

AD NET ZERO

ALL FOR NONE

UK advertising's response to the climate emergency

ADVERTISING
ASSOCIATION



IPA
Incorporated
by Royal Charter

ISBA

Green
Element

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AD NET ZERO - ALL FOR NONE

KEITH WEED
President, Advertising Association

The Climate Emergency is the biggest challenge we will face in our lifetimes, dwarfing the current Covid-19 crisis. Action is needed now, and for the long-term, to change the impact we are all having on the planet we live on. The scale of the challenge means this new report from the Advertising Association and our industry's think tank, Credos, is the most important report we have published yet.

Our ambition is to get the climate impact of our industry's operations down to 'real net zero', in terms of carbon output, within the next decade. This goal is within our reach by the end of 2030 as the report sets out, through a clear series of actions.

We need every company and individual in our industry to join us in this effort, by acting on these recommendations and becoming an active supporter of Ad Net Zero. Every single one of us has a role to play in ensuring our industry fulfils its responsibilities to future generations and help deliver a sustainable way of life for the 21st century and beyond.

By supporting Ad Net Zero and implementing the recommendations of this report, you will be beginning the essential journey that our industry (along with every industry that advertising serves) needs to take. It will help make a meaningful, long-lasting change to the way we make advertising and the impact it has on our climate. You will be putting the planet at the heart of the way you conduct your business, and our industry will be a better, more trusted one for it.

The time is now and your support for Ad Net Zero is vital.

It really is a case of All For None.





MINISTERIAL FOREWORD

CAROLINE DINENAGE MP
Minister of State for Digital and Culture

Despite the challenges the UK faces in 2020 as a result of the COVID-19 Pandemic, climate change remains one of the greatest threats we face. Last year the UK became the first major economy in the world to pass laws to end its contribution to global warming by 2050, a goal which can only be achieved if we all play our part.

That is why I am delighted that the advertising industry has laid out its ambitious plan – Ad Net Zero - to reduce the sector’s carbon output and reach the goal of real net zero by end 2030.

The industry has already begun to lead the way on the world stage through the launch of AdGreen, the green certification scheme established earlier this year. The initiative provides a model of green advertising production to be emulated around the world. The launch of Ad Net Zero, which encompasses many parts of the advertising supply chain, can have a significant impact as the sector reduces its overall carbon footprint in line with nationwide goals. I know that the creativity and talent which make our UK advertising so great, will be a huge asset in this collective effort.

Since 1990, the UK has reduced emissions by 42% while growing the economy by 72% but we have a long way to go. As we look to build back better from the Pandemic, this Government will put clean growth at the heart of our modern Industrial Strategy. Collective action like that which the advertising industry is initiating with Ad Net Zero demonstrates how Government and the private sector can work together to achieve our aims.

UK companies will be required to begin clearly reporting their impact on climate by 2025, in line with the recommendations of the Global Taskforce on Climate-related Financial Disclosures. The UK is the first G20 country to mandate such disclosure and Ad Net Zero sets up your industry to be well prepared for this, helping to establish British industry as a world-leader in climate action.

Next year will be a vitally important year for the UK, when we host the 26th UN Climate Change Conference of the Parties (COP26). As COP26 Presidency, the UK is committed to working with all countries and joining forces with civil society, companies and people on the frontline of climate change. We must inspire action ahead of COP26 and this will include the efforts of your sector and many others across the creative industries.

I commend you for the launch of Ad Net Zero and taking the initiative to drive towards real net zero. I very much look forward to continuing our work together to establish the UK as a leader on the world stage in our response to climate change, both in the lead up to COP26 and beyond.





COLLECTIVE ACTION NOW

JAMES BEST

Chair of the Advertising Association's Climate Action Working Group

The launch of Ad Net Zero is the culmination of the work of the Advertising Association's Climate Action Working Group.

The Group was set up a year ago to assess the current response of the advertising industry to the climate crisis and recommend practical paths to carbon neutrality for the businesses at its core. Now the Group's findings and recommendations for concerted, collective action provide the basis for Ad Net Zero to turn the challenge into industry-wide action. With a membership drawn from around the advertising eco-system, representing clients, media owners, production companies and agencies both creative and media, the Group has found support and encouragement from many quarters. Inspiring examples of action to curb carbon emissions from companies large and small, young and established, in the diverse world of advertising populate this report.

Our research has shown a demand for more climate-friendly policies amongst people working throughout the industry, and an appetite for more action amongst client companies and media partners alike.

Commitments to take such action further – within agencies, through the production process, into media planning and placement, and on to agencies' working practices with their clients – have been made and endorsed by a growing list of companies and industry organisations, in response to the initiatives we have developed.

The ways to make these initiatives bite and to achieve our goal – which we believe perfectly realistic – of achieving real net zero emissions from the development, production and media placement of advertising in the UK by the end of 2030 are outlined in this report. Ad Net Zero will be the vehicle and brand to take that forward through the decade.

But the work does not stop at curbing the carbon footprint of the advertising process, nor is it limited to the UK. Advertising's influence on consumer behaviour, on the products and services people buy, and on the lifestyles they aspire to, is real, pervasive and global. It is our responsibility – and good business sense – to make that influence a positive one in terms of climate and sustainability, and the UK industry can lead the world.

I hope that our Group's work, supported and informed by so many people in the Advertising Association's membership and beyond, has created the springboard for the changes needed for advertising to be part of the solution to the climate challenge, not part of the problem. Our recommendations, all backed up with appropriate tools, approaches and resources, are eminently practical. We know what we all have to do in collaboration across the industry; now it's over to Ad Net Zero to make it happen.





EXECUTIVE SUMMARY

Acknowledging the need for advertising as a sector to respond to the urgency and scale of the climate crisis caused by CO2 emissions, the Advertising Association's Climate Action Group has produced this report and recommendations for cross-industry action to be taken forward under the umbrella of the **Ad Net Zero** initiative.

Concern over the issue is shared across the advertising sector by individuals and companies alike. Some 71% of people working across the industry are worried about the negative impacts of the industry on the environment; more want their agencies to take climate action.

Many agencies and companies across the industry have taken their own steps to work more sustainably. The report contains inspiring examples from just some of them of them – agencies, production companies and media owners. New policies and commitments are being announced by firms large and small all the time. But more needs to be done collectively.

The Report estimates total UK agency operational CO2e emissions, from IPA-member agencies, exceed 84,000 tonnes a year. 42% of that comes from energy usage and 58% from business travel, with the biggest single contribution coming from flights. On the same basis, the industry as a whole could have a carbon footprint of nearer a million tons.

People across the sector want advertising to be part of the solution to the climate crisis, through the role it can play in influencing corporate policy and consumer behaviour, helping people make more sustainable choices in what they buy, use and do. 91% agree that knowing their organisation is taking climate action would improve their job satisfaction.

Working together to drive carbon-curbing policies throughout the advertising eco-system will strengthen and extend the sector's response to a shared challenge. Practical steps to take and tools to adopt are spelled out in the report's Resources section.

The AA Climate Action Group is urging immediate, collective industry commitment to achieve real net zero carbon emissions from the development, production and media placement of advertising by the end of 2030.

We propose action on five fronts:

01

Advertising businesses' own operations:

all companies commit to curtail their carbon emissions, principally by reducing travel, fossil energy use and waste.

02

Advertising production:

advertisers, agencies and production companies commit to adopt tools and training to curb production emissions, such as AdGreen's.

03

Media choice:

media agencies commit to the IPA Media Futures Group Climate Charter, working with their clients to develop lower carbon media plans.

04

Awards and events:

organisers build sustainability criteria into awards, and plan events to minimise their carbon footprints, especially from travel.

