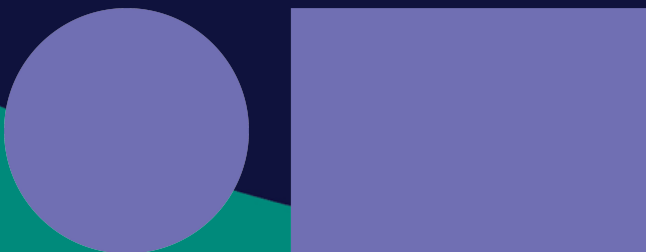


Carbon Footprint Report 2020-21



Hello We are albert

Founded in 2011, we are an industry consortium governed and led by BAFTA. Our aim is to support everyone working in film and TV to understand their opportunity and create positive environmental change.

We do this in two key ways:

1. Enabling every part of the screen industry to eliminate waste and carbon emissions from production
2. Empowering the industry to create content strategies that support a vision for a sustainable future

The creative industries offer the greatest opportunity to mobilise positive action for the planet.

We are leading a charge against climate change; uniting the screen industries to make a positive environmental impact and inspiring audiences to act for a sustainable future.

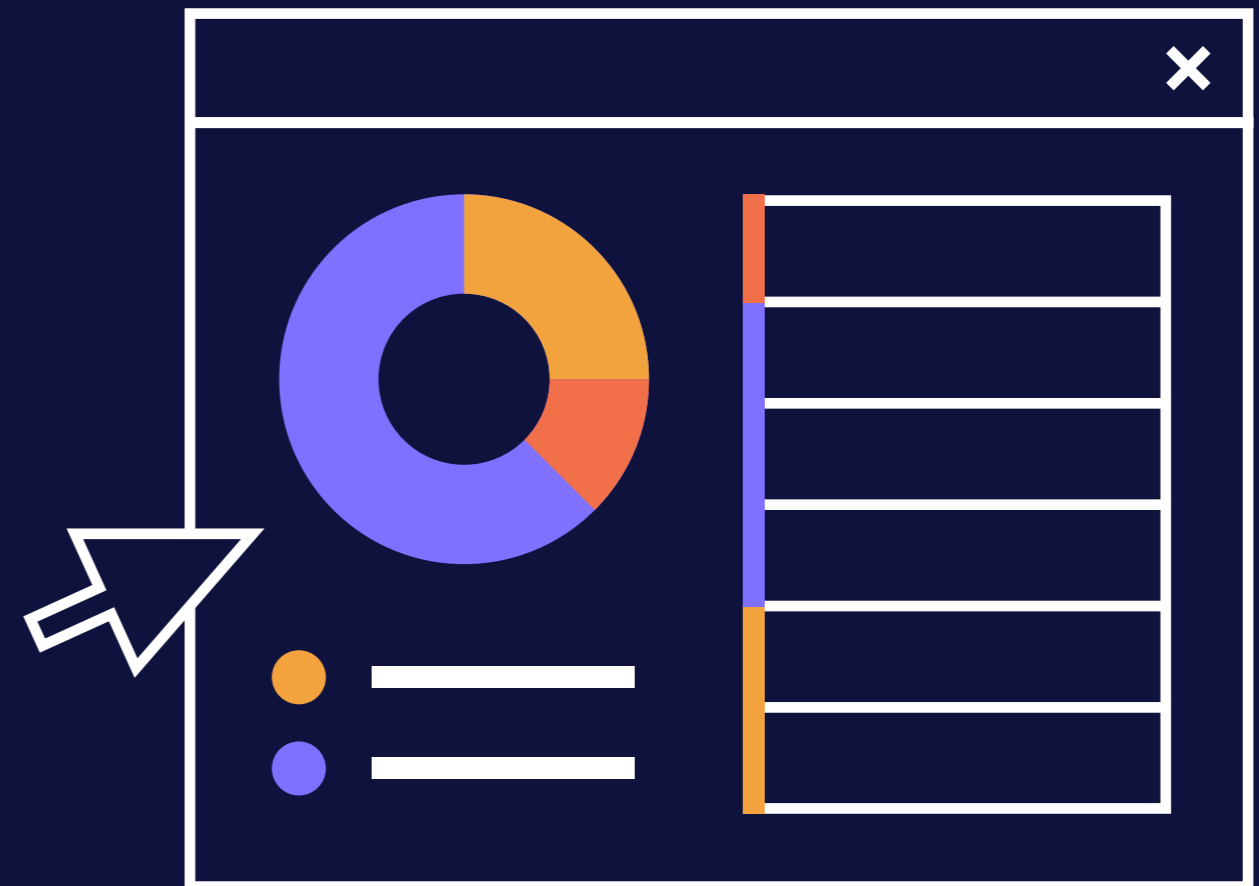
We are albert. So are you.

