

GOOD

COFFEE & TV

GOOD

A FORCE

FOR GOOD

GOOD

GOOD



**CLIENTS AND STAKEHOLDERS OF COFFEE & TV
CAN TRUST THAT OUR WORLD CLASS CREATIVE IS
MATCHED WITH OUR LEADING STANDARDS OF
SUSTAINABILITY, TRANSPARENCY AND ETHICS.**

**UNLIKE MANY, WE CAN PROMISE HIGH END
CREATIVE ALONGSIDE AN AWARD WINNING
COMPANY CULTURE, WITHOUT THE NEGATIVE
ENVIRONMENTAL IMPACT.**



**WE ARE PART OF THE B CORP MOVEMENT
TRANSFORMING BUSINESSES TO BALANCE PEOPLE,
PROFIT, AND PLANET TO BE A FORCE FOR GOOD.**

**FOR 3 YEARS ALBERT HAS HELPED US TO MEASURE AND
REDUCE OUR CARBON FOOTPRINT BY 59% AND VERIFY
OUR CARBON NEUTRAL CREATIVE STUDIO AND TEAM.
WE ARE ON TRACK TO REACH NET ZERO BY 2028.**



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REPORT REPORT
SUSTAINABILITY
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SUSTAINABILITY
REPORT REPORT

EVERYTHING WE DO HAS AN IMPACT.

We understand we are in a climate and ecological crises and it is our responsibility as a business to act. We are a fully committed B Corp using our business as a force for good to protect both people and the planet.

WE TAKE SUSTAINABILITY SERIOUSLY.

In line with the UN's Paris Agreement, we have been measuring and reducing our 1, 2, & 3 scope emissions, including staff working from home, since 2019. We are working towards our net zero target, alongside the UNs Sustainable Development Goals, to help to stop the earth warming above 1.5 degrees and achieve peace and prosperity for all. We encourage all stakeholders to do the same.

WE ARE AMBITIOUS.

We are the first B Corp carbon neutral creative studio. We are proud to be pioneers amongst our peers in this space. We have set out to accelerate our emissions reduction beyond the ad industries net zero by 2030 goals, in the aim of reaching net zero emissions (90-95% reduction) by 2028. We have a full time Sustainability Manager and a healthy B Corp budget to ensure we succeed in this commitment.

WE ARE COMPASSIONATE.

Our company culture is loving, nurturing, and supportive. We help each member of our team to listen, learn, and act on social and environmental issues so they can implement changes in their personal and professional lives.

WE ARE TRANSPARENT.

We actively avoid greenwashing and believe in only sharing what we do. As a B Corp we are constantly learning how to improve our positive impact and we understand we must be transparent in our success and failures in doing so. Take a read of our [Creative Review article](#) sharing why we will not meet our net zero 2022 target and why that's ok.



REDUCTION
CARBON
REDUCTION
CARBON

CARBON REDUCTION

**SINCE OUR BASELINE YEAR 2019
TO NOW - 2022,**

**WE HAVE REDUCED OUR OVERALL
CARBON FOOTPRINT BY 59%,**

FROM 112 TCO₂E TO 46 TCO₂E.

CARBON REDUCTION

YEAR 1 TO YEAR 2

**WE REDUCED OUR CARBON FOOTPRINT BY 26%
& INDIVIDUAL FOOTPRINT BY 32%.**

YEAR 2 TO YEAR 3

**WE REDUCED OUR CARBON FOOTPRINT BY 33%
& INDIVIDUAL FOOTPRINT BY 63%.**

We have minimised our scope 1 emissions to 8.35 tCO2e and our Scope 2 emissions to 0 tCO2e now we must continue to tackle our scope 3 emissions and encourage our suppliers and stakeholders to do the same.



HOW
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**HOW DID WE GET TO
A 59% REDUCTION?**

YEAR 1 TO 2

ENERGY

We switched to 100% renewable energy in the studio.

WASTE

On top of general waste and recycling we introduced food composting, packaging composting, as well as non single use plastic brands and refill products.

COURIERS

We switched to Mango Logistics couriers who are working towards a zero emission fleet by investing in more EVs and electric pedal bikes.

TRAVEL & ACCOMMODATION

Covid happened so naturally we did less business travel and overnight stays in hotels .

YEAR 2 TO 3

WORKING FROM HOME

We have switched 84% of our staff at home onto renewable electricity and recorded those who were on a green gas tariff.

TRAVEL

We switched our cab supplier to Green Tomato cars, they have a zero emission fleet.

COMMUTE

We encourage flexible working hours which allows people to travel outside of peak hours to cycle safely or to take a longer journey into work by foot.

WASTE

All of our tech is recycled or reused through our partnership with Camara Education, they build computer labs in African schools.

YEAR 3 TO 4

DATA CENTRE

Our data centre has switched onto a 100% renewable energy backed tariff, we will work with them to develop this into a 100% renewable energy use tariff when possible.

AC REFRIGERANT

When moving to a new studio we must ensure our AC units are run on R32 refrigerant to produce around 67% less tCO₂e/kg than we are currently.

PURCHASED GOODS

We must work with our tech suppliers to see what targets they are setting e.g refurbishing, closed loop recycling, and energy tariffs. We will change suppliers where possible if ambitious targets are not set and we will purchase repaired kit wherever possible.

COURIERS

We should continue to work with Mango Logistics to understand their targets to increase their low emission fleet vehicles and to reduce the weight of their vehicles. We will always book a vehicle size that is best suited for the job.



**ZERO
NET
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NET ZERO

After reducing our emissions by 26% in one year and being on track to drive down emissions by another 30-40% in 2021 we decided to set the ambitious target of reaching net zero in 2022. At this point our definition of net zero was based upon Race to Zero and IPCC which states a science based reduction of GHG emissions balanced by permanent carbon removal.

SINCE THEN THE TERM NET ZERO HAS BEEN OBSCURED AND INTERPRETED IN SO MANY DIFFERENT WAYS GENERATING A LOT OF CRITICISM OF NET ZERO AS A TERM - AS SEEN AT COP26. AT COFFEE & TV WE DON'T BELIEVE IN VARIABLES, WE WANT NET ZERO TO BE AN EQUAL TERM THAT ACHIEVES DECARBONISATION OF OUR ECONOMY.

That is why we choose to follow the [SBTi target](#) of net zero emissions meaning 'Long-term deep decarbonisation of 90-95% across all scopes before 2050' with 'limited dependance on carbon removal' for the rest of the 5-10%. This standard launched on 28th October 21 and we encourage all businesses to follow it.

NET ZERO

NOW WITH A 90-95% REDUCTION TARGET SET, ALBERT HAS PREDICTED THAT WE ARE ON TRACK TO REACH NET ZERO EMISSIONS BY 2028.

Although the trajectory of our emissions is reducing at a faster rate if we continue to make changes to our operations, we are relying on the decarbonisation of our supply chain (scope 3) to reach that reduction. Unfortunately many industries as a whole have a long way to go in reaching production and operational reduction targets.

Mostly, delayed decarbonisation from our suppliers comes down to slow expansion of renewable energy infrastructure. The more renewable energy produced the lower its cost and therefore the more accessible it will be to suppliers who have high energy consumption e.g our data centre. Industries like vehicle manufacturers are equally behind demand and therefore driving down the cost of EVs still has a way to go before courier companies can solely invest in them. Technological advancements are needed to reduce the emissions associated with tech production, until that happens technology has a large amount of emissions associated with its life cycle assessments. We have found Apple seems to be the most transparent and progressive so we try to use their new and refurbished products where possible.



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GREEN & INCLUSIVE PRODUCTIONS

WE WANT OUR PRODUCTIONS TO HAVE AS LITTLE IMPACT ON THE PLANET AS POSSIBLE AND BE A DIVERSE, INCLUSIVE AND HEALTHY ENVIRONMENT FOR ALL PEOPLE.

Since the launch of Ad Greens carbon calculator in 2021 we have been measuring the carbon footprint of our productions. We have created a sustainability guide for producers which gives step by step advice on how to reduce emissions from the off. We have created surveys to help collect emission data and we will offset all productions to make sure they are carbon neutral.

Additionally we used the APA's Diversity Production Action Plan to help us produce DEI guidelines for producers, formulate our code of conduct and complaint procedure for call sheets, and a self identification survey to measure the diversity of the crew. This information will be passed onto the APA to help measure industry progress.



NATURE
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NATURE

COMMITMENT TO NATURE

We understand that as individuals and as a business we are dependent on our natural world. We must look after nature as it looks after us. As a B Corp, Coffee & TV aligns with the UNs Sustainable Development Goals. We continue to form new partnerships and initiatives that support the SGDs that act for nature; 13. Climate action, 14. Life below water, 15. Life on land, as well as the other goals which ensure peace and prosperity for all people. We are constantly striving to learn more about the ways in which our business can protect our natural world.

As well as minimising our operational, individual, and production carbon footprints to reduce our negative impact on nature we are also supporting charities like Survival International to help indigenous communities to continue to defend, protect, and restore it.



COMMITMENT TO PEOPLE

WE PUT PEOPLE AT THE CORE OF OUR BUSINESS AND OUR INCREDIBLE COMPANY CULTURE WAS REFLECTED IN WINNING BROADCAST'S MAGAZINE 'BEST PLACE TO WORK IN TV' 2022.

We value diversity but we understand we have a long way to go before achieving this goal within our studio. However, since 2020 we have been striving to make real progress by; holding monthly #diversity meetings, forming our DEI statement and a DEI policy, introducing paid internships, being active members of mentoring and equal opportunity platforms, measuring the DEI of our studio and setting actionable targets.

We support charities and initiatives like Choose Love, Artbox, and Camara Education to help provide for neighbouring communities.

We believe in equity and Climate Justice. By reaching real net zero way before 2050 and by supporting charities like Client Earth and Survival International we want communities who are suffering the most (but have contributed the least) to be able to heighten their standard of living by building some of the infrastructure we already have.



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REMAINING CARBON NEUTRAL

IN 2021, AFTER REDUCING OUR EMISSIONS BY 26%, WE DECIDED TO OFFSET THOSE EMISSIONS WE COULD NOT REDUCE (82.5 TCO₂E) TO BECOME CARBON NEUTRAL.

Carbon neutral means you balance the amount of GHG's that you put into the atmosphere with the amount you take out.

By measuring, reducing, and offsetting our emissions each year we have a carbon neutral studio and team. For us, this is the minimum we will do to protect our planet.

We used Alberts Creative Offsets scheme with Natural Capital Partners. They invest in nature based solutions and all of their projects are validated and verified to recognise third party carbon standards.



SETTING OFF
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SETTING OFF

OFFSETTING

WE BELIEVE ORGANISATIONS SHOULD ONLY BE OFFSETTING THEIR CARBON EMISSIONS AFTER SUBSTANTIALLY REDUCING THEM. THAT'S WHAT WE DECIDED TO DO TO BECOME CARBON NEUTRAL IN 2021.

Since COP26 we understand the deeper consequences of non sustainable and responsible offsetting schemes. We are wary of only financing projects which are both beneficial to the environment and to the communities who surround it. We follow the UN's Voluntary Carbon Markets Integrity Initiative which continues to strive to validate only accurate, sustainable and responsible projects. Trust is a huge problem with offsetting so that is why we have taken a huge amount of care over it - we would hate to be doing more harm than good.



INDUSTRY GOALS

AD NET ZERO

We are committed to all five Ad Net Zero Actions in line with helping the advertising industry reach net zero by 2030. These include reducing the emissions (where possible) of:

- **OPERATIONS**
- **PRODUCTIONS**
- **MEDIA PLANNING, BUYING & DISTRIBUTION**
- **EVENTS & AWARDS**
- **CONSUMER BEHAVIOUR CHANGE**

We are part of the Action 5 support group: using the power of advertising to support consumer behaviour change, including being active members of Purpose Disruptors.



COMMUNITY ACHIEVEMENTS

Our Coffee & TV community have been making changes to the way they live their lives. We're proud of the progress they have made as individuals - shifting mindsets from concern to action is a huge step to make.

Through staff surveys we found out that in the last year alone; 49% of staff have switched to 100% renewable electricity, 57% of staff have chosen to eat less meat and fish, 71% have chosen to buy less plastic, 9% of staff have switched to an electric or hybrid vehicle, 22% of staff have switched to a more ethical bank or pension, and 100% of staff chose to commute on public transport, cycle, or walk.

