



BRITISH ACADEMY
OF FILM AND TELEVISION ARTS

BAFTA Sustainability Consortium

Report summarising our second year

January 2014



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Written by Aaron Matthews, Industry Sustainability Manager
aaronm@bafta.org | 195 Piccadilly, London W1J 9LN

Introduction

This report provides an update of the vision, aims and actions of BAFTA's sustainability consortium, a group of broadcasters and production companies dedicated to finding sustainable solutions for the broadcast industry. The growing group currently comprises:

All3Media, BBC, Channel 4, Endemol, IMG, ITV, Kudos, Sky and Twofour.

"As a charity recognising the need for social, environmental and economic sustainability, BAFTA are proud to support this pioneering industry lead project." Kevin Price, BAFTA COO and Consortium Chair.

Last year, we promised to collect more accurate data and to spread our message wider. To this end year two has been an interesting and successful one for the group. We have launched an online resource to support programme makers in taking the 'greenest option' and we have peer reviewed the criteria under which it is possible to classify a production as 'sustainable'. We have also measured the carbon footprint of significantly more productions than previously.

Consortium highlights

Formed in 2011 with the vision that *'all programmes will be made recognising best practice for sustainable production'*, the consortium has been making progress towards this goal. The consortium;

- Established itself as the lead UK Television industry group driving best practice in sustainable production
- Launched Media Greenhouse, a resource to provide programme makers with the tips, case studies, suppliers & templates needed to take the greenest option
- Created albert+ and the 'Towards Greener TV' certification for production teams to chart their progress in tackling sustainability and gain accreditation
- Developed albert, a free tool to measure the carbon impact of production, now used by 1350 users from over 130 UK production companies
- Used data collected over 2 years to explore carbon intensive genres and production methods and understand how the industry must change
- Established a number of sub groups to define best practice in key production activities such as outside broadcast, catering and set design
- Has begun to develop a sustainability training course for those who support or work directly in production

Our reach

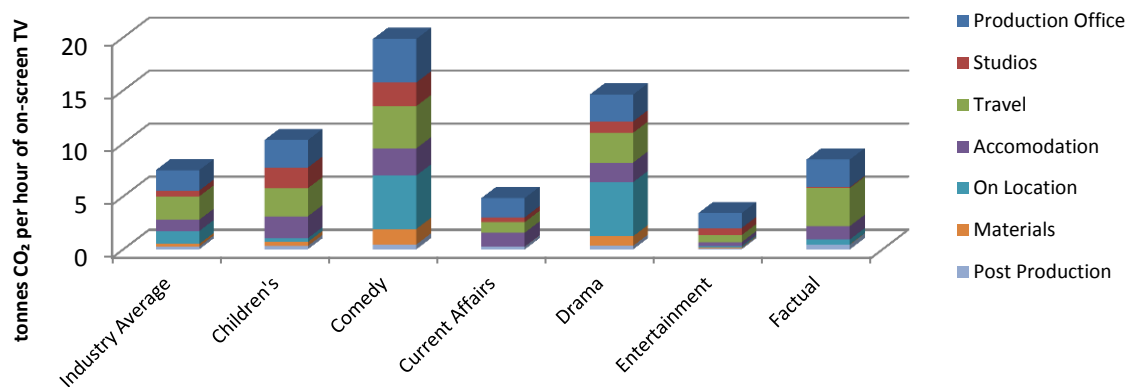
- We recorded the impact of production related to 2700 hours of TV (200% more than 2012)
- We have compiled data from 35 companies (up 20 from last year)
- We have registered a total of 1325 users from 130 production companies (and we now cover 30% of Broadcast Magazine's top 140 Indies)

