 2019-20, albert NL trained 400 people working for 80 different Dutch public radio, TV, and online shows.

The calculator was used by 46 productions. They advised the 'green commissions' of several broadcasters and were sustainability partner of the annual 'State of the Climate' programme on TV.

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# Our Finances

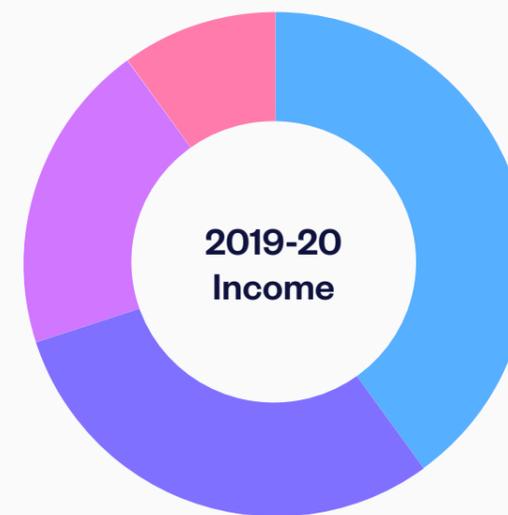


We can do a lot with a little.  
 Hosted by BAFTA and funded by the television industry, we are a small crack team helping the TV and film industries work their way towards environmental sustainability

We can achieve so much on a small budget by being strategic in our decision-making, focussing on where we will have the most impact and by embracing a belief in the power of working together. By coming together we can better understand the environmental challenges we face and can collaborate to implement industry solutions.

We do everything we can to reduce the financial barrier to engaging with sustainability and continually review our activity to ensure it is delivering on our continually evolving objectives and offering value to our stakeholders.

**2019/20 Budget: 330,000**



- Production Companies (40%)
- Broadcasters (30%)
- Other Parties (20%)
- Industry Partnerships (10%)



- Production Support (19%)
- Reporting Tools (18%)
- Project Development (15%)
- Communications (13%)
- Industry Engagements (8%)
- New Project Development (6%)
- Training (6%)
- Admin (5%)
- Expenses (4%), Project Strategy Development (3%), Data Analysis (3%), Production Auditing (2%)

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# Our Impact



In 2019, we calculated that one hour of TV contributes the equivalent of 9.2 tCO<sub>2</sub>e/hr, a 10% drop from 10.2 tCO<sub>2</sub>e/hr in 2017, the first year we measured all the impacts that we use now.

This is fantastic progress, but there is still much to do to achieve net-zero.

What is contributing to the average hour of television's carbon footprint?



2550 kWh  
of studio power



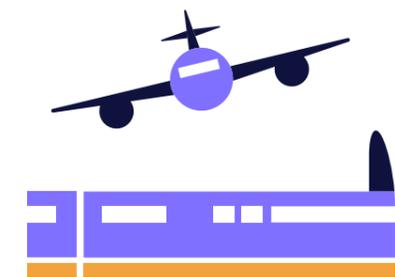
One week  
of accommodation  
for 17 people



1 tonne of filming  
gizmos transferred  
190 miles



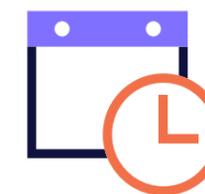
50 litres of paint or  
50 boxes of A4 paper



