

itv STUDIOS

Global Climate Action

Our sustainability journey
with albert

Phil Holdgate

Head of Global Production Sustainability
ITV Studios



Roser Canela-Mas

International Manager
albert



INTRODUCTIONS

About ITV

- UK's biggest Commercial Producer/Broadcaster
- Broadcast - Multiple linear and VoD channels and platforms
- Production - ITV Studios
 - 56 production companies
 - Based in 13 countries
 - 8,500 hours of content per year
- ITV produces over 3,000 hours of News and Sport content annually

itv

itv2

itv3

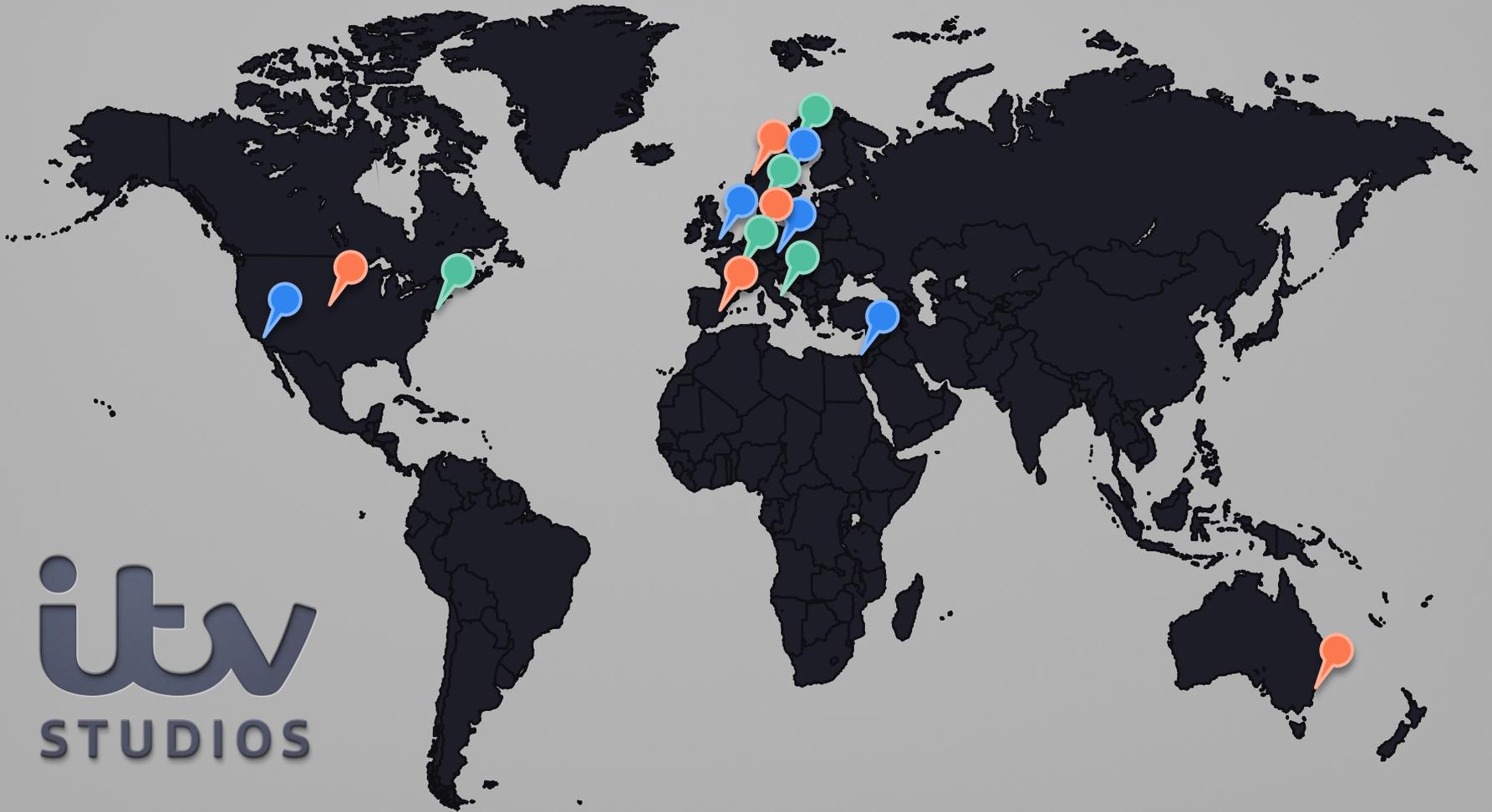
itv4

itvBe.