Our individual carbon footprint (total tCO2e divided by the number of employees) has reduced by 63%.



TRANSPARENCY
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TRANSPARENCY

We actively avoid greenwashing and believe in only sharing what we do. As a B Corporation we understand that transparency is key. We continue to push our knowledge and our actions to be not only the best in the world but also the best for the world. It is the responsibility of Derek Moore - CEO, Holly Arnold - Sustainability Manager, and Rhi Hardy - Head of Communications to ensure we are completely transparent in our sustainability achievements and failures in order to form trusting and honest relationships and to guide others along the journey with us.



FUTURE PICTURE
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THE BIGGER PICTURE

WE ARE WELL ON OUR WAY IN OUR SUSTAINABILITY JOURNEY. WE ARE A CERTIFIED B CORP. A CARBON NEUTRAL STUDIO. WE HAVE REDUCED OUR CARBON FOOTPRINT BY 59% IN 2 YEARS. WE AIM TO REACH NET ZERO BY 2028. NOW WHAT?

As we edge closer to net zero, we now look at the bigger picture. How can we use the power of our industry and creativity to create work that has a positive impact on people and the planet?

We have formed a 'Green Client' group who sets out to form partnerships with like minded brands and businesses in the hope of working on campaigns that have a positive impact on consumer behaviour e.g changing the way people buy, think, or act.

We believe working on these campaigns will be rewarding for both clients and artists, and we hope to use our diverse creative skill set to help people imagine a healthier, happier and greener future.

We understand some businesses are on a longer sustainability journey and we want to offer our support to get them there. We encourage all businesses to sign up to the [B Corp movement](#) and to join the [Race to Zero Campaign](#). Long term, the aim is for the majority of our clients to fall within our 'green client' category and therefore for every ad to be a green ad.



COFFEE & TV

Please find our Albert reports below

CARBON FOOTPRINT REPORT

2021 - 2022



COFFEE & TV

Hello We are albert

Founded in 2011, we are an industry consortium part of BAFTA. Our aim is to support everyone working in film and TV to understand their opportunity and create positive environmental change.

We do this in two key ways:

1. Enabling every part of the screen industry to eliminate waste and carbon emissions from production
2. Empowering the industry to create content strategies that support a vision for a sustainable future

The creative industries offer the greatest opportunity to mobilise positive action for the planet.

We are leading a charge against climate change; uniting the screen industries to make a positive environmental impact and inspiring audiences to act for a sustainable future.

We are albert. So are you.

I like it!

But, what is it?

This document contains your bespoke company carbon footprint. A carbon footprint is a way of expressing, quantifying, comparing and contextualising all business activity that has a negative impact on our climate.

Coffee & TV is a B Corp creative studio with purpose. From conception through to direction, production, visual effects, design and colour grading, they believe in creating a space where creativity and rigorous processes meet to produce world-class and effective work. This is Coffee & TV's third year of reporting.



Why is it so important? Well, we're glad you asked!

By measuring your footprint, you're taking the first step toward reducing your impact. By looking at all your activities together you're able to see which of your activities have the biggest impact and can then take a methodical approach to making positive changes.

A lot of people sweat the small stuff: paper use, single use plastics etc. While it's good to make changes here, it can be a lot of effort for little reward.

A carbon footprint measurement allows you to see the bigger picture and make changes to the things that matter most.



Here's how we worked it out

Emissions are presented in the unit, tonnes of carbon dioxide equivalent or tCO₂e for short (this is what we will be using). This is a universal measurement to show the global warming potential (GWP) of all greenhouse gases (GHGs) in one simple unit. tCO₂e incorporates the impact of the seven main GHGs that contribute to climate change.

Your annual report will incorporate scope 1, 2 and 3 these are defined below.

Scope 1 or direct- emissions from activities owned or controlled by your company e.g. fuel used in company controlled vehicles.

Scope 2 or energy indirect- emissions associated with your energy use but occur at sources you don't control e.g. electricity generation, heating and cooling.



Scope 3 or other indirect - emissions associated with your actions emitted at sources out of your control that is not covered by scope 2 e.g. waste, material use, travel etc and the transmissions and distribution of electricity

In order to produce this carbon footprint, we looked at:

- Utilities (electricity and water)
- Travel (company owned, business and commuting)
- Purchased goods (i.e. paper, kit)
- Disposal
- Managed Assets (Data Centres)
- Working From Home

To make emissions comparable from company to company we use emissions intensity, for the purpose of this report this will be emissions per full time employee (FTE). Coffee and TV have 55 employees during this reporting period.

We asked for a variety of data points for each. This allowed us to build up a picture of the activities that had the biggest impact and which – with some changes – could bring down your company's footprint.

Operational boundaries of this report are all Coffee & TV offices, employees and supply chain.



Here's what it looks like at a glance

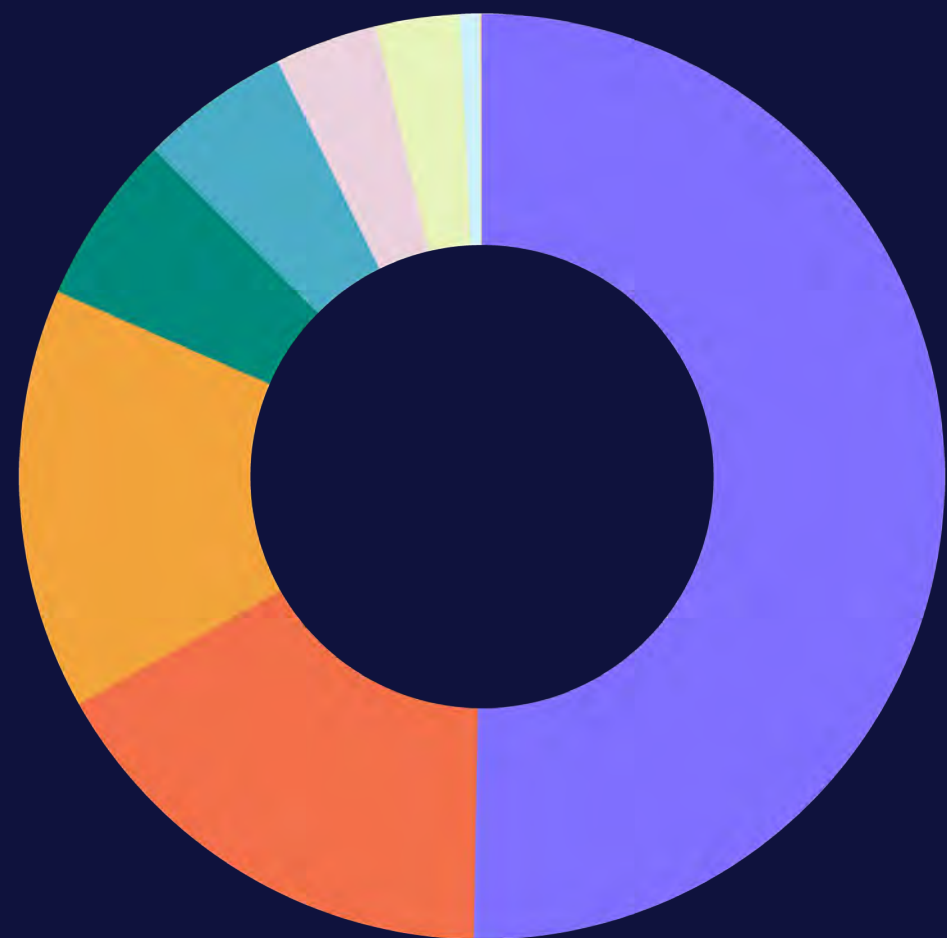


Figure 1: Total emissions broken down by activity type corresponding to table 1.

Table 2: Coffee and TV emissions and activity intensities per fulltime employee (FTE).

Emissions	0.93 tCO2e
Commute	840.2 km
Electricity	2026 kWh

Yearly CO2 Emissions = 46.22 tCO2e

Table 1: Yearly emissions reporting by activity type with corresponding percentages.

Emissions Type	Yearly Emissions	Percentage Yearly Emissions (%)
Purchased Goods	25.4	60.78
Refrigerants	8.35	17.97
Managed Assets	7.44	16.82
Couriers and business	3.35	3.56
Electricity	2.63	0.65
Commuter Travel	1.82	0.39
Home Working	1.47	0.34
Water	0.03	0.24
Disposal	0.02	0.02

And in a little more detail

Annual emissions associated with Coffee and TV activity and running totalled 46.22 tCO₂e. For context, this is the same as the emissions associated with the 10 hours of TV production or 84,000 large lattes.

We can also compare your emission intensity, in table 2, to other similar companies. The average office based company in the UK emits 2-3 tCO₂e per employee. Your emissions intensity is 50% less.

Emissions are broken down by scope as referenced on page 9. Your direct emissions are broken down into scopes 1 (18%) and 2 (0%) and your indirect emissions are denoted by scope 3 (82%).

How does this breakdown compare the average company in the UK?

80% of the emissions produced by the average UK company are associated with Scope 3 or indirect emissions as this encapsulates the emissions relating to relationships you have with your supply chain. Although this is a significant impact the responsibility to reduce is shared with others in this chain and can be mitigated and managed through a working procurement strategy. We will dive into your emissions in further detail during the course of the report.

Emissions Scope Breakdown (tCO₂e)



Figure 2: Total Emissions broken down by Scope corresponding to table 3.

Table 3: Total emissions broken down by scope with percentage of total emissions.

Scope	Yearly Emissions	Percentage Total Yearly Emissions (%)
Scope 1	8.35	18.07
Scope 2	0.00	0.00
Scope 3	37.87	81.93

Here's how to do something about it



The climate crisis causes a lot of us to bury our heads in the sand as it feels so overwhelming and impossible to achieve anything that can make a difference. But know that incrementally, it is possible to make positive changes and together we can make a real difference.

Within your footprint there will be some impacts that are within your control, some within your sphere of influence and some which are out of our control. But with 10 years to save the planet, you do have a responsibility to do something about all of it.



Purchased Goods and Disposal - 25.4 tCO2e (Scope 3)

Purchased goods account for 60% of your company emissions (25 tCO2e), this is similar to the emissions produced by two average Brits during the course a year.

The majority (94%) of your purchased goods emissions are associated with new tech which is vital to the running of your company, the next greatest contributor is food and drinks. The impacts of these two good types have been reduced through your actions.

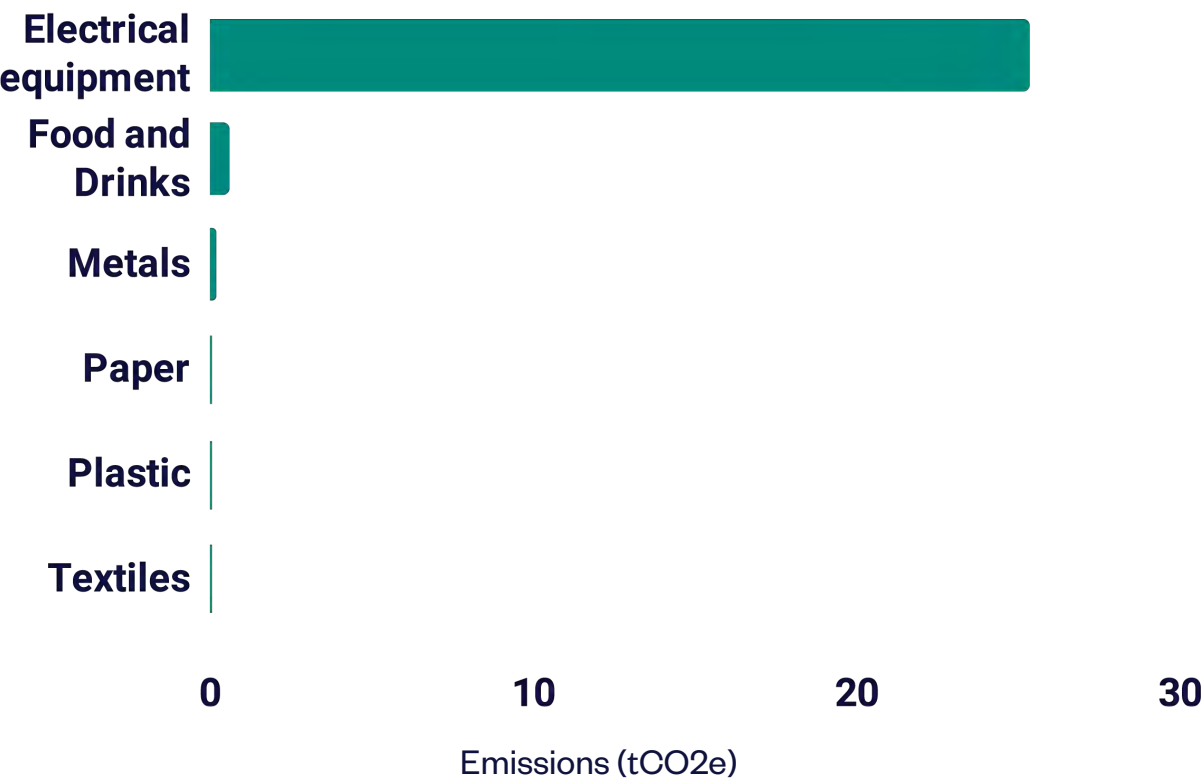


Figure 3 : Emissions associated with different purchased goods by product throughout this reporting period. This graph is on a log scale where figures less than one are presented on the left hand side of "1".