05

Using advertising's positive influence:

agencies and clients harness the power of their advertising to promote more sustainable consumer choices and behaviours.

Ad Net Zero is the Advertising Association-led pan-industry platform tasked with co-ordinating, monitoring, reporting on and pushing forward these five action areas. The Advertising Association is inviting everyone in the industry to become a supporter of Ad Net Zero.

WHY WE NEED TO TAKE ACTION NOW



Greenhouse gas emissions are causing earth's atmosphere temperature to rise at an unsustainable rate

The climate emergency is an existential threat

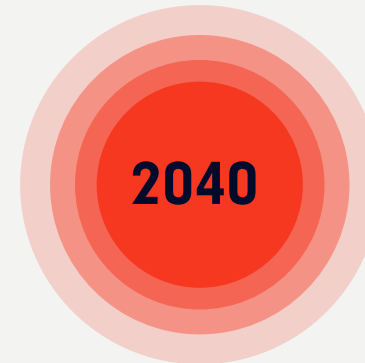


A rise in global average temperatures of 4°C would leave the majority of the world **uninhabitable** by 2100¹

+1.5°C max

PREINDUSTRIAL LEVELS

We need to **limit global heating** to 1.5°C above preindustrial levels to have the best chance of avoiding catastrophic climate change²



At **current rates of human-induced warming** the world would reach this cap in 2040³

1. The Guardian, The Heat Is On Over The Climate Crisis. Only Radical Measures Will Work. 18th May 2019.
 2. 1.5°C emissions pathways are defined as those that are thought to provide a one-in-two to two-in-three chance of warming either remaining below 1.5°C or returning to 1.5°C by around 2100, following an overshoot. IPCC, Special Report: Global Warming of 1.5°C, October 2018
 3. IPCC, Special Report: Global Warming of 1.5°C, October 2018
 4. Results from online quantitative research conducted by Credos between April and June 2020, with a sample of 285 people working across the UK advertising industry. More information on Credos' research methodology can be found in **Appendix 2**.
 5. Carbon footprint based on the office and people emissions of UK IPA advertising agencies, calculated by Green Element. Full methodology is available in **Appendix 2**
 6. An average UK IPA agency employee accounts for 3.4 tonnes of CO2e output. In 2019 IPA members employed 24,700 staff equating to 84,000 tonnes in total.

It matters to our employees and colleagues

Of people working in the UK industry:⁴

96% are worried about the impact we as a species are having on the planet

84% say the current climate situation often or sometimes impacts their sense of wellbeing

71% are worried about the negative impacts of our industry on the environment

45% have questioned working in the industry due to its environmental impact

91% agree knowing their organisation was taking climate action would improve their job satisfaction

Our industry is responsible for greenhouse gas emissions

From the operational emissions of IPA agencies alone:⁵



Average of **3.4 tonnes CO2e** each year per person working in an IPA agency⁶

The total average annual IPA agency operational CO2e emissions is **over 84,000 tonnes**



29%
FROM GAS



13%
FROM ELECTRICITY



58%
FROM BUSINESS TRAVEL



60%
COMES FROM FLIGHTS

of which



THE AD NET ZERO ACTION PLAN



Our goal is to achieve (real) net zero by 2030, reflecting climate science

As an industry we must:

GET OUR OWN HOUSE IN ORDER



Curtail operational and individual carbon emissions:
measure carbon footprints, reduce emissions from travel, energy and waste, and offset remaining emissions through carbon removal schemes

CURB EMISSIONS FROM THE ADVERTISING PROCESS



Curb emissions from advertising production:
measure and reduce impacts with support from AdGreen



Curb emissions through awards and from events:
'Ecoeffectiveness' sustainability criteria for awards, curtail long-distance travel to events



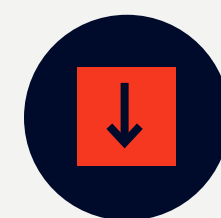
Curb emissions from media planning & buying:
adopt the IPA Media Futures Group Climate Charter

USE OUR INFLUENCE TO CHANGE BEHAVIOURS



Harness advertising's power to support consumer behaviour change:
adopt initiatives like #ChangeTheBrief and offer support to Government in the run up to COP26 and beyond

This can



Reduce carbon



Save money



Retain talent





The Ad Net Zero Ambition

The climate emergency is not a problem of tomorrow. It is a problem now.

From the increasing frequency of extreme weather events, through to the devastating wildfires of recent years and the loss of vital habitats such as the coral reefs, the impacts of climate change on our world are impossible to ignore.

At COP 21 in December 2015, nations from across the globe adopted the Paris Agreement, which revised the global target for limiting global heating above pre-industrial levels from 2°C to 1.5°C. **We need to keep global warming below this threshold to give our planet the best chance of avoiding catastrophic climate change.**⁷

Global heating due to human activities has already reached 1°C above pre-industrial levels. This happened in 2017, and is continuing to increase by around 0.2°C per decade.⁸ Moreover, 20-40% of the global human population live in regions that have already experienced warming of more than 1.5°C above pre-industrial levels.⁹ If the current rate of human-induced warming continues, the world would reach this cap of 1.5°C in 2040.¹⁰

Difference between warming of 1.5 Vs 2 degrees



What is the end result if we do not act now? In the absence of policies, global warming is expected to reach between 4.1°C and 4.8°C above pre-industrial levels by the end of the century, and even taking account policies currently in place around the world warming is still expected to reach about 3.0°C.¹² For context, a rise in global average temperatures of 4°C would leave the majority of the world uninhabitable by 2100 (save for high latitude areas such as Canada, Siberia, Scandinavia and Alaska), at a point in time when the global population is anticipated to reach 11 billion.¹³

We all face a very real, existential threat. One which needs definitive action now. For the advertising industry, climate action is no longer simply a question of positive optics and due diligence. As a significant driving force within the UK economy, and an important point of influence and engagement for the public, our industry can play a key part in supporting the charge to a net zero carbon future.

Ad Net Zero's goal is to lead the UK advertising industry to real net zero by end-2030.

This is based on the ambition outlined by the Advertising Association's Climate Action Working Group, which has spent the past year understanding the carbon impact of our industry, reviewing existing climate action initiatives, and defining the way forward to a greener and sustainable future.

This target can only be achieved through individual businesses taking action to understand and reduce emissions. The five-point Ad Net Zero action plan in this report sets out recommendations and initiatives for all parts of the industry which will drive businesses forward on the journey to net zero.

7. 1.5°C emissions pathways are defined as those that are thought to provide a one-in-two to two-in-three change of warming either remaining below 1.5°C or returning to 1.5°C by around 2100, following an overshoot.

8. IPCC, Special Report: Global Warming of 1.5°C, October 2018

9. Occurring in at least one season in the decade 2006-2015

10. IPCC, Special Report: Global Warming of 1.5°C, October 2018

11. BBC News, What Does 1.5°C Mean in A Warming World? 2nd October 2018

12. [Climateactiontracker.org](https://climateactiontracker.org), updated December 2019

13. The Guardian, The Heat Is On Over The Climate Crisis. Only Radical Measures Will Work. 18th May 2019



A real net zero target

Real net zero is based on reaching a point where greenhouse gas emissions (GHGs) through people's activities will equal zero. If there is still a gross positive quantity of GHGs, a minimum of the same quantity must then be sequestered through carbon removal schemes.¹⁴

Achieving net zero by 2050 is required to keep our industry in line with the UK Climate Act, and in step with broader guidance from IPCC to prevent an increase in temperatures of more than 1.5 °C above pre-industrial levels. Individuals, businesses, industries and governments needs to reduce emissions 46% by 2030 and 25% by 2025 as a minimum.¹⁵

Given its nature, we believe our industry can – and should - achieve net zero well before then: over the next decade. And by aiming for real net zero, the Ad Net Zero initiative will ensure that our industry truly contributes to the removal of carbon from our atmosphere.

