

# Piloting a path to net zero carbon and zero waste for the UK's film and high-end TV industry

The Screen New Deal **Transformation Plan for Wales** 











### Context

### Meeting the climate challenge

After a global increase in wildfires, floods and unpredictable temperatures over the last twelve months, the impacts of climate change are clear for all to see, and net zero target dates are fast approaching.

### Screen industries stepping up

The screen industries have a unique role in, and responsibility for, tackling the climate challenge. The average big budget feature film production generates a carbon footprint of nearly 3000 tonnes – as much as a diesel car driven around the world 300 times – while commanding the attention and trust of large audiences.

### **Barriers to** change

TV and film production uses lots of travel and power, with large and complex supply chains. Programme makers have limited time and budgets, and there are few trained sustainability experts. Crews are usually freelance and talent demands vary. Data is lacking and targets are few. In addition, offsetting has, in some cases, enabled the continuation of the status quo.

### Route to net zero

Funded by the BFI through a National Lottery award and working in partnership with Arup, the Screen New Deal (SND) Transformation Plan builds on the original SND report released by albert in 2020. It provides a practical, achievable route to a more sustainable future for those working in film and TV production, reducing both carbon and waste.

### **Key fact**



The average big budget feature film production generates nearly tonnes of carbon as much as a diesel

car driven around the world 300 times

(Source: Screen New Deal report, 2020)











### **Context** Continued

# Why Wales?

A significant and rapidly growing creative industry sector with a turnover of £4bn in 2022, Wales was chosen as the location for a pilot of the SND Transformation Plan. Wales has ambitious sustainability targets, and progress has been promising, but fragmented.

### Data-based

Developed by Arup with help from BAFTA albert, Creative Wales, Ffilm Cymru Wales and Clwstwr, following a thorough analysis of available data as well as interviews with key stakeholders, this plan gives an overview of current policy, legislation and progress, as well as case studies of best practice to provide a single framework for the path to net zero.

## A practical approach

The SND for Wales Transformation Plan's practical recommendations cover five areas: a shift to renewable energy, rethinking transport, a circular approach to resource use and waste, sharing information and best practice, and a change to culture within the industry.

### Next steps...

It represents a clear call to action for all film and highend TV industry stakeholders, from studio and production managers and crew, suppliers, funding bodies, commissioners and training providers, and will provide a blueprint for the path to net zero and waste for other parts of the UK, using data and learnings collected as part of this pilot. This summary covers the key recommendations from the report, which will be available on the albert website from <u>21st November</u>.

### Key fact



Hydrogen generators used on BBC SpringWatch. (Source: GeoPura)

