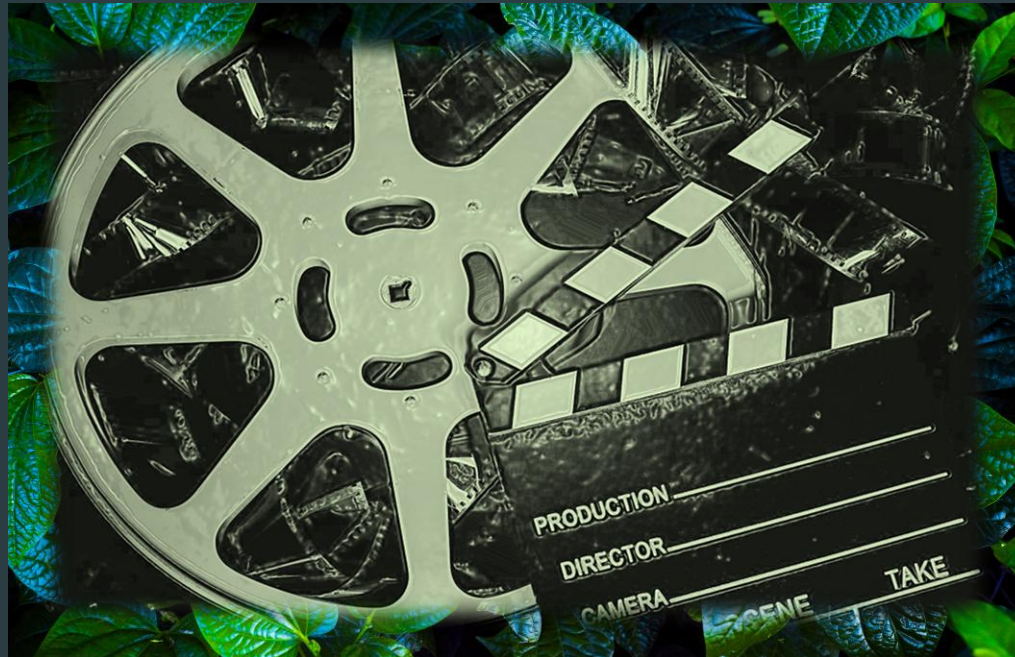


Sustainable Film & TV Production Requirements for a Greener Industry

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About Pamela Agbahor

- IT Professional with 15+ Years of Experience in Software & Database Development, Data Management, Business Intelligence & Data Analysis, IT Training and Quality Management
- Certified IT Quality Manager and BCS Practitioner in Requirements Engineering
- Passionate Problem-solver in Data-driven Processes and Requirements Engineering
- MSc in Computing (Software Engineering) | BA (Hons) in Foreign Languages and Literature (Major in French)
- Research on Environmental Sustainability Data Collection in the Film & TV Industry
- Professional Member of BCS, The Chartered Institute for IT



Introduction

Everyone in the UK, including the film and TV industry, has a part to play in achieving the UK's net zero 2050 goal.



Film & TV production has a significant environmental impact (fuel, energy, waste, emissions).

As a global awareness grows, **sustainable production is no longer optional – It's essential.**

The industry is shifting towards sustainable practices to reduce its carbon footprint.



This presentation explores key sustainability requirements for a greener, more responsible industry.

Disclaimer



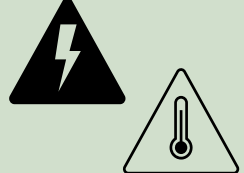


The information presented today is based on my MSc. dissertation research and additional independent research on sustainable film and TV production.

While I reference key industry organisations and initiatives, the views expressed are my own and do not represent any specific company, institution, or regulatory body.

This presentation is intended for informational purposes only and should not be considered official guidance or endorsement by any mentioned organisations.