I like it!

But, what is it?

This document contains your bespoke company carbon footprint.

A carbon footprint is a way of expressing, quantifying, comparing and contextualising all business activity that has a negative impact on our climate.



Why is it so important? Well, we're glad you asked!

By measuring your footprint, you're taking the first step toward reducing your impact. By looking at all your activities together you're able to see which of your activities have the biggest impact and can then take a methodical approach to making positive changes.

A lot of people sweat the small stuff: paper use, single use plastics etc. While it's good to make changes here, it can be a lot of effort for little reward.

A carbon footprint measurement allows you to see the bigger picture and make changes to the things that matter most.



Here's how we worked it out

In order to produce this carbon footprint, we looked at:

- Utilities (gas, electricity, water)
- Fuel Use
- Refrigerants
- Material Use
- Disposal
- Travel (including couriers, taxis and commuting)
- Accommodation
- Working From Home

We asked for a variety of data points for each. This allowed us to build up a picture of the activities that had the biggest impact and which – with some changes – could bring down your company's footprint.

We've included more info in our appendix (**see page 29**) if you want to find out more about our methodology.

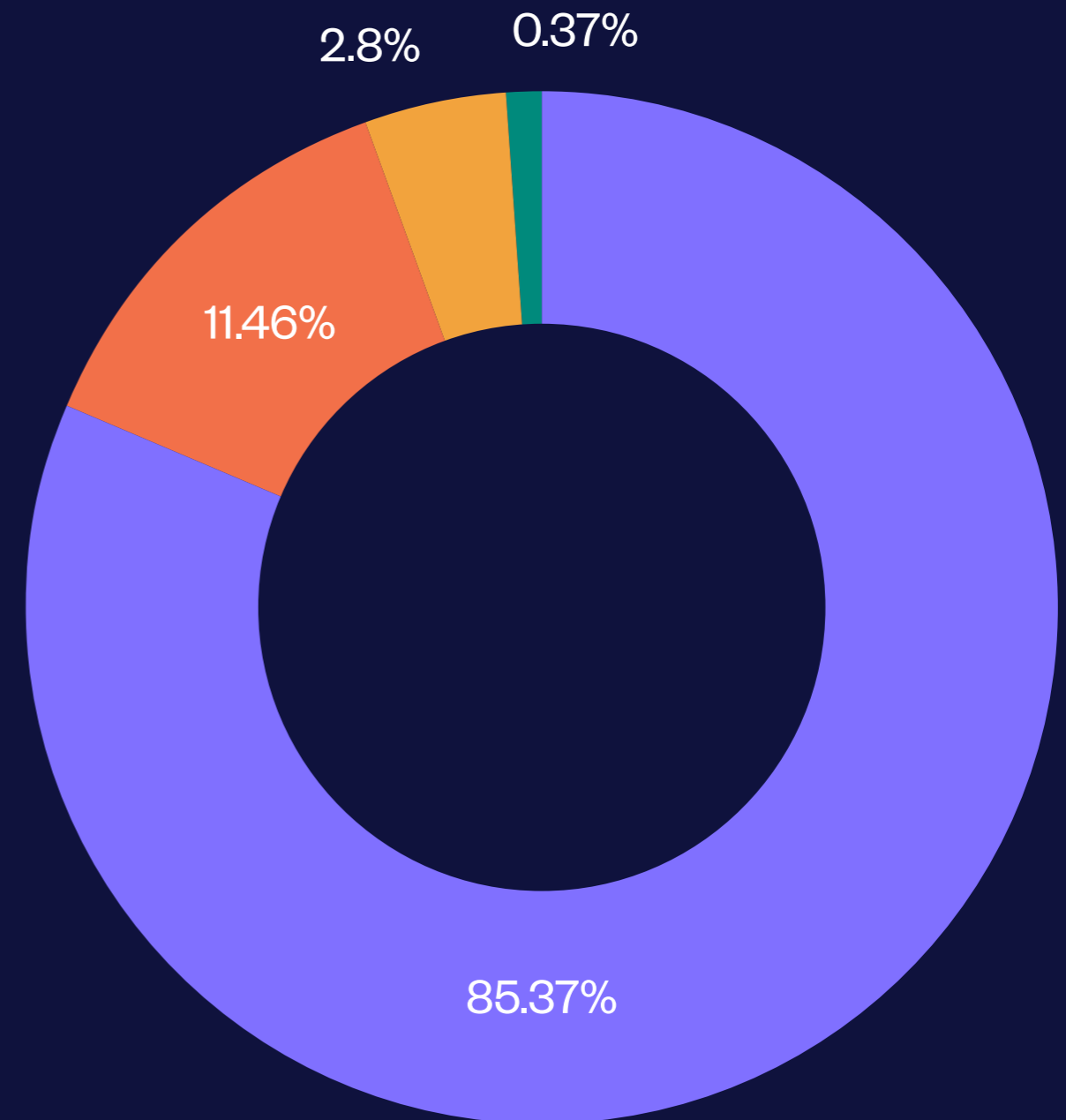


Here's what it looks like at a glance

Yearly CO2 Emissions*

Emissions Type Yearly Emissions Percentage Total Yearly Emissions (%)

Energy	11.25	85.37%
Travel	1.49	11.46%
Waste	0.36	2.8%
Paper	0.04	0.37%



And in a little more detail

Energy use in the office is the majority of your footprint but you'll be pleased to hear this is something that can often be dealt with quite easily. If you're not already – consider switching your supply to one from 100% renewables. We can help you do this via our Creative Energy Project.

Unsurprisingly, travel accounts for the second largest part of your carbon footprint with international air travel at 800 kgCO₂e. Bare in mind that this has been an "unprecedented" year so make sure that reliance on flights isn't continued when we are able to travel. A zoom call emits a few grams, commuting by car or train can be a few kilos and a trip by air can be a few tonnes.

Yearly tCO₂ Emissions* = 13.14

Energy (Electricity)	11.25
Travel (Flights)	0.80
Travel (Shipped Freight)	0.25
Travel (Motorcycle)	0.14
Travel (Medium Van)	0.10
Travel (Small Bike)	0.10
Travel (Small Car)	0.10
Waste (Mixed Recycling)	0.16
Waste (Municipal Waste Energy Recovery)	0.30
Paper	0.04

*Figures shown are measured in CO₂e(t)

Here's how to do something about it