Citv

britbox

itv
HUB



itv
STUDIOS



itv

**NET
ZERO**
BY 2030

Our 'Climate Action'
strategy

Our Science Based Targets...



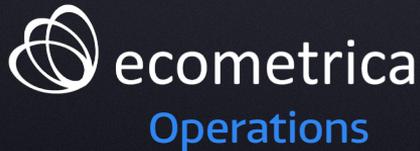
Where do you start?

1. Find a way to measure your impact

“If you can measure it, you can manage it”

- Operations – Broadcasting, buildings, business travel etc.
- Productions

2. Use that data to take action and reduce your impact



What is albert?



albert is one of the leading environmental sustainability initiatives for film and TV, in the UK and internationally.

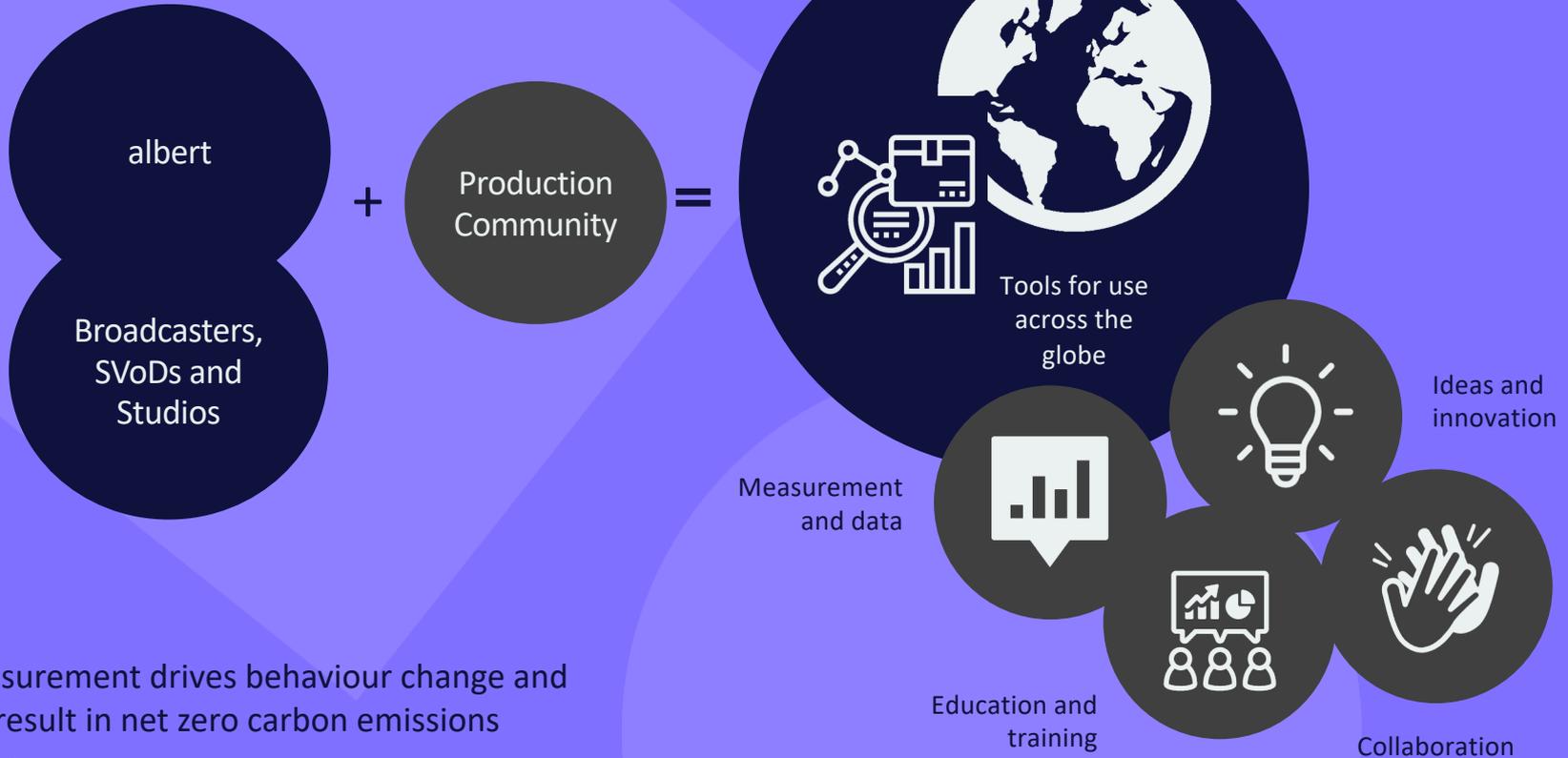
Operating in the UK as a collaborative BAFTA, indie and broadcaster backed project, albert also supports screen communities across the globe.

