

# Putting Nature in the Picture

**Inspiring screen industry creatives to increase the visibility of our natural world and nature connectedness**

**Thursday 5 March 2026:** BAFTA albert, the home of environmental sustainability for the screen industries, has today launched **Putting Nature in the Picture**. The initiative aims to spark new ideas for the inclusion of our natural world on screen, across genres, to inspire audiences to reconnect with nature.

## **Putting Nature in the Picture includes:**

- **A short film celebrating nature content across genres**, with a voice over by Asim Chaudhry (*Dirty Business*, *Black Mirror*, *People Just Do Nothing*) and contributions from BBC, Channel 4, ITV, Netflix, Open Planet, Sky, UKTV, Universal Production Music and Warner Bros. Discovery.
- **Putting Nature in the Picture: A Creative's Guide** – A free resource, developed in collaboration with ImpactWild, built for every creative voice shaping the industry today. The guide features a 6-point review process to inspire the inclusion of the natural world authentically in creative development, without constraining vision or editorial freedom.
- **A free Deep Dive Webinar: Putting Nature in the Picture from Development to the Final Edit**. Moderated by Writer, Presenter, and Co-Founder at Flock Together Nadeem Perera, with panellists including Vicky Hoy (Senior Producer of *Clarkson's Farm*), Laura McCutcheon (Producer of *Dirty Business*) and Bill Righton (Executive Producer, *Rob & Romesh Vs.*). *The webinar will take place at [4pm on Thursday 5 March](#) and will be available on replay after the event.*

## **Why Put Nature in the Picture?**

[A study published in November 2025](#), led by Professor Miles Richardson, Professor of Nature Connectedness at the University of Derby explored the differences between the most and least nature-connected countries and the societal factors behind them. Britain was found to be one of the least "nature-connected" nations.

**Putting Nature in the Picture** seeks to inspire the UK's screen industry to play an important role in reconnecting audiences with nature, by harnessing the powerful and unique opportunities they hold in creating nature inclusive programming and content across genres.

**Catherine Ellis, Head of Climate Content, BAFTA albert said:** “As storytellers we know the stories we tell shape what people see. And what people see shapes what they care about. The screen industry undoubtedly has an opportunity here to make real world impact through storytelling.

“There are already so many excellent examples of creatives and commissioners actively putting nature in the picture, including and beyond what you see in our short film and Creative's Guide. This initiative from BAFTA albert seeks to celebrate this incredible content and inspire even more creatives to harness the power of nature in their storytelling.”

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## Links

**Putting Nature in the Picture Showreel** [Putting Nature in the Picture from BAFTA albert](#)

**Putting Nature in the Picture Resources** <https://bit.ly/PutNatureIn>

**Sign up for Deep Dive Webinar:** Putting Nature in the Picture from Development to the Final Edit.

[Putting Nature in the Picture - From development to the final edit Tickets, Thursday, Mar 5 from 4 pm to 5:30 pm GMT | Eventbrite](#)

- Ends -

## Contact

Lucy Donoghue.

Head of Communications & Marketing, BAFTA albert (Maternity Cover)

[Lucyd@bafta.org](mailto:Lucyd@bafta.org)

## Putting Nature in the Picture (Short Film)

### **With thanks to:**

BBC, Channel 4, ITV, Netflix, Open Planet, Sky, UKTV, Universal Production Music and Warner Bros. Discovery.

Asim Chaudhry (for voice over) & Nature.

Footage from Open Planet is freely available at [openplanet.org](https://openplanet.org)

**Putting Nature in the Picture: A Creative's Guide**  
**Developed in collaboration with ImpactWild.**

**About ImpactWild**

ImpactWild is an impact strategy company working with the screen industries because we believe the stories we tell can shape the future of our living planet. The screen sector has extraordinary power to influence culture, spark action, and shift behaviours for nature at scale. Specialising in nature-positive impact production and consultancy, ImpactWild works with organisations including BAFTA albert, Sky, BBC Studios, and ScreenSkills to turn storytelling into measurable, lasting impact for nature.

[impactwild.com](https://impactwild.com)

**About BAFTA albert:**

BAFTA albert is the leading screen industry organisation for environmental sustainability. Founded in 2011, BAFTA 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.

[wearealbert.org](https://wearealbert.org)