What you are doing well

- You have been able to extend the life of the equipment that you use by donating to other organisations, this has enabled you to reduce disposal emissions by a quarter of a tonne
- Through your buildings being on a renewable energy tariff you have negated the use phase of your equipment emissions which has a significant impact as you can see in figure 4. This equates to 30 tCO2e across all new products purchased in this reporting period.
- Choosing low emission food and drinks options like dairy free milk and boxes of "odd" and local fruits has enabled you to reduce these emissions by 3 tCO2e.

What can you do?

- Introduce sustainability into your procurement strategy and work with your suppliers and manufacturers to see what targets they are setting with regards to refurbishing and closed loop recycling as well as their energy tariffs - these actions could reduce the emissions associated with your kit by up to 70%.
- For any IT equipment and phones that don't require such a high spec there is a huge market of repaired IT equipment in the future you could look at the refurbished market which could save you around 150 kgCO2e per laptop, monitor or phone and can reduce associated costs by up to 70%.

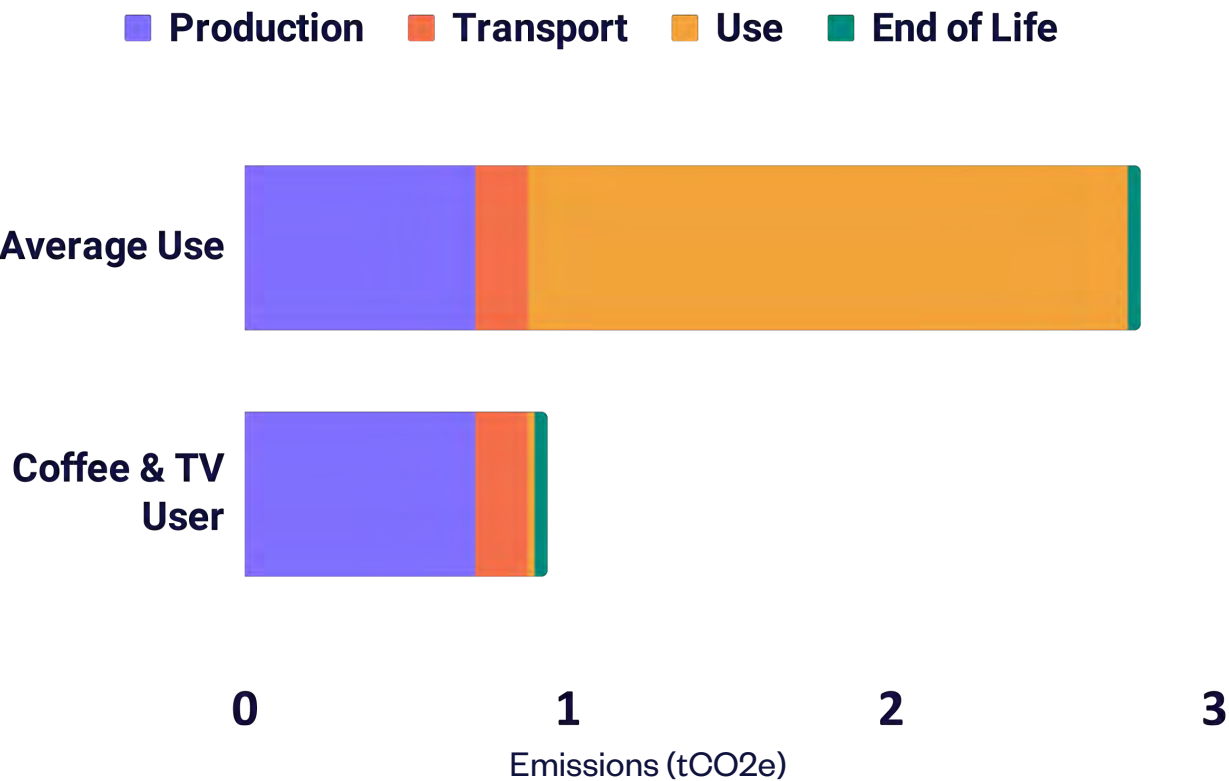


Figure 4 : The change in emissions associated with the life cycle of a mac pro (Apple, 2019) showing the average life cycle emissions compared to when used at Coffee & TV.

Disposal - 0.02 tCO2e (Scope 3)

- Emissions associated with disposal accounted for less than 0.5% of your annual emissions. All of your waste is recycled which has enabled you to reduce emissions by half a tonne.
- Through donating IT equipment to other organisations you have been able to extend the life of the equipment. This has reduced the life cycle emissions of your equipment by around 2%.

Transport

Couriers - 3.00 tCO2e (Scope 3)

4% of your company emissions are associated with use of couriers. 99.5% of these emissions are associated with diesel or petrol transport types however it is hugely encouraging that your courier suppliers are using electric vehicles.

What can you do?

- Work with your courier companies to understand their targets to increase their low emission fleet vehicles and to reduce the weight of their vehicles.
- May sure to request a vehicle that is the right size for the job.

Commuter Travel - 1.815 (Scope 3)

Commuter emissions accounted for 4% of your overall company emissions, this works out as 840 km per employee per year. Compared to the average commuters in Westminster this is 85% less which is hugely encouraging and attributable to 98% of your workforce commuting by low emission transport.

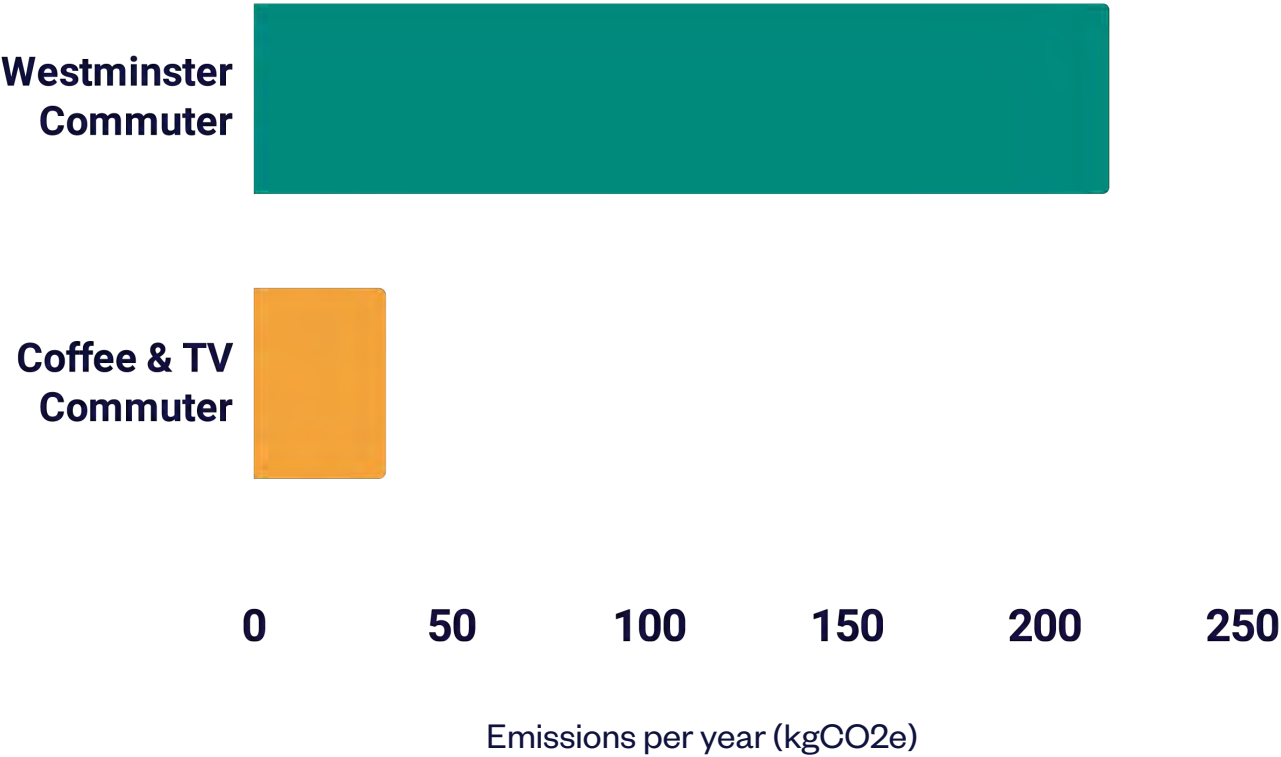


Figure 5: The emissions associated with the average UK workers commuter during an annual period (DfT, 2020 and Mobilityways, 2020) compared to the average Coffee & TV commuter.

Business Travel - 0.34 tCO2e (Scope 3)

During the course of 2021 your business travel amounted to 1304 km, the distance form London to Glasgow and back.

- 70% of your travel was through use of taxis.
- 30% was through employee vehicles.

What you are doing well

- You are using suppliers that are setting their own sustainable targets and goals and involving their suppliers too.
- One of your suppliers has started using hydrogen powered transport made using renewable energy (green hydrogen) meaning that this travel is truly zero-emission.
- Look to work with suppliers that are looking to have a fully electrified fleet in the next 2 years and are encouraging local councils to improve charging infrastructure.

Looking forward

- The UK governments recently released it's strategy on hydrogen, as part of broader net zero strategies.This will provide another low emissions fuel option for larger HGV vehicles.
- Alongside the above, in the next 15 years 50% of buses could be electric or hydrogen powered.
- In the next 10 years, 80% of motorbikes and 72% of vans will be electrified, this will reduce your transport emissions by 80%.

9% of Coffee & TV employees have switched their person vehicles to electric power since the last reporting period. This will have reduced their personal transport emissions by around 75%

Buildings

Electricity - 2.63 tCO2e (Scope 3)

Continuing to use a renewable energy supply has enabled you to save 27 tCO2e. The remaining emissions are associated with grid inefficiencies and will gradually decrease to almost zero in the next 8 to 10 years.

Through use of low energy lightning, occupancy sensors and timers and reducing office space Coffee and TV have managed to decrease energy use by over half - 111,000 KWh! This is the energy used by 7.5 average sized houses in the UK.

What you can do?

- Install reflectors in light fittings to focus light to specific areas, this can increase efficiency by 20% (DECC, 2020).
- Maximise natural light by cleaning windows, opening curtains and blinds where possible. With this in mind make sure that light timers are seasonal to reflect changes in natural light; in the average office this can save 2400 kWh across the year (Carbon Trust, 2019).
- Conduct a 'goldilocks review' to make sure that desks aren't too near or far away from heating or cooling equipment.
- If you have noticed that some employees will work later and earlier then create office "morning and evening zones" so that lighting and heating don't need to be used for the whole office space.
- In areas of high activity make sure that the thermostat is adjusted accordingly.

Water - 0.03 tCO2e (Scope 3)

By 2050 global water demand will rise by 30% (Boretti and Rosa, 2019) therefore it is vitally important to conserve and reduce unnecessary water use. Your suppliers can empower this through reporting.

