Measuring What Matters
Sustainability Impact Report 2026/27

Reporting period: 2026–2027 | Following on from the 2022 Environmental Report and the 2025 Carbon Reduction Report

Behind every great production is a story of waste — and we're rewriting it. Our circular economy platform has helped the film and TV industry avoid **38,990,424 kg CO_2e** through asset reuse, work recognised with **The King's Award for Enterprise: Sustainable Development 2026**. This report brings the full picture together: our industry-wide impact, our own operations, our team, responsible procurement, and the regional hubs keeping assets in circulation across the UK. Read the evidence behind our belief that reuse comes first, recycle second, landfill never.

Contents

1. Foreword

Most sustainability reports answer one question: how much did this company emit? This report answers a bigger one. It asks how much carbon a business can help the wider industry avoid — and then proves it with data.

We have come a long way since our first Environmental Report in 2022 and our Carbon Reduction Report in 2025. Those documents set out our direction, established our baselines, and made clear where the biggest opportunities sat. This report tracks the progress we have made, updates the goals we set, and lays out our targets through to 2027.

Our circular economy service now delivers measurable impact at scale. Our operational footprint is smaller than it has ever been. And our data tells a story the film and television industry can no longer afford to ignore.

In 2026, that work earned the highest recognition. We were proud to receive **The King's Award for Enterprise: Sustainable Development 2026**, the UK's most prestigious business accolade. It validates both the industry-wide impact set out in this report and the way we run our own operations every day.

Michael Apostolides & Michelle French

2. Executive Summary

We believe sustainability should make business sense and we run our company on that principle every day.

Our work spans three connected services that function as one system:

- **AssetStore:** secure, expertly managed storage for props, sets and costumes.
- **AssetFlow:** digital asset management that gives crews full control and visibility of their inventory.
- **AssetCycle:** our circular economy service, providing in-house reuse management and life cycle carbon data.

Together, these services help studios and productions avoid landfill, cut waste, and reduce emissions with the evidence to prove it.

Cumulative impact to date

Since launch, our services have delivered:

- **38,990,424 kg CO_2e avoided** through reuse
- **31,114 assets tracked and reused**, keeping production materials in circulation
- **21,640 m^3 of material diverted** from landfill and waste streams
- **161 projects managed** across film, television and the creative industries
- **95% landfill diversion rate** — reuse first, recycle second, landfill never
- **8 countries engaged** through projects and partnerships

2023 was our largest single-impact year, driven by several very high-volume productions. Through 2024 and into 2025, we sustained and grew that momentum.

Putting the scale in perspective

Here is the point we keep at the centre of everything. Our own operational footprint is measured in tens of tonnes of CO_2e each year. The carbon we help avoid through reuse is measured in tens of thousands of tonnes. That is the whole purpose of our model. We focus our energy where it makes the biggest difference: the millions of kilograms of carbon avoided across hundreds of productions.

3. About CAMA and the Scope of This Report

CAMA delivers sustainability solutions through three services: storage (AssetStore), asset management software (AssetFlow), and our reuse service (AssetCycle), which includes production asset lifecycle consultancy.

Together, these services help studios and productions reduce waste and environmental impact. We encourage clients to invest in the full lifecycle of their assets, returning items to production or the wider industry, and supporting the circular economy rather than sending materials to landfill.

Our storage facilities are managed by a team that understands the importance of preserving creativity, protecting intellectual property, and wherever possible keeping physical assets available for reuse.

This report is the next stage in our environmental reporting. It builds directly on the 2022 Environmental Report and the 2025 Carbon Reduction Report, updates progress against the goals we set, incorporates new data from 2025 and 2026, and sets clear targets through to 2027. Our 2025 report established our operational baseline following the move to Southend. This report shows what we have done with it.

4. Our Industry Impact: The Headline Story

This is where circularity becomes measurable and where we hold something the rest of the industry simply does not have.

Film and television production carries a huge, often hidden, carbon cost. Sets, props and costumes are manufactured, used briefly, then frequently discarded. That embodied carbon rarely gets tracked. We track it asset by asset, job by job and we turn it into evidence the industry can act on.

4.1 How three connected services produce one data set

Our impact comes from how our services work together.