We aim to lead the screen industries in effective collaboration for a sustainable climate. Objectives;

1. Inspire: empowering the industry to create content that support a vision for a sustainable future
2. Eliminate: a zero carbon/zero waste production industry
3. Restore: enabling the industry to make positive contributions to the environment



What we do



Measurement drives behaviour change and will result in net zero carbon emissions faster

albert Directorate

●■ALBERT



albert Consortium

 **ALBERT**

A+E
NETWORKS
UK

A113 MEDIA

 **BAFTA**

B
Banijay
Group

BBC
STUDIOS

4

**ENDEMOL
SHINE
GROUP**

Fremantle

 **HAT
TRICK**

itv
STUDIOS

IMG

NBCUniversal

NETFLIX

sky studios

SONY


Tinopolis

**UK
TV**

VIACOMCBS

WB

 **YouTube Originals**


Mercury
STUDIOS

**AMC
NETWORKS**

albert International Partners



Fremantle



REEL GREEN

ntr:



NIK

Chewie, we're home.

The ALBERT logo, consisting of a blue circle and square icon followed by the word "ALBERT" in a bold, blue, sans-serif font.

The Albert Carbon Calculator is a Lorem ipsum dolor sit amet, consectetur adipiscing.

@ Email address

🔒 Password

SIGN IN

Forgot your password?

Create an account

WEAREALBERT.ORG

ALBERT TOOLKIT

albert provides a bespoke carbon calculator tool designed specifically for the film and television production industry.

Since its **inception in 2011**, the calculator has been built and improved with the direct input of those using it.

Latest release in January 2021 includes:

- Carbon calculator
- Carbon action plan
- Reports
- Support
- Translations

Carbon calculator

Live calculations

Multiple measurement options

Localised carbon factors

Local currencies

Footprint Data

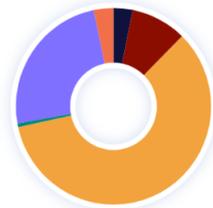
Total tonnes CO₂e **26.42**

Tonnes CO₂e per hour **6.34**

Offset Cost **£237.82**

Here you can see how much it would be to offset your emissions. To learn more about offsets click [here](#).

- Non-filming spaces
- Accommodation
- Travel and Transport
- Materials
- Filming spaces
- Post-Production



ADD NEW

Transport nickname * Country *

Description / Notes Region

Mode of transport

Type of transport

Measurement method

Fuel Type *

Measurement method

Total spend * Unit *

Carbon calculator

Non-filming spaces ?

ADD NEW

VIEW / EDIT

Working from home or a day in the office, we want to know all about your non-filming spaces.

1 Finalised	Home Office	3
3 Draft	Production Office	1

To submit your footprint, you must finalise all Non-filming spaces entries.

Filming spaces ?

ADD NEW

VIEW / EDIT

Plug in, baby. Tell us about your studio and location power and generators.

3 Draft	Studio	3
1 Finalised	Location	1

To submit your footprint, you must finalise all Filming spaces entries.

Travel and Transport ?

ADD NEW

VIEW / EDIT

Trains, planes and automobiles - if you travelled on it, then jot it down here.

5 Draft	Road Travel	7
4 Finalised	Air Travel	1
	Rail Travel	1

To submit your footprint, you must finalise all Travel and Transport entries.

Accommodation ?

ADD NEW

VIEW / EDIT

Hotel, Motel, Holiday Inn - you need to list all accommodation booked for the production here.

1 Finalised	Midscale Hotel	1
1 Draft	Economy Hotel	1

To submit your footprint, you must finalise all Accommodation entries.

Materials ?

ADD NEW

VIEW / EDIT

From set construction to production office paper, tell us all about the materials you've used.

1 Finalised	Food	1
1 Draft	Plastics	1

To submit your footprint, you must finalise all Materials entries.

Disposal ?

ADD NEW

VIEW / EDIT

Disposed, donated, sold on or stored for the next series, track all your productions waste in this section.

0 Draft	General/Mixed	0
0 Finalised	Food/Compostable	0

To submit your footprint, you must finalise all Disposal entries.

0	Timber	0
0	Textiles	0
0	Electronic Waste	0
0	Batteries	0
0	Paper and Cardboard	0
0	Plastic	0
0	Metal	0
0	Glass	0

Post-Production ?

