

Annual Review

May 2020–April 2021

1.1 Foreword

Any annual appraisal of activities and progress would, of course, be incomplete without considerable reflection. 12 unprecedented months of chain-reactions for every global citizen both personally and professionally will etch the year indelibly in our memories.



Tricia Duffy
Strategy Consultant
and Chair of UK Directorate

It was an unseasonably warm evening when I sat down to write this foreword, wind and dust from the Sahara shrouded the UK in an amber glow. A desert blues playlist seemed appropriate for both the weather and my concentration.

Very few predicted the scale or longevity of impacts from the pandemic. Although perhaps we should? Reacting to the devastation of families, communities and industries we have learned much and in quick order. Our relationship with science, our ability to decipher data, our lexicon of new terms and our entire relationship with the natural world has jolted us unsteadily and perhaps reluctantly, forwards. The rhythm of life and work has changed unrecognisably and we can't put the genie back in the bottle.

In the year that albert launched a new global carbon calculator, the sports consortium, the news consortium, expanded our international partners and moved all our training on line – doubling our numbers and ability to reach our communities – there is much to be cautiously proud of. From doubt to trust, from staying the same to adapting. The beat goes on and we have proved, if only to ourselves, the breadth of our possibilities.

Everyone must find their own way to participate with a sustainable future. Like a playlist, you may not like rock, blues, country or opera – but everyone loves music. So find your own tune and let's join together and in the next 12 months let's turn our efforts up to eleven!

1.2 A New Era for albert

The perfect story, we're often told, has a beginning, middle, end... and a good twist.



Carys Taylor
Director of albert

albert's story began a decade ago, when tackling climate change was not in vogue. Since then, the evolution of albert has been an inspiration. From a small, but devoted group of sustainability experts to an international industry standard, with tools, support and training delivered by an outstanding team, backed by an army of industry members brimming with enthusiasm. It's a great legacy from the leadership of my predecessor, Aaron Matthews, and the stewardship of the albert team and our community by Tricia Duffy.

The support, action and innovation of the wider industry has been essential to albert's success over the past decade and no more so than overcoming the past year – the twist in ours and many stories - which has been gruelling for everyone in every industry.

Our industry, which has been at the front-line of a tradition passed down through millennia, found new ways to tell stories and helped the isolated feel more connected than ever through our screens, when all we had was our shared sense of collective responsibility to one another to stay apart.

I have wondered, as I'm sure you have – perhaps you're even writing the scripts already - how the story of 2020 will be told in years to come. One story which stands out for me, is that in the year the planet stopped it seemed to breathe a sigh of relief. Amongst the tragic and extremely difficult circumstances, many of us also felt the benefit of cleaner air and cleaner energy as travel and industry drew to a halt - perhaps this is the very start of a positive ending.

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Executive Summary

2 Executive Summary

Despite global events, 2020-2021 has continued to be an incredibly busy period for the TV and film production industry and, thanks to the launch of the albert toolkit, we have continued to see record numbers of productions calculating their carbon footprint and aiming for albert certification.

As albert continues to grow and heads into its tenth year, so does the team's outlook, working ever more closely with production teams around the world and updating our tools and initiatives to suit the specific needs of different communities.

Consortiums

As the needs of the Industry grow, so does albert's membership. This last year saw the launch of two new consortiums for Sport and News. Both groups have been set up to aid collaboration between the industry and to create a space to discuss and act upon the unique environmental challenges and opportunities faced by these communities.

Training & Events

The global shift to online working provided albert with an opportunity to move both training and events to a virtual setting - further reducing barriers to entry. In 2020/21 albert's training team trained 3,631 people - more than all training in previous years combined.

In addition to its training modules, albert hosted 14 events online from its Soap Storytelling Summit to A Screen New Deal - Route Map to Sustainable Film Production.

Key Initiatives

albert works closely with its membership on projects that support their transition to Net Zero. Last year, these schemes included:

- **Screen New Deal**
A collaborative project with the BFI and Arup to provide a route map for the film production industry to reach Net Zero.
- **Green Rider**
A tool for actors and their agents to request more sustainable action through their contracts.
- **Creative Offsets**
A scheme to help productions offset unavoidable emissions.
- **Subtitles to Save the World**
A report which explores how often climate change is brought into discussions on screen.

Impact

In 2020, albert saw a 52% reduction in the emissions for the average hour of TV down from 9.2tn CO₂e to 4.4 tCO₂e. In a year where so much travel was restricted, it is not that surprising and the expectation is that as life returns to normal, the industry's impact will increase again. But if some positives can be taken away from 2020, then it must be that there are alternative ways to work which still allow our industry to continue to make excellent programmes, while limiting our impacts on the planet.

Carbon Calculator Toolkit

January 2021 saw the launch of the new international albert carbon calculator toolkit - the most comprehensive upgrade of our carbon calculator and certification to date. With regional emission factors for international productions and new reporting options the updated tool allows production companies across the world to measure their carbon footprint, understand their impact and act on it.

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A Year in Highlights

3

A Year in Highlights (May 2020–April 2021)

2020-21 has been a busy year with some unexpected challenges as a result of lockdown, but here are a selection of highlights from the past year

May 5, 2020

Green Rider Launch

A new agreement to help actors and their agents get more sustainability measures implemented on set.

July 6

Sports Consortium Launch

The group was formed to discuss and act upon the unique environmental challenges and opportunities faced by the sports broadcasting community.

August 14

albert Joins Instagram

Follow [@wearealbert](#) for updates.

August 20

Class of 2020 (first set of albert Grads)

Our first group of albert Grads successfully completed their albert training module.

September 2

Screen New Deal Report

Alongside the BFI and Arup, albert set out a vision for what a sustainable film industry could look like.

October 22

Soap Storytelling Summit

An event focussed on the Planet Placement opportunities available to continuing drama script writers.

November 18

Subtitles to Save the World 2

albert's second report which looks into how often climate change is mentioned in the UK's TV programmes.

November 24

Creative Offsets Launch

A scheme to help productions offset the emissions they can't reduce.

January 11, 2021

Carbon Calculator Toolkit Launch

The launch of our new online calculator and certification toolkit.

January 28

News Consortium Launch

A group formed to discuss and act upon the unique environmental challenges and opportunities faced by news broadcasters, with Krishnan Guru-Murphy as chair.

March 11

Taking Suppliers to Zero Launch

An initiative to help our community tackle the carbon emissions in their supply chain.

April 22

Earth Day 2021

We celebrated Earth Day by hosting three events for the business, wildlife, and production communities.

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Our Impact

4 Our Impact

In 2020, albert calculated that 1 hour of television contributes 4.4 tCO₂e/hr. A 52% reduction from 2019.

This drop is to be expected in a year where the industry was forced to a standstill, but even when faced with lockdowns, uncertainty and new ways of working, the TV and Film industry found innovative ways to keep going, entertaining the nation and reducing its environmental impact in the process.

Headline Stats

These are some of our biggest achievements in 2020–21:

- A 52% reduction in tCO₂e/hr from 2019–20
Reducing from 9.2 tonnes to 4.4 tonnes in 2020–21
- 464 albert certifications were awarded. A 67% increase on 2019-20 which is 185 more
- Total footprints in 2020-21 was 1,855 compared to 1,385 in 2019-20 which is 470 more
- As of July, a total of 10,300 tCO₂e has been offset as a result of our Creative Offsets scheme
- Training moved online in 2020 and between 2020-21 the amazing albert trainers have trained 3,631 people. This is more than all training completed in past years combined!

Membership Growth

Group	Members	Change
albert directorate	8	+ 2
albert consortium	16	+ 3
albert affiliation	45	+ 5
albert international	8	+2

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Unsurprisingly, 2020's emissions were substantially lower than 2019 – a huge reduction in travel (domestically and internationally) as well as the accommodation needed for location shoots were key to this. From 2019 to 2020, aviation emissions reduced by a staggering 48% globally due to restrictions on travel.

National, systemic changes also positively impact our numbers too. The carbon intensity of the UK electricity grid continues to decrease, decarbonising by 66% in the last 7 years. 2020 also saw Britain's longest run of generating electricity without using coal since the Industrial Revolution of just over 2 months (68 days) between April and June. Solar and wind power also had their own records in contributing to the highest ever share of the electricity mix of 34% and 59.9% on days during the last year, respectively. This has contributed to the overall reduction in emissions associated with an hour of TV.