Where we are now

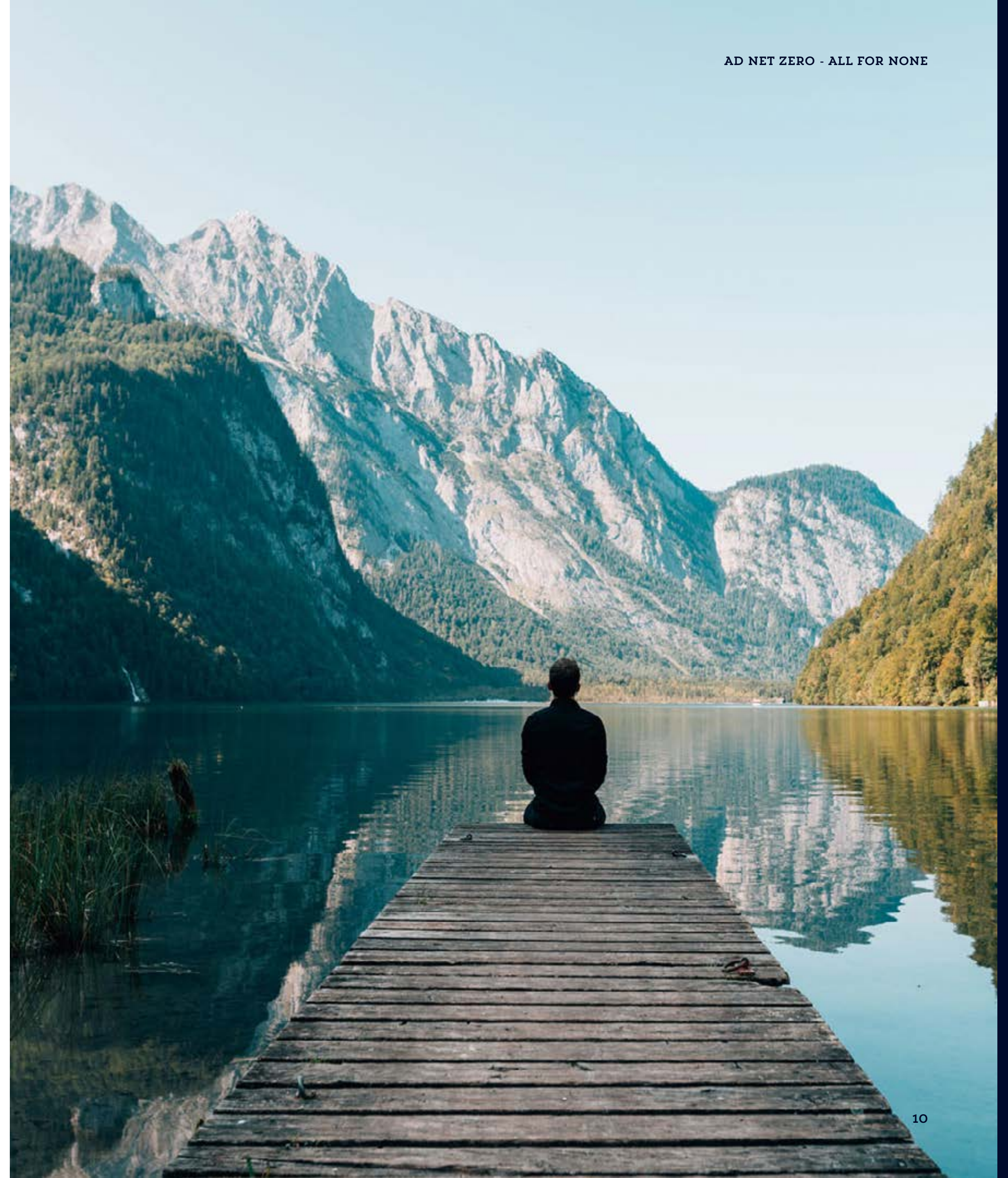
Many organisations have already started on the path. Some have gone a long way to reducing their carbon emissions. For others, reading this report might mark the very beginning of the journey. In Credos industry research conducted for this report, 82% of advertising industry respondents said they were aware that their organisation was taking at least some climate action, but only 24% said their business was doing a lot in this space. A further 18% said their business was doing very little or taking no action at all.¹⁶

The Ad Net Zero action plan, developed by the Advertising Association's Climate Action Working Group, is intended to set the direction for the industry as a whole. We recognise some organisations may have already taken steps to implement some of these actions, and we hope the recommendations in this report will provide a useful guide on taking meaningful climate action for businesses across the advertising ecosystem, regardless of their progress to date.

14. 'Net zero' and 'climate neutral' are often used to describe scenarios where businesses are balancing their emissions through offsetting schemes, as opposed to first seeking to reduce their own GHG output – this therefore cannot be described as 'real' net zero

15. Reductions of this scale and within these timeframes is what is required to comply with science-based targets

16. Credos industry research, April – June 2020. More information on Credos' methodology can be found in **Appendix 2**.





ACTION 1:

Get our house in order – Advertising business operations

All agencies and marketing services companies are encouraged to join Ad Net Zero and commit to curtail their operational carbon emissions to achieve net zero by end-2030. To do this, they will measure carbon footprint data, reduce emissions as far as possible (with a focus on minimising air travel and switching to renewable energy), and offset what cannot be reduced through carbon removal schemes. They will also share Ad Net Zero's aims through their organisations by encouraging employees to understand and take ownership of their own personal carbon impact, and to adopt sustainable behaviours.

[START YOUR ACTION PLAN →](#)



The average annual operational carbon footprint of an individual in a UK advertising agency is 3.4 tonnes CO₂e.¹⁷ That is comparable to other professional service sectors such as accountancy and law, which have similar offices and travel habits. From this, it is reasonable to assume individual emissions would be comparable across other parts of the advertising industry. This means annual operational GHG emissions for the whole industry of potentially more than a million tonnes.¹⁸

Two emissions sources usually predominate:

1. **Business travel (especially flying) – typically around 60% of an agency's emissions**
2. **Office energy use – typically some 40% of emissions**

Some advertising agencies, along with businesses in other parts of the advertising ecosystem, have already taken significant steps to reduce operational emissions. Case histories from two of the top five creative agencies, McCann and adam&eveDDB, which have both implemented green strategies, are detailed later in this report.¹⁹ A survey of 39 of the UK's top 50 agencies shows all but one have taken at least some action to reduce their carbon emissions, but few in a comprehensive fashion.²⁰ Those that have driven new behaviours in their companies, and in some cases achieved ISO 14001, BCorp or equivalent recognised standards, report competitive advantage, higher employee morale and financial savings as a result.

The Resources section of this report has more detail on how agencies and other businesses can take significant steps towards Ad Net Zero through cutting their immediate carbon emissions. You can also find a link to a series of eBooks by Green Element which provide guidance on various elements of measuring and reducing an organisational carbon footprint, including one on 10 Ways To Reduce Your Carbon Footprint.

Learning from those who have made the most progress, and to generate a collective drive for Ad Net Zero, our recommendations are:

Commit to a Climate Action Plan for your company, communicate it to your people, clients and suppliers, and appoint a Climate Action Team to champion it throughout the organisation.

Report, Reduce & Remove: Measure and report the carbon emissions of the business on an annual basis in order to identify areas of biggest climate impact, and to track progress over time in reducing the carbon footprint. Adopt a Science Based Target to determine a programme for reduction that will achieve net zero by end-2030, in line with the Ad Net Zero industry goal. Use carbon sequestering schemes to remove any carbon emissions which cannot be avoided.²¹

Work with your clients and suppliers to secure their support for your policies – for instance on travel and procurement.

