

## How the process works

When a production company is commissioned by S4C having used the Cwmwl commissioning process, they should contact the albert team at Bafta to begin the certification process as soon as possible. They will be then paired with an albert adviser.

The adviser will go through a list of questions based on the programme genre and will recommend where sustainability can be embedded. This will then form the production's sustainable action plan.

Questions and recommendations for the action plan are tailored around the genre and type of programme. Some will be mandatory for all productions wishing to gain certification, such as having a senior leader placed in charge of sustainability, engaging all suppliers in the process, issuing a green memo to communicate plans to all involved in the production and carbon off-setting, either via albert's Creative Offsetting Scheme or another off-setting scheme.

Some of the recommendations will not be mandatory and will be specific to the type of programme being made. For example, for factual programmes this may include looking at the environmental impact of travel such as avoiding plane travel whenever possible or using low emission cars and taxis as the default option. For a high-budget drama there will be many more opportunities to take action, from using low energy lights to seeking alternatives to diesel generators, opting for low impact catering or more sustainable options for costume and make up. What is and isn't achievable will be discussed in full, and not every recommendation needs to be acted on to achieve certification.

Best practice guidance, case studies and useful tips for making productions sustainable can be found on the albert website [wearealbert.org](http://wearealbert.org), along with information about how to document and evidence the sustainability within a production.

The albert adviser will guide productions through the assessment process and will let them know when and how to upload evidence of their sustainable actions.

Productions will be assessed on how many of the agreed actions have been implemented and the level of sustainability achieved. The level of sustainability is indicated by the star rating awarded (between one and three stars).

Once the assessment is complete, the albert sustainability logo is then provided for the production to use in their end credits. Albert is working to make this system as user friendly for productions as possible.

So that S4C can capture which programmes have achieved the albert certification, productions must forward their albert certification email within two weeks of the programme being transmitted, or as soon as possible before then to [mb@s4c.cymru](mailto:mb@s4c.cymru)