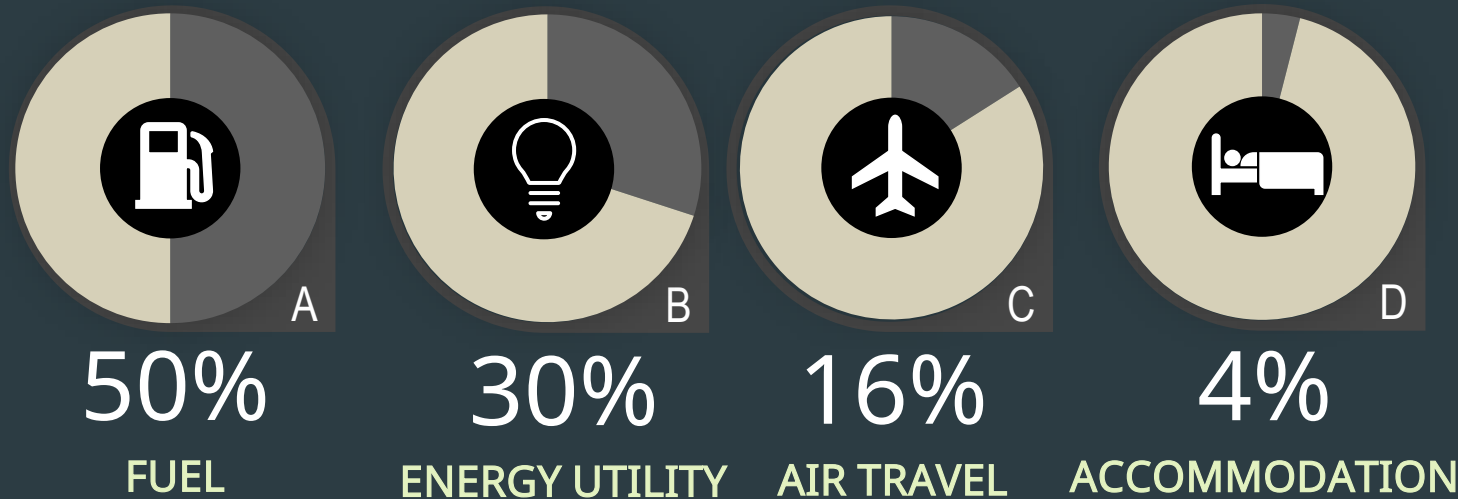
Significant Ways Film & TV Production Impacts the Environment

Adapted from Arup (2020)

Category		Impact Description	Environmental Consequences
Materials		Large-scale set construction uses wood, metals, and plastics	Excessive resource extraction, high carbon emissions, and landfill waste.
Water		High water consumption for special effects, catering, cleaning, and facilities.	Strains water supplies, disrupts ecosystems, and causes pollution.
Energy		Intense power usage from lighting, heating, cooling, and generators	Increased greenhouse gas emissions, contributing to climate change and air pollution.
Transport		Frequent travel for cast, crew, and equipment via fuel-heavy vehicles and flights	High carbon footprint, air pollution, global warming, and habitat disruption.
Waste		Single-use props, costumes, packaging, and catering waste often end up in landfills	Overflowing landfills, methane emissions, and pollution harming wildlife.

Example of a Production's Carbon Emission By Arup

Arup's 2020 report highlights a Tentpole film production with a \$70M budget, emitting 2,840 tonnes of CO₂ – equivalent to the amount absorbed by 3,709 acres of forest annually.



EQUIVALENCE			
3.4 million miles driven by a passenger vehicle	450 tonnes of burnt coal	75 return flights from London to New York	Annual electricity use of 34 homes

Arup's analysis of Tentpole's carbon emission

A	B	C	D
Fuel usage in cars	Electricity usage	Commercial air travel	Hotels & rentals
70%	70%	90%	100%
30%	30%	10%	
Diesel in generators	Gas usage	Chartered air travel	-

Towards Net Zero: The Role of BFI (British Film Institute)

The lead organisation for film in the UK sponsored by the Department for Culture, Media, and Sport (DCMS) and the National Lottery.

Supports film production, distribution, education, and audience development.

Coordinates UK-Wide Sustainability Strategy

Established Environmental Sustainability as a Cross-Cutting Principle

Formed Strategic Partnership with Environmental Organisations

BAFTA Albert and Julie's Bicycle

Powering Sustainable Production



Founded in 2011

“BAFTA albert, is the leading authority on environmental sustainability in the screen industries.” (albert, 2025)

The BAFTA albert logo is used with permission, and I am not a representative of albert. I am also not a representative of BFI or any other organisation mentioned in this presentation.