17. Emissions per employee are calculated by looking at the operational carbon footprint of an organisation and averaging this across the number of full-time employees and full-time equivalents. By operational, we mean the energy and waste from office buildings, along with emissions from business travel (excluding commuting). Calculating this makes it possible to scale up emissions based on the number of people working in the industry. However, it should be noted that buildings will still generate emissions, even when individual are not in the office e.g. when working from home.

18. Calculated by taking the average of 3.4 tonnes per person working in UK advertising, and scaling this up based on LinkedIn data which estimates that there are 328,000 people working in advertising & marketing in the UK. (As published by Credos in Advertising Pays 6: World Class Talent, World Class Advertising, 2017). This estimate will include those working in agencies, and within advertising and marketing departments of media owners and brands.

19. Campaign School Reports 2020 (based on 2019 gross billings) ranks adam&eve and McCann at first and fourth place respectively within the Top 100 Creative Agencies.

20. Poll conducted by the IPA with their members on behalf of Credos, June-July 2020

21. Some businesses are now seeking to become 'carbon negative' by not only removing any carbon they cannot reduce, but by removing more than is required for them to reach net zero. Brewdog is an example of a brand who has recently pledged to be 'carbon negative' - [brewdog.com/tomorrow](https://www.brewdog.com/tomorrow)



Reducing flights

For big, internationally-oriented agencies, travel can account for around 75% of measured emissions, even though only a few people generate the bulk of air miles in most cases. In some organisations this can be as high as 90%.²² One transatlantic business class round trip generates more carbon than the average agency employee's total annual footprint.²³

Research by Credos with those working in the industry reveals some of the innovative tactics a handful of agencies and advertising businesses are already implementing to reduce emissions from travel:

“We offer additional days of holiday to employees who travel by train to their holiday destination, rather than flying.”

EXECUTIVE/DIRECTOR, CREATIVE AGENCY, LONDON

“Our travel policy makes planes a last resort.”

EXECUTIVE/DIRECTOR, PRODUCTION OR POST-PRODUCTION COMPANY, LONDON

However, responses from 39 of the UK's top 50 agencies showed relatively few have confronted the issue of business flights.²⁴ That is, until COVID-19 hit. The crisis has taught us that status quo levels of air travel are not needed to conduct our business. The experience has also underlined that flying to meetings can be expensive, unproductive, and a waste of an agency's most valuable commodity: time. Clients are increasingly aware of this opportunity to save costs as well as carbon in their supply chain. Engaging now with this change in behaviour will help ensure that businesses do not return to old ways, and will enable our industry to take strides forward along the Ad Net Zero path.

Switching to renewable energy

Green electricity is a widespread choice among those agencies that have taken climate action.²⁵ This is reflected in Credos' qualitative and quantitative research with people working across the industry, with many saying their organisation has switched to a renewable energy supplier, or has made a commitment to move to 100% renewable electricity.

“We invest in a wind energy start-up, and our office building is run on solar energy where possible.”

JUNIOR ROLE, MEDIA AGENCY, LONDON

“We have spoken to our landlord about the building's efficiency and energy suppliers.”

EXECUTIVE/DIRECTOR, CREATIVE AGENCY, LONDON

Some organisations are also ensuring other operational elements such as IT services (including web hosting and cloud-based storage) are similarly sustainable in their energy use.

“Our web hosting company is powered by renewable energy.”

EXECUTIVE/DIRECTOR, PRODUCTION OR POST-PRODUCTION COMPANY, LONDON

Moving forward, the Creative Energy initiative – originally set-up by BAFTA and albert for the broadcast industry – provides an easy way for creative organisations who have not yet switched to renewables to do so.²⁶

Some businesses are also beginning to look at how they can make their gas supply more sustainable. For example, McCann Worldgroup are hoping to move to 'green gas' – made from biodegradable materials such as manure, crops and other organic matter – at their 135 Bishopsgate office in the next 12 months.²⁷

22. Drawn from organisational data in Green Element's agency dataset.

23. A return flight in business class from London Heathrow to New York JFK generates 4.7 tonnes of CO₂e, as estimated through calculator.carbonfootprint.com. Average annual agency employee emissions is based on the calculation provided through Green Element, as outlined on page 41

24. Poll conducted by the IPA with their members on behalf of Credos, June-July 2020

25. Poll conducted by the IPA with their members on behalf of Credos, June-July 2020

26. More information about Creative Energy is available at goodenergy.co.uk/partner-pages/bafta/

27. More information about McCann Worldgroup can be found under Action 5.



Tackling waste

Action on waste such as reducing printing volumes, paper recycling and the like can - and in many agencies does - make a difference too. However, despite its historically high profile and other negative environmental impacts, waste accounts for less than 1% of the carbon footprint of agencies. Radically cutting air travel and switching to 100% green electricity are therefore the two big wins in the push toward Ad Net Zero.

Standards & accreditations for organisations

Pursuing recognised environmental standards, such as ISO 14001, Natural Capital Partners' CarbonNeutral certification or B Corporation status, can provide businesses with a structure for reducing their carbon emissions.²⁸ Within our sample of top agencies, fewer than a quarter report their organisation has achieved or is pursuing a recognised environmental accreditation. This indicates a need for more advertising businesses to focus and formalise their sustainability efforts.²⁹

Other organisations have looked to have their offices designed in line with sustainable certifications. Over 13 million square feet of Google's office space globally is LEED (Leadership in Energy and Environmental Design) certified, and 28% of its LEED certified offices have a Platinum rating. This includes Google's 6 Pancras Square office in London.³⁰

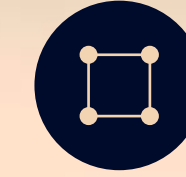
Facebook is another organisation making buildings more sustainable. Its London and Dublin Facilities have achieved ISO 50001 Energy Management accreditations. Additionally, Facebook's new London offices in Brock Street and Kings Cross have been designed to achieve a minimum of LEED (Leadership in Energy and Environmental Design) Gold Certification, with a target of LEED Platinum.³¹

Actions being taken by businesses



Green offices & operations

- Certified sustainable office building
- Renewably-powered cloud computing & web hosting
- Zero waste to landfill
- No single-use plastics on-site
- Green travel policies



Employee engagement

- Green groups
- Green weeks
- Bringing in speakers
- Volunteering on environmental project



Sustainable supply chains

- Procuring office supplies from environmentally sustainable companies
- Seeking to work with organisations that have proven green credentials

28. More information about environmental standards & accreditations can be found in the resources section of the report.

29. Poll conducted by the IPA with their members on behalf of Credos, June-July 2020

30. More information on Google can be found in **Appendix 1**

31. More information on Facebook can be found in **Appendix 1**

Individual actions

In the drive toward Ad Net Zero, it is also important for individual employees to monitor and reduce their own carbon impact, so that their behaviours in and out of the office are supportive of a real net-zero ambition. Currently, there is a general recognition among those working in the industry that the benchmark for green living is not high enough.

In industry research conducted by Credos,



Examples of company-supported individual action that emerged through Credos' industry research include using company Cycle to Work schemes, utilising staff volunteering days to participate in sustainability projects such as tree planting, and pledging not to fly through initiatives such as Flight Free UK.³³

Calculating your carbon footprint is the best place to start. Companies can support their employees in doing this through tools such as Giki Zero Pro, which provides personalised programmes for individual staff members to understand and reduce their carbon footprints, using campaigns and leader boards to create competition and momentum.³⁴ With employees likely to be working from home more in future, organisations can also consider how they can encourage or incentivise staff to switch to renewable electricity at home. The Resources section of this report also provides more information on how individuals can do this.