- Service water systems regularly; drippy taps and leaks can lose up to 20 gallons daily (EPA, 2021). Ask for day and night reporting so this can be more easily spotted.

Working From Home - 1.47 tCO2e (Scope 3)

Highlighting the impact of your employees home energy tariffs and the potential positive impact they can have is clear to see, an amazing 84% of your employees are on a renewable energy tariff and 60% of them are on a biogas tariff. This has reduced your WFH emissions by 3.13 tCO2e (fig. 8).

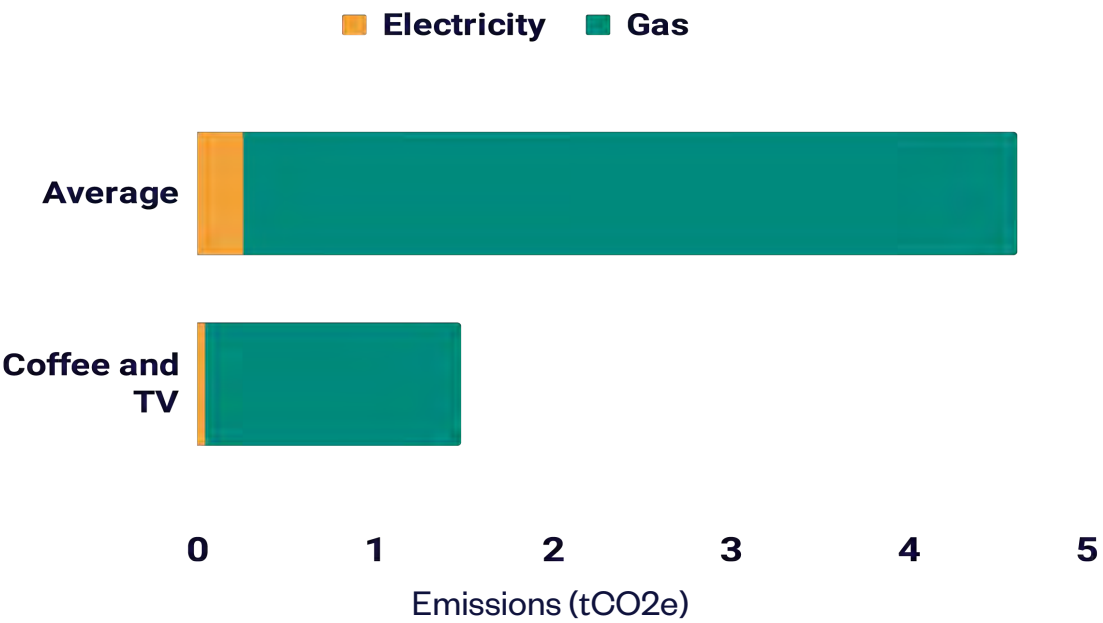


Figure 6 : Change in emissions between the average home workers in the UK compared to Coffee & TV employees.

Refrigerants - 8.35 tCO2e (Scope 1)

Refrigerant emissions are the only remaining emissions of your scope 1 and 2 and until legislation comes in to ban the use of high-emitting refrigerant air conditioning gases and there is a subsequent increase in manufacture of low emitting gases this will be tricky to tackle.

With that being said, since the last reporting year use of refrigerants have reduced by 60% reducing your emissions by 16 tCO2e.

In the next 2-3 years the much needed reforms are expected to come into fruition, this will reduce refrigerant gas emissions by a further 60%.

Case Study

An engineering firm started a veggie butty competition within the employee group to think of energy saving measures with the reward of bacon butties, they received over 200 ideas in the space of 2 weeks (DECC, 2015)

Managed Assets

Managed assets electricity used at a site or in an asset not directly owned or operated by the reporting organisation (such as space in a data centre). We have also included hotels in this section for the same reason.

Data Centres - 7.32 tCO2e (Scope 3)

During this reporting period your tech centre used 27,400 KWh this is equivalent to powering 15 large electric cars for a year. The emissions associated with this power account for 17% over your annual emissions.

What can you do?

- Encourage your tech centre to move their energy to a renewable energy tariff, this could result in your associated emissions decreasing by 96% (7 tCO2e)
- Explore using cloud native tech centres where possible. Studies have found that energy use per unit of data stored and transfered is 91% less in cloud data centres when compared to smaller on-premises data storage. Assuming a similar amount of data is being stored, the associated emissions would be 0.05 tCO2e (or 50 kgCO2e).

Looking forward

Data centres half the amount of energy they use per unit of data every 1.8 years (Aslan, 2017) energy and the corresponding emissions will halve in this period too. Many third party data storage providers have also set emissions targets and this will caused a domino affect in the rest of the industry.

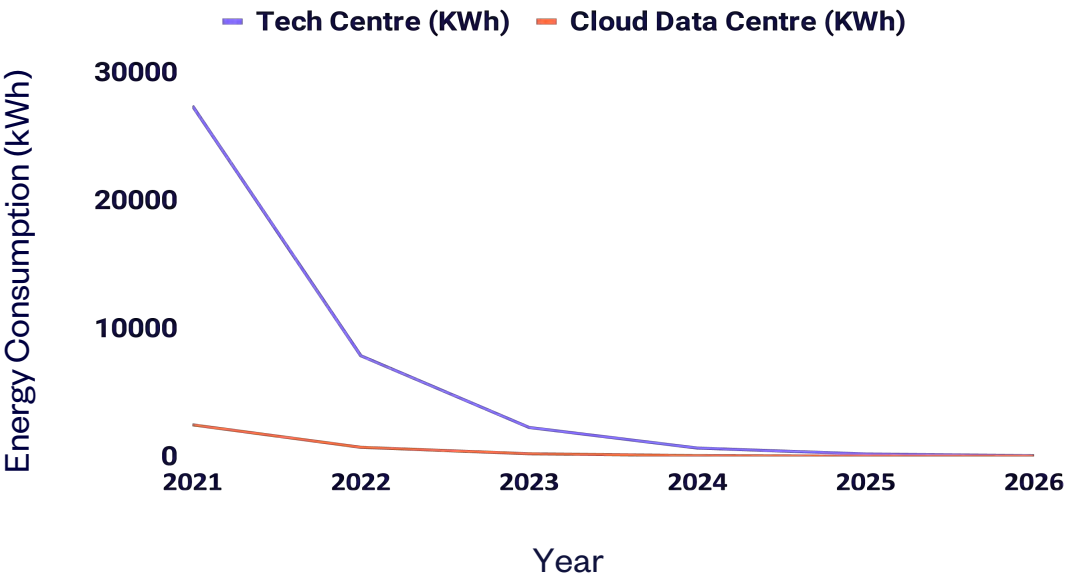


Figure 7 : Aslans rule of energy efficiency in data storage applied to your tech centre (purple) and a cloud based data centre (orange) over a 5 year period.

Reporting

For 2020 reporting the data confidence level (data input from company specific accounting) is 98%. It is amazing that all of Coffee and TV employees are already engaged in the process through continuous surveys it will be important to sustain this going forward with growth.

Make sure that these forms aren't sent out during the busiest times of the year to relieve an extra stressor!

Involve other members of different departments to take the onus off a single employee at the end of the reporting year and create a green team to empower employees to set targets and be a part of changes

Hotels - 0.12 tCO2e (Scope 3)

During this reporting period Coffee & TV employees stayed in hotels for 16 nights. This activity accounts for less than half a percent of your annual company emissions.

Through choosing hotels that are on a renewable energy tariff where possible this could negate these emissions altogether. There are thousands of hotels that will be able to provide (close to) zero emission rooms, look out for those that are part of the Renewable Energy 100 membership as well as other B-corps.

Consider the impact

Your pensions have the power to change the world, look at what you're investing there is a great tool here. There is currently US\$ 50 trillion invested in pensions globally and less than 1% is invested in low carbon solutions so be a part of the change. 50 trillion has also been coined as the amount we need to invest to meet Paris Agreement targets of 1.5-2°C (Morgan Stanley, 2019).

Net Zero Ready?

We certainly think so! It is a huge achievement that Coffee and TV have completed their third year of emissions reporting, so what's have you achieved?

In figure 7, looking at the bar charts Coffee & TV have already reduced their emissions by 59% from a baseline of 2019.

What is Net Zero?

Practically, Net Zero, means a commitment to reducing emissions by 50% by 2030 and 90-95% by 2050 or sooner. Coffee & TV are on a projection are currently reducing emissions annually by a rate of 25% per year which hugely impressive.

What does Net Zero mean for you?

Coffee and TV will need to be emitting around 11 tCO₂e per year in 28 years time based on a 2019 baseline. We have modelled your current emissions and factored in some global and local changes to estimate when you could reach this. This estimate will improve with further reporting but if you are ready to make a statement then we are here. Your feasible Net Zero target is

2028!

This will require, on average, a 19% year on year emissions reduction (see figure 7). For the purposed of this exercise we have broken this down into the following categories.

Purchased Goods and Disposal - 25.6 tCO₂e, in 10 years time 7 tCO₂e

- In the next 10 years industry recycling rates and transport efficiency will decrease emissions associated with kit by 86%.
- Set goals to re-use set materials and to end purchasing of non-technical IT equipment and phones this will reduce emissions by 8 tCO₂e per year.
- Work with waste suppliers to improve the percentage of their sites that use renewable energy.

Buildings -12.5 tCO₂e, in 6 years this will be 4 tCO₂e

- Legislation affecting use of high emitting refrigerants in air-con will result in the completed phase-out in the next 4 years. This will reduce these emissions by 7 tCO₂e.

- Remaining emissions associated with electricity will gradually decrease in the next 6 years.
- Government household decarbonisation strategy suggests that we will be seeing net impact of homes and working from home approach zero.

Transport - 5.16 tCO₂e, in 10 years this will be 1 tCO₂e

- Alongside the above, in the next 15 years 50% of buses could be electric or hydrogen powered.
- In the next 10 years, 80% of motorbikes and 72% of vans will be electrified, this will reduce your transport emissions by 80%.

Other - 7.4 tCO₂e, in 6 years this will be 0.4 tCO₂e

- In the next 5 years emissions associated with your data storage and tech centres will decrease by 7 tCO₂e through improvements in effectiveness of energy use as well as global energy emissions intensity from renewables.
- Hotel emissions will also decrease by 100 kgCO₂e when factoring the changes in UK grid emissions from changes in energy sources.

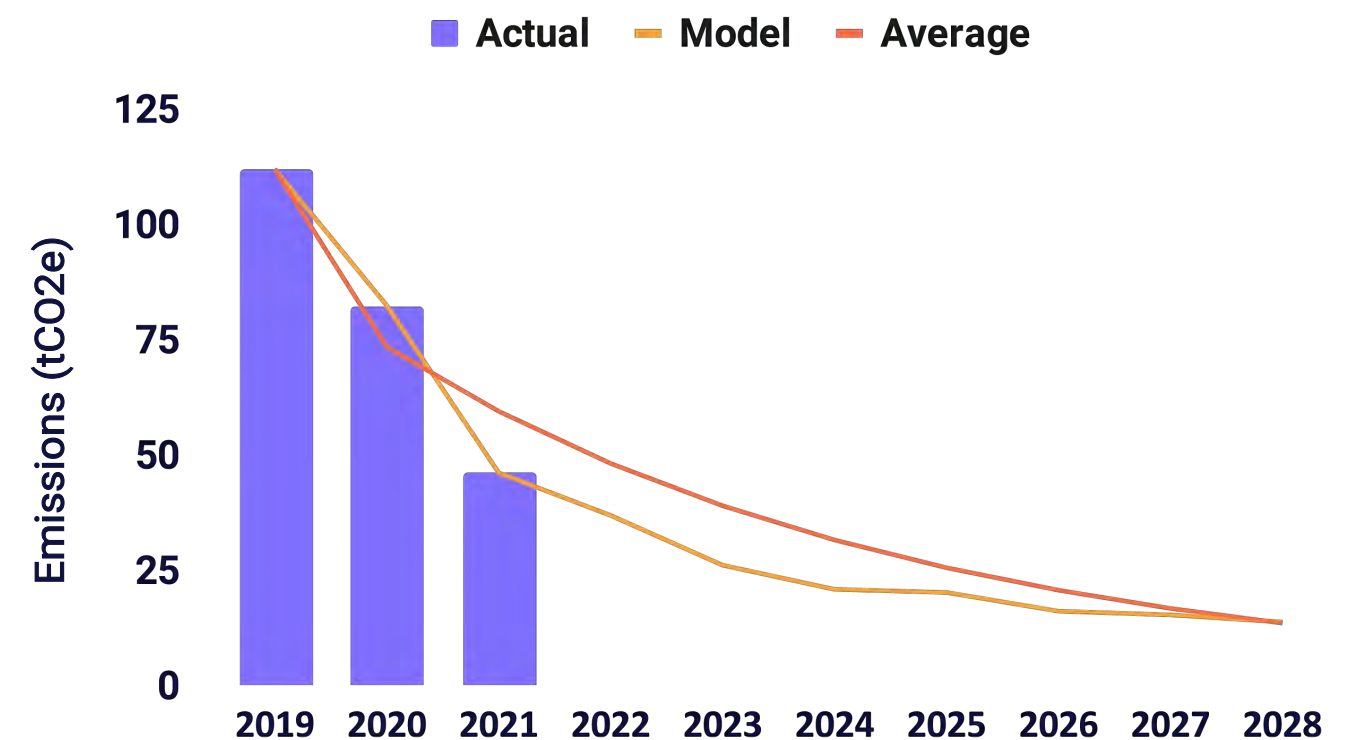


Figure 7: Project Net Zero Coffee and TV- a graph outlining the journey to a 90% reduction in emissions between 2019 and 2028, the orange line showing the average reduction requirements and the yellow line showing a more realistic line.