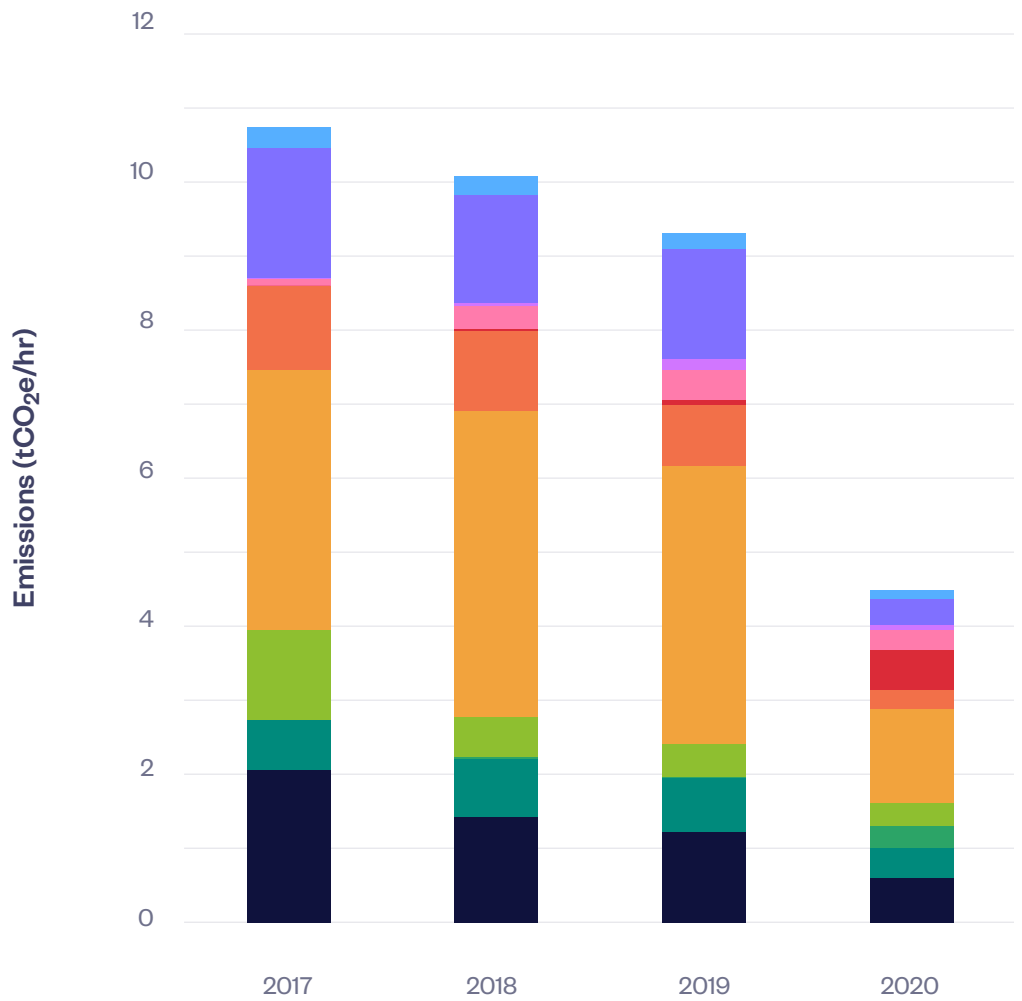
The rapid increase in remote working and travel restrictions meant that the aggregated total distance travelled by plane reduced by 5.1 million kilometres, which in turn helped to reduce the impact of the average hour of TV production by 2.4 tCO₂e. The majority of this reduction was seen in domestic flight travel which is 7 times more polluting than rail travel.

20% of flights recorded in the calculator were domestic and flying, by distance, was 60% of all distance travelled by productions. But it is encouraging to see that almost 20% of trips recorded were by rail.

4.1

Emissions Per Hour of TV

You will note that the data in this 'year-on-year' graph has changed from last year. This is because we cut the data by production end date to provide us with the most accurate view of the industry. Productions aren't necessarily submitted to albert on their end date and sometimes are submitted in a different calendar year, so with each year we receive more and more data and therefore the averages can change. This has resulted in the change in average emissions for 2018 from above 13 tCO₂e/ hr to just less than 10 tCO₂e/ hr. An improvement!



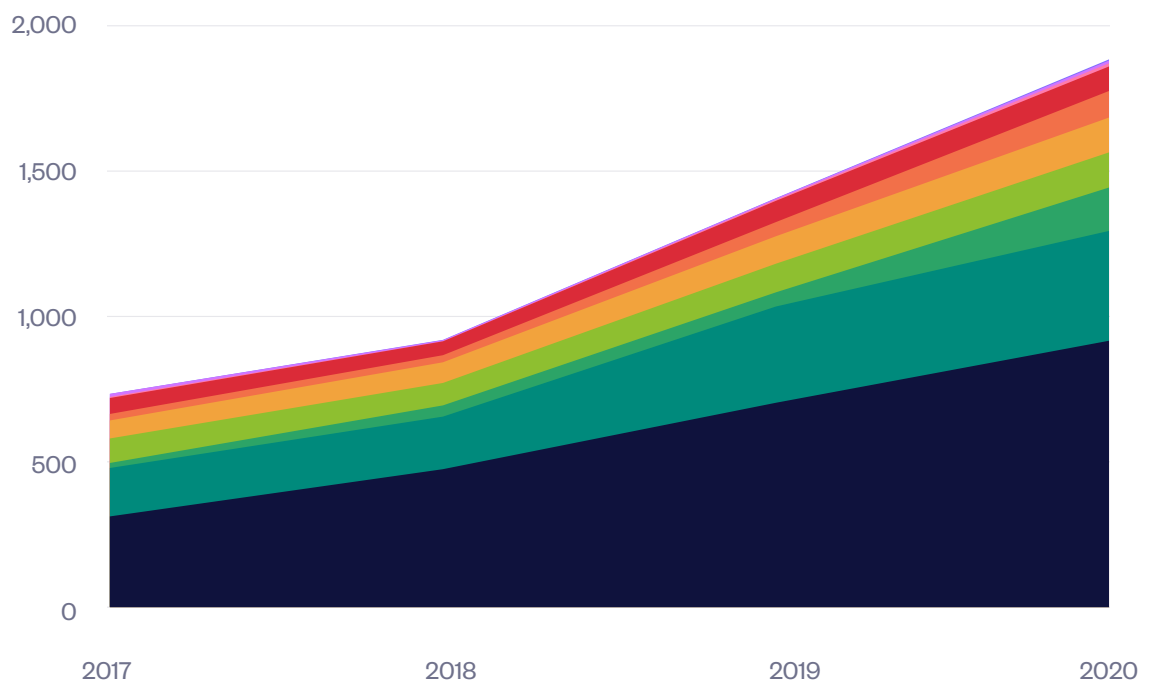
- Production Office
- Studio
- Other Space
- Location
- People Transport
- Freight Transport
- Fuel
- Material
- Disposal
- Accommodation
- Post Production

4.2

By Genre

Here is a breakdown of the number of productions that have completed footprints from 2017–2020 broken down by genre.

Genre	2017	2018	2019	2020
● Factual	307	467	692	902
● Entertainment	164	178	326	372
● Sport	17	38	48	147
● Comedy	83	76	97	119
● Drama	61	70	93	118
● Current Affairs	22	24	48	90
● Children's	54	47	72	83
● News	4	0	4	11
● Gaelic	10	4	4	9
● Learning	0	1	1	4
Total	722	905	1,385	1,855



4.3

By Production Method

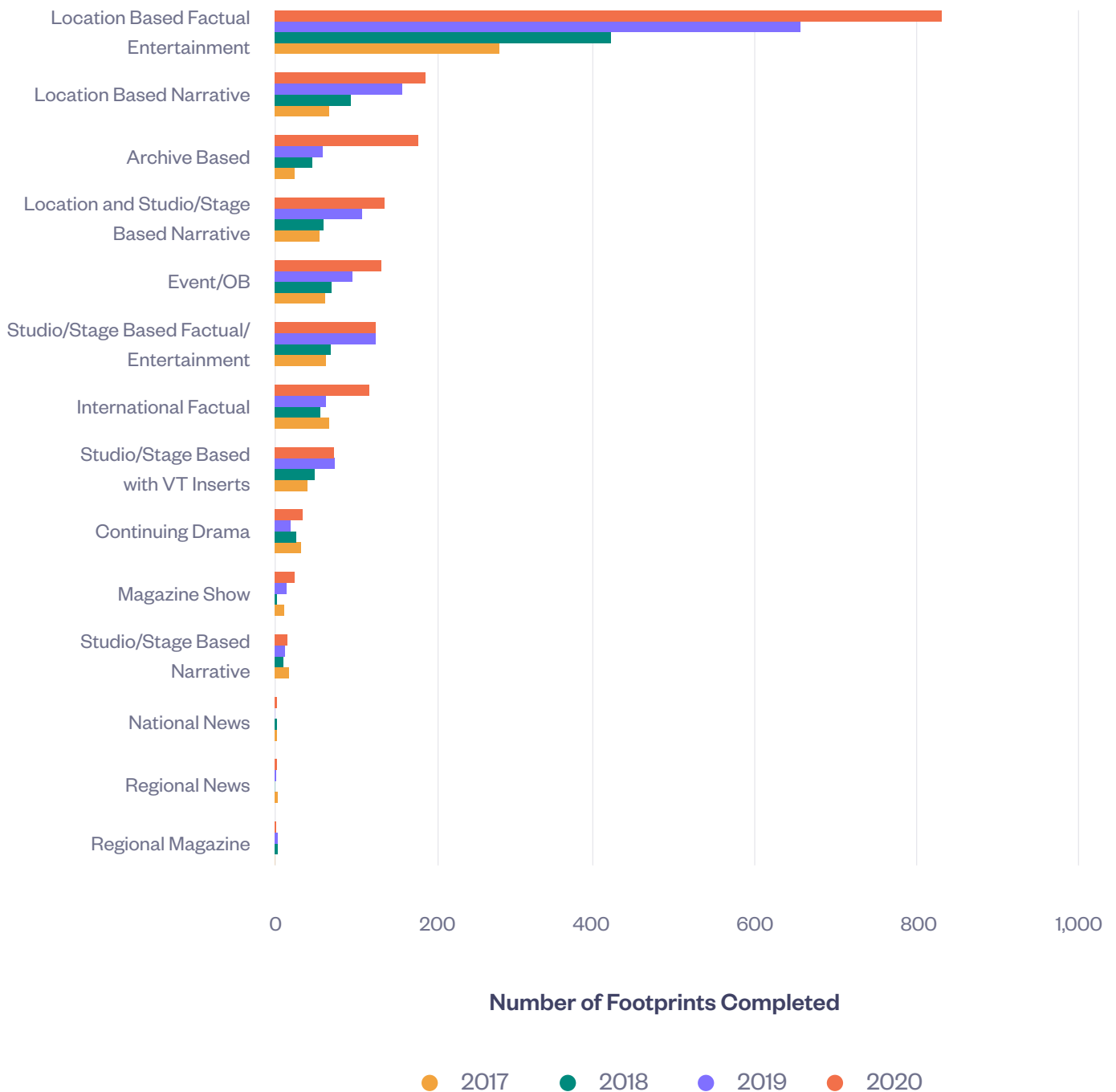
Here is a breakdown of the number of productions that have completed footprints from 2017-2020 broken down by production method.