Companies can also support staff by utilising the training provided by AdGreen (a key component in Action 2 of the Ad Net Zero action plan) which is open to all parts of the advertising industry. The training provides context around the climate emergency, the need for rapid change, and the role our industry can play within this.

³². Credos industry research, April – June 2020

³³. More information about Flight Free UK can be found in the Resources section of this report.

³⁴. zero.giki.earth/pro



“We did the work to calculate the carbon footprint of our business, which was about 30% energy and 70% travel. A few individuals were accounting for the bulk of the travel emissions due to flying.”

EXECUTIVE/DIRECTOR, DIGITAL AGENCY, LONDON

“We ran our first Green Week earlier this year. I was initially really nervous –you don’t want to have all these speakers lined up and four people turn up! But we ended up having a packed room. There wasn’t even standing room left for all of the sessions.”

SENIOR ROLE, CREATIVE AGENCY, LONDON

“The climate credentials of an organisation are probably one of the first things that I’d consider if I was to move role.”

JUNIOR ROLE, MEDIA OWNER, LONDON



Potential impact

Reducing operational carbon emissions can have a number of benefits for the planet and for business. Each advertising business 'getting its house in order' will be vital for our industry to achieve real net zero by end-2030.

Reduce emissions, reduce costs

Looking at organisations who have already sought to reducing their operational emissions highlights the cost savings that are to be had.³⁵

For example, a large agency within our carbon footprint sample with over 500 employees saved 23% on their energy costs over a one-year period from 2017 to 2018 by reducing consumption and switching to a green energy tariff. Their market-based carbon footprint also decreased by 50%.

A small agency with 50 employees saved 42% on their energy costs from January 2019 to January 2020 by using an energy audit to launch a sustainability strategy.

Put cost savings back into the business

One organisation we spoke to said they allow employees to decide how 50% of costs savings are spent, both incentivising staff to participate in the green journey, whilst also providing more workplace benefits for them.

Turn right, not left...

Our research has shown that business travel is the biggest contributor to the carbon footprint of the UK Advertising Industry as a whole, with air travel driving this. Whilst reducing the number of flights taken will have the biggest impact on reducing carbon emissions – and costs – some level of international travel is likely to remain necessary. Offsetting is an option, but to be in line with a real net zero ambition this must be done through schemes which physically remove excess carbon from the atmosphere.³⁶

The way you fly can have a significant effect on the level of carbon produced. Emissions per passenger kilometre for first class travel are 4 times the size of emissions from economy class travel. For business class, emissions are 2.9 times those of economy.

Emissions per passenger km for first class travel



0.60kg CO2e
FIRST CLASS



0.43kg CO2e
BUSINESS CLASS



0.15kg CO2e
ECONOMY CLASS

35. Both examples have been provided by Green Element.

36. More information about carbon reduction schemes and offsetting from Green Element can be found in the Resources section of this report.



ACTION 2:

Curb emissions from advertising production

All agencies and production companies – with client support – will be encouraged to commit to zero waste/zero carbon production. AdGreen, an advertising production sustainability initiative, will provide information and tools to support the industry in this transition. Ad Net Zero will work with AdGreen to promote widespread use of these resources by 2023.

Like other aspects of advertising, motion and stills advertising production can be carbon-intensive processes, particularly location shoots with high levels of travel, hospitality, and complex supply chains. While measurement is relatively limited at this stage, initial findings indicate that an international location shoot could generate over 100 tonnes of CO₂e.³⁷

As with the operational side of businesses, measurement is key to reduce emissions, and is likely to become increasingly important as countries move towards green economies. In the UK, it will be the case that from 2023 all publicly-listed companies with a premium listing will be under more strict requirements to report on climate risk, as part of the Taskforce on Climate-related Financial Disclosures (TCFD) mandate, with the rules likely being tightened and extended in 2025.³⁸ Initially, this will directly affect a small number of brand advertisers in the short-term with more to follow, who in turn will likely seek clearer emissions reporting from suppliers.

[START YOUR ACTION PLAN →](#)



albert – Tackling emissions in broadcast productions

UK broadcasters have developed a comprehensive and effective approach to reducing carbon emissions in the form of albert, the authority on environmental sustainability for film and TV production launched in 2011 and hosted by BAFTA.³⁹ An industry-funded initiative, albert provides free tools, training and resources for film and TV productions to measure and reduce their carbon footprints and waste. albert also seeks to encourage and enable the creation of content that will inspire screen audiences to act more sustainably. In 2019 an average of 9.2 tonnes of CO2e was emitted in the production of one broadcast hour of UK television, with most of the impacts estimated to be generated by people transport, followed by accommodation and the production office.



Launching AdGreen

The time has come for the whole advertising commercials and stills production sector to follow suit. As an industry, we are conscious of the significant environmental impact of advertising production, with respondents to Credos' survey of people working in the industry believing production of advertising to be the third biggest source of UK advertising industry emissions, after public consumption influenced by advertising and business travel.⁴⁰

A key component in the Ad Net Zero toolbox will support the production community in uniting for a zero carbon/zero waste industry. AdGreen was launched in September 2020 (backed by a consortium including adam&eveDDB, APR (Advertising Production Resources), Havas, MullenLowe Group as part of IPG, Unilever, Sky, Publicis Groupe and WPP, supported by the APA, IPA, AOP and ISBA, and administered by a dedicated team at the Advertising Association.⁴¹ It will provide tools and resources to support the transition to more sustainable advertising production.

AdGreen launches with two clear aims: to measure advertising production carbon footprints allowing project teams to understand which activities have the biggest impact, and to empower the industry to reduce emissions and move to zero carbon / zero waste. Its tools will be free at the point of use, and will offer a carbon calculator, specialist training, and a renewable energy buy-in scheme, with certification and a high-quality offsetting scheme coming later.

37. For more details see page 21

38. Chancellor Rishi Sunak confirms UK's first sovereign green bond, mandatory TCFD disclosures, [edie.net](https://www.edie.net), 10th November 2020

39. wearealbert.org

40. Credos industry research, April - June 2020. More detail available in **Appendix 2**

41. weareadgreen.org



“Our industry must come together to tackle the urgent climate crisis. At Sky, we’ve committed to be net zero carbon by 2030, two decades ahead of the UK Government’s targets. But we also want to encourage others to #GoZero, so I’m delighted that Sky is standing alongside others as a founding member of AdGreen. Together we can provide a vital platform to share best practice and innovative ways to tackle the climate crisis, because the world can’t wait.”

DEBBIE KLEIN, GROUP CHIEF MARKETING,
CORPORATE AFFAIRS AND PEOPLE OFFICER, SKY

“The consequences of the climate crisis will have a catastrophic impact on our planet and on lives and livelihoods. Urgent action is needed from every corner of every industry to move to a zero-carbon future. Unilever has committed to be a carbon-neutral company by 2030, and to have net-zero emissions from our products by 2039. What we do today is make or break. So, we’re delighted to join our peers and other leading organisations to launch AdGreen, to push for real change in advertising production. Now is the time to commit to a fairer, zero-carbon world.”

ALAN JOPE, CEO, UNILEVER

“WPP has a responsibility to use our scale and power of creativity to influence society and change behaviour. As founding partners of AdGreen, we’re helping to set a new industry-wide benchmark for a zero carbon and zero waste ad production future that supports clients in achieving their carbon reduction goals and makes green ad production the norm.”

MARK READ, CEO, WPP

“We are excited to be a founding partner of AdGreen. Advertising is all about creating and accelerating behaviour change, so we have a clear responsibility to help the UK economy move towards net zero as fast as it can. While all of us are individually striving to do more, by working together in our respective industries to unite behind initiatives like AdGreen we will have a huge and positive impact.”

