BAFTA and albert partner with UK universities to tackle environmental impact of screen industries

**27 Feb 2019: The initiative will provide students, staff and graduates with the opportunity to learn about environmentally responsible working practices and their professional relevance, contributing to the transformation of the film and television industry**

The British Academy of Film and Television Arts (BAFTA) has today announced a new partnership between UK universities and albert, a collaborative tackling the environmental impact of the screen industries. The BAFTA albert education partnership is specifically designed for students enrolled on production courses at Universities across the UK and Internationally.

A specialist course is being adopted by 10 Universities, all of whom have entered into a partnership with albert to collaborate on the creation of the content. Founding members include National Film and Television School, Bournemouth University, Salford University, Glasgow Caledonian, Sheffield Hallam, Learning on Screen, The Confetti Institute, UEA, University of Hertfordshire and Birmingham City.

The course materials – which fulfil the criteria of the Carbon Literacy Trust – will teach the science of climate change, the environmental impact of the film and TV industries, and sustainable production practices that mitigate against this impact. The course will also provide access to the albert calculator – a bespoke carbon calculator designed for the film and TV industries that helps a production to measure its carbon footprint and take steps towards reducing it.

It is expected that over 500 students will complete the course in its first year. On successful completion of the course, students will receive a certificate and digital badge to signal to prospective employees that they are joining the workforce equipped with the additional knowledge of how to use albert’s resources and incorporate sustainable practices into the production process.

The BAFTA albert education partnership represents a further step that albert and its consortium of 14 broadcasters and indies is taking towards its objective of empowering everyone working in film and TV production to understand the environmental challenges we face and towards understanding what everyone in the industry, no matter their role, can do to make a difference and reduce their carbon impact.

**Aaron Matthews, albert’s Head of Industry Sustainability**said, “It’s vital that industry entrants join the workforce with the skills that the industry requires of them. Not least because they’ll be the leaders of our industry in the future! We’re really proud of this partnership and excited for where it will lead.”

**Annie East, Senior Lecturer and Programme Leader**of BA Television Production**, Bournemouth University**, said: ‘We are excited about this partnership innovation which enables students to critically engage with concepts of sustainability and apply it to their creative filmmaking projects. Incorporating sustainability as standard practice means that our graduates will not only be more employable but they will also be part of this essential shift in how we think about the world in which we live and work.’

**Laura Djanogly, Joint Director of Production, Hat Trick Productions**, said: “Sustainability and low carbon practices are core to the way we make our TV programmes. It’s really important that students entering the industry are equipped with the specialist skills they need for the job, and it’s great to know that graduates are now going to have an understanding of albert and the wider environmental issues that it strives to solve”

The education partnership joins albert’s other initiatives which include its carbon calculator, on screen certification and the creative energy project. Later on this year, albert will also launch Planet Placement – a new online hub designed to inspire the creative community and explore opportunities on engaging audiences on the topic of environmental sustainability.

About albert

albert is a collaborative BAFTA, indie and broadcaster backed project that brings the screen industries together to tackle their environmental impact and inspire sustainable living. Founded in 2011 and governed by an industry consortium, the group’s objective is to empower everyone working in film and TV production to understand their opportunity and to know how they can make a change. The project offers events, training, certification, a bespoke production carbon calculator and a renewable energy procurement project. Each year over 1000 productions use the albert calculator with a further 300 also applying for albert certification. Later on this year albert will launch Planet Placement, a new online hub designed to inspire the creative community and explore opportunities on engaging audiences on the topic of environmental sustainability.

About BAFTA

The British Academy of Film and Television Arts (BAFTA) is a world-leading independent arts charity that brings the very best work in film, games and television to public attention and supports the growth of creative talent in the UK and internationally. Through its Awards ceremonies and year-round programme of learning events and initiatives – which includes workshops, masterclasses, scholarships, lectures and mentoring schemes in the UK, USA and Asia – BAFTA identifies and celebrates excellence, discovers, inspires and nurtures new talent, and enables learning and creative collaboration. For advice and inspiration from the best creative minds in working in film, games and television, visit [www.bafta.org/guru](http://www.bafta.org/guru). For more, visit [www.bafta.org](http://www.bafta.org/).

BAFTA is the independent chair to the BAFTA albert Consortium, providing a neutral forum to discuss common industry sustainability issues. Formed in 2011 the albert Consortium is supported by 12 of the UK’s largest production companies and broadcasters:  BBC, Channel 4, ITV, Sky, all3media, Endemol Shine Group, Fremantle, Hat Trick, IMG, Kudos, NBC Universal International Television, Twofour, UKTV and Warner Bros. Television Production UK. The group is further bolstered by 20 affiliate members who make all albert tools freely available to the 500 organisations across the industry.