11,400 miles by plane or  
47,000 miles by train



6.5 tonnes  
of general waste



38 people in the  
production office for  
a week

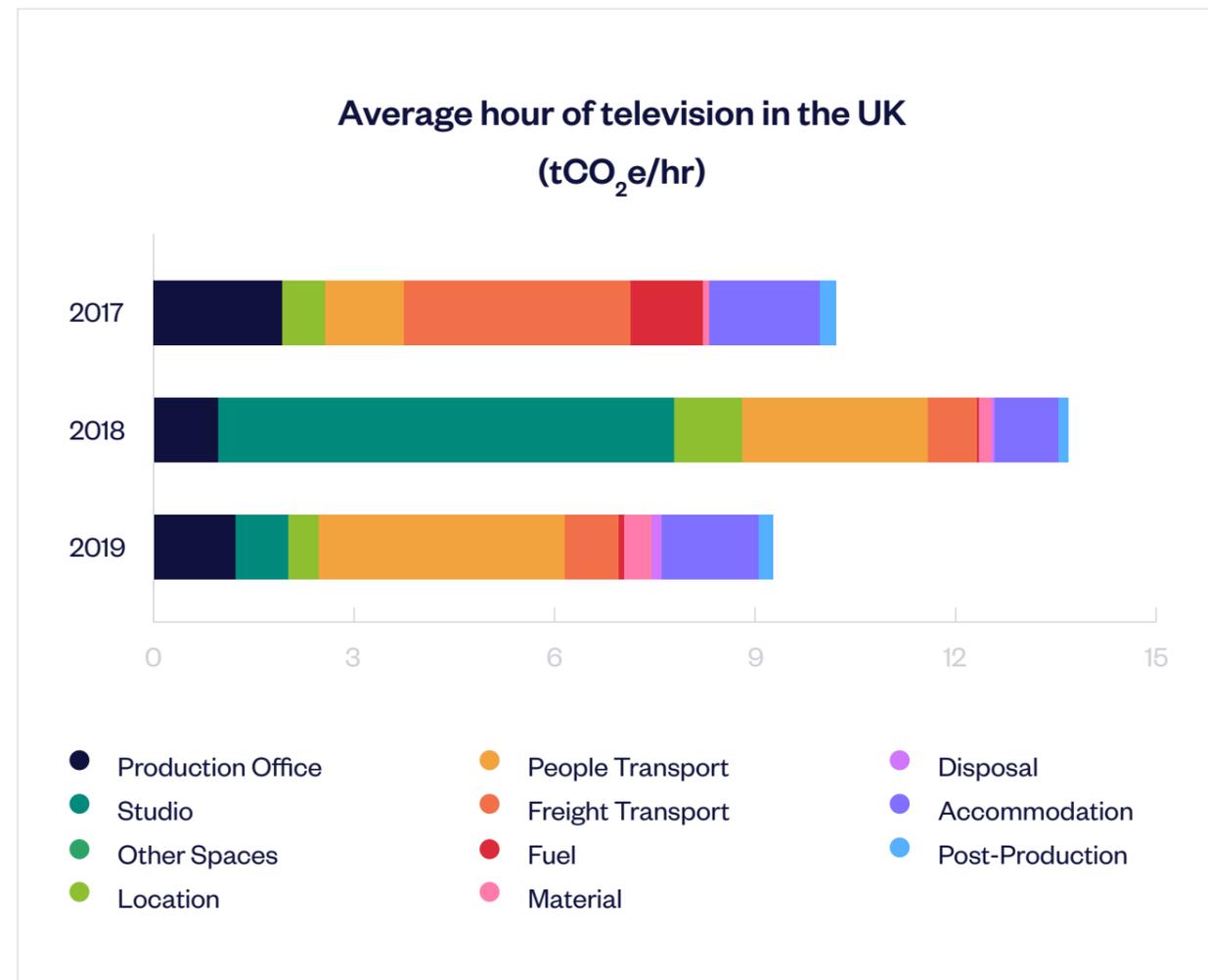


160 litres  
of diesel fuel

Which adds up to 9.2 tCO<sub>2</sub>e/hr

Some of this reduction is a result of changes happening outside the industry. With more wind power being generated and less coal being burnt, electricity across the UK is greener, automatically reducing the impact of energy consumption on sets or in studios.

While the impact of many production activities has reduced significantly, carbon emissions from travel and transport have risen consistently across this period.



Much of the increase in 2018 was a result of one major narrative production, as can be seen in the breakdowns above.

Much attention has, rightfully, been given to the need to end single-use plastic, but we know that it contributes a tiny amount of our industry's climate impact. We need to make sure that the bigger contributors, like transport and energy, are tackled.

Almost all the emissions associated with production office, post-production and studio on the chart are from energy use. Simply by switching to a renewable energy provider, productions could reduce their carbon footprint by almost a quarter.

In 2019 we saw 62 production offices switching to a renewable energy supplier and are encouraging more to follow suit with our Creative Energy scheme. There has been great progress when it comes to power use on location. While the same percentage of productions have been filming on location this year, the number of productions using generators has dropped from 60% to 24% resulting in a 56% carbon reduction.

Travel now accounts for almost half of all emissions. Over a quarter of the emissions associated with transporting people are from road transport, of which only 5% is from electric or hybrid vehicles. Switching to travel by electric car would be a quick and simple way to massively reduce impact. Air travel has also increased and 16% of all flights are domestic. Just replacing these domestic flights with train travel would cut 5.5% off the average carbon footprint of an hour of TV.

