



What is the AimHi masterclass?

The industry asked us to help them build confidence when talking about climate change which is why we are working with AimHi to deliver a masterclass on climate essentials. This session complements the other trainings BAFTA albert offers.

Who is this event for?

The masterclass is an introduction to sustainability for anyone in the industry to attend. The session will give attendees foundational knowledge about what sustainability is, what it means for our world, and touch on how our industry can make a positive difference. If you are a seasoned sustainability expert why not attend to brush up on the latest science. If you know nothing about sustainability this is the perfect place to start. Following this session, you can sign up to the BAFTA albert role-specific sustainability training to deepen your knowledge.

Will the event be recorded?

No, the event will not be recorded or available to watch after the masterclass. AimHi Earth will be sharing a resource with the sources cited after the event for attendees.

How long will the masterclass be?

The masterclass is approximately an hour long, this will be followed by a Q&A session with some very special guests (to be announced!).

Will this masterclass count towards BAFTA albert sustainable production certification?

No, the AimHi Earth masterclass is an upgraded version of our former BAFTA albert Climate Essentials training aimed at giving an introduction to sustainability. The masterclass is a response to what our community asked for to help gain confidence in both understanding and talking about climate. As such, it does not cover in detail sustainable production practices or sustainable editorial training but rather sustainability essentials. Currently, the trainings required as part of the BAFTA albert sustainable production certification include the BAFTA albert Sustainable Production Training or the BAFTA albert Editorial Training. When we launch the role-specific trainings with Screenskills in the coming months these will also count towards certification. If you have any questions please contact albertcomms@bafta.org.