About BAFTA Albert



ROLE

- Setting Industry standards
- Defining sustainability requirements
- Carbon footprint measurement
- Green production certification
- Sustainability guidance and training
- Industry sustainability advocacy and leadership



PARNERS

- Sustainable Production: Providing expertise, innovations and insights
- Culture & Capability: BFI National Lottery Sustainable Screen Fund
- Standards, Measurements & Reporting: Arup sustainability development consultancy
- Content & Storytelling: SIGN (Screen Industries Growth Network) led by The University of York

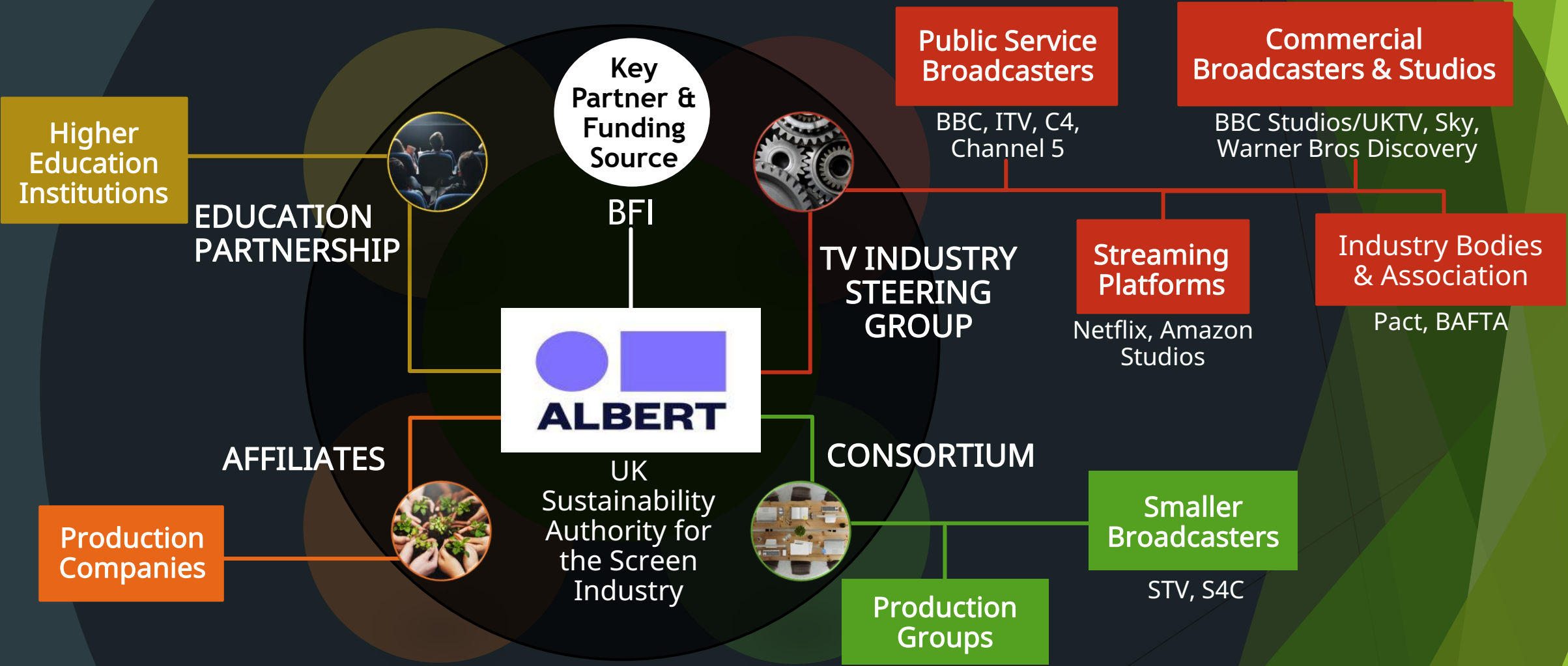


COMMUNITY

- TV Industry Steering Group
- Consortium
- Affiliates
- Education Partnership

Data source: albert (used with permission)

BAFTA Albert Community and Members



Data source: albert (used with permission)

BAFTA Albert's Primary Area of Focus, Efforts and Achievements



Area of Focus

- Energy
- Transport
- Materials and Waste
- Water Usage
- Food



EFFORTS

- Expands carbon tracking
- Advocates for net-zero targets
- Promotes sustainable practices through content creation
- Partners with broadcasters/studios
- Innovates eco-friendly tools



ACHIEVEMENTS

- Assessed 19,000 productions carbon footprints globally by beginning of 2025
- Certified 1,933 sustainable productions in 2022.
- Implemented sustainability in major studios
- Recently launched a Suppliers Directory

BAFTA Albert's Sustainability Requirements (Checklist - Green)

- Promote sustainability on screen

- Engage and train crew and cast on green practices

- Prioritise plant-based catering, source locally and reduce food waste

- Use sustainable sets and materials and work with eco-friendly suppliers

- Use renewable energy where possible

- Reduce travel impact (fewer flights, low-emission transport)