Sustainable Development Goals (SDGs)

The Sustainable Development Goals or Global Goals are a collection of 17 interlinked global goals designed to be a "blueprint to achieve a better and more sustainable future for all". Through Coffee & TV reporting and emission reduction they are voluntarily contributing to the following 8 goals.



Clean Water and Sanitation :

6.3 - Reduction in total waste produced, 100% of water treated



Affordable and Clean Energy :

7.2 - 100% of energy is from a renewable energy tariff
7.3 - 50% increase in building energy efficiency



Decent Work and Economic Growth :

8.4 - Reduction in absolute carbon emissions



Sustainable Cities and Communities :

11.6 - Measured carbon emissions, reduction in absolute carbon emissions, reduction in travel emissions, 100% of waste recycled or donated



Responsible Consumption and Production :

12.1 - Reduction in absolute carbon emissions
12.5 - reduction in total waste produced, 100% of waste recycled or donated
12.6 - Measure carbon emissions



Climate Action :

13.3 - Reduction in absolute carbon emissions



Life Below Water :

14.1 - Reduction in total waste produced
14.3 - Reduction in absolute carbon emissions



Life on Land :

14.1 - Reduction in total waste produced
14.3 - Reduction in absolute carbon emissions

If you are looking for more information on the other Sustainable Development Goals, click the link [here](#).

Remember, don't sweat the small stuff

When it comes to our carbon footprints, we tend to sweat the small stuff and focus on the things in front of us – the paper use, the single use plastic... and whilst it's important that we do change our habits here and try and minimise our consumption, you'll see from your footprint that these activities are a really small part of your overall impact.



Here are some of our projects that might help

Creative Energy

Our energy project is designed to make buying renewable energy as cost efficient as possible. You can find out more about this [here](#).

Creative Offsets

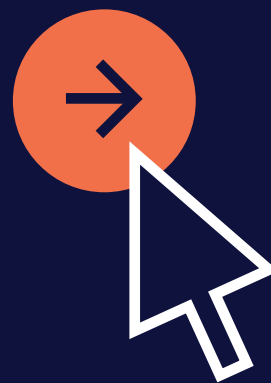
Once you've reduced your footprint as much as possible, we recommend offsetting the rest. You can do this through a number of companies and it's cheaper than you might think. Find out more about our offset scheme [here](#).

Suppliers

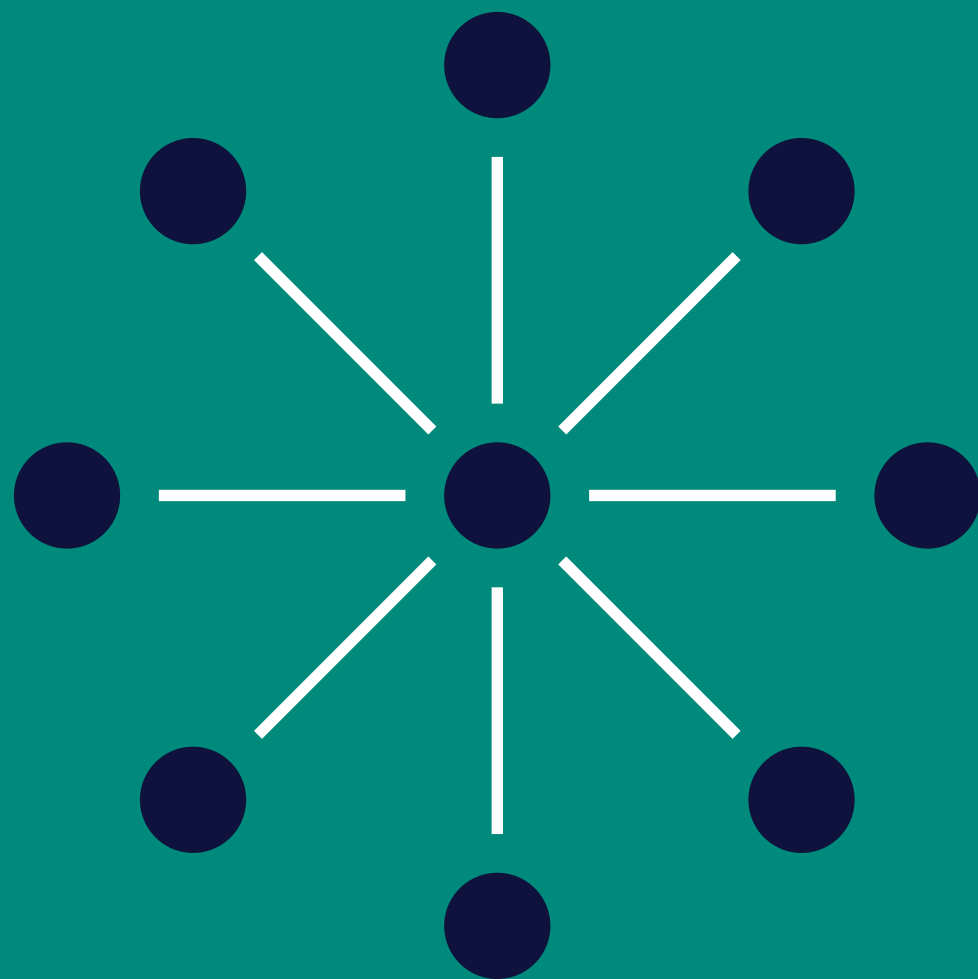
From travel to catering – we have a directory of green suppliers to help you. Find out more [here](#).

Visit [wearealbert.org](http://www.wearealbert.org) for further advice and inspiration.

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What's the cultural impact of this?



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In time, legislation will likely require businesses to report their carbon emissions so by understanding and reducing your footprint now you'll be getting ahead of the game.

We're incredibly proud to support the film and TV Industry in its transition to carbon neutrality. Not only can it make positive changes itself but unlike any other industry it can also mobilise positive action for the planet and inspire audiences to act for a sustainable future.

By joining albert and tackling your impact head on, you are helping to support our industry as well as safeguarding your business's future.

So, what happens next?

Finally, we know that great things can be achieved together, and while it is vital that we work to eliminate our impact, there is still a job to be done communicating environmental urgency and optimism.

Consider how you can share this information with all your stakeholders. Consider whether it might be possible to work with all your stakeholders to craft an environmental message that will bring the rest of the industry with you.



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CARBON FOOTPRINT REPORT

2020 - 2021



COFFEE & TV

Hello We are albert

Founded in 2011, we are an industry consortium part of BAFTA. Our aim is to support everyone working in film and TV to understand their opportunity and create positive environmental change.

We do this in two key ways:

1. Enabling every part of the screen industry to eliminate waste and carbon emissions from production
2. Empowering the industry to create content strategies that support a vision for a sustainable future

The creative industries offer the greatest opportunity to mobilise positive action for the planet.

We are leading a charge against climate change; uniting the screen industries to make a positive environmental impact and inspiring audiences to act for a sustainable future.

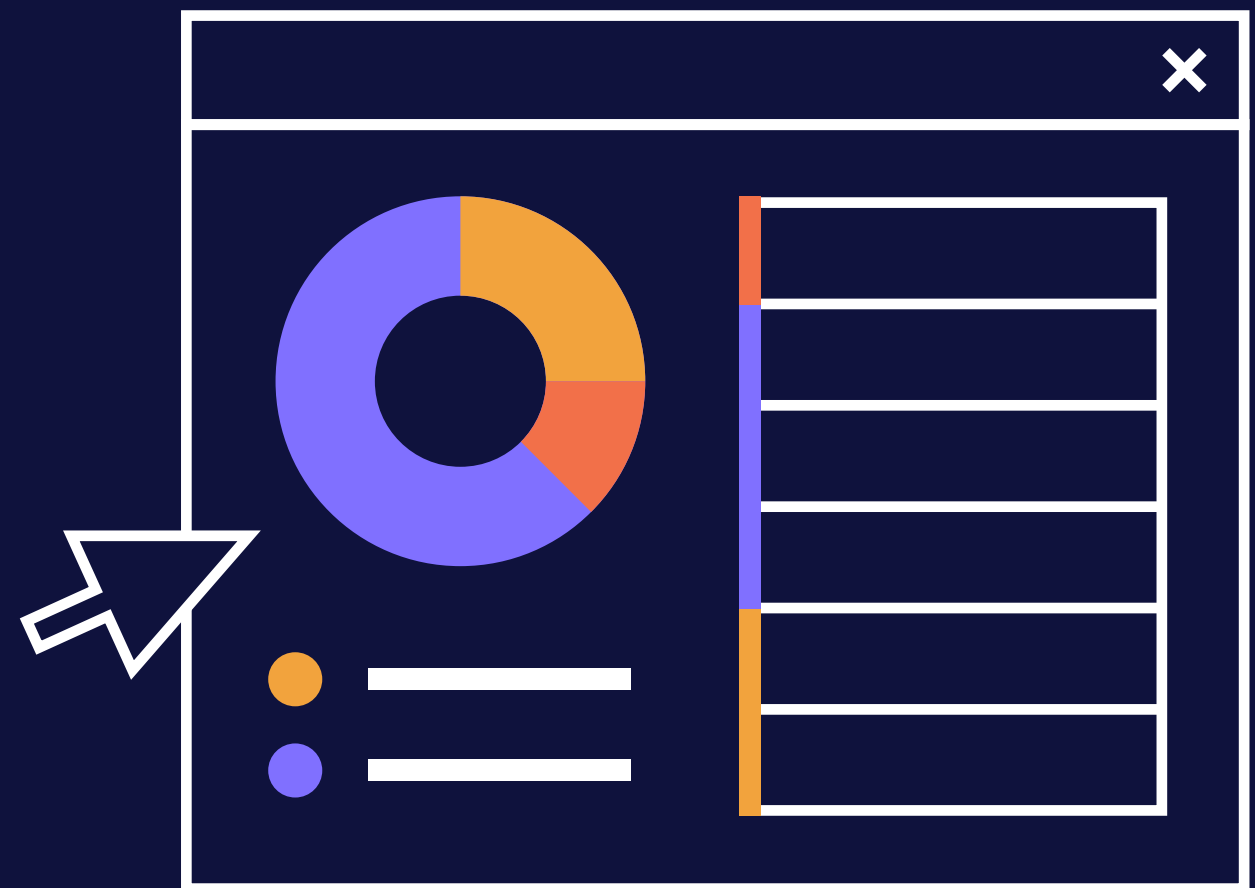
We are albert. So are you.

I like it!

But, what is it?

This document contains your bespoke company carbon footprint. A carbon footprint is a way of expressing, quantifying, comparing and contextualising all business activity that has a negative impact on our climate.