The climate crisis causes a lot of us to bury our heads in the sand as it feels so overwhelming and impossible to achieve anything that can make a difference. But know that incrementally, it is possible to make positive changes and together we can make a real difference.

Within your footprint there will be some impacts that are within your control, some within your sphere of influence and some which are out of our control. But with 10 years to save the planet, you do have a responsibility to do something about all of it.



Energy

If you're in charge of your own energy supply then you can make a huge change right now by switching to 100% renewable energy.

If it's out of your control, speak to your landlord. It might well be cheaper for them to change or you could use it as a bargaining tool when your lease is due for renewal.

With so many of us working for home at the moment, you could also consider some internal comms to staff, highlighting the environmental benefits of moving to a renewable energy tariff.

Do even better by

Moving to a company investing in the creation of a green-er UK electricity grid rather than just buying renewable credits. We recommend; Ecotricity, or Good Energy, or you can join our energy procurement scheme – Creative Energy <https://wearealbert.org/about/creative-energy>

Conducting a review into the efficiency of technology that uses electricity on your premises. There are a few simple changes that can be made around the office. For example - Switch to LED lighting to reduce your energy consumption by 10%. Encourage a policy of switching off devices or making use of the hibernation settings. Consider switching to laptops (when upgrades are necessary) as they use 5-6 times less energy than desktops.

Did you know?

Using 100% renewable energy is reportable as '0' in your carbon footprint. We've included it in this report as we must still work to reduce the amount of energy we consume, regardless of its source.

Things that require a little more love:

Tracking

Now that you can see the information that is used to calculate a carbon footprint assessment, we recommend setting up a tracking system to ensure more accurate measurement and control in the future.

Flights

For flights, create a robust policy outlining the events and gatherings that justify travel (including class of travel), and those which don't.

Did you know?

On short haul flights switching from business class to economy can reduce your emissions by 33% and for long haul flights you can cut emissions by 65%. This will not only re-shape your organisational footprint but with premium economy tickets being on average 85% more expensive it could save money too.

Other Travel

For other means of travel, conduct a review of all travel partners to ensure that those you work with offer low carbon options.

Did you know?

