

albert sustainable production certification criteria

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Introduction

albert sustainable production certification began in 2014 as a way to reward productions for not only measuring their environmental impact, but taking active steps to reduce it.

Since launch, albert has certified over 1,000 productions across multiple broadcasters and genres. In 2021, a revised version and process for achieving albert Certification was published.

This document sets out the rationale for the updated certification criteria and the scoring system that is applied to each submission

New albert sustainable production certification

In 2021, the process for achieving albert certification was renamed as the albert Carbon Action Plan , the questions were refreshed and the threshold for achieving certification was raised.

The reason behind this change was threefold:

*to encourage productions to start the process during pre-production to maximise the opportunity for carbon emission reductions.

*to reflect the increasing sophistication of the industry with regards to reducing its environmental impact and the advances in technology to help them achieve this

*to recognise the project's increasing international presence and ensure that the certification questions relate to all the countries and production companies albert now serves.

Route to zero

Like every business, the global media industry needs to respond to the legally binding net-zero targets announced by Governments across the world.

Setting industry targets to achieve net-zero carbon emissions is particularly complex for the TV industry which has a unique operational system and a large supply chain. However, it is well placed to meet the challenge thanks in part, to the BAFTA albert Consortium which has been working together for 10 years to better understand how to embed environmental sustainability into the system.

The albert tools have already proven that when productions measure their impact and define environmental goals, it drives positive change within that production and in the industry more widely. It was necessary therefore that the albert Certification model was updated, in line with the calculator upgrade, to continue to help the production community implement best practice and continue on its path towards industry-wide net zero emissions.

Discussion group

As a result of the net zero legislation announcements, a sub-group of the BAFTA albert consortium met to discuss how the industry could work together to support the transition to a zero impact society. This group included individuals from BBC, ITV, Sky, Warner Bros, Sony Pictures and albert.

The group discussed and agreed the following steps to reach net-zero:

1. To stimulate rapid, far-reaching and unprecedented changes to reduce the environmental impact of the creative industry.
2. To take responsibility for the industry's remaining environmental impact during the transition.
- 3.



While exploring how to eliminate a production's carbon footprint, it became clear that while some carbon creating activity could be adequately mitigated and controlled directly by the production, other impacts could only be mitigated in collaboration with the supply chain and some are simply beyond the influence of a production.

In a drive towards zero emissions, each of the below categories would require a different approach.

Adaptation	Approach
Production's direct control (e.g. printing all production documents)	Make changes necessary (e.g. applying opt-in policy on paper)
Production's realistic (albert long-term) scope of influence (e.g. production to use technology that helps reduce its environmental impact)	Influence change and mitigate during the interim (e.g. Production to request a low-carbon power solution plan (inc. LED, low carbon generator, using/upgrading location power. Production to offset location emissions)
Outside the production control (e.g. long-term studio hire)	Educate, smarter choices and mitigate during the interim (e.g. Request facility efficiency plans AND energy mix details. State preference for efficiency programme, 'green tariff' or emission offset)

New albert certification process (Carbon Action Plan)

The process to achieve certification is now called the albert Carbon Action Plan. Productions are actively encouraged to begin the process during pre-production and to create a plan to reduce the production's carbon emissions to their maximum level.

The new certification questions were created to reward productions that work towards the albert objectives, which in turn align with the law binding targets of net zero-carbon emissions:

1. To enable every part of the screen industry to eliminate waste and carbon emissions from production
2. To empower the screen industry to create content strategies that support a vision for a sustainable future
- 3.

Scope

The Carbon Action Plan covers activities from the whole production process, from pre-production to post-production.

Types of questions

The updated questionnaire is divided into the following sections:

- Communication and engagement
- Editorial content (planet placement)
- Production energy, materials and waste
- Production travel
- Carbon neutral production
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For ease, the lay out for the new certification questions has changed so that it aligns with the calculator data collection requirements. In addition, the certification process includes questions related to the actions a production takes to normalise sustainable behaviour through its editorial content.

The questionnaire has a total of 94 questions, these include:

- Filter questions (27): these generate the next question when the answer given is 'yes'. These were introduced in order to make all the certification questions relevant to different productions and genres. They don't count towards any scoring.
- Mandatory questions (26 UK, 25 other countries): the answer to these questions must be 'yes' in order to achieve certification.
- Non-mandatory questions (41 UK, 42 other countries): these are not mandatory but count towards getting a better certification score.
- Free text: One of the editorial questions is a free text question and does not count toward any scoring.

Mandatory questions have been defined looking at the actions carried out by productions in recent years and by taking into account what is possible for each genre and production method.

Non-mandatory questions have been defined as those actions which a production should work towards in order to be carbon neutral however, infrastructure and innovation may mean they are not easily achievable to every production.

Scoring

The scoring has been agreed by looking at the industry's emissions and analysing previously held data from the albert toolkit. This information allowed albert to create a minimum threshold of actions that need to be complied with, in order to be certified.

A production's overall score is presented as a percentage. The percentage is calculated by taking into account the production's opportunities to reduce their environmental impact and the number of actions actually applied.

To define the threshold, albert analysed 29 different productions from the genres listed below:

- Children (including animation)
- Comedy
- Drama
- Entertainment
- Factual
- News
- Sports

From those productions, none achieved less than 55%, 6 productions got between 55 and 70%, 18 got between 70 and 85%, and 5 productions got over 85%.

The percentages are accountable after the filtering process has been applied in order to increase relevance to each production.

- 1 star - productions that apply 55% or more of the actions listed on the certification (including all mandatory actions).

- 2 stars - productions that apply 70% or more of the actions listed on the certification (including all mandatory actions).
- 3 stars - productions that apply 85% or more of the actions listed on the certification (including all mandatory actions).

Evidence

Every carbon action plan submitted is assessed by the albert team to make sure that all the positive actions reported by the production are carried out. In order to prove the actions have been taken, productions need to provide evidence to actions/questions which are randomly selected by the albert team. The evidence should consist of official documents such as invoices, contracts, kit lists, call sheets, green memos etc. All documentation is checked and further documents are requested if needed.

Carbon neutral

For the first time, albert certification is asking productions if the remaining emissions for their activity have been compensated through carbon offsets. This question is currently only mandatory if the production is based and/or commissioned in the UK.

Productions that offset their emissions after reducing their impact as much as possible are awarded an end credit logo that says “albert carbon neutral production certification”. If a production has not reduced its emissions to a satisfactory level before offsetting the remainder, they will not achieve certification.

Productions that achieve the albert certification but choose not to offset their remaining emissions (this is only an option for productions outside the UK) will be awarded an end credit logo that says “albert sustainable production certification”.

COVID-19

We have temporarily removed two questions related to shared and public transport as per the current COVID-19 guidance.

Feedback and review

The new questionnaire has been reviewed by members from the UK Consortium from BBC, ITV, Sky, UKTV, BBC Studios, Fremantle. The new questions have also been reviewed by international partners in Canada, Ireland, UAE, The Netherlands and Norway.