AssetStore keeps every prop, set and costume physically accounted for, stored and sorted by a team that knows the industry, ready for its next life rather than landfill.

AssetFlow is where the data begins. The platform logs each asset digitally: images, dimensions, materials and movement - from pre-production through to wrap and reuse. That gives productions full traceability and gives us a precise, continually updated record of what exists, where it is, and what it is made of.

AssetCycle takes that detail and turns it into lifecycle carbon reporting. Built on our bespoke Life Cycle Analysis calculator, developed in partnership with Climate Essentials and aligned with the Greenhouse Gas Protocol, it evidences the emissions avoided every time an asset is reused rather than replaced or sent to landfill.

4.2 Three years of growth

KPI	2023	2024	2025
Projects Supported	42	87	135
Assets Reused	2,450	6,120	8,419
Assets Donated	680	1,540	2,443
Material Diverted (m^3)	820	1,740	2,747
Carbon Avoided (kg CO_2e)	6.1m	13.3m	15.8m
Active Users	85	212	1,575

Growth across three years (2023–2025):

- Carbon impact: **up 159%**
- Asset reuse activity: **up 243%**
- Project delivery: **up 221%**
- Platform users: **up 1,753%**

That last figure stands out. A 1,753% rise in platform users shows how quickly productions adopt asset tracking once they see what it offers. As more crews log their assets, the data set grows richer — and the carbon savings compound.

4.3 2025 annual performance

In 2025 alone, we delivered:

- **15.8 million kg CO_2e avoided** — the equivalent of removing more than 3,200 petrol vehicles from the road for a year, or powering over 2,100 homes with electricity
- **8,419 assets reused** and a further **2,443 assets donated**
- **10,862 assets diverted from landfill**
- **2,747 m^3 of material** prevented from entering waste streams
- **135 productions and projects supported**

4.4 Our Lifecycle Analysis Calculator

One of the most important ways we support productions is by turning reuse into measurable carbon data.

Through AssetCycle's bespoke lifecycle analysis calculator, we calculate the comparative carbon emissions associated with sending assets to landfill against the emissions avoided through repurposing, reusing or donating those same assets. This gives studios and productions something the industry has historically lacked: clear, practical evidence of the environmental value created when assets are kept in circulation rather than discarded.

These forecasts are presented in our Circular Economy Certificates, which provide each production or studio with a clear record of the impact achieved through reuse. For our partners, these certificates offer tangible, production-specific data that can support internal sustainability reporting and broader carbon reporting requirements. They also represent a meaningful record of achievement demonstrating how each project has helped reduce waste, avoid emissions and contribute to a more circular economy across the film and television industry.

4.4 Why this matters beyond CAMA

Asset-level reuse and emissions data has been missing from the industry's sustainability conversation. It is typically untracked, uncalculated and undisclosed which is a significant blind spot in how our industry understands its true footprint. Filling that gap creates real opportunities:

- **Inform policy:** evidence-based data can shape funding criteria, accreditation standards and waste guidelines.
- **Strengthen reporting:** productions can include genuine asset-level Scope 3 figures, rather than leaving them estimated or blank.
- **Support smarter decisions:** with reliable reuse data, teams can plan circularity from day one and not scramble at wrap.

We do not believe this information should sit in isolation. Shared responsibly, it has the power to move the entire industry forward.

5. Recognised Nationally: The King's Award for Enterprise

In 2026, we received **The King's Award for Enterprise: Sustainable Development**, the UK's most prestigious business honour.

This award recognises companies that demonstrate outstanding achievement in sustainable development. For us, it is independent validation of two things: the scale of carbon we help the industry avoid, and the care we take in running our own operations. It is a milestone we are immensely proud of, and one that reflects the work of our whole team.

6. Operational Progress: From 2025 to 2026

6.1 What the 2025 Carbon Reduction Report established

Our previous report set out the major structural changes that reshaped CAMA's operations through 2023 and 2024:

- The sale of our logistics company, Workspace, which changed our fuel data profile.
- AssetFlow becoming a separate entity with its own policies and audits.
- Relocation to a new BREEAM-rated warehouse in Southend, with new energy sources.
- The development of regional hubs in partnership with smaller regional suppliers.

