BAFTA Albert Consortium Announces New Partnership with Greenstone

**The partnership will see the redevelopment of the Albert carbon calculator.**

**London, 25 March 2014:** The British Academy of Film and Television Arts (BAFTA) has today announced a new partnership between the BAFTA Albert Consortium, responsible for the industry carbon calculator Albert, and Greenstone, a leading provider of non-financial reporting solutions. The partnership will see the redevelopment of the Albert carbon calculator, enabling better carbon reporting for television and film productions.

Greenstone has been providing software solutions and supporting services to organisations and industry bodies all over the world for the past seven years. Building on the current use of the Albert tool, Greenstone will redevelop Albert with a particular focus on enhancing its usability and analytical functionality. This will significantly improve the accuracy and ease of carbon reporting in the television and film industries and enable Albert to be further recognised as a pioneering tool that can be used globally.

The partnership with Greenstone comes as Albert celebrates two years of use across the television industry. There are currently over 120 production companies signed up to use the free service, leading to the calculation of the carbon footprint of over 1,000 individual productions to date.

Kevin Price, Chief Operating Officer of BAFTA and Consortium Chair, said: “This partnership ensures a really exciting future for the Albert initiative. Carbon reporting tools are becoming increasingly essential for many businesses and our Consortium is helping the television and film industries get ahead of the game. The positive uptake by our industry shows that they’re keen to approach production in a more sustainable fashion. The new version of the calculator will make it even easier for all productions big and small to get involved and to report back on how they’re making a difference. We expect to see financial savings for most companies in the long run too.”

Aaron Matthews, Industry Sustainability Manager at BAFTA, said: “There are many simple steps that programme teams can take to reduce their carbon footprint, but accurately measuring reduction is key to long term success. Greenstone will provide us with a tool that makes interpretation of our footprint more relevant, insightful and useful – this is an exciting step-change for the industry.”

Matthew de Villiers, Chief Executive Officer of Greenstone, said: “We are delighted at the opportunity to partner with the BAFTA Albert Consortium to help improve carbon reporting in the television and film industries. It is excellent to see the growing awareness of the importance of measuring and reporting the environmental impact of production more accurately. We have seen demonstrable benefits of improving transparency, consistency and comparability of carbon emissions in other sectors and look forward to being part of this exciting movement with BAFTA.”

The Albert carbon calculator is free for all film and TV production companies to use thanks to the generosity of the founding Consortium members and suppliers.