Production Method	2017	2018	2019	2020
Location Based Factual/ Entertainment	279	418	653	829
Location Based Narrative	67	94	158	187
Archive Based	24	46	59	178
Location and Studio/Stage Based Narrative	55	60	108	136
Event/OB	62	70	96	132
Studio/Stage Based Factual Entertainment	63	69	125	125
International Factual	67	56	63	117
Studio/Stage Based with VT Inserts	40	49	74	73
Continuing Drama	32	26	19	34
Magazine Show	12	2	14	24
Studio/Stage Based Narrative	17	10	12	15
National News	2	2	0	2
Regional News	3	0	1	2
Regional Magazine	0	3	3	1

4.3

Archive productions saw the greatest increase in footprint completion in 2020. With more people working from home and not being able to film on location or in studios, this has enabled TV to continue over the last 12 months. The overall proportion of archive-based productions submitted in the calculator has tripled since 2017.

There has also been an increase in International Factual productions using the calculator (80%, 1.8 times). All other production methods have seen a decrease in the proportion of total footprints that they occupy.



5

Spotlight On...

5.1 New Toolkit and Calculator

Jan 2021 was an exciting milestone for albert with the launch of its updated international carbon calculator and certification toolkit.

Overview

While the aims of albert have expanded over the past decade, the calculator and certification remain at the core of our offering to the production community. This upgrade - which was a year in the making - allows albert to continue to offer a world class tool to its users.

The new toolkit will be available in over 10 different languages to further support albert's growing International community and allow for production companies to more accurately measure and report their emissions when filming locally and abroad. In addition, the threshold for achieving albert certification has been increased to reflect the increasing sophistication and knowledge of the industry to reduce a production's impact.

Key Changes

The key changes we've made to our online calculator and certification toolkit include:

- Enhanced user experience
- Updated carbon emission factors - allowing for global use
- Translation into 11 languages
- Updated report functionality allowing analysis on a production, company or media group level.
- Additional functionality to allow comparison against the industry average or against company database.
- albert certification pass threshold raise from 30% to 55% to achieve one star
- Offsetting incorporated into carbon action plan
- New editorial questions incorporated into carbon action plan to encourage climate related content on screen.

5.1

Key Facts

Fremantle were the first company to roll out the global calculator to all its offices around the world, becoming the first TV company to calculate its carbon footprint on a global scale using the albert toolkit and measuring their impact against internationally-recognised standards.

From its launch in January until May 31 2021, over 850 productions in the UK and internationally have used the tool with over 348 also achieving albert certification.

When albert launched in 2011, it was with the simple aim of asking productions to measure their production's impact. The thinking being that we couldn't effectively reduce if we didn't know what we were reducing from and where our biggest impact lay.

Over the past decade, albert has been able to collect enough data from the industry to help truly understand our impact and where best to target our efforts to reduce. We have over 10,000 footprints in our database to help us build up a picture of the industry.

“We are excited to be able to offer our toolkit to productions around the world. Using international carbon factors means that all productions, no matter where they are in the world can accurately build a picture of their environmental impact. I don't believe there's another tool out there for the production community like this.”

Roser Canela Mas

albert International Manager

5.2 Screen New Deal

September 2020 saw the launch of 'A Screen New Deal' A collaborative, first of its kind report released by albert, BFI and Arup which proposed a step-change in the way the industry operated.

Overview

The report suggested innovations across five key areas: production materials, energy and water use, studio buildings and facilities, studio sites and locations and production planning. It was launched with an event that welcomed over 300 attendees and explored the report's key findings with industry experts.

Next Steps

Since its release and in conjunction with the BFI, albert is working on a pilot Screen New Deal Cluster Transformation Plan, based on the concepts of A Screen New Deal. The 18 month data-driven project will begin soon.

Work has also begun on a sustainable standard for studios, this will give clear signposting to studio stakeholders (productions, participating studios and others) about the actions that really matter when it comes to meaningfully reducing their impact.

"BFI & BAFTA Team For Plan To Reduce Film Production Carbon Footprint To Net Zero Emissions"

Deadline.com

September 1, 2020

"Carbon Impact of Average Tentpole Equivalent to 11 Trips to Moon, BFI and BAFTA-Backed Sustainability Report Says"

Hollywood Reporter

September 1, 2020

5.3 Green Rider

May 2020 saw the launch of albert's Green Rider Campaign - a new contract for actors, directors, agents and casting directors to request more sustainable measures on set.

Overview

While a traditional rider might make demands for private transport or for particular food and drink, the green rider asks users to consider the same asks through a sustainability lens. From travel and catering to costumes and make up, the campaign is designed to highlight the opportunity that this section of industry has to make a positive difference by championing climate action through their contracts.

“Actors and their agents, alongside casting directors, have a huge amount of influence and they all want help to do more to make our carbon intensive industry more sustainable. The Green Rider gives them a framework and guidance for how to do this.”

Richard Wilson
Ex CEO, Spotlight

Key Changes

Some example of what actors could ask in order to make a change:

- Could you car share?
- Travel by train or in an electric car?
- Ask for vegetarian caterers?
- Could your costumes and make up come from reusable and ethical sources?
- Could your trailer be powered by an electric generator?

Despite launching in the midst of the pandemic, when our industry was still getting to grips with the new covid filming rules - the campaign received huge support with casting and talent agencies turning their logos green for the day and talent such as Emma Watson retweeting too.

5.4 Creative Offsets

In November 2020, albert launched its Creative Offsets scheme to help individual productions and companies offset any remaining, unavoidable emissions and achieve carbon neutrality.

Overview

No matter how much a production reduces its impact, there tends to be - at least for now - some unavoidable carbon emissions. With the UK the first to make Net Zero emissions by 2050 a legally binding target and with other countries following suit, albert needed a solution for its community to help them reach Net Zero.

In January 2020, albert incorporated the Creative Offsets scheme into the albert carbon action plan meaning any UK production aiming for albert certification would need to offset their remaining emissions to be awarded the albert certification logo for their endboard.

After detailed and careful research, we selected Natural Capital Partners - leading experts in carbon neutrality and climate finance - to deliver our Creative Offsets scheme. Natural Capital Partners' offset projects are all validated and verified to recognised third party carbon standards.

Key Facts

- As of May 2021, 6,685 tCO₂e has been offset through the Creative Offsets Scheme
- The money raised through the Creative Offsets Scheme will be used to help projects across the world as well as reforestation projects in the UK
- It costs £9 per tonne to offset emissions
- £60,165 raised and allocated to Acre Amazonian Rainforest REDD+ Portfolio, Brazil, a project that supports all 17 of the UN Sustainable Development Goals.

5.4 News & Sport Consortiums

As the requirements of the industry have grown, so has albert. To accommodate the specific needs of those working in News and Sport production, two new consortiums have been set up to directly serve these communities.

Sports Consortium

The albert sports consortium was formed in July 2020 with BT Sport, Sky Sports, BBC, ITV, Sunset & Vine, IMG, Premier League Productions, The All England Lawn Tennis Club (AELTC), Formula 1, Aurora Media, Channel 4 and Eurovision as its founding members and supported by SVG, BASIS and Sport Positive in collaboration with UNFCCC Sports for Climate Action Framework.

The group is chaired by renowned sports broadcaster Hazel Irvine and together they are working to explore the key challenges and opportunities posed in live sports broadcast, particularly energy use and travel.

Since launch, the group has worked with albert on a 'Supplier to Zero' campaign - a series of practical solutions for the sports industry to help it reduce its scope 3 emissions - which can be on average four times those of a company's direct operations.

The sports broadcast sector is particularly challenged by climate change because it can directly impact the ability to play many sports. Sports broadcasting also offers a unique opportunity to enable audiences to engage with sustainability and climate change, connecting them to exciting ways to make a meaningful difference.

"I'm excited to be part of the albert team as it seeks to inspire, educate and change behaviours around climate, waste and sustainability, not just in the sports broadcasting community but in the audiences we serve too."

Hazel Irvine

Sports Consortium Chair

5.4

News Consortium

The news consortium launched in January 2021 with members including ITN, BBC, ITV News, Sky News and Channel 4.

Much like the sports consortium, the group formed to tackle issues specific to the News producing industry and will work collaboratively to create initiatives designed to reduce the impact of news production as well as informing audiences.

The Consortium has also worked with albert on standardising the measurements of the newroom with the albert carbon calculator.

From Summer 2021, Krishnan Guru-Murthy took on the role of chair of the news consortium, helping to guide its course and explore how the group can take further action to reduce its impact.

“To have credibility with our audiences in our coverage of climate change and the transition to net zero, it is vital that we in the news industry also change our ways and play our part. I’m delighted to be chairing the albert news consortium to help drive that change.”

Krishnan Guru-Murthy

Chair of the News Consortium

5.5 Subtitles to Save the World 2

In May 2019, albert ran a first of its kind report using subtitle data from September 2017 to August 2018 to discover how often climate change was mentioned on our screens. In 2020, we released our second report.