albert the Carbon Calculator

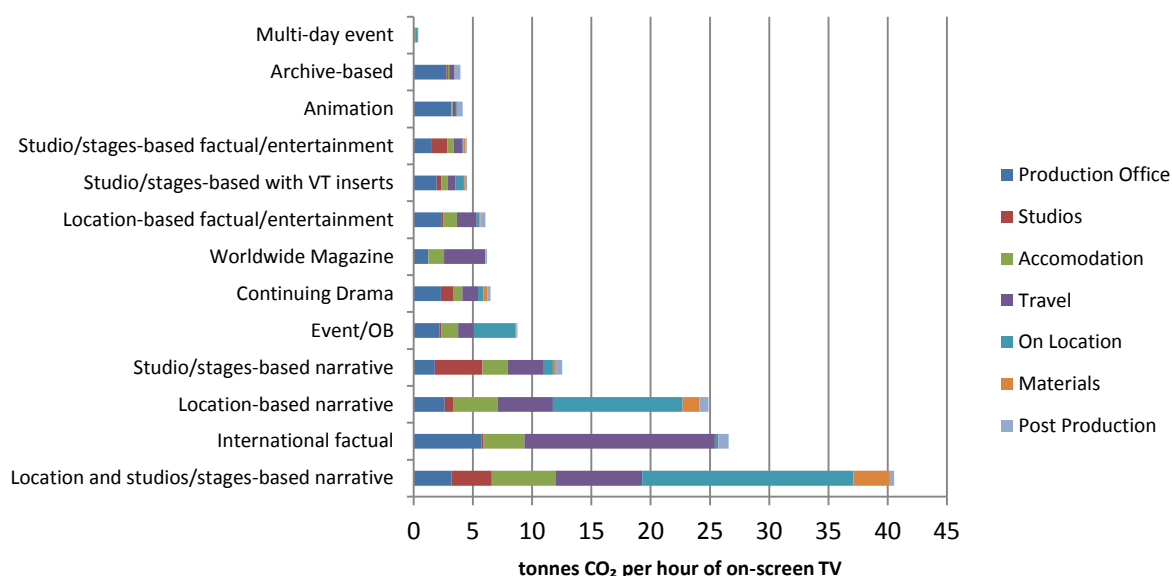


With over 570 production footprints collected this year and 250 last year, we have assembled what we believe to be the world's largest database of TV production carbon footprints. By asking certain questions which allow us to categorise productions, clear trends are developing between production methods and genres. The charts below show the difference between these categories and the size of the carbon components of each category.

The Data - Average Carbon Footprint by Genre, 2012-2013



Average Carbon Footprint by Production Method, 2012-2013



We have recorded a significant increase in industry engagement with albert compared to year one and with this rise has come an improvement in data accuracy. We have not recorded a carbon reduction per hour of TV compared to last year; in fact we have recorded a slight increase to 7.7 tonnes carbon dioxide per hour of on-screen production. Reassuringly though, we have collated more exemplary sustainable production stories this year and we hope to measure more footprints and support more productions in the months to come.

Media Greenhouse

Launched this year in partnership with Creative Skillset, Media Greenhouse is a website packed with case studies, tips, legislation and suppliers all relating to sustainable production. The aim of the site is to provide production teams with practical advice on how to make programmes in a more sustainable way. Media Greenhouse is an ongoing project and one we hope the industry will feel impassioned to learn from and contribute to.





albert+



There is truly no substitute for a helping hand when it comes to trying something new, green or otherwise. Based on a successful pilot run at the BBC, BAFTA's sustainability consortium plan to support more productions through the newly defined criteria for sustainable production, albert+. This programme not only highlights possible areas for improvement and monitors progress on sustainability, but provides a framework to assess a production's green credentials and award certification. We are exploring how we can increase the number of certified productions over the coming year.

What's next for the industry and the consortium

In order to allow production companies and individuals to engage more effectively with their footprints we plan to redevelop albert the carbon calculator. Remaining as a free tool, redevelopment will allow users to view the outcome of the footprint in a more meaningful and stimulating way and also to find out more about others who have taken action on similar footprints in the past. We also plan to change the way that companies can explore their impact across all of their productions, allowing production businesses to make more informed decisions.

We also recognise the need to support the industry more effectively than merely with the provision of tools and information. Over the next year we plan to use the insight from the last two years of data collection to train, engage and support those at all levels of seniority in production, something we hope will build upon the steady stream of sustainable production stories that are already coming through the door.

Members of the consortium proudly align their sustainability credentials with those of the group. Next year, in addition to jointly setting the sustainability agenda for the industry, we plan to support each consortium member in achieving more and better sustainable production stories. We hope to achieve this by coaching productions through the albert+ certification scheme, celebrating achievements and sharing experiences on Media Greenhouse for the wider benefit of the industry.

The challenges of 'greening' TV production however are not unique; we will continue to strengthen our relationship with others leading the drive for a more sustainable creative industry. We look to build upon our relationships with Julie's Bicycle and the BFI in order to provide consistent messaging across Film, TV, Music and Theatre.

We have certainly made progress to raise and tackle the issue of sustainable TV production. Nevertheless, with every hour of TV output responsible for an average of 7.7 tonnes of carbon dioxide, there is more work to be done. With a focus on training, communications and a refresh of our tools, we look forward to the year to come.