Shed Media, NBCUniversal International Television Production & UKTV join BAFTA Albert Consortium

**The Consortium – comprising the UK’s leading broadcasters and production companies – grows to 12. Projects include recently launched ‘albert+’ certification**

**London, 29 May 2014:** The British Academy of Film and Television Arts (BAFTA) has today announced that Shed Media, NBCUniversal International Television Production and UKTV will join the BAFTA Albert Consortium, the industry body for environmental sustainability within television production. The three companies join existing members ITV, Sky, BBC, Channel 4, Kudos, IMG, Twofour, Endemol and all3media.

Since its formation in 2011, the Consortium has been working to increase awareness of the environmental impact of the production process in the UK and oversees a number of innovative projects related to sustainable production, including the recently launched ‘albert+’ certification. ‘albert+’ educates programme makers in sustainable production and highlights the green credentials of qualifying programmes by displaying the ‘albert+’ badge in their credits.

Kevin Price, Chief Operating Officer of BAFTA, said: “Pooling experience and resources are effective ways of addressing an industry issue, so we are delighted to welcome more companies to the Consortium.”

Claire Hungate, Shed Media COO, said: “As a leading producer of TV content, we welcome the opportunity to embed sustainability across Shed Media’s diverse portfolio of projects. We remain fully committed to making environmental sustainability an integral, mainstream facet of all our production processes.”

Samantha Jukes-Adams, NBCUniversal International Television Production, VP Production, said: “As a significant player in the UK production market, we are committed to make our programmes as sustainable as possible. Membership to the BAFTA Albert Consortium allows us to both learn and contribute to best practice for low carbon production.”

Leah Milton, UKTV Head of Production, said: “UKTV’s commitment to sustainability is reflective of the passionate, imaginative and creative culture of the company and our staff. We are delighted to have joined the BAFTA Albert Consortium and are dedicated to ensuring all programmes we commission address the issue.”