First Report – Released in 2019

(Climate Change Mentions: 3,125)

The results showed that in one year of TV programming (excluding news programmes) the term 'climate change' was mentioned just 3,125 times. Other terms such as 'beer' (21,648), 'dog' (105,245) and 'tea' (60,060) had far more mentions.

The report prompted much discussion in the industry and coincided with albert's Planet Placement initiative which was launched as a way to encourage creatives to put the planet into their programme editorial.

Second Report – Released in 2020

(Climate Change Mentions: 13,613)

In November 2020, albert released the second of its subtitle reports with data from September 2018 to August 2019 to look at how the TV community had responded and it was heartening to see that climate change mentions had increased fourfold to 13,713, although this figure was still dwarfed by other terms such as 'cake' (72,737), 'dog' (131,822) and 'garage' (24,983)

The second subtitle report also took the research a step further by looking into how often common environmental terms are found alongside topics that are critical to the transition to a sustainable society. (For example, mentions of recipe + ingredient + lunch = food) These topic matches were then scanned for the presence of key planetary terms (e.g. sustainability, the environment, climate crisis) within the same episode. The research showed that when a show discussed food, travel, our homes or discussed a 'must buy' gadget or item, the planet was brought into the conversation 5.7% of the time when at least 3 'planetary' mentions were searched for.

A third report will be released in 2021, to take a further look at how the TV community is responding to the climate crisis through on screen content.

5.6 Education

In 2019, albert announced the launch of its Education Partnership - a new training module created in collaboration with six universities and further education colleges. Its purpose was to arm students with the sustainability knowledge they would need when joining the production workforce.

Overview

In August 2020, albert celebrated its first set of albert grads entering the industry. Over 22 Universities joined our albert Education programme in its first year, with over 338 students successfully completing the course.

Next Steps

The course has been adapted for Pebblepad, an online learning resource that has become a lifesaver for some during lockdown. The course is now also being adapted for production design and craft students.

“This is the second year Bournemouth University has run the albert in education training. The impact of the course is evidenced in the enthusiastic engagement of 115 students from 12 different undergraduate and post-graduate programmes. They will now be taking their personal pledges and albert certification out to prospective employers, to continue to apply skills learnt.”

Annie East

Deputy Head, Media Production Department
Bournemouth University

6

International Partners

6 International Partners

In 2019-20, we have seen incredibly positive progress towards our core objectives across the globe.

Record numbers of productions have been using the albert calculator and gaining albert certification for their sustainable actions.

Canada

One of our longest standing partners, Reel Green has been making great strides in its sustainability efforts, establishing a committee with 40+ individuals from all provinces and territories as well as creating a new 3-year strategic plan for 2021-2024.

- Each Canadian province has its own film commission. Reel Green and the albert tools have formally been adopted by: 6 (BC, Manitoba, Alberta, Ontario, Quebec, Newfoundland and Labrador) and each are at various stages of program development, training, tool, resource roll-out
- Ontario Green Screen has a new 2-year strategic plan for their program
- Fundraising for Nature: 2021 REEL Earth Day Challenge - \$163,500 raised to fund at least 6 restoration/rehabilitation projects for Metro Vancouver Regional Parks
- Reel Green BC signed the Creative Industry Pact for Sustainable Action along with many of their funding partners (e.g., Directors Guild of Canada, IATSE locals, etc.)
- Reel Green BC Energy Committee
 - MapMe - real-time mapping power use in Metro Vancouver to inform grid-tie ins and electrical kiosks for film/tv/events instead of diesel generators use
 - CoV Clean Energy Fee Incentives - collaboration with municipal film offices
 - Engagement with BC Hydro (utility company) to increase the speed to which grid tie-ins and electricity can be provided to facilities to eliminate use of diesel generators as a supplement to house power
- Updated the Reel Green Vendor List to more thoroughly vet vendors and prevent green washing

NRK (Norway), Norway's largest public broadcaster, formed a partnership with albert in 2020. Despite the global pandemic, NRK have found ways to embed sustainability into their practices, making it a holistic part of their overall corporate strategy.

- Hosted two meetings for the TV and film industry in Norway with NRK's holistic sustainability strategy and focus on green production a main topic at both meetings.
- 70 persons working in production in NRK were trained through five workshops with Roser Canela-Mas, albert international manager
- Seven productions were selected to trial the carbon calculator in 2021. Fremantle will also use the calculator when they produce the Norwegian version of the Masked Singer for NRK.
- Planet Placement highlights: Matsjokket and Sløsesjokket. NRK has produced two documentary shows with Norwegian celebrities. Both series focus on food waste and our consumption of clothes, technology and cars.
- NRK commissions programmes from many different external production companies. Actions to make the productions greener is now a part of the dialogue and contract with partners.
- Covid-enforced travel restrictions have created new ways of working. A big TV show at NRK located to the small Norwegian city Arendal instead of filming in southern Europe. Drama, Exit used visual effects that made it possible to shoot a New York scene in Oslo. NRK's Director General Thor Gjermund Eriksen has stated that NRK will never reach the same level of traveling again as in 2019.

The Netherlands

Another of albert's long-standing partners, the Netherlands have fully embraced albert with two broadcasters making production footprint calculation mandatory and one making training mandatory. A new online work flow was successfully implemented to help productions use the albert tools and the team is also looking into supporting productions with offsetting their unavoidable emissions.

- 250 people trained
- 18 productions successfully used the carbon calculator
- Planet placement themes were also embedded in a number of Dutch shows
- Organised an online meeting with all HR-managers of all public broadcasting companies in the Netherlands. As a direct result of the meeting, all new employees of broadcaster BNNVARA will be trained during their on-boarding program
- Representatives from all albert broadcasters meet every six weeks to discuss developments and push for use of the albert tools
- Distributed state of the broadcasters climate film during October 2020 (climate month)

UAE

albert supports Greener Screen in the UAE who in turn support productions looking to reduce their carbon footprint. They have recently worked with a Lebanese production on their sustainability action plan, helping to customise a best practice plan and train the impact production and eco-managers on how to implement sustainability best practice on set.

Ireland

The Broadcasting Sustainability Network and Roadmap and TG4 become the first Irish broadcasters to make the albert calculator a requirement on all commissions since Jan 2021.

Broadcasting Authority of Ireland

- Launch of the Broadcasting Sustainability Network and Roadmap
- Specific inclusion in our strategy for 2021 to 2023 of a commitment to 'lead, model and promote high standards of environmental, economic and social practice in line with the UN Sustainable Development Goals

RTÉ

- RTÉ have completed carbon footprints for two productions - Hot Air and Summer at Seven.
- A number of programmes in Cláracha Gaelige (Irish Language programmes) are in the process of using the calculator presently
- Training is being rolled out to all production staff so that the calculator can be used on more RTÉ productions

Virgin Media Television

- Their independent commissioning contracts state that all productions must use the albert carbon calculator and aim for albert certification
- Installation of over 1,000 solar panels on television buildings along with the installation of electric charging points
- Joined Business in the Community: Ireland's low carbon pledge to reduce its carbon footprint by 50% by 2025. Have already seen a reduction of nearly 30% since 2017

Screen Ireland

Screen Ireland is developing its sustainability strategy and three year plan. They are also calculating the carbon footprint of their agency so they can begin to reduce their impact

TG4

- Use of the albert Carbon Calculator is a requirement on all commissions since January 2021. TG4 is the first Irish broadcaster to introduce this as a mandatory requirement.
- TG4 were a finalist in the SEAI annual awards and are well underway to achieving their 2030 carbon reduction targets, including plans to double their solar farm in their HQ in the next year

Screen Producers Ireland

- Organised Screen Greening best practice for Factual and Scripted live action in Ireland
- Promoted the use of the carbon calculator and carbon action plan among the SPI membership

ITV Studios

ITV Studios joined albert international as part of its global plans to become a Net Zero business by 2030. They have recently set an ambitious target for 100% of UK productions and commissions to be albert Certified from 2021, and this membership provides them with the support to build and upscale their progress.

- Joining albert international provides a consistent approach to sustainable productions in all 13 countries in which ITV currently operates. As a global group of 55 production labels producing over 8,500 hours of high quality content annually, it means that ITV Studios has a great opportunity to make a real difference worldwide by making the biggest shows with the smallest footprints

Fremantle

Fremantle were the first company to roll out the global calculator to all its offices around the world, becoming the first TV company to calculate its carbon footprint on a global scale using the albert toolkit and measuring their impact against internationally recognised standards.

- Fremantle Managing Directors and senior members of staff received albert Climate Awareness Training
- All Fremantle global production offices trained to use the calculator on programmes currently in production. As of May 2021 this was 64 productions across 13 countries

Sky

Sky is one of albert's newest international partner, building on our long-standing relationship together.

7

Our Finances

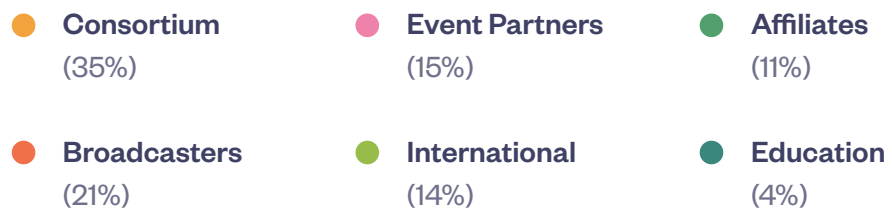
7 Our Finances

We're proud to be funded by our industry, allowing us to make our tools, training and resources free to use, removing any financial barrier for individuals who want to engage with the sustainability challenges we face.