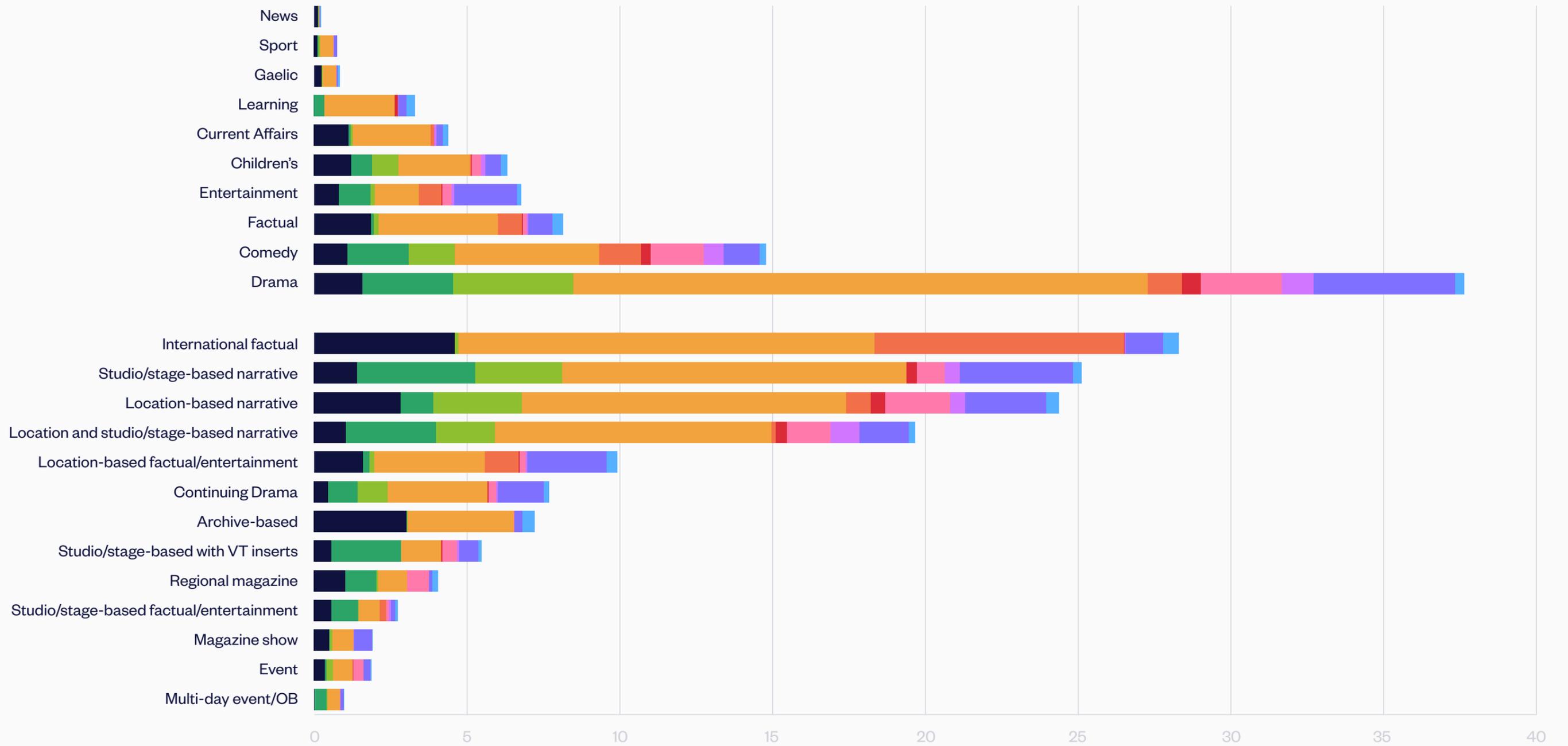


### Neal Street Productions

Neal Street Productions were one of the first companies to join the Creative Energy scheme. Their efforts to reduce the carbon footprint of their drama, *Informer*, for the BBC, resulted in a three star certification and a cost saving of £37,000.

## No two productions are the same

We know that the impact of different types of productions varies greatly and we can see different trends emerging for each type. The graph below shows how production impacts vary by genre and production method as well as the source of the impacts.



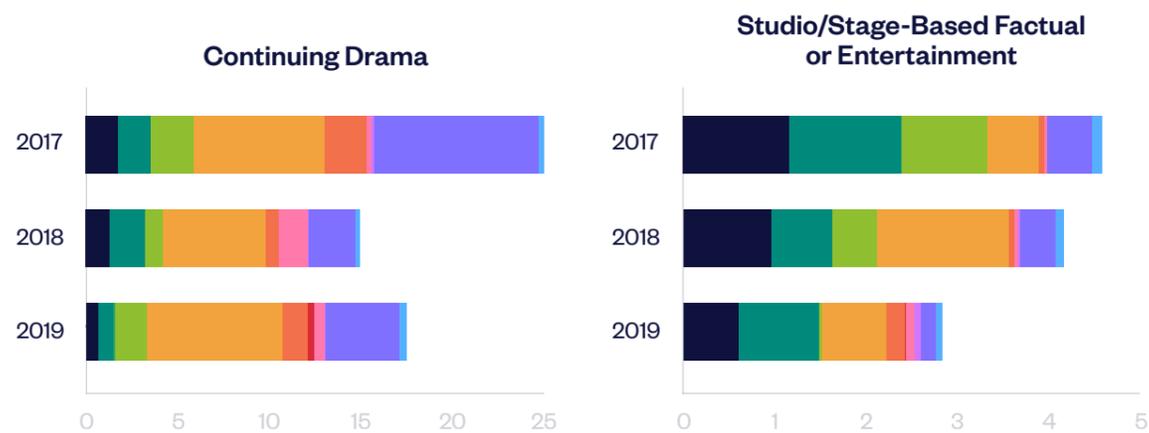
**It is positive to see there have been reductions across most production types**

We have seen reductions of around 20% in the event/OB and over 50% on 2017 figures in studio/stage-based with VT inserts as a result of reductions in people transport and accommodation.