MAT GOFF, JOINT CEO, ADAM&EVEDDB



Case study

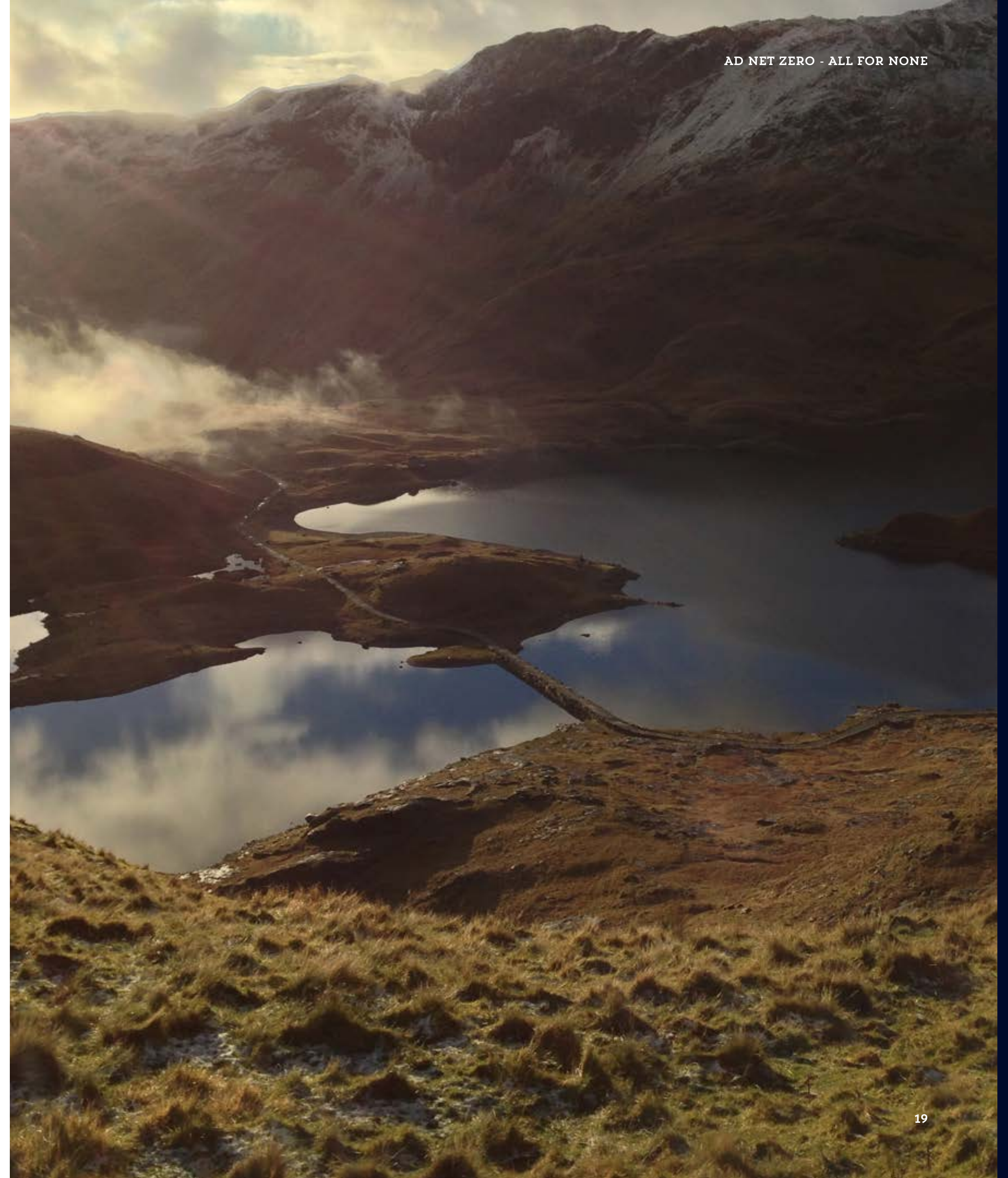


Locate Productions is aiming to reach net zero, and to do this felt that a working culture and business approach with sustainability at its core was key, rather than 'business as usual' with some elements of sustainability bolted on. The organisation's approach seeks to reduce carbon emissions as far as possible, whilst at the same time sequestering carbon in relation to amount of production work they do, by planting trees through its '1% for the Planet' scheme.

Some of the initiatives Locate Productions have implemented to reduce direct and indirect CO2 emissions from productions include:

- Recycling on shoots (and in the office).
- Providing staff with carbon literacy training through the albert scheme and engaging with albert events and tools.
- Vegetarian menus on set, with each vegetarian meal emitting approximately 0.86kg of CO2, 14 times less CO2 than a beef-based meal, 2 times less CO2 than a pork-based meal, and 1.8 times less than a chicken-based meal.
- Lower emissions travel – earlier this year one of their producers travelled to Madrid via train rather than plane, emitting approximately 11kg of CO2e rather than 200kg CO2e.
- Sequestering carbon by adding an optional 1% For The Planet to invoices, which goes towards biodiversity projects - at present planting trees in Romania with Forests Without Frontiers. This has led to approximately 2531 trees being planted in the last 6 months alone, sequestering 101 tonnes CO2 (using European estimates per hectare).
- Switching energy through albert's Creative Energy scheme. This saves the company about 3.205 tonnes of CO2e per year.
- Looking to launch a Re-use & Recycle Wardrobe Store, reducing the need for stylists to repeat buy new clothes for each shoot.

A sustainability centred approach has been good for business by generating new contacts and helping to maintain existing clients. It has also created a positive working environment among core staff and freelancers by improving sense of purpose and meaning, and cementing a community of like-minded production personnel.





Potential impact

Learnings from albert:

Carbon literacy through training:

According to data gathered by albert, those working in the broadcast production industry who undertake the sustainable production certification to reduce their carbon footprint do so by an average of 15%.⁴² It would be reasonable to expect similar carbon literacy training, such as that provided by AdGreen, will lead to reductions in emissions from commercial productions.

Renewable energy:

albert has found that simply by switching to a renewable energy provider, productions can reduce their carbon footprint by almost a quarter.⁴³ In 2017 albert helped 25 companies move to affordable and renewable energy tariffs with its group purchasing scheme, saving a total of 300 tonnes of CO₂.⁴⁴ AdGreen will provide the same group purchasing mechanism for the advertising industry through the Creative Energy scheme, providing an easy way for businesses to switch their energy provider and significantly reduce carbon emissions.

“If we knew all productions were created sustainably, I’d sleep better.”

JUNIOR ROLE, PRODUCTION / POST-PRODUCTION COMPANY, LONDON

“We as an industry generally use a lot of power, plastic, paper and fuel for a production. I am lucky to work for a company that works in line with green policies and guidelines, so I have seen how we keep our carbon footprint to a minimum, which we are monitoring in more detail all the time. I believe that if all production companies operated in a similar way, this would help the climate.”

