

S4C partnership with the BAFTA Albert Consortium

It is of the utmost importance to us that environmental sustainability is embedded in the way S4C programmes are made. We have a duty to ensure we are keeping our environmental impact to a minimum and we aim to do everything we can to help and encourage the producers we work with to put the environment at the forefront of their programme making.

As of September 2021, S4C will begin its partnership with the BAFTA albert consortium, an association of some of the UK's largest production companies and broadcasters to achieve this, and embed sustainability into our production process by:

- Making the completion of the albert carbon footprint calculator mandatory on all our commissioned content
- Actively encouraging productions to complete the albert certification process for their productions.

September's "soft launch" will allow companies to become familiar with the requirements before becoming mandatory as of January 1st 2022 (unless they are a series under 15 minutes in total duration and/or under £50k in total budget).