**Diesel power** was used in 91%

of generators on set in Wales last year



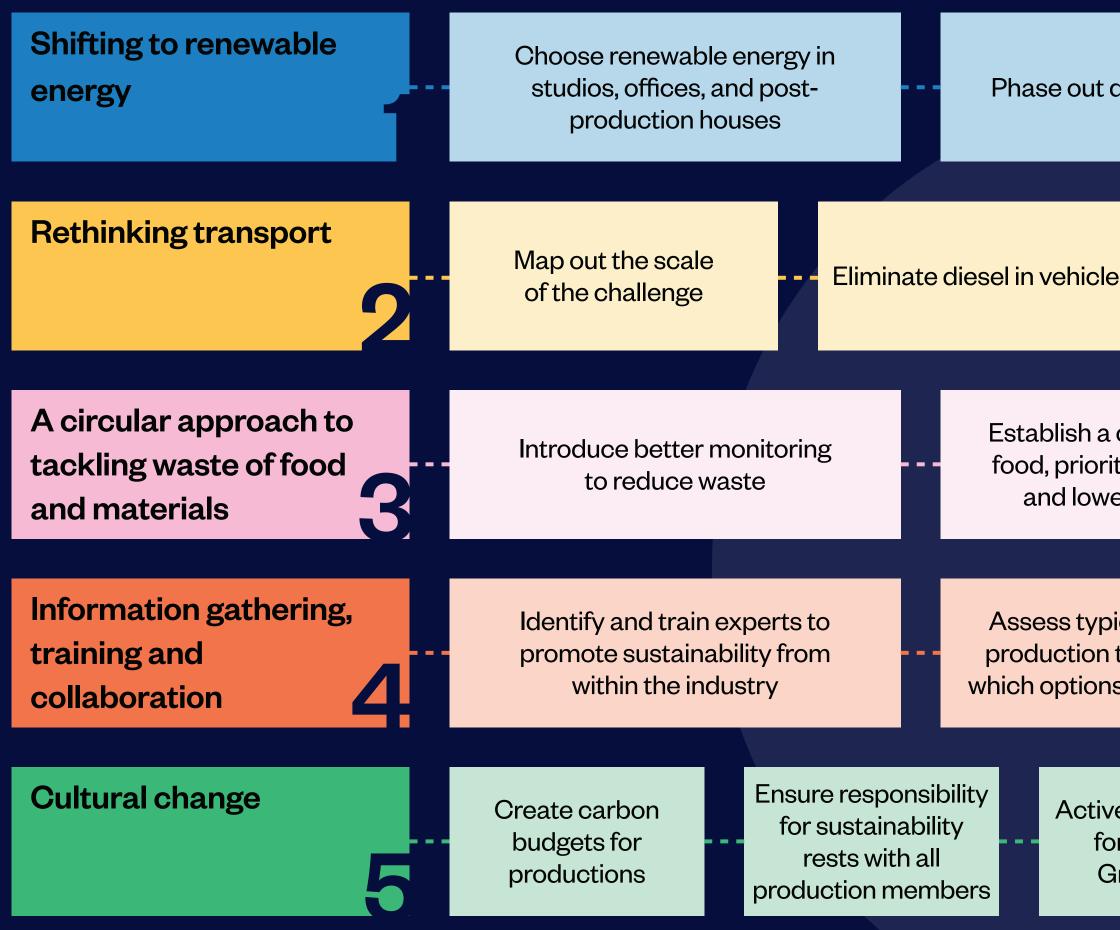








### Key takeaways



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t diesel for generators	Maximise energy efficiency on set and on location
eles – – Minimise tra	ravel Shift modes of transport to those using renewable energy
a circular approach to pritising local suppliers wer carbon options	Expand and raise awareness of infrastructure for reuse of materials and production assets
pical assets used by a n to help crews decide ns are most sustainable	Create support for suppliers to the TV industry in order to reduce emissions and waste in the supply chain
	Harness reative content opportunities New industry sustainability standard

### **Key fact**



Solar-powered studio space at TBY2. (Source: <u>The Bottle Yard</u>)

#### Renewable energy is used by only

14%

#### of productions filmed in UK studios









### **Recommendations routemap**

This routemap has been developed to bring together the actions and targets identified within the transformation plan. The key actions are colour-coded by theme and are placed on a timeline to 2031 and beyond. Some actions relate to multiple themes. Key stakeholders are listed in the implementation within this report.



Retrofit studios

improvements

Encourage

training across the

industry in relation

to sustainability

for energy

efficiency

Studios to assess

renewable energy

opportunities (e.g.

energy tariff)

generation on site or

through a renewable

Implement data

collection methods

on all productions

Develop incentives (financial or other) to enable uptake of recommendations within the industry **Develop supplier** 

