BAFTA Announces New Sustainability Partnership for Creative Sector

**The BAFTA Albert Consortium and Julie’s Bicycle team up to raise industry-wide support for sustainable production. New collaboration to encourage and assist good practice across creative sector**

**London, 23 July 2013**: The British Academy of Film and Television Arts (BAFTA) today announced a new sustainability partnership between the BAFTA Albert Consortium, responsible for industry carbon calculator [Albert,](http://www.bafta.org/albert) and [Julie’s Bicycle,](http://www.juliesbicycle.com/) the sustainability organisation.

The new partnership between the BAFTA Albert Consortium and Julie’s Bicycle aims to encourage and assist good practice in sustainability across the creative sector, and underscores the importance of a collaborative approach in accelerating the creative industries’ transition to a sustainable and responsible, resilient business community. Both organisations have pledged to pool resources to support the development of the skills, knowledge and practical tools needed to facilitate sustainable practice across music, arts, culture, media, broadcasting and film.

Kevin Price, Chief Operating Officer at BAFTA, said: "Individually, the creative industries have done much to promote and embed sustainable practices. Nevertheless, by sharing opportunities, challenges and aspirations across the sector we stand to achieve much more. BAFTA is incredibly proud to have assembled the leading think tank on the sustainability of the TV industry - exploring the substantial need for immediate practical action. Our challenges and solutions are by no means unique and I firmly believe a collaborate approach to be a catalyst for greater progress."

Alison Tickell, Founding Director of Julie’s Bicycle, said: "This collaboration is really good news for sustainability. Our industries consistently punch above their weight with great creative ideas, entrepreneurial drive, 100% commitment and extraordinary global reach – in fact, exactly the qualities that the sustainability movement needs right now; together we are a formidable force for positive change."