ADD NEW

VIEW / EDIT

Offline, online, grade and colour, let's hear about your post-production time.

1 Draft		1
---------	--	---

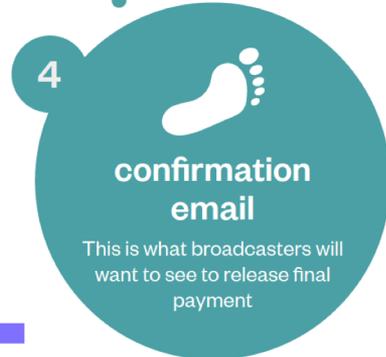
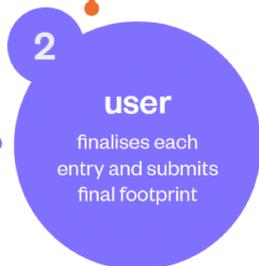
To submit your footprint, you must finalise all Post-Production entries.



The footprint workflow

Pre production

USER creates a draft footprint and **DOWNLOADS** it when all the entries are entered



If the **AUDITORS REJECT** the footprint, it will be returned with comments to the **USER** who can make any amends needed before resubmitting

If the final footprint is **APPROVED** by the auditor then the user and reviewer get a confirmation email

Production and post production

Auditors will do a final check of the footprint. They are sense checking the data to make sure there's no abnormal data in there.

Carbon action plan

Inspire positive actions

Helps to build a sustainability strategy

Sustainable production

Carbon neutral sustainable production



ALBERT
Sustainable
Production

Carbon Action Plan

Status: Overall Rating: Certification Score: Certification Logo:

NOT STARTED

The carbon action plan is designed for those productions who not only want to measure their carbon footprint but actively take steps towards reducing it. Although this is an optional step for most productions, some broadcasters require you to complete an action plan so make sure to check if you're not sure. It's free to use and productions who successfully complete it are awarded a digital certification logo that can be added to your show's endboard.

If you're using the albert calculator and already looking at how to reduce your footprint then you should definitely consider completing a carbon action plan so that your hard work is recognised. We award productions 1,2 or 3 stars depending on both the number and type of actions they take.

Communication and Engagement

VIEW / EDIT

Editorial Content (Planet Placement)

VIEW / EDIT

Production Energy, Materials and Waste

VIEW / EDIT

Travel

VIEW / EDIT

Carbon Neutral Production

VIEW / EDIT

SUBMIT FOR ASSESSMENT 

Carbon action plan

Communication and Engagement

Is there a senior person accountable for implementing agreed sustainable goals (i.e. HOP, PE, Producer)?	YES <input type="radio"/>	NO <input type="radio"/>
Will the results of an albert carbon footprint draft been used to inform the production's environmental goals?	YES <input type="radio"/>	NO <input type="radio"/>
Have any of the production staff or crew attended or will attend the albert training?	YES <input type="radio"/>	NO <input type="radio"/>
Will everyone on the production (i.e. cast, onscreen, HOD's, crew) be sent a 'green memo' prior to filming, to make them aware of the production's environmental goals? (Minimum once annually for continuing programmes) ?	YES <input type="radio"/>	NO <input type="radio"/>
Are the production's environmental goals routinely discussed at production meetings?	YES <input type="radio"/>	NO <input type="radio"/>
Is the production asking all suppliers to contribute to the production's carbon reduction? ?	YES <input type="radio"/>	NO <input type="radio"/>

Is positive environmental behaviour featured in the dialogue of the programme? [?](#)

Please upload supporting evidence for this question

 No file chosen

- Screenshot of film [✕](#) [👤](#)
- Screenshot of film [✕](#) [👤](#)
- Screenshot of film [✕](#) [👤](#)
- alexander-london-3l1sfp562qQ-unsplash.jpg Comment [✕](#) [👤](#)

evidence

Are there any props, background or actions items that have a link to sustainable living displayed on-screen? [?](#)

Are there measures in place to reduce the environmental impact of your building? (LED lights, lighting sensors, visual reminders on energy savings and waste management, etc) [?](#)

Reports

Standard

Multiple productions - company

Compare to average

Head to head



Tips and tricks

Question bubbles/Help

Quick start guide

Videos

HELP **NOTIFICATIONS**

Don't get left behind!
Timing is key to successfully completing your footprint so make sure you stick to the recommended timings below. Starting at the beginning of pre-production will mean you know what information to keep track of throughout your production. The data you enter into the footprint will be from activities that the production is paying for.