At that point, we were in our first full year at Southend, gathering data and establishing a clean baseline.

6.2 Where we are in 2026

We are now firmly established at Southend Airport Business Park. We have a full year of operational data from the new site, and we are collecting clean, consistent figures across energy, waste and procurement. Our three focus areas: energy and solar generation, internal waste and recycling, and supply chain emissions are all tracked and reported with greater rigour than ever before.

6.3 Our Southend base and the Cherry Orchard setting

The building holds a **BREEAM rating of Very Good** and an **EPC rating of A**. In 2025 the site was newly operational. In 2026 it is our established home and the foundation from which we measure further progress.

The site sits beside Cherry Orchard Jubilee Country Park, which is a 200-acre wildlife park in the Roach Valley with woodland, a lake, open grassland and a network of paths and bridleways supporting a wide range of animals and plants. We protect this setting through everyday practical commitments:

- No loud generators on site.
- Delivery trucks switch their engines off when idle.

- Team members are encouraged to walk outside at lunchtime and enjoy the surrounding nature.
- Wildflower gardens, outdoor meeting areas and bird boxes are part of our working environment.

7. Energy and Carbon Reduction

7.1 What we established by 2025

We invested more than £100,000 to double the rooftop solar panels and increase battery storage at Southend. By the end of 2025 the infrastructure was fully operational:

- **92 solar panels** across the roof
- **Peak power output:** 50.14 kWp
- Around **7 months** of warehouse and EV charging energy needs met by solar alone

All lighting is LED, controlled by a PIR body-heat sensor system. Windows are triple glazed and solar controlled. The warehouse runs with minimal heating, relying on insulation and clean solar energy.

7.2 Strong solar performance

With a full reporting period of generation data now available, the results speak for themselves. Over the seven-month review period:

- **29,359 kWh generated**
- **25,255 kWh consumed**
- **116% energy self-sufficiency** — we generated more electricity than the warehouse used
- **3,980 kWh net exported** back to the National Grid
- **6.8 tonnes CO_2e avoided** to date, with **11.7 tonnes CO_2e** projected to be avoided annually

Generating more than we consume across the period is an exceptional result for a working warehouse. Our next objective is to register for the Smart Export Guarantee, so the energy we export delivers financial value as well as environmental benefit. Monthly SolarEdge reports are available upon request.

7.3 Green fuel and transport

The EV infrastructure established by 2025 remains in daily use:

- **14 EV charging points** for our team and visiting delivery personnel
- Our Director drives a Mercedes EQA EV
- A Nissan EV van delivers second-hand items to community groups and prop stores

- Team members carpool, with pick-ups from local train stations and bus stops
- Bus routes 7, 8, 9 and X30, plus the Weaver Line train, connect the site to public transport
- A bike shed on site encourages cycling

7.4 How we measure our carbon footprint

We are honest about what we track today and where our reporting is developing.

CAMA currently measures key components of its operational carbon footprint, including renewable electricity generation, energy consumption, waste management and logistics performance. We also measure the embodied carbon savings achieved through our circular economy platform, which has enabled more than **38,990,424 kg CO_2e of avoided emissions** through asset reuse. We continue to expand our Scope 1, 2 and 3 reporting in line with the Greenhouse Gas Protocol, working towards a more comprehensive organisational carbon inventory.

Our position is deliberate. Rather than spending our energy forcing small operational items into a calculator, we focus our measurement where it makes the greatest difference. We measure our own operations through clear, practical indicators - energy generated, waste diverted, logistics performance and we build our formal emissions reporting steadily and credibly over time. Our operational footprint may be measured in tens of tonnes of CO_2e a year; the carbon we help avoid is measured in tens of thousands. That contrast is the focus of our sustainable story.

8. Waste Management

Reuse first, recycle second, landfill never. That has been our position since 2022, and it remains unchanged.

New government recycling legislation has continued to raise disposal costs, which makes reuse both the responsible and the financially smart choice. Every time a production asks us to handle the disposal of sets, props or costumes, we present reuse options first. Recycling is considered only where reuse is not possible due to IP concerns, safety or damage.

8.1 Near-total landfill diversion

We track exactly where our waste goes and almost none of it reaches landfill.