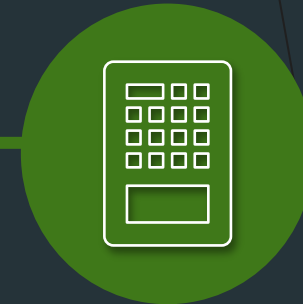
- Reduce waste and recycle efficiently

- Encourage water conservation

Sign on to the Albert Toolkit



BAFTA albert's Toolkit



Carbon Action Plan

Sets strategies to lower emissions and earn certification

Key aspects:

- Proactive Emission Reduction
 - Certification Process
 - Evidence Submission
- Broadcaster Requirement

Albert Toolkit

Primarily consist of two components

Carbon Calculator

Measures and tracks a production's carbon emissions

Key points:

- Industry-Specific (film & TV)
 - Data-Driven
 - Certification-Linked

Key Stakeholders and Potential Key Players



Five Main Phases of Film/TV Production (Traditionally)



Idea & Foundation

- Idea generation
- Script development
- Casting & securing talent
- Initial budgeting & scheduling
- Securing funding
- Legal and rights management



Preparation & Logistics

- Location scouting
- Casting actors
- Hiring crew members
- Set design & planning
- Scheduling
- Equipment arrangement
- Rehearsals



Filming

- Setup and rehearsals
- Principal Photography
- On-set management
- Daily rushes and review
- Data management
- Wrap



Editing & Finalising

- Editing
- Sound design & mixing
- Visual effects (VFX)
- Colour grading
- Soundtrack & scoring
- Final review & approval



Distribution & Marketing

- Film/TV festival submissions
- Distribution deals
- Packaging & Licensing
- Marketing campaign
- Premiere & release
- Retail distribution

