**PRESS RELEASE**

**Sustainable Screens Australia ‘empowered by albert’ in new partnership**

*BAFTA albert, the leading organization for sustainability in film and TV production, announces a first of its kind strategic partnership with Sustainable Screens Australia (SSA) to bring albert best practice to the Australian industry*

London, 9 June, 2023 - BAFTA albert, the leading organisation for environmental sustainability in the screen industries,andSustainable Screens Australia (SSA), the Australia based, industry-led initiative addressing the growing need to reduce the screen industry’s environmental impact, have announced a first of its kind partnership. The albert Toolkit, comprising a carbon calculator created by and for the screen industries and albert’s Carbon Action Plan framework will be localized for the Australian market. Under a new albert admin license, the Australian screen sector will be able to establish its own sustainability standards or certification processes using the albert tools.

Additionally, the Sustainable Screens Australia website will be ‘powered by albert’ with a library of of case studies, resources and sustainability best practices.

In April, SSA appointed a new Executive Director, Maree Cochrane. Cochrane spent the first 10 years of her career in the screen industry, primarily working in production as an Assistant Director, and for companies such as the BBC, Endemol Shine and the London Film Festival. Most recently, Cochrane was the Strategy, Engagement and Learning Lead with the Innovation Network - a digital learning initiative of the Victorian Government.

SSA’s has also brought aboard two new seed funders, Screen Australia and Minderoo Pictures, and ITV Studios Australia, Nine Entertainment/Stan, Lune Media and Australia’s National Film and Sound Archive (NFSA) have joined line-up of Foundational Members.

The partnership represents a new model for how albert partners with territories around the world to use the albert toolkit, methodology and learnings in a way best adapted to each local industry. albert’s international team continues is in conversation with other film and TV sectors globally to find common ground and establish the best and fastest ways for the industry to decarbonize and restore biodiversity.

Carys Taylor, Director, BAFTA albert said: “We're thrilled to be supporting Sustainable Screens Australia in a creating a new vision for productions that puts the planet front and centre. The challenges we face are worldwide, but we can solve them if our partnerships are worldwide too.”

Anna Kaplan and Sara Horn, Co-Chairs, SSA said: “albert’s reputation for driving sustainable practices within the screen industry is unparalleled and this key partnership provides SSA with access to albert’s considerable experience and IP including a bespoke carbon calculator created for the screen industry, sustainable production training, a best practice toolkit and other resources that will be localised for the Australian market. The partnership between albert and SSA is the first of its kind to be rolled out internationally by albert.”

**About albert:**

albert is the leading screen industry organisation for environmental sustainability. Founded in 2011, albert supports the film and TV industry to reduce the environmental impacts of production and to create content that supports a vision for a sustainable future. The BAFTA-owned, industry-backed organisation offers online tools and training, events, practical guidance and thought leadership to all screen industry professionals to help them identify and act upon opportunities on and off screen which can lead to effective climate action. More at: <http://www.wearealbert.org>

**About SSA:**

SSA is a member-based industry organisation that aims to transform the Australian screen production industry to one that integrates sustainability into everyday practices, building capacity at all levels of the industry to reduce our collective environmental footprint in line with science-based targets. The organisation was founded on a vision to change the climate of screen production in Australia through collaboration, education, tools and resources, with the goal of transforming the industry into one which integrates sustainability into everyday practices. With Australia’s legislated targets of a 43% reduction in greenhouse gas emissions by 2030 and net zero by 2050, the screen industry is expected to reduce its environmental impact along with all other industries. More at: https://www.sustainablescreens.au

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