BAFTA Supports the BBC's Carbon Calculator Project

**BAFTA along with other leading UK broadcasters and independent production companies have signed up as pioneers of Albert – the BBC's carbon calculator.**

**10 June 2011**: The BBC developed the carbon calculator last year as one part of its approach to addressing its environmental impacts under a wide-ranging sustainability plan, The Difference. The online tool is now being used by programme-makers across its output to estimate their carbon footprint and is accompanied by a guide with actions and ideas to reduce emissions.

Now the new consortia – which is being led by BAFTA – will build on the BBC's work to date and ensure the calculator can be used by any broadcaster or indie – large or small.

The seven pioneers include Channel 4, ITV, IMG, Kudos Film and TV, Shine, Talkback Thames and Twofour, who have all started to feed in their ideas and perspectives on how the calculator can be adapted to work for them. The group is supported by a wide range of technical experts who are ensuring Albert is fit for purpose.

By working with BAFTA and trade association PACT the aim is to open up access to the calculator to anyone working in TV production later this year on a not-for-profit basis. The consortium also plans to stay together in the longer-term to address other sustainability issues within the industry.

The BBC is thought to be the first broadcaster in the world to develop a calculator for TV programmes and believes that by sharing our know-how and learning from others the UK TV industry can lead the way.

Kevin Price, BAFTA Chief Operating Officer, said: "BAFTA is absolutely delighted to be chairing the Albert Consortium and bringing this valuable resource to the TV production community. As a charity, the Academy's remit is to lead the creative industries in the pursuit of excellence and putting sustainability at the top of the agenda in this way will encourage new, more creative ways of working which will influence the next generation of practitioners."

Sally Debonnaire, BBC Vision's Controller of Production Operations, said: "TV producers who want to cut carbon and reduce their company's energy bills no longer have to worry if they don't know where to start. By using Albert they can track their carbon emissions and work out how best to cut them, saving money and lowering their environmental impact."

Stuart Cosgrove, Channel 4 Director of Creative Diversity, said: "Channel 4 is delighted to be a member of this group in support of environmentally sustainable practices within the TV production industry."

Sarah Gordon-Jones, Head of Production, IMG Media, said: "Albert helps us to make smart, informed decisions on how we can best create great programmes in a sustainable way. IMG are excited to be at the forefront of engaging the industry in building a sustainable future together, through this pioneering project."

Julie Burnell, ITV Studios Production Executive, Drama, said: "ITV is committed to reducing the impact of its production activity on the environment, and Albert will be a valuable tool for our programme makers to use to estimate their carbon footprint, and then consider ways of reducing their emissions."

Alison Barnett, Head of Production, Kudos Film and TV Ltd, said: "Kudos Film and TV Ltd are supporters of collective action that not only encourages environmental efficiency and accountability within our industry, but seeks to establish these values as standard practices throughout it."

Alan Williams, Director of Production, Shine TV, said: "Climate change is one of the biggest challenges that we're currently facing and it is essential for us all to reduce our carbon footprint. Albert is the starting point on the TV production industry's road trip to a greener and cleaner future, don't forget to fasten your seatbelts!"

Esther Johnson, Head of Production, Factual Features, Talkback Thames, said: "The industry needs to come together to respond to the challenge of carbon reduction and Albert provides a great stepping stone towards understanding, at a grass roots level, what we can to do to improve things."

Mark Hawkins, Group Managing Director, Twofour Group Ltd, said: "As we strive to become a sustainable production company Albert is a perfect tool to track our carbon footprint. We can now make considered decisions, measure success and save money. Albert is a huge step forward for the industry, but it is only the start of the journey."
Notes to Editors

1. This consortium is the latest BBC partnerships initiative to combine our expertise and resources with cultural institutions and companies alike to support the wider creative industry and to deliver greater value to audiences. More information on BBC Partnerships can be found on the About the BBC Blog: The BBC and partnerships.

2. In addition to the broadcasters and indies taking part, a number of other organisations are supporting the consortia by providing technical services:

AMEE (Carbon factor specialists)
Aerian (Web designers)
Mason Hardy (sustainability consultants/auditors)
Microsoft (issuing Sharepoint licences)
Outsourcery (web hosting)
Sharepoint City (developers)

Quotes from these organisations are available on request.

3. The carbon calculator became mandatory for all programme teams in BBC Vision Productions and Children's in 2010. Nations & English Regions and Audio & Music also got on board with piloting the calculator.

4. The calculator is just one of the measures introduced as part of The Difference, a sustainability campaign to cut carbon emission across the BBC and take a more sustainable approach to everyday working practices. The campaign focuses on reducing the BBC's impact on the environment, working with partners to improve sustainability and reducing costs.

The BBC has set itself some challenging targets for improving the BBC's environmental performance by 2013. These are:

20% reduction in energy consumption
20% reduction in CO2 emissions due to transport
25% reduction in water used
25% reduction in waste to landfill and to recycle 75% of waste.