Period	Total waste	Recycling rate	Landfill diversion
2024	62.92 tonnes	63.25%	99.65%
2025	24.79 tonnes	52.97%	99.60%
2026 (Jan–Jun)	—	54.71%	99.69%

Across every period, **landfill diversion has stayed above 99.6%**. Where reuse is not possible, waste is recycled, recovered or converted to energy, leaving only a tiny fraction, as ash from Energy from Waste, reaching landfill. Total waste volumes have also fallen sharply, reflecting reuse-first practice and smarter operations.

8.2 Our waste partners and how we sort

- **Southend:** waste and recycling managed by Ahern
- **Norfolk:** waste and recycling managed through our East Anglia branch by Biffa

Both partners convert waste to energy. We sort and divert as follows:

- **Metal:** sorted and upcycled via EMR
- **Glass:** sorted and recycled
- **Moulds, set pieces, props (including plaster and fibreglass):** recycled
- **Small cardboard and plastic:** upcycled through Ahern or Biffa in-house systems
- **Electrical items (WEEE):** recycled through B&P Scrap, Creek Metal and LCM Scrap

We provide detailed reporting for every waste and recycling stream and receive monthly reports from each partner.

9. Materials and Packaging

Our approach to materials is consistent with previous reports and that consistency is the point. These commitments are now standard practice.

- **Storage containers:** original timber containers sourced from Chilfern, all UK-sourced timber. As we expand, we purchase and regenerate used containers rather than buying new.
- **New containers:** all new timber approved by the Forest Stewardship Council (FSC).
- **Packing tape:** a strong, environmentally friendly alternative to vinyl tape.
- **Furniguard:** furniture protection made from recycled paper rather than polythene.
- **Eco-Flo Loose Fill:** biodegradable, economical loose-fill chips.

Our Southend office operates entirely without new furniture. Desks, monitors, chairs, kitchen equipment and carpet tiles all came from productions or corporate clients. We have bought nothing new.

10. Supply Chain: Scope 3 and Responsible Procurement

For a circular economy business, responsibility extends well beyond our own four walls. Scope 3 covers the emissions we do not produce directly: transport, logistics, warehousing

and purchased services. For most organisations this is the largest share of total emissions, and in film and television it is bigger still.

Our previous report identified supply chain Scope 3 as the area with both the biggest challenge and the biggest opportunity. We committed to rebuilding our procurement approach between 2025 and 2027. We implemented a Diversity Supplier Procurement Policy in 2022; the company restructure of 2023 and 2024 disrupted its consistent application; in 2025 we began the rebuild; and in 2026 we are actively implementing it.

10.1 Responsible supplier selection

Environmental performance now shapes how we choose strategic operational partners. We seek suppliers that can demonstrate:

- measurable environmental targets
- investment in cleaner technologies
- continuous environmental improvement
- transparent environmental reporting
- long-term decarbonisation planning
- staff engagement in sustainability
- commitment to reducing operational emissions

This lets us influence environmental performance beyond our own boundary, supporting the wider industry's transition.

10.2 Fleet decarbonisation

Transport is essential to circular asset management. Every reused asset still has to be collected, stored and redistributed.

Our principal logistics partner, Harris Installation Services, runs a long-term fleet decarbonisation strategy with clearly defined milestones. The current fleet of 17 commercial vehicles carries a measured operational emissions baseline of **376.5 tonnes CO_2e**, with staged targets:

- **325 tonnes CO_2e by 2028**
- **280 tonnes CO_2e by 2030**
- **180 tonnes CO_2e by 2035**
- **Net Zero fleet operations by 2050**

The strategy combines alternative fuels, zero-emission heavy goods vehicles and continued investment in lower-carbon transport technology.

10.3 Transport efficiency

Cutting transport emissions is not only about replacing vehicles. Our logistics partner runs a continuous improvement programme that includes route optimisation software, delivery consolidation to reduce empty running, congestion mapping, off-peak scheduling,

telematics monitoring, monthly driver performance reviews, and fuel efficiency training through the FORS LoCITY programme. Annual targets include lifting vehicle utilisation to 90% and reducing total fleet mileage.