DEVELOPMENT

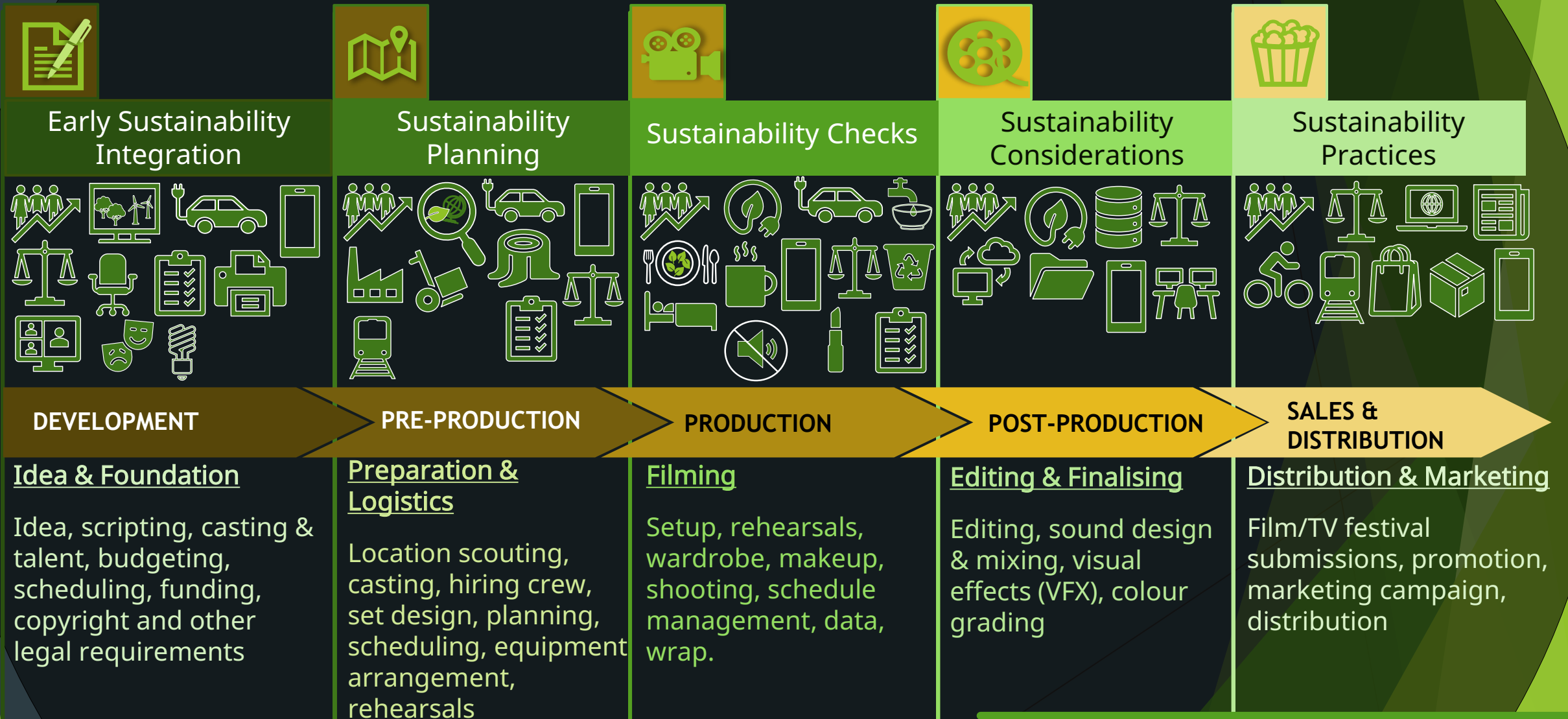
PRE-PRODUCTION

PRODUCTION

POST-PRODUCTION

SALES &
DISTRIBUTION

Sustainability in the Five Main Phases of Film/TV Production



Data Requirements for the Albert Calculator

1. Waste Management <ul style="list-style-type: none"> Volume and type of waste generated Waste diversion rates Methods used for disposal 	2. Water Use <ul style="list-style-type: none"> Water-saving measures implemented (e.g., use of low-flow equipment, rainwater collection). 	3. Material Use and Sustainable Sourcing <ul style="list-style-type: none"> Types and quantities of materials used Information about where materials were sourced from, and whether they were sustainably sourced 	4. Catering and Food Waste <ul style="list-style-type: none"> Measures taken to promote plant-based food and minimise food waste
6. Crew and Cast Engagement <ul style="list-style-type: none"> Number of cast and crew Efforts to engage crew and cast in sustainability practices 	7. Travel and Transport <ul style="list-style-type: none"> Crew, cast, and equipment travel arrangements and modes of transport Efforts to minimise travel emissions 	8. Final Reporting and Documentation <ul style="list-style-type: none"> A comprehensive sustainability report that includes all relevant data across carbon emissions, waste management, energy, water, travel, and material sourcing. 	5. Energy Use on Set <ul style="list-style-type: none"> Use of renewable energy (e.g., solar panels, wind energy)
			9. Carbon Footprint Calculation and Reporting
			10. Evidence <ul style="list-style-type: none"> Of practices adopted, such as purchasing policies, energy audits, and waste management practices.

Data source: Multiple sources including MSc research

International Green Film Production Tools Including Guidelines

Name	Country or Continent	Website	Calculator 	Certification 	Toolkit 
Ecoprod Carbon Clap	France	www.ecoprod.com	✓	✓	
Eureca	Europe	www.eurecafilm.eu	✓		
Green Film	Europe	www.green.film		✓	
Green Producers Club	Scandinavia	www.greenproducers.club	✓		
PEAR & PGA Green	USA	https://greenproductionguide.com/tools/	✓		✓
CO2 by Green Shooting	Germany	www.greenshooting.mfg.de	✓		

Data source: Mainly Council of Europe (2025)

Why Sustainability Matters for the Industry



1. Environmental Benefits

- ✓ Reduction in Carbon Footprint
- ✓ Waste Minimisation
- ✓ Protection of Biodiversity

4. Legal and Regulatory Benefits

- ✓ Compliance with Regulations
- ✓ Risk Management



2. Economic Benefits

Cost Savings: Initial investment leads to significant cost savings in the long run.
For example:

- ✓ Energy Efficiency
- ✓ Transport Efficiency
- ✓ Access to Funding and Incentives
- ✓ New Revenue Streams

6. Public Support and Consumer Preferences

- ✓ Meeting Consumer Expectations
- ✓ Positive Public Perception



3. Social Benefits

- ✓ Industry Reputation
- ✓ Talent Attraction
- ✓ Community Engagement and Education.

5. Innovation and Industry Leadership

- ✓ Encouraging Innovation
- ✓ Setting Industry Standards



Compliance to Sustainability and BAFTA Albert

Value

1. Cost Savings and Efficiency

- **Lower Energy and Resource Costs:** Using renewable energy, LED lighting, and sustainable materials reduces long-term expenses.
- **Optimised Production Logistics:** Efficient planning around travel, set construction, and waste management streamlines operations and reduces unnecessary spending.