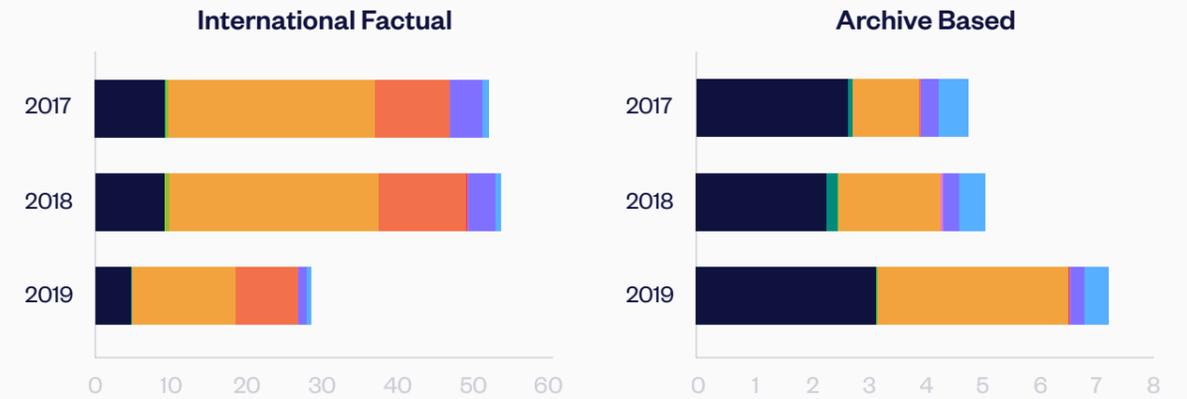


Continuing Drama has reduced by 28%, with changes across the board including hybrid vehicles, much more efficient lighting and a reduction in hotel stays that have been typically high carbon. There is a relatively small sample size for this genre, which makes the data vary more per year.

The footprint of studio and factual entertainment productions have also reduced 40% in line with the decline in carbon factors (i.e. greener electricity generation across the UK).



International factual productions continue to have the highest carbon footprint despite a decrease of 45% in 2019.



This was due to a fall in people transport and accommodation, but at least a large part of this, is likely to be because no major productions were made during this period. That said, more factual productions achieved albert accreditation than any other genre.

Archive productions, however, have seen a 22% increase in emissions despite efficiencies in production office and post-production energy. A result of a huge increase in people transport, due to bigger budget productions with more people working on them.

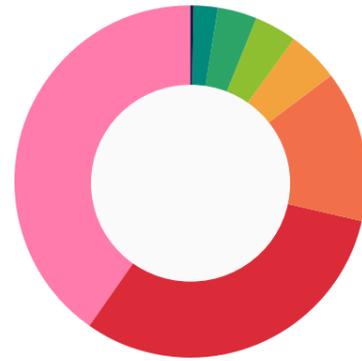


**Andy's Safari Adventures**

As a result of sourcing 55% of content from archive footage, Andy's Safari Adventures on CBeebies achieved 3 star albert certification.

**Productions achieving albert accreditation by genre (April 2019–2020)**

- Learning (1)
- Current Affairs (6)
- Comedy (10)
- Sport (10)
- Children's (13)
- Drama (37)
- Entertainment (83)
- Factual (107)

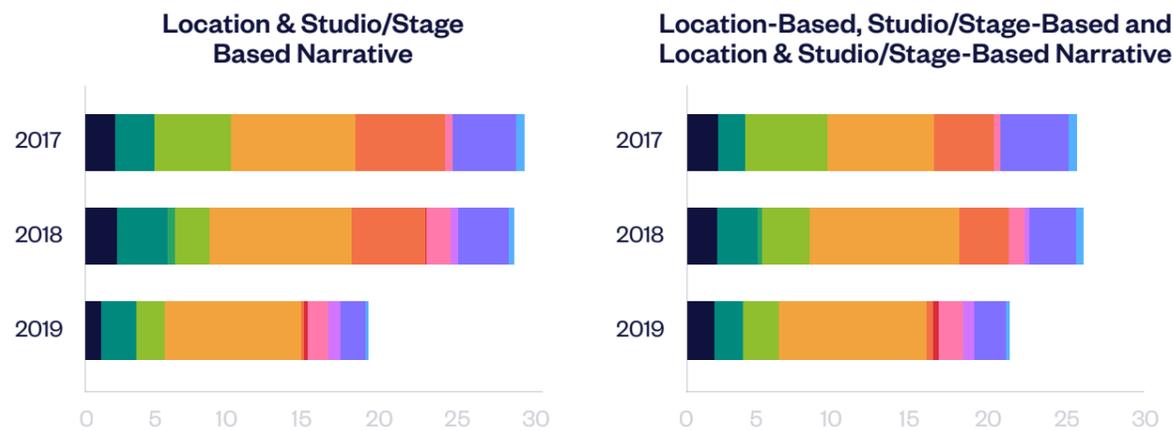


Productions based solely either on location or on set both saw a rise. In the case of the former, we can see the impact that one or two major productions can have. In 2018, just one production of the 110 measured in this genre skewed the figures to show a huge increase in the average for that year and a subsequent reduction for 2019.