Coffee & TV is an independent visual content studio, specialising in VFX, animation, design and colour grading. It was founded in 2012 and is driven by an amazing group of like-minded individuals producing award winning work. They are leading the way in the industry, this is their second company emissions report and are now a Certified B Corporation and are setting Net Zero targets.



Why is it so important? Well, we're glad you asked!

By measuring your footprint, you're taking the first step toward reducing your impact. By looking at all your activities together you're able to see which of your activities have the biggest impact and can then take a methodical approach to making positive changes.

A lot of people sweat the small stuff: paper use, single use plastics etc. While it's good to make changes here, it can be a lot of effort for little reward.

A carbon footprint measurement allows you to see the bigger picture and make changes to the things that matter most.



Here's how we worked it out

Emissions are presented in the unit, tonnes of carbon dioxide equivalent or tCO₂e for short (this is what we will be using). This is a universal measurement to show the global warming potential (GWP) of all greenhouse gases (GHGs) in one simple unit. tCO₂e incorporates the impact of the seven main GHGs that contribute to climate change.

Your annual report will incorporate scope 1, 2 and 3 these are defined below.

Scope 1 or direct - emissions from activities owned or controlled by Coffee & TV e.g. gas used in boilers.

Scope 2 or energy indirect - emissions associated with your energy use but occur at sources you don't control e.g. electricity.



Scope 3 or other indirect - emissions associated with your actions emitted at sources out of your control that is not covered by scope 2 e.g. waste, material use, travel etc.

In order to produce this carbon footprint, we looked at:

- Utilities (electricity, Water)
- Refrigerants
- Working From Home (things have changed in the last year!)
- Business Travel (including couriers)
- Accommodation
- Disposal

We asked for a variety of data points for each.

This allowed us to build up a picture of the activities that had the biggest impact and which – with some changes – could bring down your company's footprint.

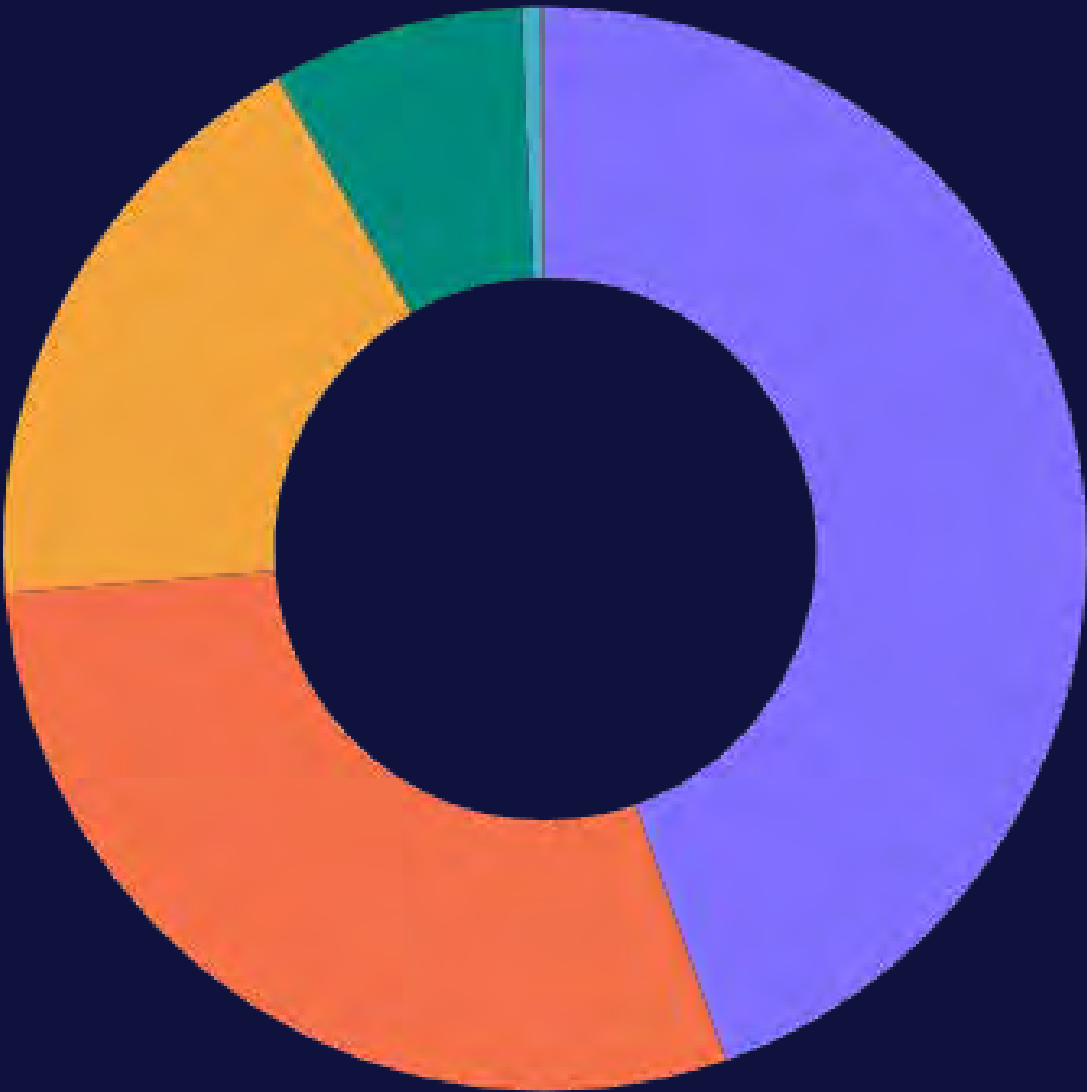
We've included more info in our appendix (**see page 29**) if you want to find out more about our methodology.



Here's what it looks like at a glance

Yearly CO2 Emissions = 82.48 tCO2e

Emissions Type	Yearly Emissions	Percentage Total Yearly Emissions (%)
Energy	36.73	44.59%
Refrigerants	24.01	29.11%
Working From Home	14.91	18.08%
Travel	6.18	7.49%
Water	0.49	0.60%
Accommodation	0.054	0.07%
Waste	0.049	0.06%



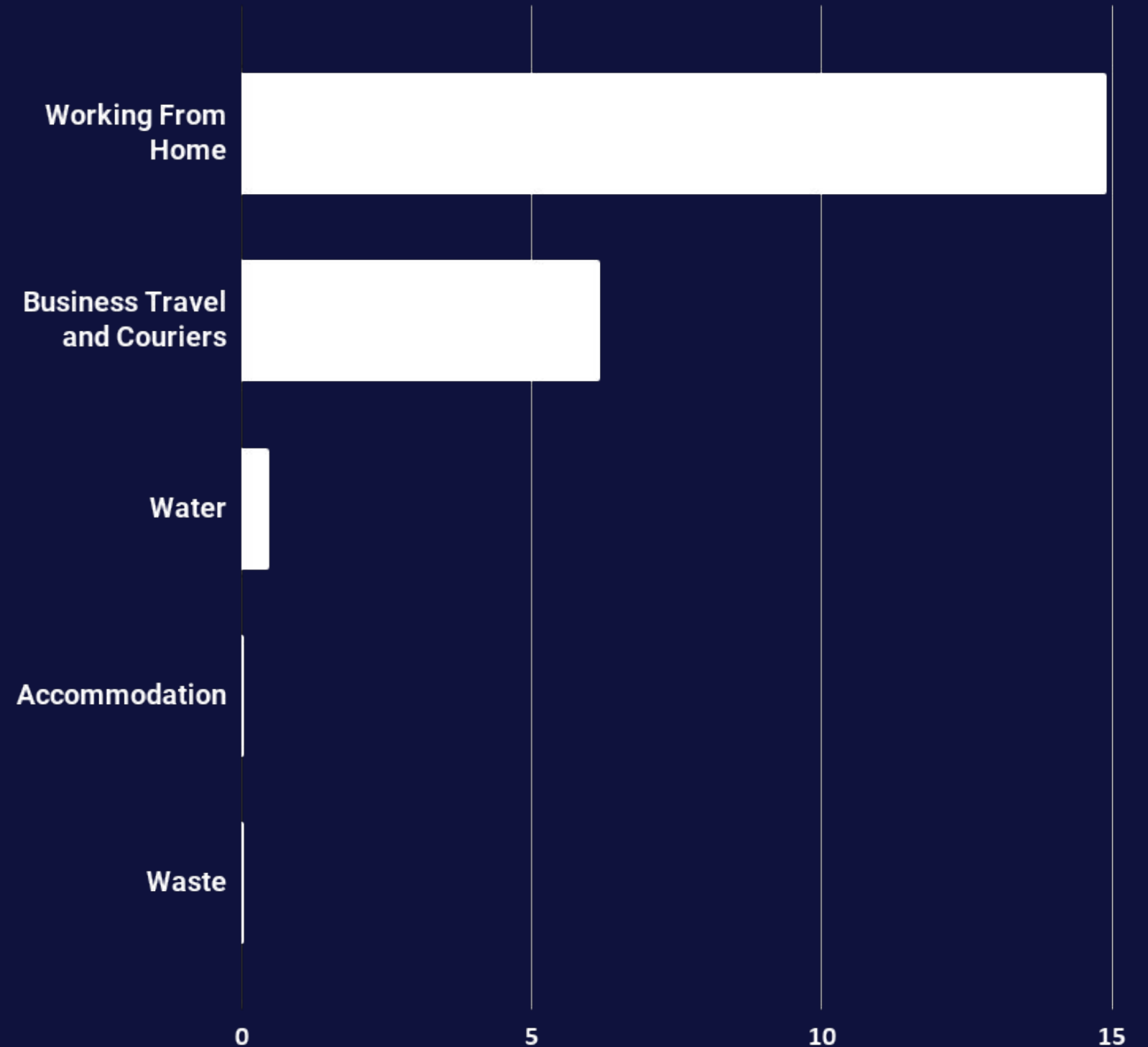
And in a little more detail

Annual emissions associated with Coffee & TV activity and running totalled 82.48 tonnes. For context, this is the same as the emissions associated with powering the average house in the UK for 27 years or flying around the earth almost 13 times.

Energy use in the office is the majority of your footprint however, with the planned switch to Good Energy your footprint will reduce by energy emissions by 91% and your overall emissions by 40%.

The next largest emitter comes from your use of refrigerants, although tops ups maybe rare the type of refrigerant used can make a huge difference, we will explore ideas to negate and mitigate this further on in the report.

Scope 3 emissions breakdown (tCO₂e)



Here's how to do something about it



The climate crisis causes a lot of us to bury our heads in the sand as it feels so overwhelming and impossible to achieve anything that can make a difference. But know that incrementally, it is possible to make positive changes and together we can make a real difference.

Within your footprint there will be some impacts that are within your control, some within your sphere of influence and some which are out of our control. But with 10 years to save the planet, you do have a responsibility to do something about all of it.



Energy

As highlighted above, switching your energy supplier will have a significant impact on company emissions associated with energy.

It is still possible to reduce this impact. by conducting a review into the efficiency of technology that uses electricity on your premises. There are a few simple changes that can be made around the office. For example - Switching to LED lighting can reduce your energy consumption b 10%.

Cost analysis of LEDs compared to less efficient light bulbs shows you will save £350 per bulb over their lifetime. calculations can be found in the appendix.

Encourage a policy of switch-ing off devices or making use of the hibernation settings. Consider switching to laptops (when upgrades are necessary) as they use 5-6 times less energy than desktops.

Refrigerants

Your air-con uses the more polluting refrigerant gas R410a.

Refrigerants are tricky as they cannot be directly substituted and it is safer to use the refrigerant that the system was built for. However, changing your units that use R410a to ones that uses R32 can

reduce emissions associated with refrigerants by 75% with a payback period of less than a year (including cost of installation) - full calculations can be found in the appendix.

Things you are doing well already:

It is great that you are paperless, this is something to shout about, although emissions associated with paper are minimal, paper production uses 10 litres of water per sheet so you are really saving here.

It is important to use suppliers that are conscious of their impact too, it is great to see that Mango Couriers made the switch to EVs at the beginning of 2021. This will reduce courier emissions by 80%, assuming the same courier usage as last year, this will reduce your company emissions by 180 kgCO₂e.

Make sure to ask all suppliers for their environmental policy or management system documents in the future too.