JUNIOR ROLE, PRODUCTION / POST-PRODUCTION COMPANY, SCOTLAND

42. 'albert - working towards greener film and TV', broadcastnow.co.uk, 16th August 2018

43. albert Annual Report, 2019-20

44. 'albert - working towards greener film and TV', broadcastnow.co.uk, 16th August 2018

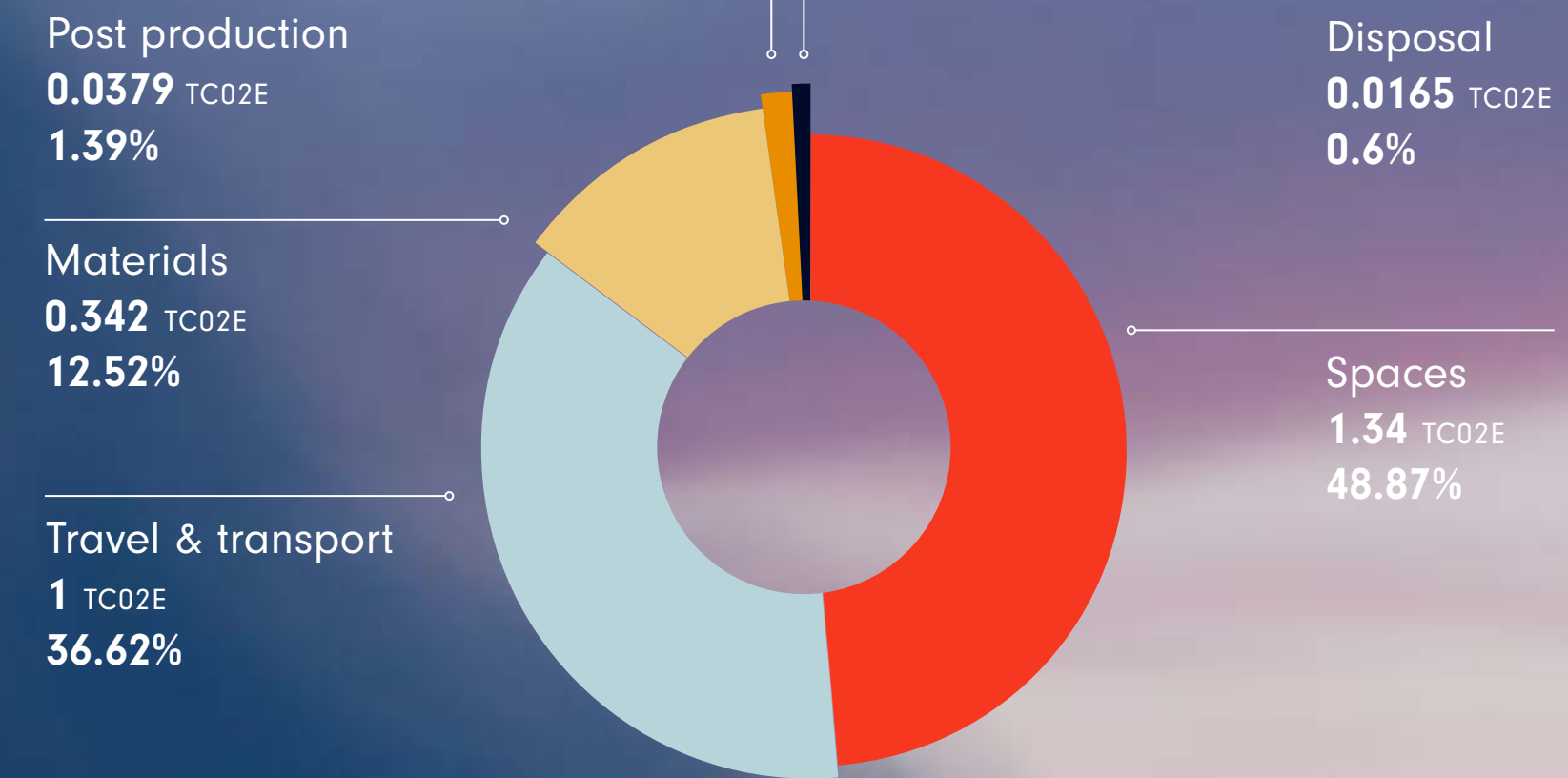


Illustrative examples of advertising production footprints

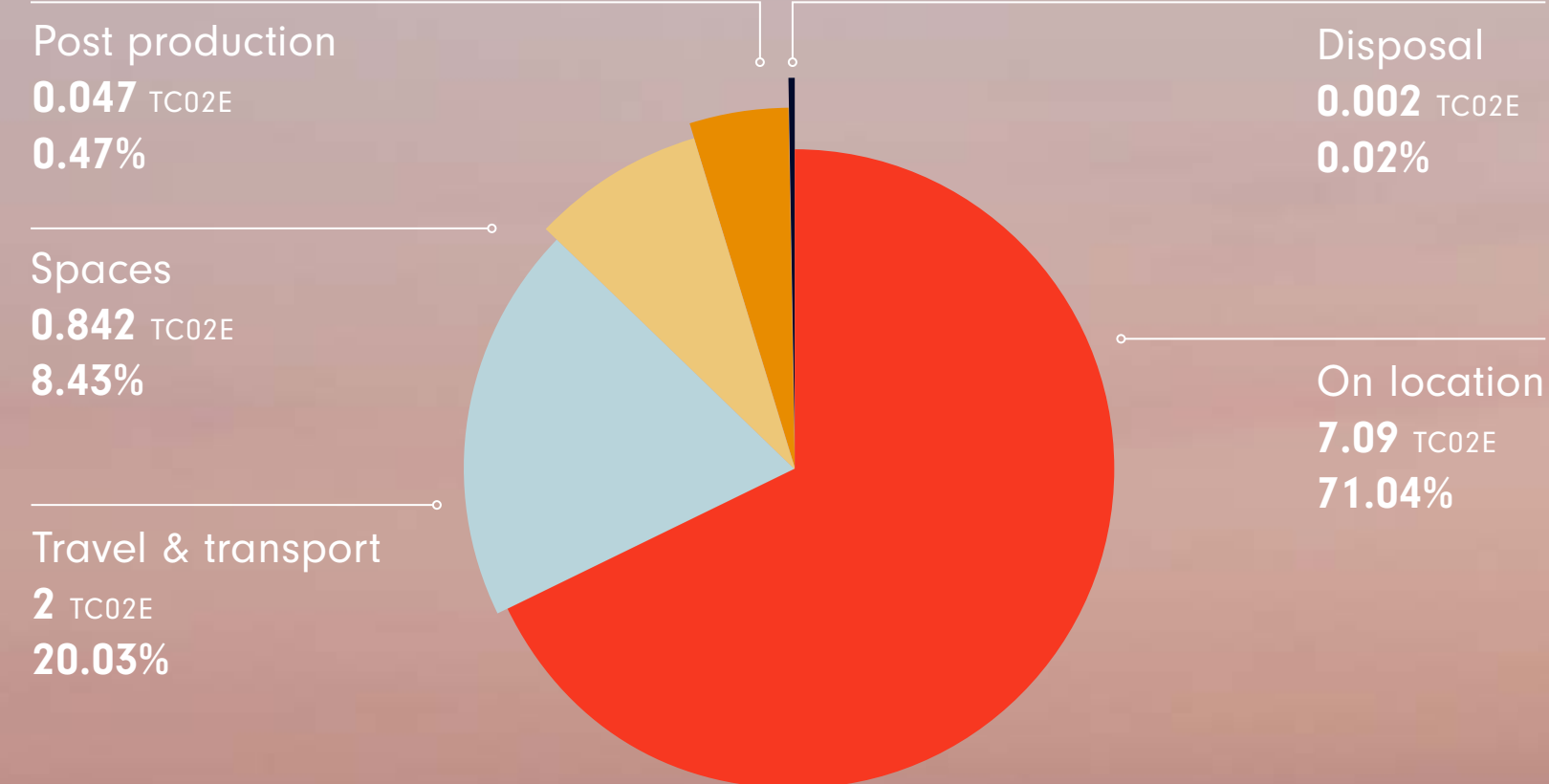
These graphs provide initial indications of what the carbon footprints could be of different types of commercial production. These have been calculated based on broad averages rather than specific shoots. These examples give a rough idea of how the biggest carbon savings could be achieved if productions sought to reduce their emissions.

