

Company Environmental Sustainability Policy Template and Example

Template

This template is designed to give independent production companies a framework to create a sustainability policy. Companies are responsible for the development of their own policy and the structure below is indicative only. An example of a completed template is also included.

1. Context

Briefly describe the nature of your company's business and what the policy covers.

This could include office space, studio space, travel and the suppliers you work with to produce shows. You could put your sustainability policy in the context of the wider values and culture of your company, or the context of wider global commitments to limit climate change to 1.5° above pre-industrial levels and reverse nature loss.

2. Assign responsibility

Name the senior person responsible for sustainability at your organisation.

This could be the CEO, MD, Head of Finance etc.

3. Reducing your direct carbon emissions (mainly in your office)

State what measures you take, or pledge to take, to reduce carbon emissions you cause directly through using fossil fuels (such as gas in heating) and electricity.

This could include increasing energy efficiency in your building, choosing renewable energy tariffs or asking your landlord about renewable energy tariffs. If you have company vehicles, you could choose EVs as standard.

4. Reducing your indirect carbon emissions (mainly in productions)

State what measures you take, or pledge to take, to reduce carbon emissions from goods and services you buy and business travel.

This could include the areas which are most likely to impact production footprints:

- Power – prioritising energy efficiency, using the grid (ideally 100% from renewable sources) or batteries where possible to avoid using fossil fuels.
- Travel and transport – considering the carbon impact when choosing locations, reducing air travel, choosing low-carbon transport for people and equipment and/or using local resources.
- Catering – choosing low carbon menus, such as reducing meat, particularly those with the highest carbon footprints.

This could include developing a sustainable procurement strategy and working with your biggest suppliers, so they can help you fulfil your sustainability goals.

5. Reducing your waste

State what measures you take, or pledge to take, to reduce waste.

This could include reducing what you buy, prioritising hiring, repair, reuse and recycling of products you use. Avoid single-use products where possible.

6. Engagement

State how you will engage your staff and the freelancers you work with to communicate your plans and support them to implement them, including how to ensure learnings are shared across productions. You might also consider the impact of your content on audiences.

This could include staff briefings/comms and updating your website; setting up a staff 'green team'; making industry training offered by organisations such as ScreenSkills and BAFTA a mandatory and/or encouraging ongoing learning; bringing connecting to nature into mental health and wellbeing support and creating opportunities for conversations on the topic. You might want to consider the impact of your content and how it relates to the Climate Content Pledge made by UK broadcasters.

7. Measuring and monitoring

Describe how you will monitor progress in this area.

Best practice is to measure your company's carbon footprint as a whole, both direct (your office) and indirect (the goods and services you buy and hire to create your productions) and set goals to reduce it. What steps can you take to get closer to being able to do this?

Example production company Sustainability Policy using template

This is an example of how a production company could use the suggested template, using a fictional case study. It is provided as inspiration, not as a mandate for any particular action or activity.

Pandalab Television: Sustainability Policy

Context

Pandalab is an independent television production company specialising in documentaries and factual entertainment. With a small core team, we operate primarily from a shared office space and frequently collaborate with freelance crews, alongside external suppliers, to make our productions.

All our productions individually complete a BAFTA albert carbon footprint and Carbon Action Plan but our sustainability policy takes a holistic view of our company operations.

It covers our office operations, production activities, travel, and relationships with staff, suppliers and service providers. Our goal is to align with the wider television industry drive towards halving carbon emissions by 2030 and meeting net zero by 2050, in order to meet the international goal of limiting climate change to 1.5°C above pre-industrial levels. We are also committed to reducing any negative impacts we have on nature.

This policy is embedded in our values of creativity and truth-telling. We aim to grow responsibly, ensuring we use resources efficiently and manage risks, by factoring environmental considerations into our decision-making at every level.

Responsibility

Pandalab's Managing Director, John Smith, is responsible for overseeing our sustainability strategy and ensuring it is implemented.

Reducing Direct Carbon Emissions

We will reduce the environmental impact of our day-to-day office operations by:

- Requesting that our building management switches to and maintains a renewable energy tariff for electricity supply and considers how to transition from gas heating systems
- Minimising energy use by turning off equipment when not in use
- Working with building management to ensure any future office space upgrades prioritise energy efficiency measures such as LED lighting and insulation
- Continuing to choose electric options for the MD's company vehicle

Reducing Indirect Carbon Emissions

Our production activities are where most of our emissions occur, and we are actively implementing the following measures to reduce them and support our use of the BAFTA albert toolkit:

Power

- Requesting energy-efficient equipment, reusable batteries and LED lighting from our suppliers
- Prioritising using the grid to power our equipment
- We will not use diesel or petrol in generators on UK shoots
- In 2025/26 we commit to trialling a battery generator on at least one shoot

Travel and Transport

- Considering the carbon emissions impact when reviewing locations (travel/transport requirements and availability of sustainable travel/transport options like electric vehicles)
- Prioritising, where possible, trains over air travel, especially within the UK and to travel to France
- Exploring using local crews where significant travel is required and avoiding business or premium class flights

Catering

- Catering is not usually a big part of our production emissions but where food is provided on production we will reduce red meat

Procurement

We will ask all equipment or logistics suppliers providing services above £10k for their sustainability policy, and will take that into account when choosing suppliers.

We will ensure freelancers working with us are aware of these aspects of this policy in particular.

Reducing Your Waste

We actively aim to reduce our waste by:

- Applying the principle of reduce first, repair and reuse second, recycle third – for example reusing and renting production materials where possible – to avoid creating waste
- When we do buy, avoiding single-use plastics and disposable items wherever possible
- Using digital call sheets, scripts, and schedules where possible to reduce paper use
- Implementing clear waste separation and recycling protocols on set and in the office for unavoidable waste

Engagement

To ensure our staff and freelance workforce understand our commitments and the role they play in helping to deliver them we will:

- Publish our sustainability commitments on our website and circulate our policy
- Ensure our internal processes flag and facilitate low carbon choices
- Require end of production sustainability debriefs to share learnings across our company
- Require anyone working for us for longer than one month to have completed the ScreenSkills [Introduction to Sustainability for the Screen Industries](#) online module and ensure all creative staff are familiar with the Climate Content Pledge signed by UK broadcasters
- Organise one nature-based staff event a year (eg away day or volunteering opportunity) and invite staff to become a Pandalab green champion – communicating our ambitions, liaising and sharing learnings with staff, other companies in our building, and sector

Measuring and Monitoring

Our 'direct' carbon footprint is likely to be low given we work in a shared office in a hybrid model. We will therefore focus on production carbon emissions in the first instance:

- We will focus on improving the completeness and quality of our production emission data in the BAFTA albert carbon calculator by working with financial teams to ensure all spend is

accounted for (eg through tagging key categories like fuel in budgets), and requesting the required information is provided by suppliers in invoices

- We will look at BAFTA albert footprints in order to review total production carbon emissions across the company, and review these on an annual basis
- We will review carbon emissions of previous series to ensure returning series deliver with lower carbon emissions where possible
- We commit to upskilling as a company using resources such as the SME Climate Hub to work towards a company level footprint and targets
- We will review this policy every 12 months