

OFFSETTING

albert Offsetting Policy & Recommendation

From **2 January 2024** offsetting will no longer be a mandatory part of certification for productions **starting** the albert certification process. It will be possible for productions to make contributions to climate and nature solutions using albert’s accredited partner or another provider should they wish to. However, offsetting should not be used as a substitute for, or result in, diverting funds away from decarbonising the production process itself. Funding for climate and nature solutions remains a recommendation in addition to decarbonisation activities, rather than instead of. The albert Creative Offsets scheme is in place for productions who choose to contribute to environmental and social sustainability solutions. This would be at a company’s discretion however and should not draw on the production budget if their broadcaster has specified an alternative which drives decarbonisation. The Creative Offsets scheme, in partnership with Ecologi, a certified B Corp, supports a range of carbon reduction projects that are certified by the Gold Standard or the Verified Carbon Standard, but you may wish to use your offsetting budget for other sustainability projects.

Please note: If you started a production in the albert toolkit before 2 January 2024 and are a UK production, you would still need to offset your emissions in order to be awarded certification.

Estimate your Production’s Offset Cost

Use our estimator to work out how much it might cost to offset. [Creative Offsets - albert \(wearealbert.org\)](https://wearealbert.org)

Broadcaster / Production Company Internal Offsetting Policies

Although offsetting is no longer a mandatory requirement of certification, some broadcasters and production companies may still require you to compensate for the impact of your show as per their own internal policies. Please ensure you check their requirements.

How to Offset Your Carbon Footprint Through The Creative Offsets Scheme

Step 1	Once your footprint has been approved by albert, an OFFSET button will appear on the Carbon Footprint page. The OFFSET button redirects you to the website of our offsetting partner, Ecologi.
Step 2	Create an account with Ecologi.
Step 3	Enter the amount you want to offset. The figures can be found on the Carbon Footprint page of the Toolkit.
Step 4	Pay the Offset Fee. You will then receive an emailed receipt from Ecology.
Step 5	If you are required to provide your offset receipt as part of your portfolio of evidence. Please upload the receipt in the Carbon Action Plan section of the Toolkit.