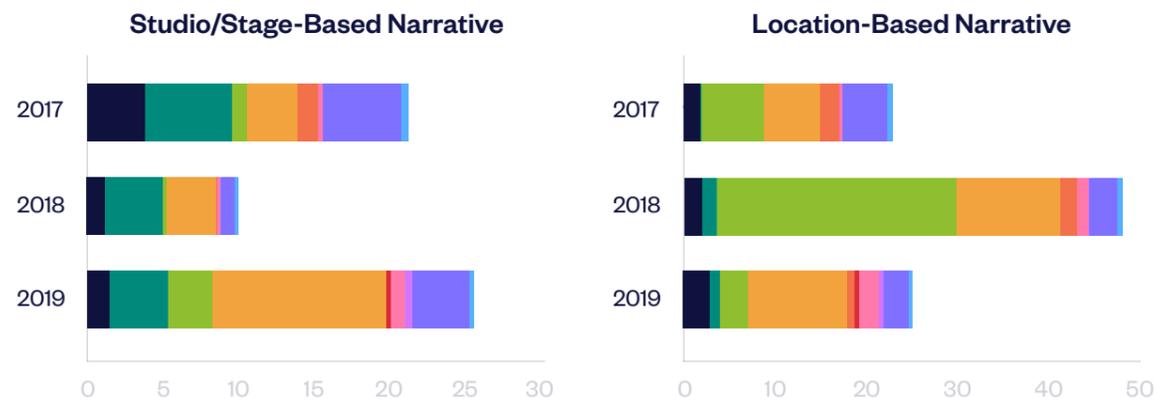
albert's role is to continue to support the TV and film industry as it adapts its policies, strategies and ways of working to achieve net-zero and beyond.

To do this effectively, we will continue to take a science-based approach to our projects, structuring our interventions to make sure the industry is able to make the changes required. We will be:

- Updating our certification questions to reflect the increasingly sophisticated sustainability measures productions are taking and ensuring our questions are inclusive.
- Clarifying the responsibilities of our Public Service Broadcasters in light of the IPCC's recommendations and facilitating change.
- Increasing efforts to make sure everyone in the industry is able to attend one of our free training sessions to learn more about the climate crisis and the steps we can take in our industry to mitigate it, including running these online where necessary.



The picture for narrative productions is more complicated. As a whole, the average footprint of all narrative productions has reduced. When split we see that this reduction has come from productions that are based both on set and location.