Did you know?

Using 100% renewable energy is reportable as '0' in your carbon footprint. We've included it in this report as we must still work to reduce the amount of energy we consume, regardless of its source.

Tracking

Now that you can see the information that is used to calculate a carbon footprint assessment, it is brilliant that Coffee & TV are setting up processes for recording commuter travel more accurately for future years. Building habits as a community is really powerful.

Flights

For flights, create a robust policy outlining the events and gatherings that justify travel (including class of travel), and those which don't.

Did you know?

On short haul flights switching from business class to economy can reduce your emissions by 33% and for long haul flights you can cut emissions by 65%. This will not only re-shape your organisational footprint but with premium economy tickets being on average 85% more expensive it could save money too.

Did you know?

Switching from a diesel or petrol guzzler to a hybrid or electric vehicle can reduce your car emissions by 60%, in our suppliers list we have a number of alternatives for taxis, such as Green Tomato Cars who also double offset. Switching to cycle based couriers like PedalMe can also reduce your emissions to almost zero.

Other Travel

It is amazing to see that the majority of employees at Coffee & TV are traveling using low emissions or zero emission transport. Change in grid related emissions as well as infrastructure will mean that emissions associated with commuter travel are predicted to decrease at a rate of around 9% per year.

Working From Home

Although we have used a benchmark from Eco Act (so the carbon footprint won't change), informing staff about renewable energy providers will empower them to take positive actions. A more robust methodology for calculating working from home emissions is being produced currently so emissions will be calculated with more accuracy in the future.

Remember, don't sweat the small stuff

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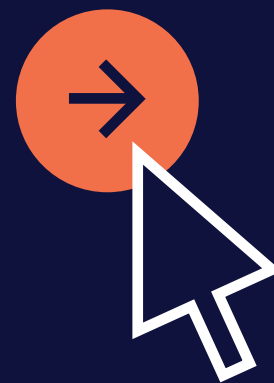
Once you've reduced your footprint as much as possible, we recommend offsetting the rest. You can do this through a number of companies and it's cheaper than you might think. Find out more about our offset scheme here: wearealbert.org/about/creative-offsets/

Suppliers

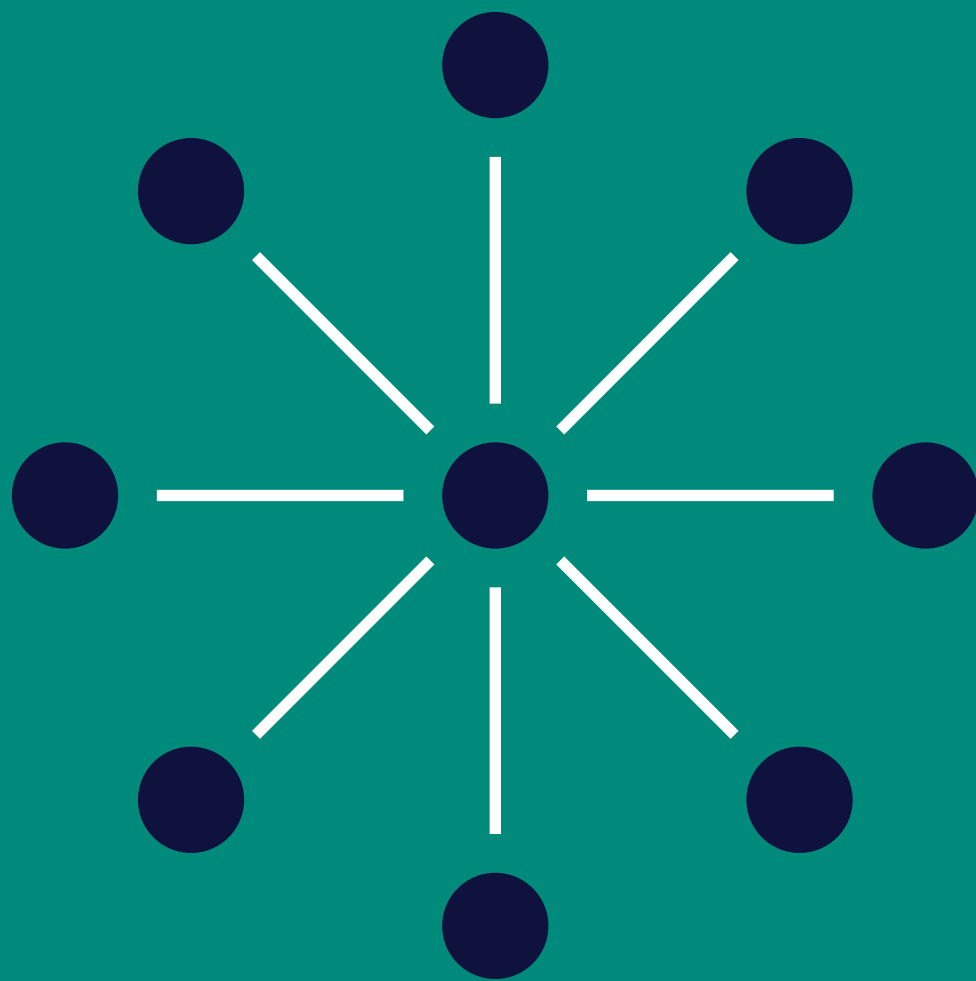
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Appendix

DEFRA carbon factors were used to calculate carbon emissions according to the IPCC Greenhouse Gas Protocol Corporate
- <https://bit.ly/3swBeZK>

IPCC (Intergovernmental Panel on Climate Change) GHG (Greenhouse Gas) protocol corporate standard report. - <https://bit.ly/3dwhH7d>

We included scope 3 emissions through using the DEFRA factors for WTT (Well-To-Tank) and GTG (Gate-to-Grave)

Eco Act Working from Home Benchmark - <https://bit.ly/3sAoHED>

Refrigerant calculations

Installation costs of air-con systems are quoted at around £600 per unit in commercial systems .

When looking at the cost of the refrigerants themselves R410a cost £77/kg and R32 costs £36/kg.

Assuming the same usage as in 2020 - a top up of 15 kg using R410a would therefore cost £1080 compared to £540 for R32.

Year 1: cost £60

Year 2 : saving £480

Year 3: saving £540

Comparing the environmental impact: the emissions associated with R410a are 2088 kgCO₂e/ kg compared to 675 kgCO₂e/ kg associated with R32. Using 2020 top ups as an example, emissions associated with refrigerants could be reduced by 21 tCO₂e.

LED calculations

Cost associated with one LED bulb = cost of bulb + cost of energy = £2 + £56 = £58 per bulb

This assumes current cost of electricity based on 7W usage for 50,000 hour lifetime

Cost associated with equivalent tungsten bulbs for 50,000 hours of use, the average tungsten bulb has a lifetime of 1,200 hours therefore for one LED you would need 42 bulbs.

= cost of bulbs + cost of energy
= (£2.16*42) + (£7.68*42) = £409

Therefore over the lifetime of an LED bulb you would save £351 per bulb

CARBON FOOTPRINT REPORT

2019 - 2020



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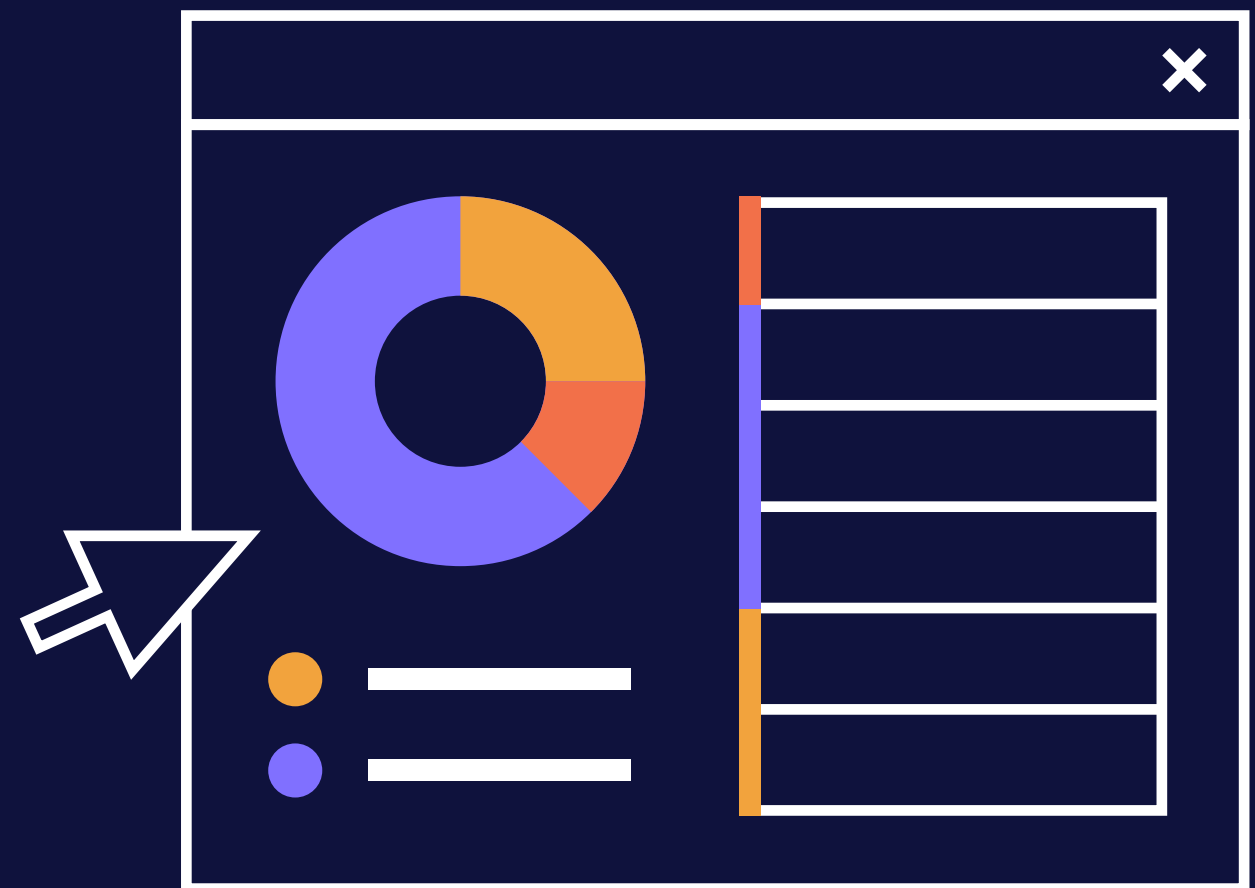
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Here's how we worked it out

In order to produce this carbon footprint, we looked at:

- Energy (electricity)
- Disposal
- Travel
- Accommodation
- Materials (i.e. paper)

We asked for a variety of data points for each.

This allowed us to build up a picture of the activities that had the biggest impact and which – with some changes – could bring down your company's footprint.