sustainability guidance framework

Define waste typologies and map waste streams

Finalise shortlist of suppliers in

Wales across the four themes

and core recommendations

Implement EV charging at studios

2025: Eliminate diesel in vehicles and generators

Integrate new sustainability roles into production teams

### **Key fact**



**Road travel** accounted for 80%

oftransport emissions for productions filmed in Wales





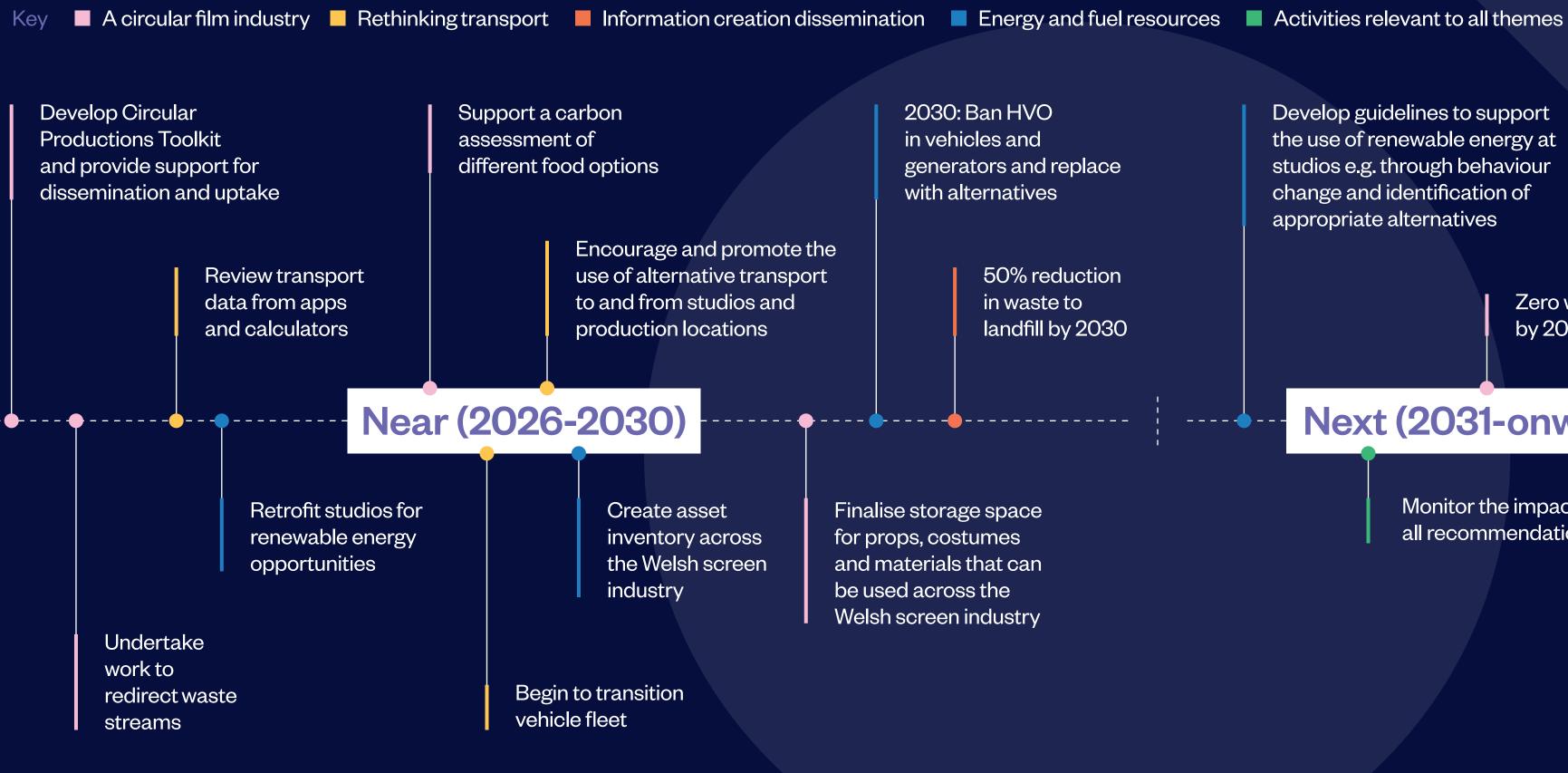






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50% reduction in waste to landfill by 2030

Develop guidelines to support the use of renewable energy at studios e.g. through behaviour change and identification of appropriate alternatives

> Zero waste by 2050

#### Next (2031-onwards)

Monitor the impacts of all recommendations

#### **Key fact**



# 25%

of the wood used in set building across Wales was recycled last year











## What's next?

There are four key areas to focus on for next steps. albert will work with the SND forum and wider industry stakeholders to devise a detailed plan for action. These plans will inform and support the wider rollout of the SND Transformation Plan for Wales to the rest of the UK.

### **1** Action

#### **Immediate actions for the** industry:

- Switching to sustainable energy
- Mapping and addressing the amount and modes of travel
- Reducing waste of food and materials
- Studios in Wales to participate in the Studio Sustainability Standard, with funding available from **Creative Wales**

### **2** Engagement

#### **Culture change needs:**

- A substantial shift in approach for industry leaders to promote meaningful engagement
- Training and empowering everyone within the industry to make sustainability a priority
- Clear targets (e.g. carbon budgets)

### **3** Funding

- broadcasters
- from national and devolved governments
- incentives and tax credits
- for training and data
- collection

- Longer term sustainability changes will need funding:
- from commissioners and

### **4** Data

More accurate data is key:

- Measuring and tracking progress
- Understanding the scale of the changes needed

BUT we must **not** let these data needs stand in the way of immediate changes in areas we know will reduce waste and carbon emissions

### **Key fact**



# 94%

of food emissions come from meatbased meals in Welsh productions













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