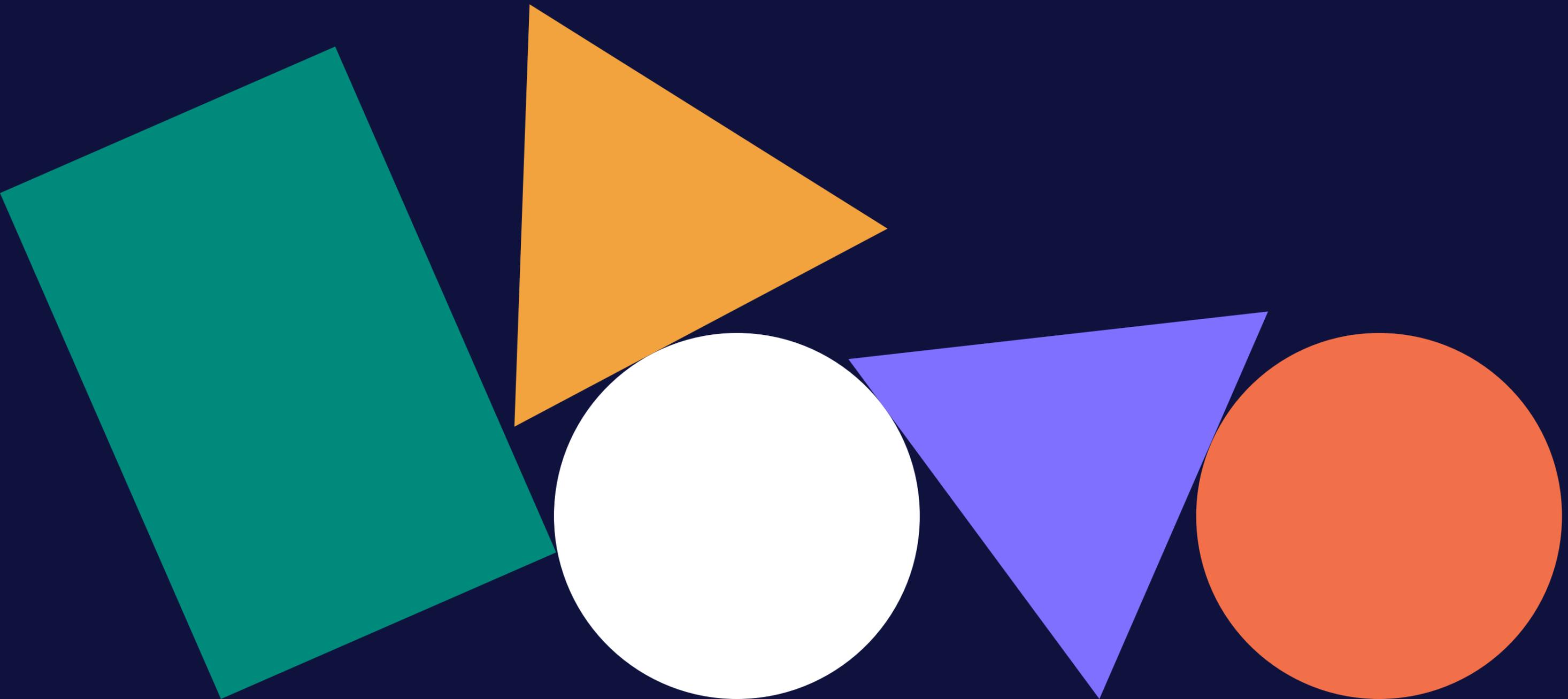


**Being the Brontës**

Being the Brontës cut their overseas travel carbon emissions by sending their crew and kit on Eurostar rather than flying to Belgium.

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# Our Solutions



# The decisions we make now are vital to the future of the planet

2020-21 promises to be albert's busiest year yet as we seek to work with more sectors of the industry than ever before and launch new initiatives to support a transition not only to net-zero but beyond.

Whatever our role, be it set designer, make-up artist, casting director or production manager, we need to make sure that those decisions are the right ones. When we look back to this time, we want to see that we took the action that was necessary. We need to make sure we are all talking to all areas of the industry, growing, learning from each other, and continuing to move in the right direction.

# We want to ensure our industry achieves net-zero

Supporting the film and TV industry's transition to zero-impact operations will require large scale changes at both an industry infrastructure and individual production level. The industry is working towards this long-term objective but must take responsibility for its impact in the interim period, however long or short it may be, which is where offsetting comes in.

## **Creative Offsets**

From January 2021, all UK productions that go through albert certification will be required to offset their remaining carbon footprint. By partnering with Natural Capital Partners, albert has set up Creative Offsets, a scheme that offers maximum value both environmentally and corporately.



# And then go further

With offsetting in place, we can look to achieve more than just our original objective of eliminating waste and carbon emissions from production. We plan to look at where the industry's investments and pensions go and how these could achieve positive change.

## **Make My Money Matter**

A campaign to drive the UN Global Goals, launched in June 2020. The campaign, backed by Richard Curtis, will help individuals and organisations understand how to use our pensions to build back better when the Covid-19 crisis is less acute. We are working with the team behind the campaign and aim to encourage partners and the wider industry to take action.

## **Subtitles Part 2**

We will continue to measure the presence of environmental themes across the industry's output, but counting references does not highlight the industry's efforts to engage all audiences with the environment. To explore this, we will reveal how frequently the environment is brought into conversation about a topic that is critical to the transition to a sustainable society, travel, diet, clothing, etc.

# We plan to reach out and work with new sectors of the industry

## **albert Sport Production Consortium**

We have created the BAFTA albert sports consortium to support the broadcast and production community specifically engaged in sports television. With backing from Sports Positive in collaboration with UNFCCC Sports for Climate Action Framework and SVG Europe, the consortium will look at specific environmental issues related to sport. Members will work collaboratively to create initiatives designed to reduce the impact of sports production and participate in inspiring sustainable futures on screen.

## **albert Games**

The increased alignment between the creative processes in games, television and film has led to positive conversations between the UK Interactive Entertainment Association (UKIE) and albert. We are currently exploring the idea of albert Games, what form it might take and the opportunities for the games production community to benefit from the initiatives albert already provide.

## **AdGreen**

AdGreen and albert have been friends and colleagues for many years. BAFTA and the Advertising Association have started the process of making that friendship more formal.

The intention is that AdGreen, hosted by the AA, will become the home for equivalent of albert for the advertising production community, and the two teams will share tools and knowledge to enable collaboration and cross pollination of ideas and information for the benefit of both sectors.