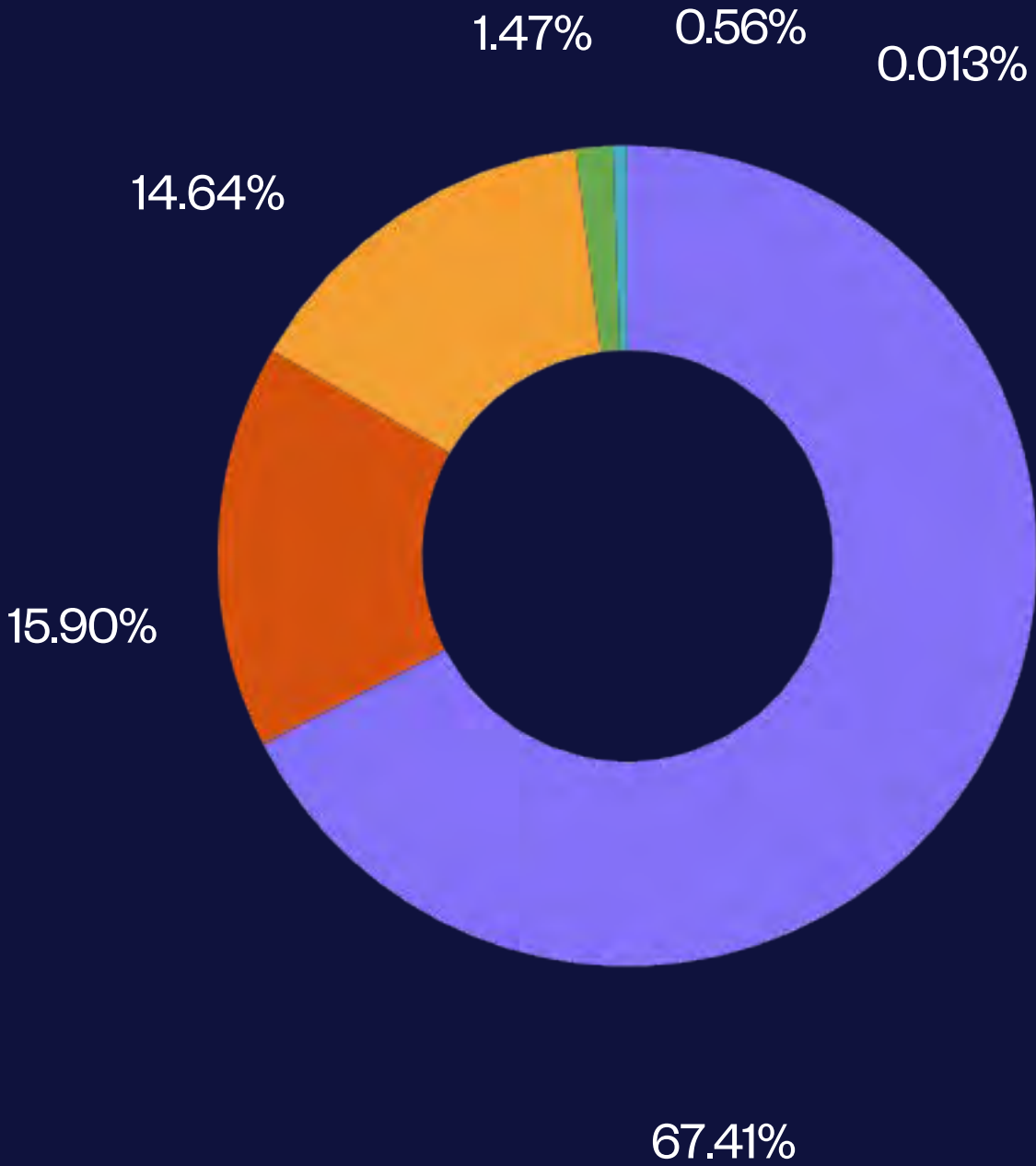
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Here's what it looks like at a glance

Emissions Type	Yearly Emissions	Percentage Total Yearly Emissions (%)
Electricity	59.02	67.41
Electricity T&D	13.92	15.90
Transport	12.82	14.64
Disposal	1.28	1.47
Accommodation	0.49	0.56
Materials	0.011	0.013

Yearly CO2 Emissions*



*Figures shown are measured in CO2e(t)

And in a little more detail

Energy use in the office is a big part of your footprint but you'll be pleased to hear this is something that can often be dealt with quite easily. It might be worth considering the switch to one that is sourced from 100% renewables. We can help you do this via our Creative Energy Project. This is a great time to make this change as from a financial point of view renewable energy is only getting cheaper.

Unsurprisingly, travel accounts for the second largest part of the pie however it is likely that in the last year that reliance on air travel has ceased and with that your company emissions will have done too but we can talk further about strategies to reduce travel emissions in the next section.

Yearly CO2 Emissions*

Energy (Electricity)	59.02
Electricity T&D	15.90
Long Haul Flight	6.73
Short Haul Flight	4.72
Domestic Flight	1.26
Car	0.12
Food Waste (compost)	0.0049
Mixed Recycling	0.096
Office and Municipal Waste Lanfill)	1.18
Paper	0.011
Accommodation	0.49

*Figures shown are measured in tCO2e

Here's how to do something about it



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Within your footprint there will be some impacts that are within your control, some within your sphere of influence and some which are out of our control. But with 10 years to save the planet, you do have a responsibility to do something about all of it.



Energy

If you're in charge of your own energy supply then you can make a huge change right now by switching to 100% renewable energy.

If it's out of your control, speak to your landlord. It might well be cheaper for them to change or you could use it as a bargaining tool when your lease is due for renewal.

With so many of us working for home at the moment, you could also consider some internal comms to staff, highlighting the environmental benefits of moving to a renewable energy tariff. Moving to a company investing in the creation of a greener UK electricity grid rather than just buying renewable credits. We recommend; Ecotricity, or Good Energy, or you can join our energy procurement scheme – Creative Energy <https://wearealbert.org/about/creative-energy>

Things you are doing well already: You are making use of a disposal company that can compost your food waste

which is potentially saving you half a tonne!

Do even better by

When we are able to travel more freely it would be worth looking at the alternatives. For example considering domestic flights,

where possible, if those domestic flights had been rail then you could have saved a 1 tCO₂e.

Switching to paperless could also save you up to £100 and 15 kgCO₂e

Conducting a review into the efficiency of technology that uses electricity on your premises. There are a few simple changes that can be made around the office. For example - Switch to LED lighting to reduce your energy consumption by 10%. Encourage a policy of switching off devices or making use of the hibernation settings.

Did you know?

Switching to laptops (when upgrades are necessary) as they use 5-6 times less energy than desktops.

Things that require a little more love:

Tracking

Now that you can see the information that is used to calculate a carbon footprint assessment, we recommend setting up a tracking system to ensure more accurate measurement and control in the future.

Flights

For flights, create a robust policy outlining the events and gatherings that justify travel (including class of travel), and those which don't.

Did you know?

On short haul flights switching from business class to economy can reduce your emissions by 33% and for long haul flights you can cut emissions by 65%. This will not only re-shape your organisational footprint but with premium economy tickets being on average 85% more expensive it could save money too.

Other Travel

For other means of travel, conduct a review of all travel partners to ensure that those you work with offer low carbon options.

Did you know?

Switching from a diesel or petrol guzzler to a hybrid or electric vehicle can reduce your car emissions by 60%, in our suppliers list we have a number of alternatives for taxis, such as Green Tomato Cars who also double offset. Switching to cycle based couriers like PedalMe can also reduce your emissions to almost zero.

Waste

We recommend removing personal bins from desks and instead offering clearly labelled bins for waste and recycling in a communal space to encourage staff to sort their rubbish.

Remember, don't sweat the small stuff

When it comes to our carbon footprints, we tend to sweat the small stuff and focus on the things in front of us – the paper use, the single use plastic... and whilst it's important that we do change our habits here and try and minimise our consumption, you'll see from your footprint that these activities are a really small part of your overall impact.



Here are some of our projects that might help

Creative Energy

Our energy project is designed to make buying renewable energy as cost efficient as possible. You can find out more about this here: wearealbert.org/creative-energy

Creative Offsets

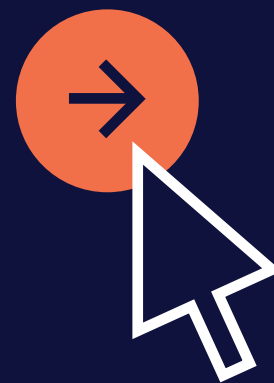
Once you've reduced your footprint as much as possible, we recommend offsetting the rest. You can do this through a number of companies and it's cheaper than you might think. Find out more about our offset scheme here: wearealbert.org/about/creative-offsets/

Suppliers

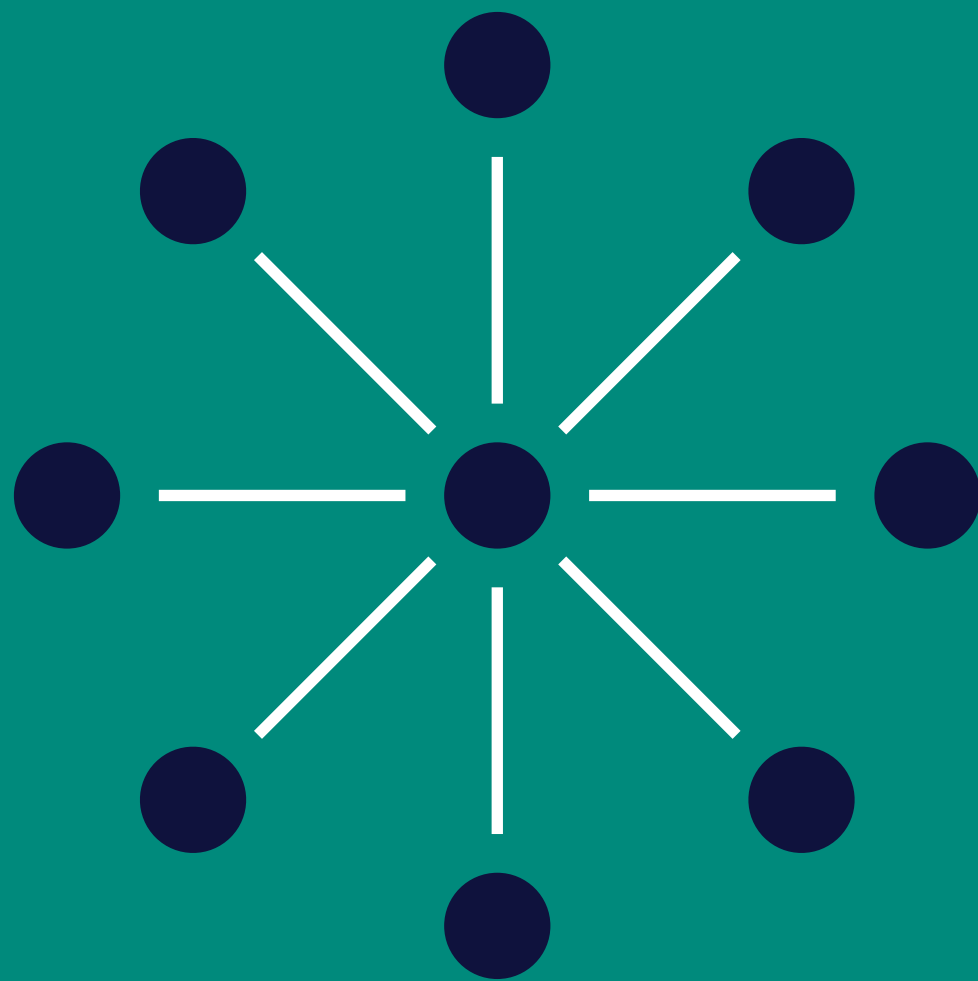
From travel to catering – we have a directory of green suppliers to help you. Find out more here: wearealbert.org/search-suppliers/

Visit wearealbert.org for further advice and inspiration.

<http://www.wearealbert.org> |



What's the cultural impact of this?



With fewer than 10 years to save the world, it's crucial that all businesses begin to understand their impact and their responsibility to the wider community.

In time, legislation will likely require businesses to report their carbon emissions so by understanding and reducing your footprint now you'll be getting ahead of the game.

We're incredibly proud to support the film and TV Industry in its transition to carbon neutrality. Not only can it make positive changes itself but unlike any other industry it can also mobilise positive action for the planet and inspire audiences to act for a sustainable future.

By joining albert as an affiliate and tackling your impact head on, you are helping to support our industry as well as safe guarding your business's future.

So, what happens next?



Finally, we know that great things can be achieved together, and while it is vital that we work to eliminate our impact, there is still a job to be done communicating environmental urgency and optimism.

Consider how you can share this information with all your stakeholders. Consider whether it might be possible to work with all your stakeholders to craft an environmental message that will bring the rest of the industry with you. Consider signing up to albert training. We offer an array of different courses from sustainable production to training for editorial staff on climate messaging.

Appendix

DEFRA carbon factors were used to calculate carbon emissions according to the IPCC Greenhouse Gas Protocol Corporate https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/847122/Conversion-Factors-2019-Full-set-for-advanced-users.xls

IPCC (Intergovernmental Panel on Climate Change) GHG (Greenhouse Gas) protocol corporate standard report.

We included scope 3 emissions through using the DEFRA factors for WTT (Well-To-Tank) and GTG (Gate-to-Grave).

Scope 3 emissions were met according to the BSI (British Standards Institute) PAS2060 meaning that carbon neutrality could be declared in the future through 3rd party audit etc. and suitable carbon offsetting strategies.