10.4 Our 2026 priorities

- Favouring logistics partners running on HVO diesel or EV fleets
- Assessing the sustainability and energy credentials of all regional hub partners
- Tracking procurement emissions consistently, year on year

We continue to work with low-emission courier partners, including Atlas and Lays, both of whom publish their environmental commitments.

11. Client Impact: AssetFlow and AssetCycle

11.1 What these services do

AssetCycle is our industry-first circular economy service. Working with productions, we provide first-of-its-kind carbon data on the impact of reuse, powered by our bespoke Life Cycle Analysis calculator built in partnership with Climate Essentials and aligned with the Greenhouse Gas Protocol.

The calculator forecasts the emissions avoided through asset reuse compared with buying new and sending items to landfill untapped Scope 3 data that plays a major role in understanding film and television's global footprint.

Arup, the BFI and BAFTA albert's 2020 Screen New Deal report put the average carbon footprint of a major film production at 2,840 tonnes of CO_2e and that figure accounts only for fuel, accommodation, air travel and energy. Production assets and their afterlife remain largely untracked. AssetCycle fills that gap.

Our methodology uses data published by the UK Government's Department for Energy Security and Net Zero. Calculations account for material, transport and end-of-life disposal, converting material volume to density to weight for the most accurate figures.

We work with studios including Netflix, Universal, Apple TV, Paramount Pictures, Warner Bros., Amazon Studios, Sky and MGM.

11.2 Why this changes behaviour

Film and television generates significant embodied carbon through the manufacture, transport and disposal of sets, props, costumes and production infrastructure. AssetFlow gives crew members who previously felt powerless in the face of waste a practical, data-backed route to make informed decisions about reuse. That changes behaviour and our growth figures show the scale at which it is now happening.

11.3 Carbon calculator upgrade

Our previous report announced a planned upgrade of the Carbon Calculator developed with Climate Essentials. Work began in 2025 and is being delivered through 2026. The upgrade includes:

1. **Mystery Box:** estimates emissions for boxes with a predefined material composition.
2. **Unit change:** calculates by volume (m^3) alongside weight, including allowance for empty space.
3. **Transportation:** supports multiple trips and vehicle types, with laden and unladen loads for vans and HGVs.
4. **Updated carbon factors:** accurate, current factors for 2025 materials and relevant material groupings.

A full breakdown of this upgrade is available upon request.

12. Regional Hubs: Now Operational and Delivering

In previous reports we set out a regional hub strategy focused on Cardiff, Manchester, Liverpool and Bristol. Those hubs are now active. They reduce transport emissions by enabling assets to be managed, donated and redistributed locally without moving items back and forth across the country.

In Liverpool, for example, we recently worked with a period drama production to sort and redirect 79 m^3 of props and costumes back into the industry, and to responsibly recycle 92 m^3 of set materials all handled locally, directly from our partner warehouse to the next destination. Nothing came back to our main depot. Fewer miles, less transport, less time.

Our regional teams know the industry and handle everything on the ground, whether items go to another production, a community group or a recycling centre. This approach is now being replicated across our hub network, making it straightforward for productions to reuse and recycle wherever they work in the UK.

13. Team, Training and Management Systems

The sustainability team built through 2022 to 2025 continues to grow:

- **2022–present:** Sustainability and Communications Consultant Yosien Burke (AIEMA).
- **From 2023:** Ella Nevill (Circular Economy Expert) joined to advance the work further.
- **AssetCycle lead Sam Collins:** AIEMA training, the University of Cambridge Sustainable Marketing, Media and Creative course, and Reel Green Climate & Sustainable Production training all completed.

Through 2026 we are delivering our commitment to whole-team Albert sustainability training and circular economy webinars through ReLondon and the Ellen MacArthur

Foundation. Weekly internal meetings keep environmental goals visible across the whole organisation.

Our management support structure is in place and operational:

- **Two dedicated team members** focused exclusively on reuse, circularity and reducing operational emissions
- **A sustainability consultant** providing specialised guidance and communications support
- **Teams Tracker** for recording and monitoring all goals
- **Monthly Director meetings** to review progress, assess developments and refine strategies

14. Community Reuse Network

We continue to promote the redistribution of production assets through prop houses, film schools, production teams, studios, and arts, media and social enterprise organisations including PropUp, Restage, Recollective, ReLondon and the British Film Designers Guild.