Switching from a diesel or petrol guzzler to a hybrid or electric vehicle can reduce your car emissions by 60%, in our suppliers list we have a number of alternatives for taxis, such as Green Tomato Cars who also double offset. Switching to cycle based couriers like PedalMe can also reduce your emissions to almost zero.

Waste

We recommend removing personal bins from desks and instead offering clearly labelled bins for waste and recycling in a communal space to encourage staff to sort their rubbish.

Remember, don't sweat the small stuff

When it comes to our carbon footprints, we tend to sweat the small stuff and focus on the things in front of us – the paper use, the single use plastic... and whilst it's important that we do change our habits here and try and minimise our consumption, you'll see from your footprint that these activities are a really small part of your overall impact.



Here are some of our projects that might help

Creative Energy

Our energy project is designed to make buying renewable energy as cost efficient as possible. You can find out more about this here: wearealbert.org/creative-energy

Creative Offsets

Once you've reduced your footprint as much as possible, we recommend offsetting the rest. You can do this through a number of companies and it's cheaper than you might think. Find out more about our offset scheme here: wearealbert.org/about/creative-offsets/

Suppliers

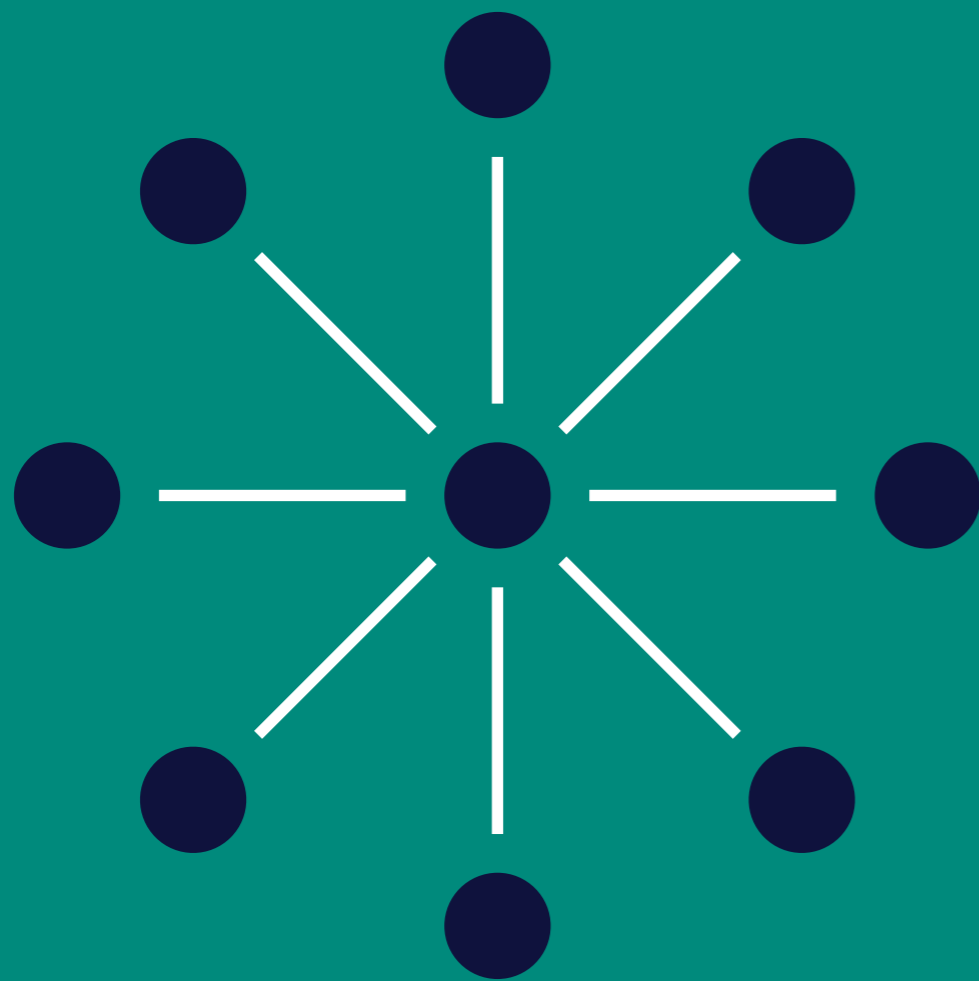
From travel to catering – we have a directory of green suppliers to help you. Find out more here: wearealbert.org/search-suppliers/

Visit wearealbert.org for further advice and inspiration.

<http://www.wearealbert.org> |



What's the cultural impact of this?