Overview

We constantly strive to make every pound and penny we receive work hard for us - channelling funding into work that's highlighted as essential by our Directorate and Consortium.

albert was incorporated into BAFTA as a limited company in 2021, therefore whilst the report covers May 2020-April 2021, the finances below cover May 2020 to December 2020.



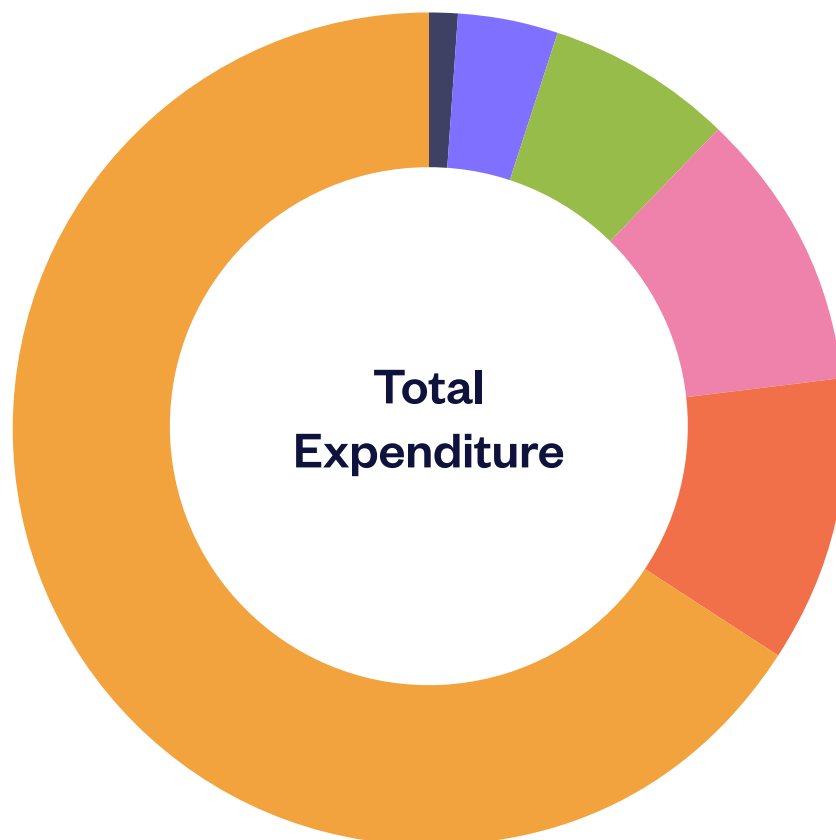
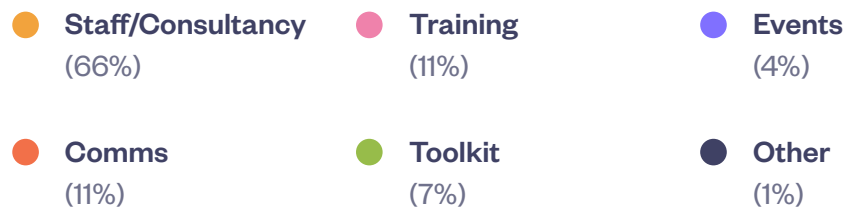
7

Investment in Key Areas

In 2020/21, investments were made in a number of key areas to ensure albert can continue to support the industry.

Chief among these was the investment into more team members to provide extra support for the brand new toolkit and website and to allow albert to continue to provide a good service to its members and wider industry users.

We also saw an unprecedented increase in demand for albert training. The shift to online training sessions as a result of the pandemic, coupled with many members of our industry experiencing enforced downtime resulted in a huge uptake in free training, meaning more trainers were needed.



8

Appendix

8 Appendix

The following graphs explore the emission intensity of individual production methods in 2020. Data from 2018 and 2019 has been included as comparators.

The production methods listed here are consistent with the methods listed in the albert carbon calculator.

Overview

2020's global travel restrictions impacted the TV's production industry resulting in a reduction in emissions associated with people transport and the associated accommodation required on location. This impact meant there was an overall reduction in emissions across the majority of production methods, particularly those reliant on international travel. In fact, in a 'normal' year, International Factual would have the highest impact of all production methods, but travel restrictions in 2020 meant Location and Studio based Narrative became the most emission intensive production method in this period.

As a counter to this, 2020 data shows road transport emissions increased – perhaps a result of the 'one person one car' covid rule. There was also an increase in material use - most likely due to Personal Protective Equipment (PPE) which was required for production activities to continue through lockdowns.

Office energy use also increased. This may have been a result of higher heating demands, with fewer people on site using heat emitting equipment like computers

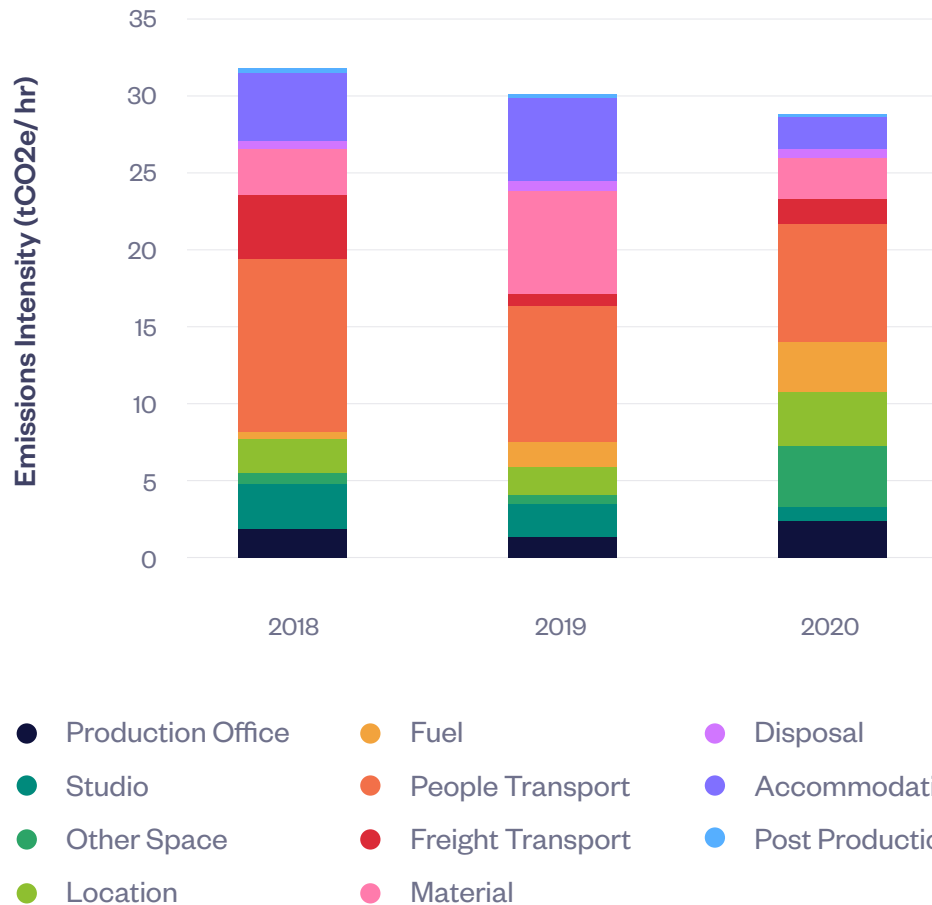
The following graphs have been ordered from highest to lowest emissions intensity (tCO₂e/hr) for production methods in 2020 with data from 2018 and 2019 provided for context.

Location and Studio based Narrative

Location and Studio based Narrative was the most emission-intensive production method in 2020 with 28.5 tCO2e produced per hour of broadcast, the equivalent emissions associated with the average Briton for 2 years.

Despite being 2020's most emission-intensive method, compared to other production methods, the average emissions associated with Location and Studio based Narrative have reduced by 15% compared to 2019 and 20% compared to 2018. This is largely due to a reduction in material use (60% reduction) which demonstrates the value of re-using sets and storing for future series. (Returning series using Location and Studio Based Narrative and Continuing Drama have been able to decrease material related emissions by 25% by simply re-using sets.)

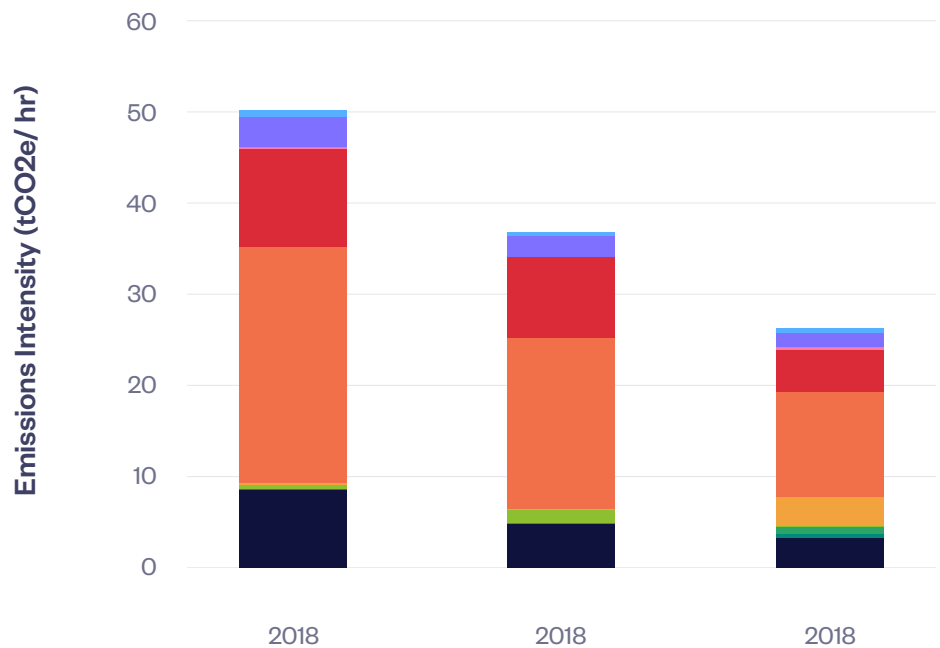
The majority of emissions from Location and Studio based Narrative productions in 2020 were from people transport (27%), followed by location power and fuel usage (24%). There was, however, a relative reduction from the previous year in people transport and accommodation required on location which reduced the average hour emissions by 4 tCO2e. Meanwhile, there was an increase in fuel use on location and production office energy use (80% increase respectively). This is perhaps because with fewer people in the offices, more heating was required to hit an ambient temperature.