### **albert Education Partnership**

We're working with the UK's universities to arm students with the sustainability knowledge they'll need when joining the production workforce. During 2019 albert has partnered with 22 UK higher education bodies to deliver an Applied Skills for a Sustainable Screen Industry module for screen students. In 2020, we look forward to welcoming our first graduates and expanding our partnerships.

### **albert Talent**

albert, in partnership with Spotlight UK, has been exploring how actors, agents and casting directors can help reduce the carbon footprint of individual productions and our industry as a whole. Following incredibly positive conversations with organisations at all levels, we will be looking to bring out new initiatives and ways of supporting this sector.

### **Film**

We will be launching the findings of our research with Arup and the BFI into the sustainability of the film industry, that paves the way for a Screen New Deal. The project was funded by the BFI Research and Statistics Fund, which is supported by National Lottery funding, and Arup.

The report will show that simply looking at sustainability production-by-production will not deliver changes effectively or quick enough. What is needed is a collaborative, multi-stakeholder, sector wide assessment of the problem, and deployment of solutions.

## **And to partner industries from across the globe**

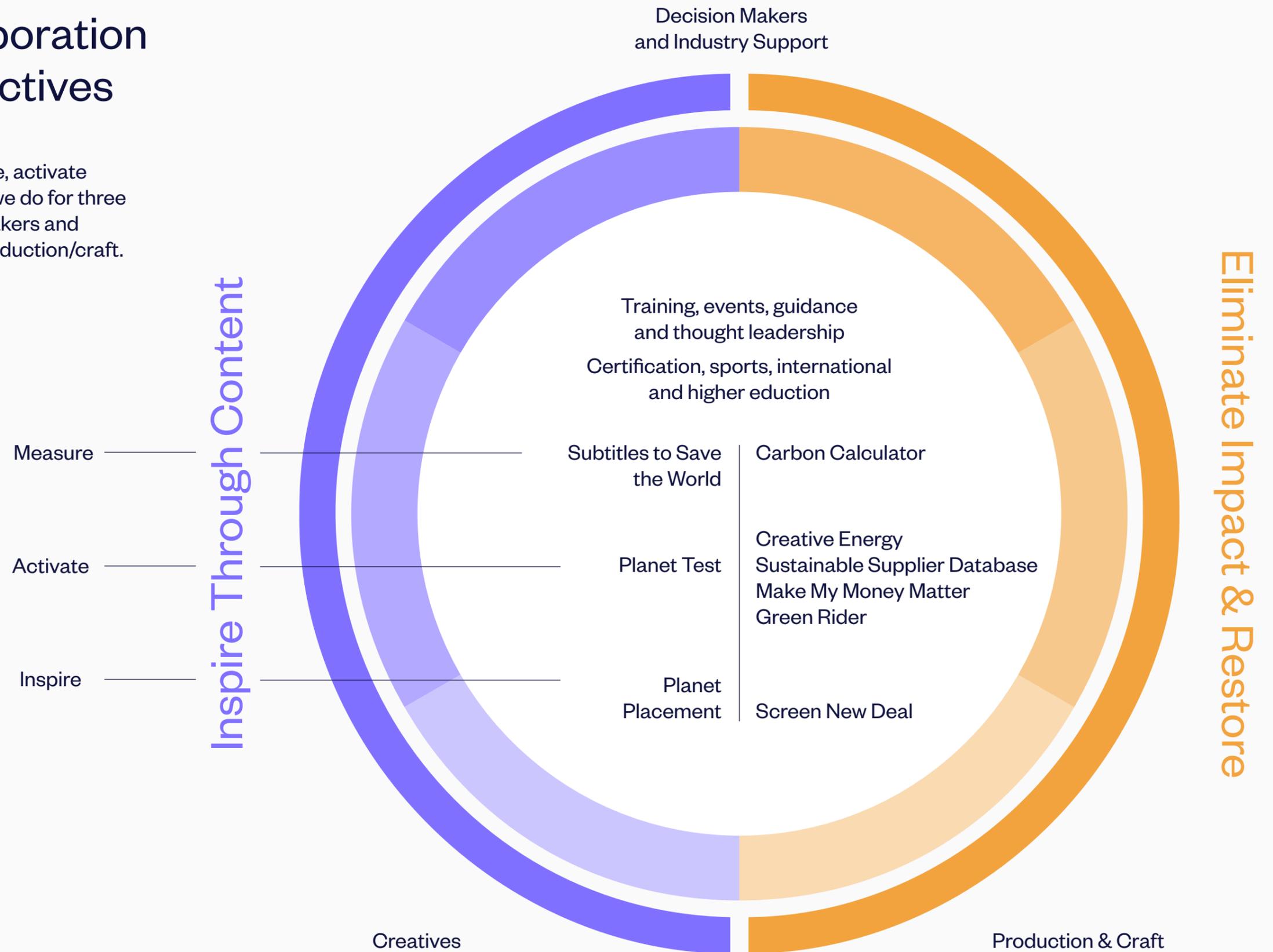
### **albert International Calculator and Certification**

We are building a bespoke international calculator that has the flexibility to consider all varieties of locations and currencies at all stages of the production cycle. The updated tool is a response to the increased interest from countries outside the UK in sharing our goals and approach. The tool will also allow UK productions filming abroad to measure their impact more accurately. Productions wanting to gain the albert sustainable production certification will be asked to comply with different actions relevant to their production's location.