With fewer than 10 years to save the world, it's crucial that all businesses begin to understand their impact and their responsibility to the wider community.

In time, legislation will likely require businesses to report their carbon emissions so by understanding and reducing your footprint now you'll be getting ahead of the game.

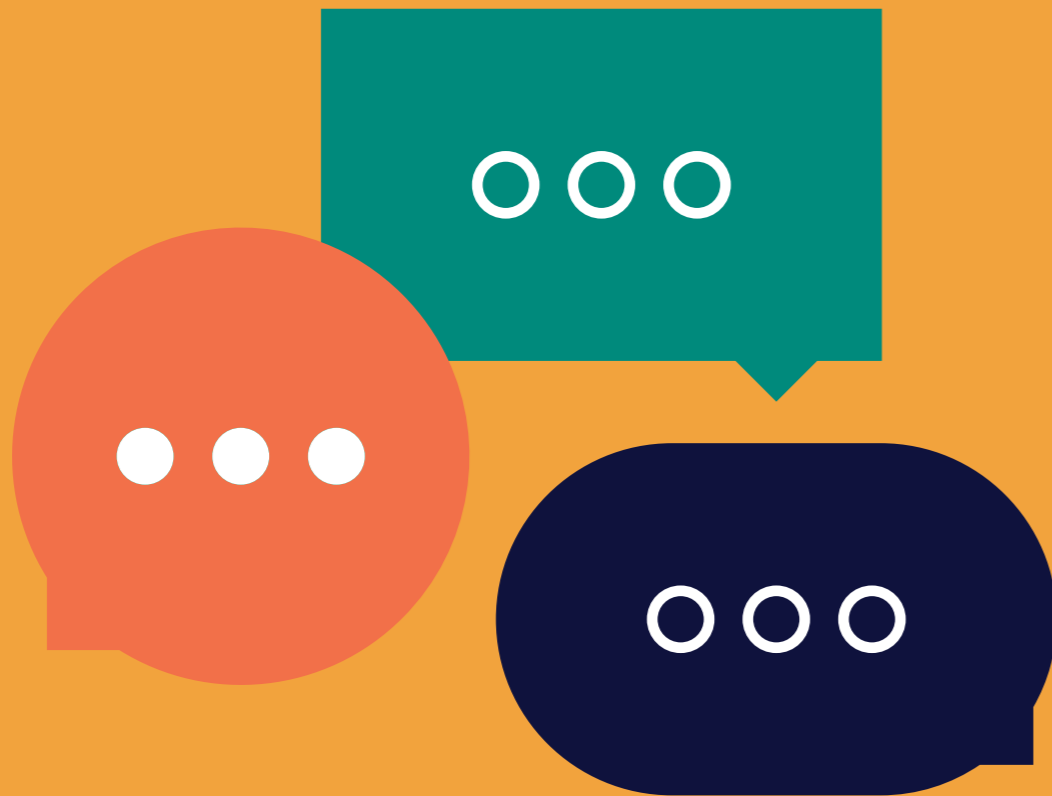
We're incredibly proud to support the film and TV Industry in its transition to carbon neutrality. Not only can it make positive changes itself but unlike any other industry it can also mobilise positive action for the planet and inspire audiences to act for a sustainable future.

By joining albert as an affiliate and tackling your impact head on, you are helping to support our industry as well as safe guarding your business's future.

So, what happens next?

Finally, we know that great things can be achieved together, and while it is vital that we work to eliminate our impact, there is still a job to be done communicating environmental urgency and optimism.

Consider how you can share this information with all your stakeholders. Consider whether it might be possible to work with all your stakeholders to craft an environmental message that will bring the rest of the industry with you. We worked with Spotlight to create the Green Rider video, and would be delighted to explore how we might work with Independent Talent stakeholders (including artists), so do something similar



Appendix

DEFRA carbon factors were used to calculate carbon emissions according to the IPCC Greenhouse Gas Protocol Corporate

https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/847122/Conversion-Factors-2019-Full-set-for-advanced-users.xls

IPCC (Intergovernmental Panel on Climate Change) GHG (Greenhouse Gas) protocol corporate standard report.

We included scope 3 emissions through using the DEFRA factors for WTT (Well-To-Tank) and GTG (Gate-to-Grave).

Scope 3 emissions were met according to the BSI (British Standards Institute) PAS2060 meaning that carbon neutrality could be declared in the future through 3rd party audit etc. and suitable carbon offsetting strategies.



For more information and to explore
how we could work together go to
wearealbert.org

Stay up to date by following us