2. Enhanced Brand Reputation and Marketability

- **Positive Public Perception:** Audiences and advertisers favour productions that demonstrate a commitment to sustainability.
- **Competitive Advantage:** Albert-certified productions gain recognition from broadcasters, festivals, and awards, increasing their market appeal.

3. Industry Leadership and Future-Proofing

- **Alignment with Industry Standards:** As sustainability becomes mandatory across industries, early adopters position themselves ahead of regulatory changes.
- **Increased Funding Opportunities:** Many public and private funding bodies prefer or require sustainability commitments.

Consequences of non-compliance

1. Financial Costs

- Higher Production Costs
- Lost Funding and Sponsorship
- Fines and Penalties







2. Reputational Damage

- Public Scrutiny
- Loss of Industry Recognition

3. Operational Setbacks

- Limited Access to Sustainable Resources
- Reduced Collaboration Opportunities

Key Challenges in Meeting Sustainability Requirements and Recommendations

 <h2>1. Budget Constraints</h2>	 <h2>2. Time Pressures and Deadlines</h2>	 <h2>3. Supply Chain and Sourcing</h2>
<ul style="list-style-type: none"> ➤ Higher upfront costs for sustainable materials and energy-efficient tech ➤ Producer's resistance due to budget limit 	<ul style="list-style-type: none"> ➤ Time-sensitive production clashing with sustainable efforts ➤ Tight deadlines limiting sustainable practices 	<ul style="list-style-type: none"> ➤ Limited access to locally sourced, sustainable materials ➤ Difficulty finding eco-friendly alternatives in remote production locations
<p>Long-term savings from energy efficiency and material reuse can offset initial costs</p>	<p>Early planning and green teams integrate sustainability into the schedule</p>	<p>Partnering with sustainable vendors reduces sourcing challenges</p>
 <h2>4. Waste Management</h2>	 <h2>5. Carbon Footprint and Travel</h2>	 <h2>6. Resistance to Change</h2>
<ul style="list-style-type: none"> ➤ Excessive waste generated from set construction, packaging, and catering ➤ Lack of effective systems to separate and recycle waste effectively 	<ul style="list-style-type: none"> ➤ Cast, crew, and equipment frequent travel increases emissions ➤ Air travel and transport contributes significantly 	<ul style="list-style-type: none"> ➤ Teams accustomed to traditional methods resist adopting green practices ➤ Difficulty in shifting production culture to embrace sustainability
<p>Recycling plans, green consultants, and material reuse minimise waste</p>	<p>Virtual production, green transport, and carbon offsetting reduce impact</p>	<p>Showing financial and environmental benefits encourages industry-wide adoption.</p>

Various Ways Sustainability is Promoted - Case Studies

Sustainability as a Core Theme

THE BOY WHO HARNESSSED THE WIND (2019) (Wikipedia, 2025)

A young Malawian boy, William Kamkwamba, builds a windmill from scrap materials to bring electricity to his drought-stricken village.

- **Sustainable innovation** - wind energy solution for drought and energy poverty
- **Highlights local ingenuity and resourcefulness** in tackling climate and energy challenges
- **Inspires audiences** by showing how sustainability can directly transform lives

Sustainability in Production

1917 (2019) (London Film Academy, 2021)

Two British soldiers on a dangerous mission to save 1,600 men during World War I. Shot in a continuous take, the film also incorporates eco-friendly production practices, like biofuels and sustainable set design.

- **Minimises environmental impact** behind the scenes rather than in the story itself.
- **Practices:** biofuel-powered generators, compostable catering, and sustainable set design.
- **Demonstrates how large-scale productions** can reduce their carbon footprint.

Sustainability Integrated into On-Screen Representation

BLUE LIGHTS (SERIES 2, 2024) (BBC, 2023)

Set in Belfast, this police drama follows new officers tackling crime and personal challenges.

- **Subtly incorporates sustainability** through character actions (e.g., reusable coffee cups, plant-based food, home cooking).
- **Normalises sustainable behaviours** by portraying them as everyday habits rather than special efforts.
- **Switches** to renewable energy and minimises paper waste.
- **Shares sustainability learnings** with other productions to encourage industry-wide change.

Conclusion

- The Film & TV industry must lead in sustainability
 - Every production can make a difference.
- From energy-efficient lighting to eco-friendly set design, every production decision can make a difference.

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Thank you

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