S4C Partnership with the BAFTA albert Consortium

It's of utmost importance that environmental sustainability is an integral part of the way S4C content is produced. We have a responsibility to ensure that we keep our environmental impact as low as possible. Our aim is to do everything within our power to help and encourage the producers we are working with to prioritise the environment when producing content.

In September 2021 S4C began its partnership with the BAFTA albert Consortium, which consists of some of the largest broadcasters and production companies in the UK, to achieve this and to embed sustainability in our production process:

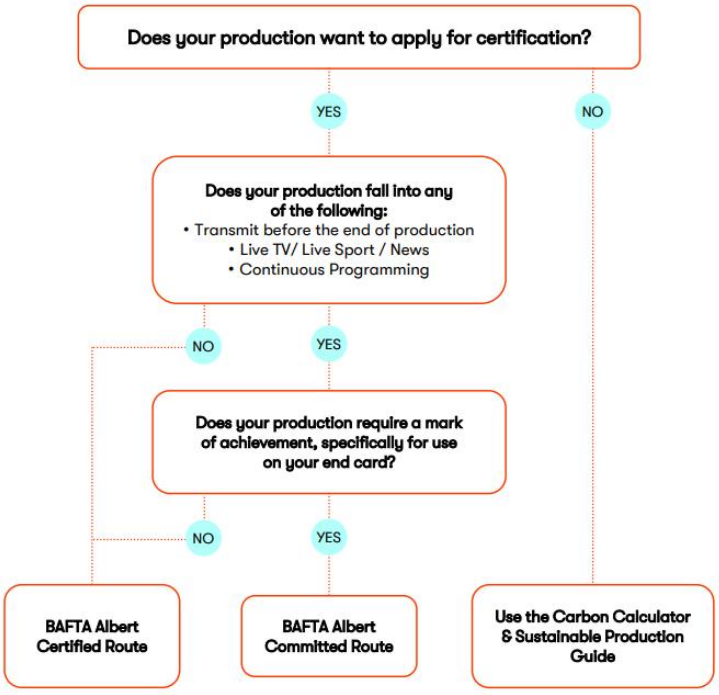
- by making completion of the albert carbon footprint calculator obligatory on all content commissioned by us; and
- by encouraging productions to complete the albert certification process for their content.

These requirements have been obligatory from 1 January 2022 (except for series that are less than 15 minutes long and/or where the total budget is less than £50,000).

BAFTA albert's New Generation Toolkit (NGT) was launched on 16 September 2026, with the aim of making the process easier and simpler for companies to complete.

Changes in the NGT

There are two routes in the NGT:



- **Albert Certified:** this is the standard route, and is suitable for productions that can provide evidence close to or directly after delivery.
- **Albert Committed:** this is an exceptional route for productions that cannot follow the Certified route (e.g. live broadcasts, continuing broadcasts such as News), but still need to have a logo to use on the end boards before the broadcast date.

If you are following the albert Certified route you do not need to present your plans in advance. However, S4C recommendations are that every production engages with the albert process from the very beginning, by using the Sustainable Production Guide and the Carbon Calculator tool to make the process as efficient and effective as possible.

For more information about the NGT, including templates and training, go to https://baftaalbert.org/topic/next-generation-toolkit.