**albert launches ‘Green Rider’**

**The new initiative is designed to help actors, their agents and casting directors encourage positive, environmental changes on set.**

**5 May 2020**: In its ongoing efforts to help the TV and Film industry transition towards a carbon neutral future, albert today announced the launch of the ‘Green Rider’ – a new agreement to help actors, their agents and casting directors ensure more sustainability measures can be implemented on set.

The Green Rider is designed to champion climate action through an actor’s contract. Instead of requests for particular items or modes of transport, the Green Rider calls for good environmental practices to be observed on set. For example, requesting plant-based catering, low energy lighting, or for the production company to agree to a ‘zero to landfill’ policy for its sets.

Head of Industry sustainability for albert, Aaron Matthews explains the reason for the creation of the Rider: “albert’s aim is to help the TV and film industry transition towards a carbon neutral future, to do that, *every* person on a production from the producers to the runners needs to know what they can do. The Green Rider is there to help actors, agents and casting directors so that they too can make a positive difference”

The Green Rider has been created in association with the casting platform Spotlight. Richard Wilson, Spotlight CEO, said: “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. We’re really excited to see how this is adopted by the industry and the positive changes it will bring about”.

Following the launch today, the Green Rider will be made freely available via the WeAreAlbert website. A number of webinars will also take place with casting and talent networks to highlight the Rider and how it can be used.

Find out more about the Green Rider – [www.wearealbert.org/green-rider](http://www.wearealbert.org/green-rider)

**Notes to Editors**

Free images are available to download at [www.wearealbert.org/green-rider-assets](http://www.wearealbert.org/green-rider-assets)

Animation is available at <https://youtu.be/exHF78FDn_I>

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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.

About Spotlight

Founded in 1927, Spotlight connects performers with roles in theatre, television and film productions. Casting professionals choose Spotlight to cast their projects because performers on Spotlight are recognised as the industry’s best. With studios in London’s famous West End, and a team of people across Europe, Spotlight is at the heart of the performing arts industry.