

HOW TO WRITE AN ENVIRONMENTAL POLICY

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The simplest way to view an environmental policy is as a headline document outlining your sustainability objectives and intentions as a business.

It's a key document that helps you hold the company accountable for its decision-making processes and the impact these have on our planet.

It's also a great opportunity to show your broadcasters and clients, who are increasingly scrutinising their supply chains, that you have credible sustainability credentials.



What should my environmental policy show?

The most robust environmental policies will adhere to environmental standards, like ISO 14001:2015 (the international standard for Environmental Management Systems):

- Appropriate to purpose, context, and scale: the policy must be tailored to your organisation's specific activities and the nature and scale of your environmental impacts. It's worth noting that if you're a small supplier, you'll inevitably have a different policy to a large production company - it's worth reviewing others for inspiration, but think about what is genuinely relevant to you and your company.
- Framework for environmental objectives: a policy is not a one-off document. It must provide a framework within which the organisation sets measurable targets and reviews progress over time. Your company members should understand this from the outset.
- Commitment to fulfil compliance obligations: the policy must include a clear commitment to comply with applicable requirements - environmental legislation, broadcaster sustainability requirements (e.g. BAFTA Albert), and industry standards.
- Commitment to the protection of the environment: this includes a specific commitment to the prevention of pollution. From a production company or supplier context, this covers energy, water, waste, and materials. Commitments should be specific and achievable for your company.
- Commitment to continual improvement: A policy must commit the organisation to continual improvement to enhance environmental performance and not simply maintain current practice. In practical terms this means annual policy reviews, year-on-year target setting, and tracking progress against a baseline.
- Communication and availability: the policy must be communicated to everyone working under the organisation's control and be available to interested parties - clients, broadcasters, the public. You should publish your policy on your website as well as circulating it internally.
- Accountability: allocating named ownership at top-management level in your policy is the final step to show the business' intention.



Suggested Layout and Examples

What your business provides will shape your policy. However, there are typical ways to format the document to be clear and concise for both you and your client or broadcaster.

Purpose

Start the document by stating your company's purpose. What are you planning to do? Are you working in line with science-based targets (SBTi)? What do you want the first thing your client knows to be?

"At X, we aim to reduce emissions, waste and resource use across all our operations. Our Sustainability Policy has been developed to ensure that all our productions are responsible for their environmental impacts. We will review this policy and its guidelines on an annual basis."

Scope

What is the document covering? Is it looking into all the company's operations e.g. travel, office activities, procurement? Have you made sure that you are covering Scopes 1, 2, and 3 in your policy?

"Our Environmental Policy applies to all our operational practices, and covers our Scope 1, 2, and 3 emissions."

Commitments

What is the company committing to, and when? Do certain commitments have different dates assigned to them? This section will be the bulk of your environmental policy and should contain as much detail as possible. This guide will suggest a few commitments your company could make, but the majority will be business specific and so should come from yourselves. Think about the following emissions hotspots and focus areas to get started:

- **Energy:** How can you minimise energy usage or reduce the emissions of your energy usage? This section can cover anything from being on a REGO backed energy supplier to ensuring your computers are not left on standby at the end of the day.
- **Travel & Transport:** How are you reducing your company's travel footprint? Are you prioritising trains over planes? Have you banned domestic flights? If relevant, is your company purchasing EV vehicles for its fleet? What couriers are you using? "Productions must adhere to the following travel hierarchy: people-powered, public transport, EVs, plug-in hybrids, and finally diesel vehicles powered by certified HVO before any self-charging hybrid, petrol, or conventional diesel options."
- **Waste & Resources:** How is your waste being separated on site / in your office? Do you have a zero-waste-to-landfill policy in place with an accredited supplier?
- **Suppliers & Procurement:** Are you favouring local suppliers / suppliers with their own environmental credentials? Do you have a separate procurement policy in place?
- **Training & Engagement:** Do you have someone on your team who has taken part in industry standard training e.g. BAFTA Albert training, or do you run internal training? How do you engage your employees on your production's sustainability initiatives?

- **Products & Services:** If you are a supplier, what are you specifically providing to your clients that will help them to reduce their environmental impact (i.e. their Scope 3 emissions)? What makes you stand out from your competitors?
- **Data and Digital Footprint:** How are you reducing your digital footprint? Do you have an end-of-life process for drives and equipment?

Data Tracking & Reporting

This is the section to outline your intentions as a business to track and review your Scope 1, 2, and 3 emissions and how you are planning to use this data. Typically, this data helps to provide a baseline to identify reduction opportunities year on year.

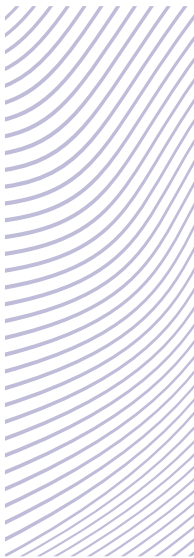
If you are a supplier, this is a great section to also outline what data you'll be tracking and providing your clients with. For example, if you are a transport supplier, you can outline your intentions to provide a production or client with weekly mileage reports.

"We will collect robust data using accounts tracking procedures to ensure consistent reporting on areas such as transport, accommodation, and fuel."

Governance & Review

This is the section where someone in the business will typically be presented as having reviewed and approved the policy. This person will then typically lead a yearly review of the policy, so ensure it's someone senior in the company who can keep an eye over it.

"The Board has overall accountability for this policy. We will meet quarterly to review key learnings and outcomes. Any new insights will be reviewed and shared across departments to drive organisational learnings and continual improvements."



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