International Factual

The emissions intensity of International Factual productions in 2020 was 26.4 tCO₂e/ hr. The majority of emissions in 2020 came from people transport (44%), followed by freight transport (17%) and production office energy (12%).

This 26.4 tCO₂e/hour represents a 30% decrease since 2019 and 47% since 2018. This reduction will be related to the 40% reduction in travel-related emissions and suggests there may have been an increase in remote production techniques and use of local crews. 2020 also saw an 80% increase in the number of International Factual production footprints completed, providing a larger sample size and therefore reducing the impact of the extreme upper and lower boundary emissions.

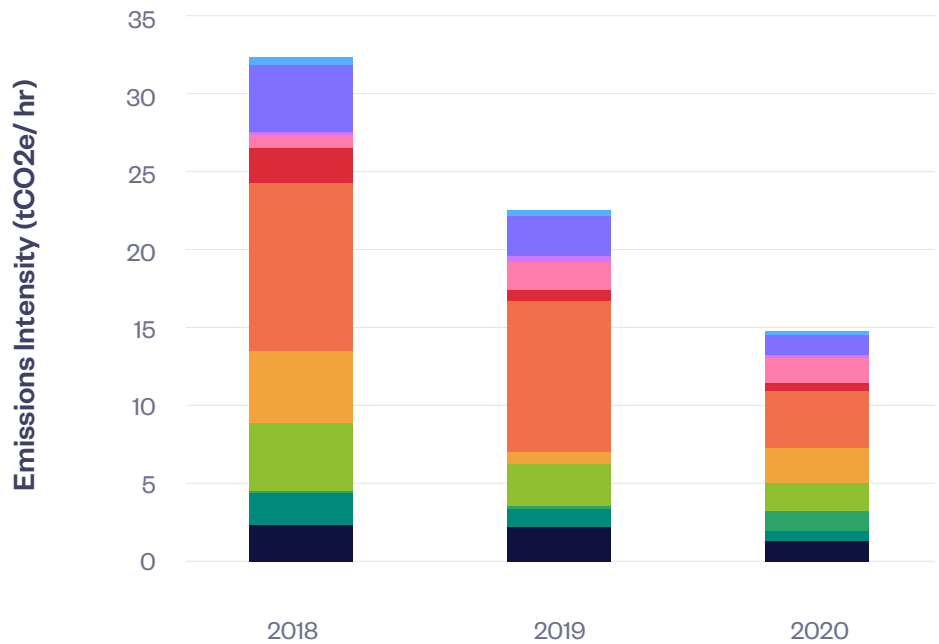


- Production Office
- Studio
- Other Space
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- Fuel
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- Accommodation
- Post Production

Location Based Narrative

Emissions associated with narrative production filmed on location in 2020 were 14.6 tCO₂e/ hr. The majority of emissions for this production method were from people transport (27%) and fuel use (16%). Emissions associated with an hour of final broadcast of this production method have reduced by 56% since 2018.

Although people transport remains the key contributor, this production method has seen a 67% reduction in people transport emissions since 2018, along with a 40% reduction in the energy associated with production office and studios. The energy reduction figure can be partly attributed to the emissions intensity of the national grid reducing by 10% however a reduction of 40% suggests a further efficiency in the use of these spaces, probably down to using less office time per hour of final broadcast whilst some staff worked from home.



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Studio/Stage Based Narrative

Studio and Stage Based Narrative had an impact of just under 14 tCO₂e/hr in 2020. The majority of these emissions came from studio energy use (44%), followed by people transport (30%).

This is a 20% overall reduction from 2019. Prior to this, emissions for this production method had been on a constant and linear increase since 2016.

The lower 2020 figure has predominantly come from a reduction in people transport (40%) and accommodation (50%) most likely due to travel restrictions and a reduction in the number of staff on studio sites. There has also been a decrease in the emissions associated with both fuel use and materials.

The sample size for this production method in 2020 is relatively small which explains the fluctuation in the proportions of total emissions related to each activity over the last three years.

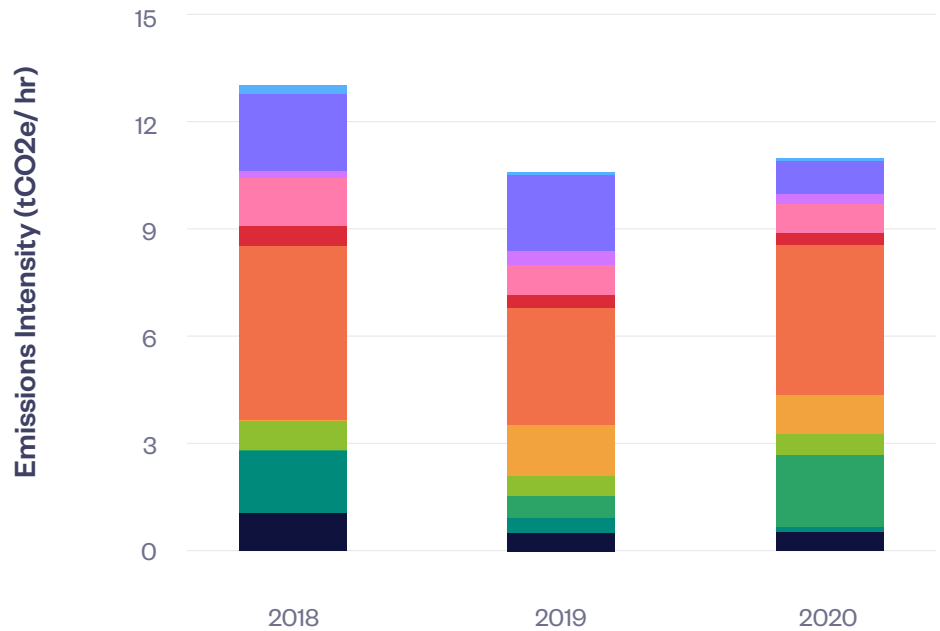


Continuing Drama

In 2020, Continuing Drama’s impact was 10.8 tCO2e/ hr. 37% of emissions associated with this production method are from people transport, followed by fuel use (30%) in petrol generators.

The impact of Continuing Drama has reduced overall since 2018 (16%), due to a 90% reduction in emissions associated with studio use, as well as a 55% reduction in accommodation use. Reduction in studio energy consumption could be due to an increase in studios on renewable energy tariffs.

Compared to 2019, there was also an increase in the use of people and freight transport (23%), most likely due to covid filming protocols and the impact of the ‘one person per vehicle’ rule.

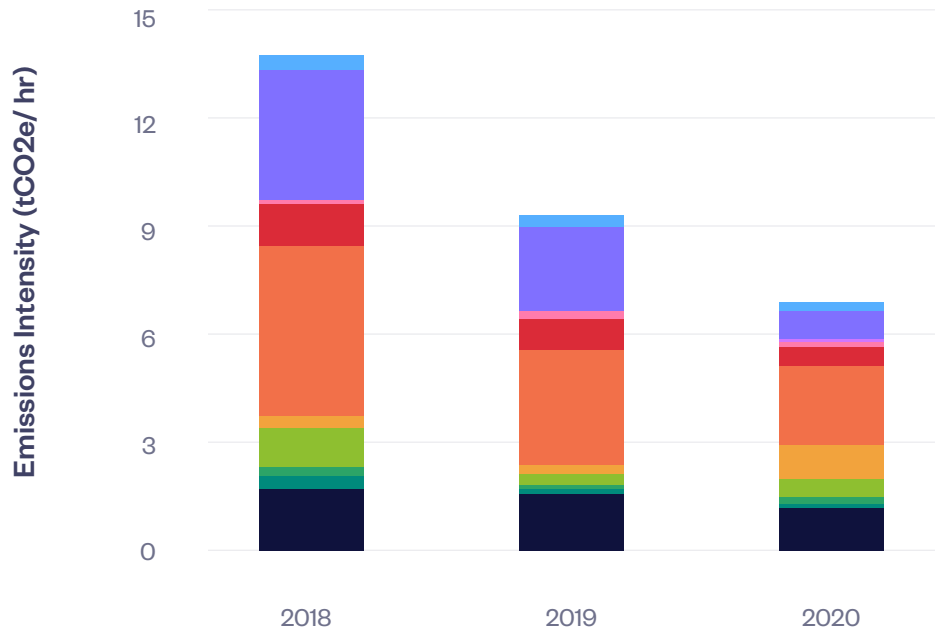


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Location Based Factual Entertainment

In 2020, emissions associated with the average location-based factual entertainment production were 7 tCO₂e/hr, the equivalent to a flight around the world.

The emission intensity associated with this production method have decreased consistently since 2018 by 30% - most notably from reductions in people transport (30%) and accommodation (67%). However, this has been countered by an increase in the use of fuel, which has nearly tripled between 2019 and 2020. This is likely due to the safety measures imposed as a result of covid restrictions requiring productions to provide separate vehicles and reduce travel via public transport.