# albert unites the screen industry in collaboration on two bold objectives

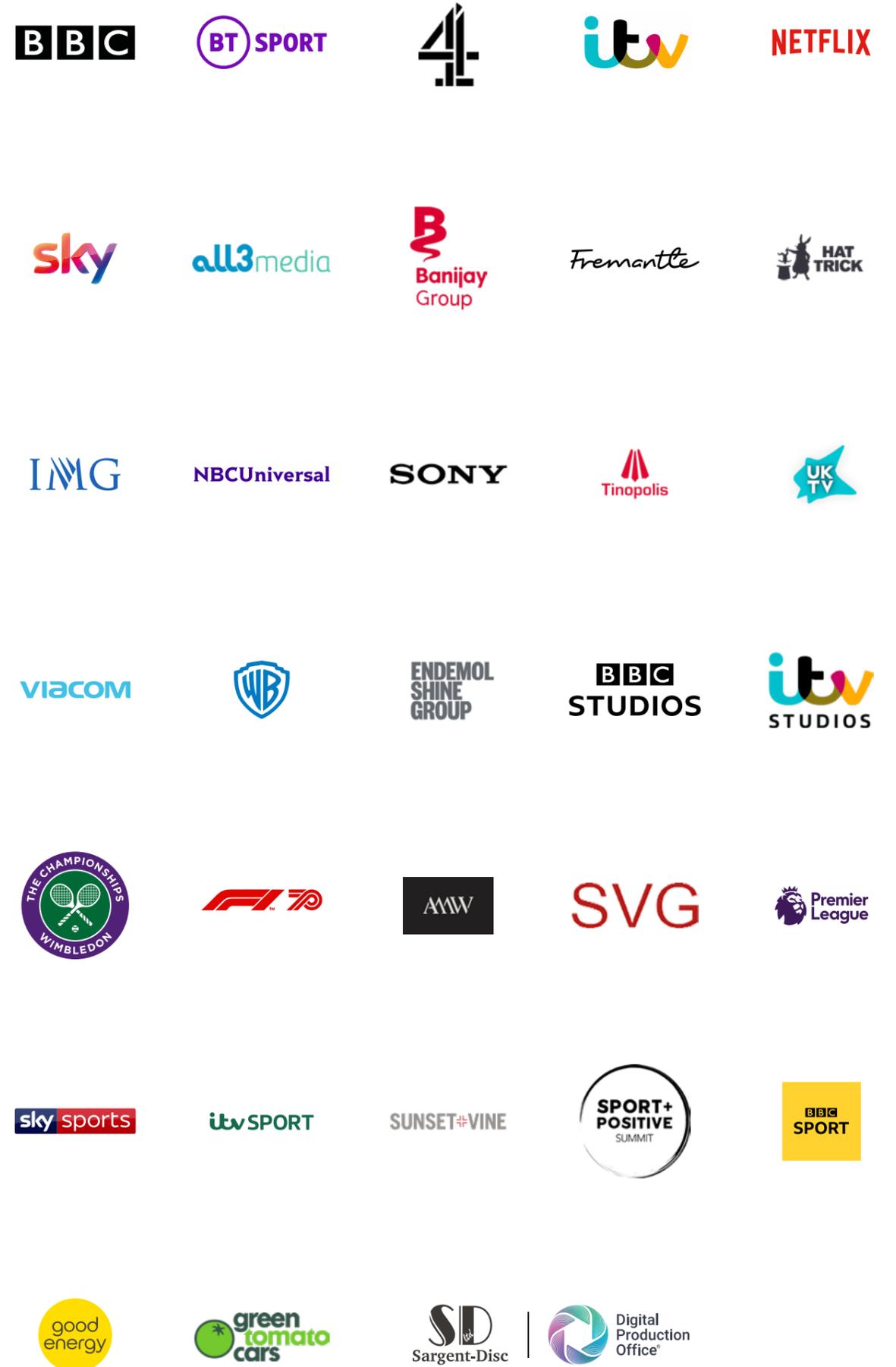
Our role is to measure performance, activate progress and inspire change. This we do for three main audience groups: decision makers and industry support, creatives and production/craft.



# With special thanks to our community of partners

## We couldn't do it without them

Funding from the industry allows us to make our tools, training and resources totally free for everyone to use.





**ALBERT**

For more information and to explore  
how we could work together go to  
[wearealbert.org](http://wearealbert.org)

Stay up to date by following us  
[@wearealbert](https://twitter.com/wearealbert)