Pre-production
Start your draft footprint. A draft is important as it helps you see which areas of your production are likely to have the highest carbon impact. You can use your budget (where possible) or data from a previous series. We don't expect the data you submit here to be perfect but by completing a draft footprint you'll see which areas of your production are likely to have the most impact (e.g. if you have a high travel footprint, can you switch from flights to train journeys?) By completing a draft footprint, you'll become aware of the information you need to collect for your actual footprint and which members of your crew and other departments you'll need to engage with. Remember, you will need to input data for the whole production period including pre and post. When you've finished your draft footprint you can download and share it with your team. If you plan to take action to reduce your carbon footprint and achieve our albert certification, you should start your carbon action plan now.

Production
Keep track of the production's usage within each section throughout the production.

Post-production
Amend your draft footprint entries with the final data. If there is something that was not included in the draft footprint you can add it now. Once you're happy that your entries are correct you should finalise each one and then submit your footprint. Once you have submitted your footprint, albert will audit it to make sure everything looks correct and get back to you within 10 working days.

Tips & Tricks

Setting up a production and starting a footprint

ALBERT PRODUCTIONS TIPS & TRICKS Account: GENEVIEVE MARGRETT Copy link

Production Name:
Apocalypse Not Now
Ep 1

PRODUCTION DETAILS CARBON FOOTPRINT

Carbon Footprint

Watch on YouTube

How it works, a quick start guide

Our toolkit comprises of a calculator and carbon action plan. The calculator allows you to work out the carbon footprint of your production. For some broadcasters, using the albert calculator is a compulsory step in the production process. For those who want to take things a bit further, we offer a carbon action plan. This isn't mandatory but it's fantastic for those who are taking steps to reduce their footprint and want recognition for this on their productions end credits.

1 Create your draft footprint

During pre-production, once you've created the new production on the system you will need to complete a draft footprint. Here you'll need to input an initial estimate of your usage for all the relevant sections of the calculator, if you're not sure where to start with this, you can use your budget as a starting point. This will give you a breakdown of where your main emissions are likely to come from so you can be strategic about where you can make reductions, you can download this breakdown to share with your teams/crow. It's also important to fill out a draft footprint so you know what you'll be asked when it comes to filling out your actual footprint and don't get caught out with missing data. If you want to compare your draft footprint with your final you will have to download it before you start finalising your footprint.

Languages

- Italian
- French
- Dutch
- Danish
- Portuguese
- Swedish
- Polish
- Finnish
- Norwegian
- Spanish

More upon request...

Our credentials



A decade of experience

The albert team has over a decade of experience in production and sustainability



Comprehensive library of data

10 years' worth of data has allowed albert to build up an accurate picture of our impact



Built with the Industry

Since it began at the BBC, the tool has been designed with input from its users



Free at point of use

albert tools, training and resources are free for everyone to use.



Bespoke Carbon Factors

DEFRA, open source and bespoke factors, make this tool the most comprehensive on the market



In Depth Reporting

From individual reports to company and Industry comparisons. albert reports provide a full analysis of a production's impact



Transparent Methodology

'Always open'. albert publishes its methodology for everyone to see



Builds a complete picture

The calculator asks a complete set of questions about the production process

ITV's journey with albert...





2011

albert is founded

2014

UK productions start using calculator

2020

ITV Studios mandates albert for all UK productions

2021

Global rollout begins

2012

ITV joins albert consortium

2015

UK Productions start becoming albert certified

2021

UK productions become Carbon Neutral



Our suggested journey for
production teams...



1. Create your production in albert
2. Create your Draft Footprint
 - *Share this info with your team and suppliers*
 - *Find ways to reduce your footprint*
3. Start the Carbon Action Plan
 - *Put your plan in place*
 - *Submit your Action Plan to albert*
 - *Provide the evidence when requested*
4. Be awarded albert Certification
5. Complete your final footprint
 - *Submit footprint*
 - *Offset any remaining emissions*
6. Congratulations! – You have made a sustainable production

Why is albert right for us?



- Built by the TV industry, for the TV industry
- An end to end process which is owned by the production team
- It is suitable for all genres
- Built with the end user in mind – Easy to understand, easy to use and easy to upscale
- An integrated carbon reduction framework built in to the system
- Data reporting to help strategy and decision making
- A global tool that can be used by any production, in any country
- Supports co-productions and multi-national productions
- Other International users and partners give opportunities to collaborate
- Audited and verified Certification ensures our customers can trust that our shows are sustainable

Thank you!

itv



<https://www.linkedin.com/in/philholdgate/>