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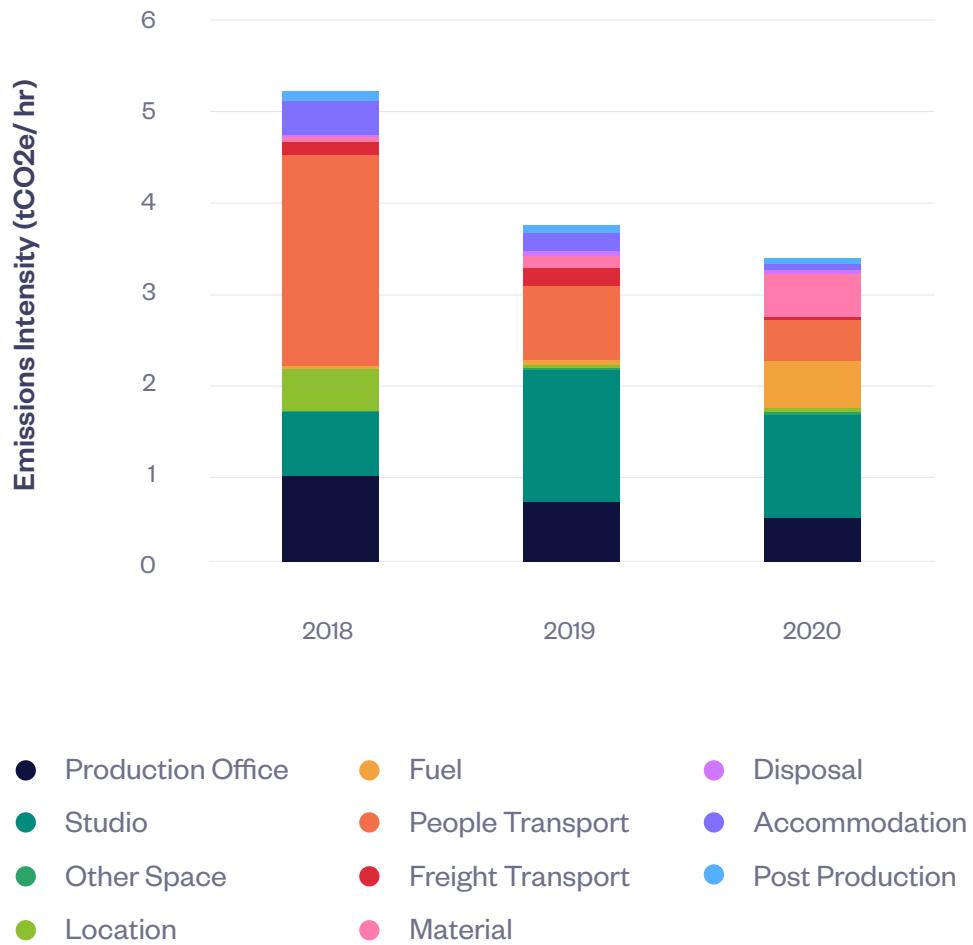
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Studio/Stage Based Factual Entertainment

Studio/Stages Based Factual Entertainment had an impact of 3.3 tCO₂e/hr in 2020. This is a little less than the emissions associated with powering the average house in the UK for a year.

The greatest source of emissions for Studio/Stages Based Factual Entertainment came from studio energy consumption (30%) followed by energy use in production offices, people transport and materials (all 14% respectively).

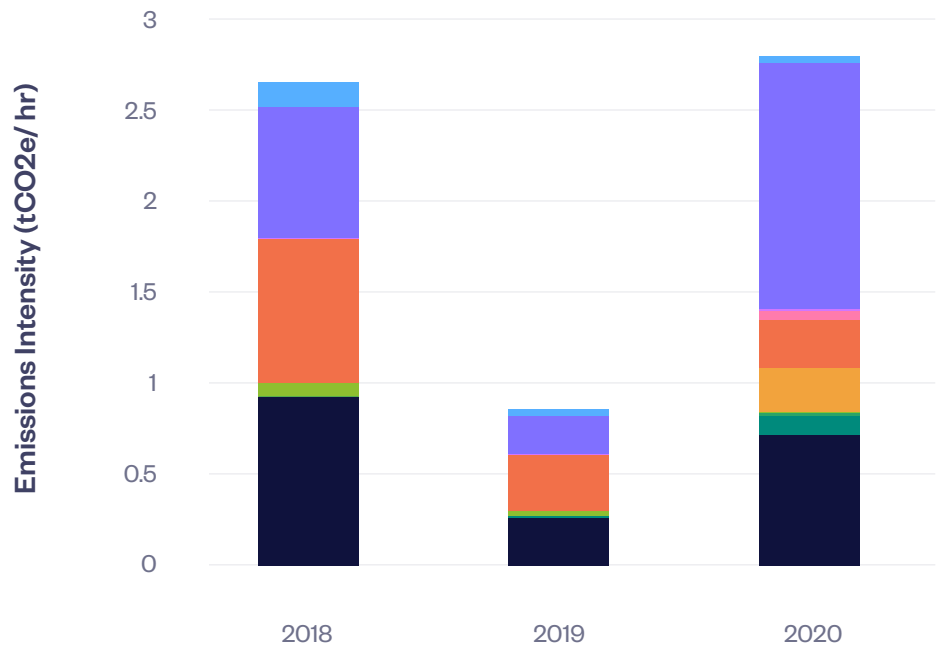
Emissions associated with factual entertainment in studio and stages have reduced by 10% since 2019 due to reductions in people transport (50%), freight transport (85%) and accommodation (67%). There was an increase in the emissions associated with fuel use which is likely to have increased owing to the increased number of vehicles required during lockdown restrictions.



Magazine Show

Magazine Show productions had an emission intensity of 2.79 tCO₂e/hr in 2020. The dataset here is limited by sample size but Magazine Show productions made in 2020 had the highest average emissions compared to this method in all previous years. This is likely due to an increase in production office and studio energy use, as well as the use of materials and disposal.

This could also be due to increased use of PPE along with single use packaging used by catering. These materials are often less commonly recycled, which has a negative impact on overall emissions. It should be noted however, that disposal remains a relatively low impact activity when compared to energy use and transport.



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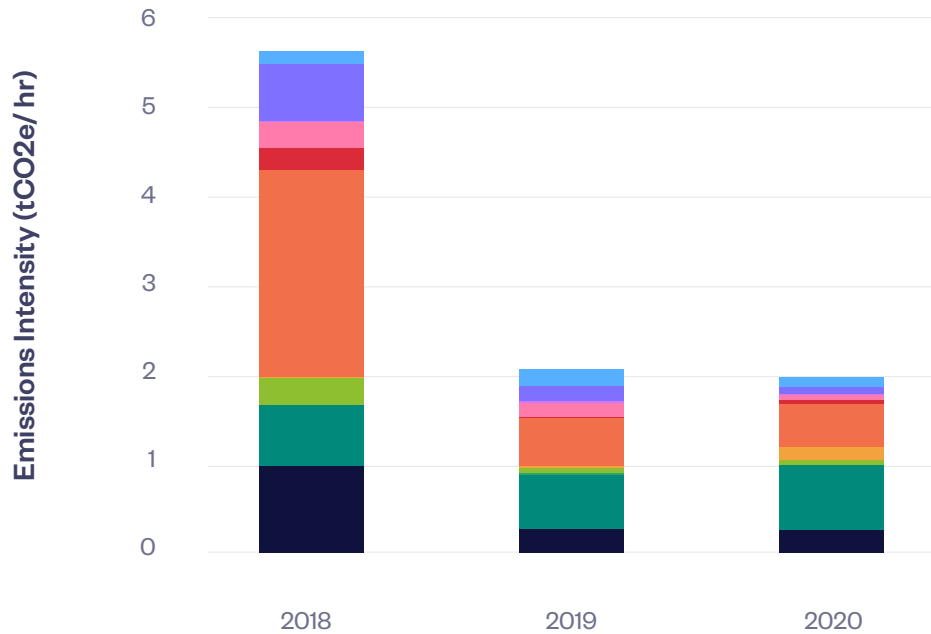
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Studio/Stage Based with VT Inserts

Studio/Stage Based production with VT inserts had an emissions intensity of 1.93 tCO₂e/ hr in 2020.

The majority of emissions associated with this production method were from studio energy consumption (36%), followed by people transport (25%).

Emissions related to this production method have only decreased slightly since 2019 by 5%. Reductions were due to reduced travel and the associated accommodation and use of materials (30%). Meanwhile, there was a 20% increase in emissions associated with studio energy which is more significant when considering the overall 10% decrease in emissions related to electricity mix in the UK thanks to the increase of renewables on the grid.



