



Since launching in 2011, the BAFTA albert consortium has been developing tools, training and guidance to support an environmentally sustainable TV industry. One of the consortium's most effective projects for creating engagement and delivering carbon reduction has been albert+, a certification programme for productions currently used by consortium members only.

To make carbon reduction more accessible for the wider industry, the consortium is encouraging independent production companies to join the consortium as an affiliate member. Affiliation permits easy demonstration of a shared vision for an environmentally sustainable industry and provides supported use of the certification system in return.

The BAFTA albert consortium are delighted to welcome project affiliates from April 2016. The fee association will be a donation of £1,000.

Benefits of affiliation

production support – a half-day consultation for one of your productions to advise on a sustainability action plan for the title

- albert+ certified productions reduce CO₂ emissions by an average of 15%
- albert+ production certification creates average savings of £6,000

education and training – send unlimited delegates on Carbon Literacy training to understand climate change implications for individuals and business, and how to make a production in a more sustainable way

morale and legacy – enables industry professionals to protect and develop an industry which has supported their careers

end credit – permits the use of the albert+ logo in end credit of certified sustainable productions

brand reputation – demonstrate action on sustainability to stakeholders through affiliation with a credible, trusted and prominent industry leading initiative

For more information email aaronm@bafta.org