By 2025 we had established a network of 150 community reuse partners across Essex, Suffolk and Reading. Through 2026 we are expanding this nationally via our active regional hub network. We monitor the network's growth and track where items go, identifying trends and new opportunities. We review these partnerships annually and maintain close working relationships with sustainability consultants including Sustainable Film, Picture Zero and Green Eyes — avoiding duplication and maximising collective impact.

15. Accreditations and Memberships

CAMA is proud to be an affiliate, member and endorsed supplier of a number of industry-leading organisations, including the Production Guild of Great Britain, BAFTA albert, the British Film Designers Guild and ReLondon's circular community.

We are active participants in:

- Better Futures (Mayor of London net zero initiative)
- Climate Essentials carbon management platform
- SME Climate Pledge
- Carbon Accounting Alliance

And, as of 2026, recipients of **The King's Award for Enterprise: Sustainable Development**.

16. Forward Plan: Targets for 2026 and 2027

Energy: Working from a full reporting period of solar generation data, our target is to confirm and verify total annual clean energy coverage, register for the Smart Export Guarantee, and establish whether further investment is needed to close any gap between generation and consumption.

Waste: We are targeting a year-on-year reduction in disposal and recycling jobs from our 2025 baseline. Every disposal order we convert to reuse counts, and community redistribution routes are expanding as the hub network grows.

Supply chain: We are implementing the rebuilt procurement policy with a clear focus on HVO and EV logistics partners, and formal assessment of all regional hub partners against energy and sustainability criteria.

Regional hubs: Our network is active and delivering. Hubs across priority UK locations including Liverpool, Cardiff, Manchester and Bristol are reducing transport emissions by enabling assets to be managed, donated and redistributed locally. We will continue to expand the network and deepen its reach.

Data: The carbon calculator upgrade is in delivery. Our goal is to complete it, expand the productions receiving detailed carbon reporting, and begin contributing industry-wide reuse data to Albert and other environmental bodies.

Community: We are building nationally from the 150-partner base established in Essex, Suffolk and Reading, with targets set for each new regional hub.

Growth: Our three-year data shows a 159% increase in carbon impact, 243% growth in asset reuse and 221% growth in project delivery. Our goal is to sustain and extend that trajectory reaching more productions, more countries, and more crew members who can make better choices through our platform.

17. Performance Dashboard and Objectives

Area	Current Performance	2030 Objective
Embodied Carbon	38,990,424 kg CO_2e avoided through reuse	Expand carbon measurement to all managed productions
Solar Energy	29,359 kWh generated; 116% self-sufficiency over the reporting period	Increase onsite generation and optimise battery storage
Operational Energy	Net exporter of renewable electricity	Maximise onsite generation and energy efficiency
Waste	99.6%+ landfill diversion	Maintain >99% diversion while reducing total volumes

Recycling	53–63% material recycling	Improve source segregation and material recovery
Fleet (logistics partner)	376.5 tCO_2e baseline	Reduce to 280 tCO_2e by 2030; Net Zero by 2050
Procurement	Supplier environmental assessment in place	Introduce formal supplier sustainability scorecards
Scope 3	Transport and supplier engagement monitored	Expand reporting across all significant suppliers
Circular Economy	31,114 assets reused	Increase reuse rates, reduce demand for virgin materials

18. Looking Forward

Our direction is set. We measure what matters most: **38,990,424 kg CO_2e avoided**, **31,114 assets reused**, **21,640 m^3 diverted from landfill**, and clean energy generated beyond what we consume. Those numbers tell the industry's story as much as our own and the scale of impact is clear. We share our data because the industry needs it and because transparency is how real progress gets made.

Alongside that, we track our key operational indicators and continue to develop our broader Scope 1, 2 and 3 emissions reporting in line with the GHG Protocol as our approach matures. Circularity works. The data proves it.

Together, we're making film and TV production a force for good.

Signed

Michael Apostolides & Michelle French

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This report is to be reviewed and updated in 2027. Supporting data, monthly SolarEdge and waste contractor reports, and AssetCycle certificates are available upon request.