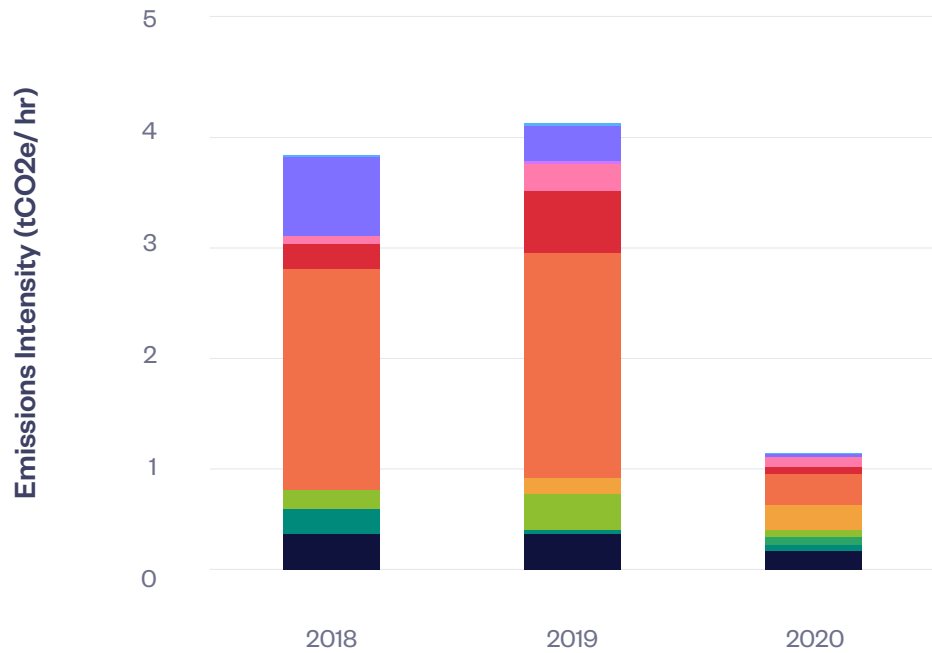
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Events/OB

Emissions associated with an hour of Events/OB in 2020 have quartered since 2018 and are a third of what they were in 2019. This is largely due to a decrease in travel and accommodation emissions (decreasing by 78% and 90% respectively, since 2019).

Additionally, remote production techniques have improved with more sustainable energy solutions, such as biofuels and hydrogen generators available.

Albert has also enjoyed strong engagement within the sports production community who are embedding sustainable practices and working hard to reduce their impact.



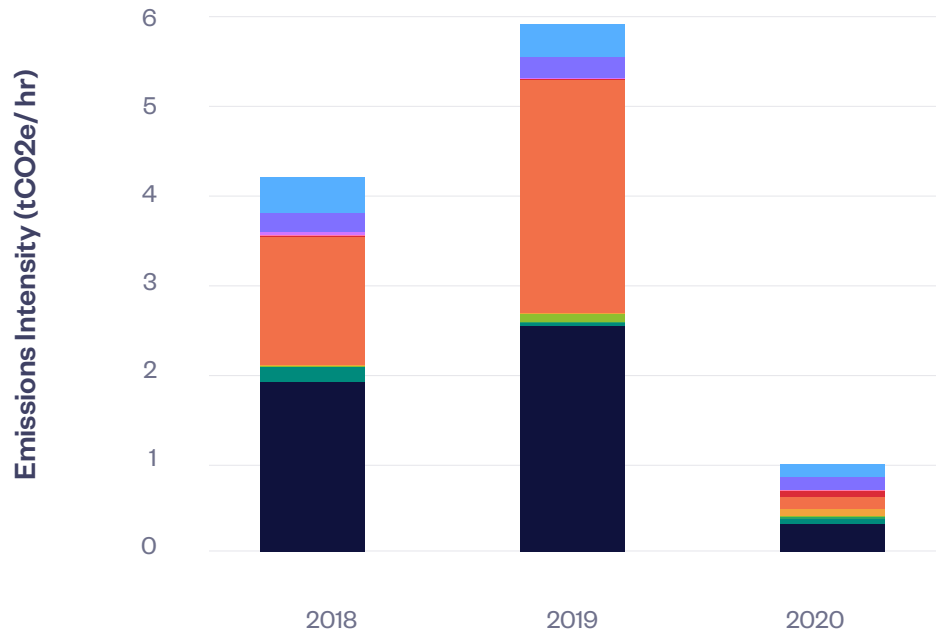
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- Location
- Material

Archive Based

The impact of an hour of an Archive Based production in 2020 was 0.96 tCo2e /hr, 83% less than in 2019.

The greatest reductions were seen in production office energy use (87%) and people transport (96%) when compared to 2019.

There were three times as many Archive Based productions created in 2020 - no doubt as a result of covid-related restrictions. This big increase in the number of Archive Based footprints completed, provides a larger sample size and therefore reduces the impact of the extreme upper and lower boundary emissions.



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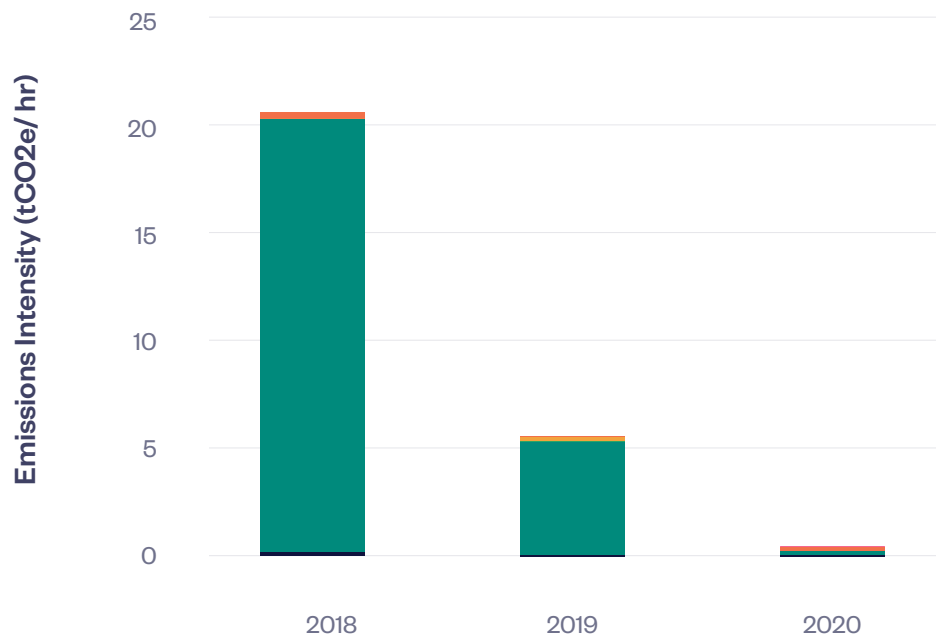
News

The emissions intensity of News production in 2020 was 0.43 tCO₂e/ hr. This is the equivalent to the emissions associated with nine return journeys from London to Glasgow by train or one and a half by plane.

The majority of emissions associated with News production were due to people transport (50%) as well as the energy used in studios spaces (40%).

Since 2018, this production method's emissions intensity has reduced 75% year-on-year. Since 2018, there has been a drastic decrease in emissions associated with studio energy (19 tCO₂e/ hr) which could be due to a switch to renewable energy. There has also been an increase in people transport (1.8 tCO₂e/ hr), possibly due to the covid rules requiring companies to provide individual cars to take presenters and crew to location.

albert has enjoyed strong engagement from the News community with the increase in the number of news production teams using the albert tools and the emergence of the albert news consortium. In 2020 there were 35,000 hours' worth of news production footprints in the albert calculator – this has doubled since 2018 - which will help provide more insights

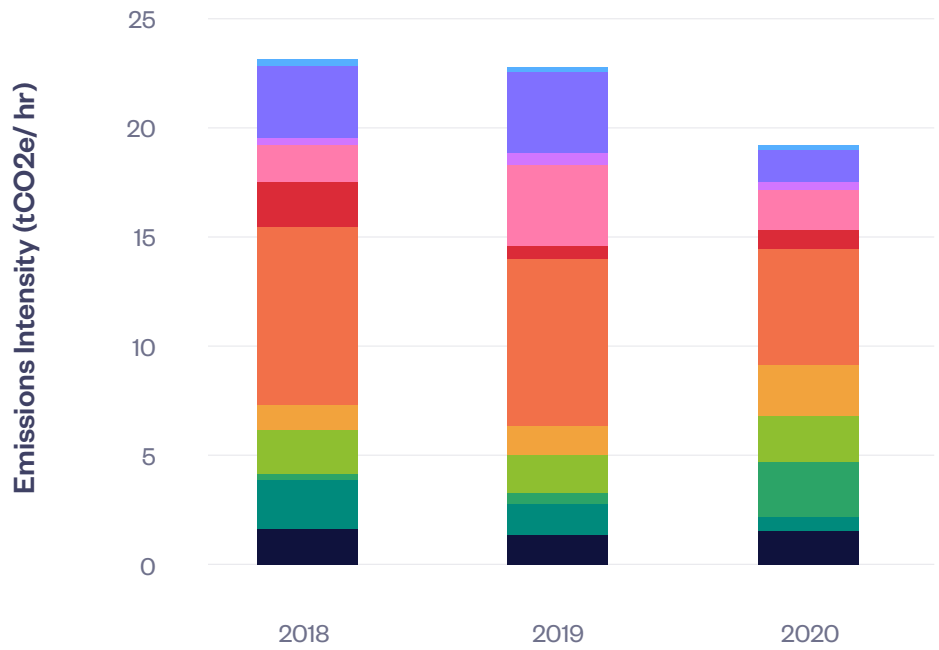


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All Narrative

This graph explores all narrative groups (combined emissions data from location and studio/stage-based narrative and continuing drama). As a group, these production methods had a combined emission intensity of 19 tCO₂e/hr in 2020 and have steadily decreased their emissions overall by 15% since 2019 and 17% since 2018.

2020 saw an increase in the emissions associated with production office energy use (13%) and the use of fuels on location and in vehicles (46%) most likely due to a reduction in car sharing and an increased amount of filming in open and outdoor spaces. This has been countered by an overall decrease in people transport (30%) and the associated accommodation (30%) due to restrictions on long distance travel. There has also been a 50% decrease in material use. This could be because returning narrative series have been able



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