The graphs also demonstrate the stark difference in emissions between a local and international shoot, with the given example of a shoot in the Ukraine and Thailand having emissions of more than 40 times the example of a UK studio shoot. More metrics about potential emissions at concept stage can help emissions be avoided in the long run.

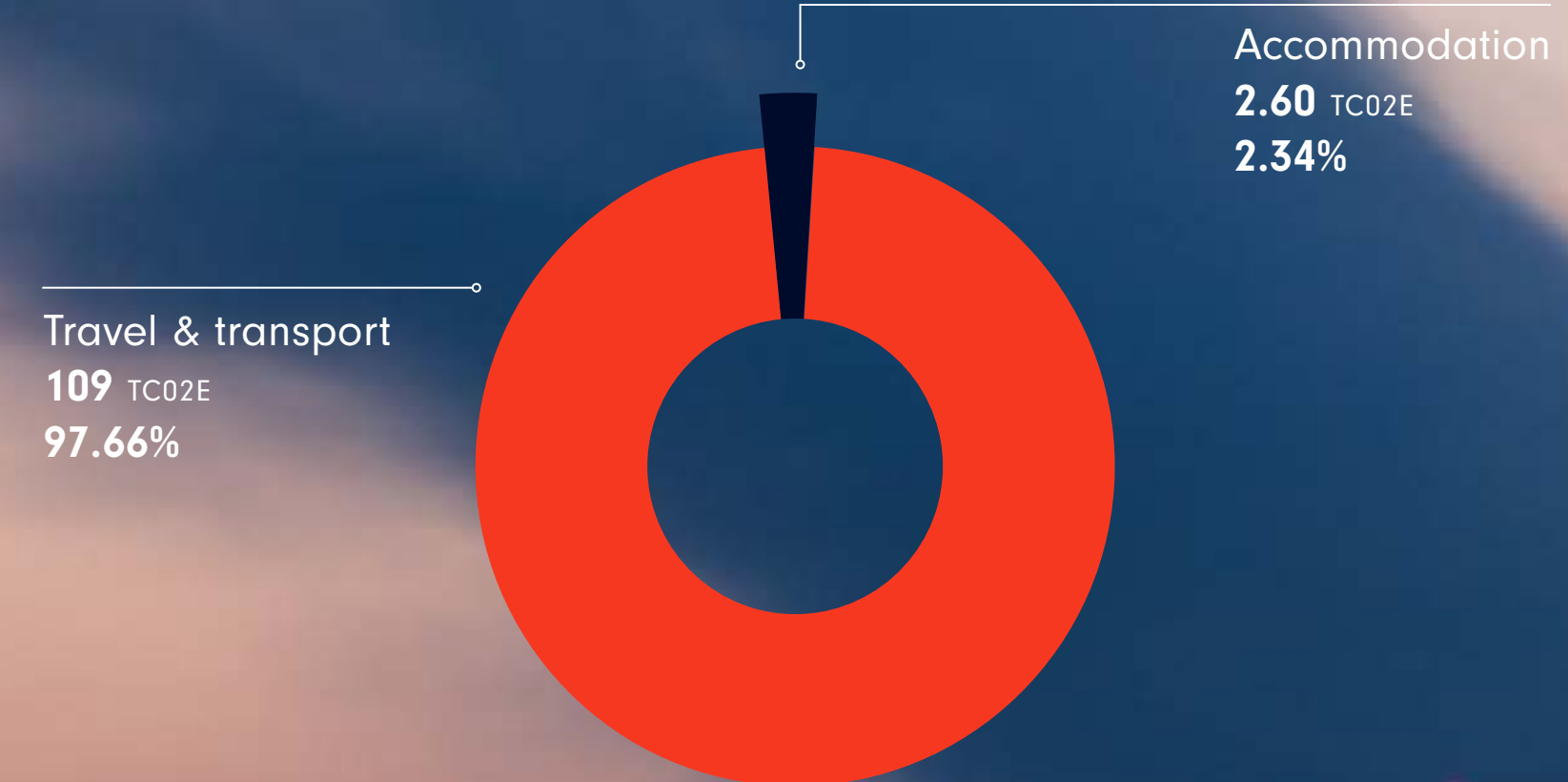
UK studio production steps



UK location production steps



Production in Ukraine & Thailand⁴⁵



⁴⁵ The footprint is based on 45 individual flights (including return journeys and connecting flights), with 26 business class flights and 19 economy flights. It does not include local production emissions on the ground in Ukraine and Thailand, only hotels and flights for visiting clients, ad agency staff and the production team.



ACTION 3:

Curb emissions from media planning & buying

All media agencies will be encouraged to adopt the IPA Media Futures Group's Climate Charter, enabling media planning and buying choices to be made with their carbon emissions impact front-of-mind. The Charter is designed to provide the tools and resources to support the transition to a zero-carbon future. We will work towards this becoming an accepted element in media planning for all advertisers as part of the Ad Net Zero plan.

[START YOUR ACTION PLAN →](#)



Media owners across all channels have made great strides in reducing the carbon impact of their operations.

Global's radio transmitters are powered by 99% renewable energy sources. Channel 4 has switched to 100% renewable energy in its London, Manchester and Bristol offices. The Professional Publishers Association (PPA) has supported members by conducting research into environmental credentials and the economic costs of different types of magazine wrapping, including compostable plastic films and paper wraps. The News Media Association (NMA) reports that in 2019 the recycled paper content of UK newspapers was just over 63%, and the combined recycled/certified fibre content ration stood at 95%. Facebook is working to support their facilities with 100% renewable energy in 2020, and are on track meet this goal with 86% renewable energy achieved in 2019. In 2018 Google identified more than 170 possible energy-efficiency measures, with more than \$13 million in annual savings potential, and in September 2020 they announced that they have eliminated their carbon legacy. And the list goes on.⁴⁶

In the world of digital, DIMPACT will soon make it possible for participating companies to understand their carbon impacts right through to the end user. It is a study backed by a consortium of leading broadcasters, publishers, digital companies and media agencies, to produce the first comprehensive analysis of digital media's carbon footprint, upstream and down, including its advertising components. This will enable more informed decision-making to reduce the overall carbon footprint of digital services.⁴⁷

But media are not equal when it comes to their carbon impact. The weight and mix chosen for a campaign can make a big difference. Advertisers and their media investment advisors need to know so they can plan their schedules with their carbon footprint in mind. As is the case with advertising production, the ability for media agencies to provide clients with emissions data is likely to become increasingly important as the UK shifts to a greener economy with stricter rules for and expectations of businesses.⁴⁸

To that end, the IPA Media Futures Group, which represents the UK's major media agencies, is asking its members to adopt its Climate Charter.⁴⁹ It will include a carbon calculator for media planners and a showcase holding information on media owners' sustainability and climate credentials. By signing up to the Charter, media agencies and their clients will be taking a significant step towards addressing the advertising industry's direct climate impact of running campaigns, and to helping the industry achieve Ad Net Zero.⁵⁰

Alongside practical guidance on reducing the carbon impact of agency operations and the work media agencies produce for clients, the ambition of the Charter is to advance the industry's sustainability goals, for example through an ongoing programme of research, education and events. Starting from 2021, we want this commitment to the Climate Charter to become an expected part of clients' media planning and selection.

"I think that's going to be a key theme for how we, as an industry, respond to climate change. Together. Share our knowledge and share our experiences."

EXECUTIVE/DIRECTOR, MEDIA AGENCY, LONDON

"We in media agencies need to understand the climate impact of what we're doing. Otherwise it just finger in the air."

EXECUTIVE/DIRECTOR, MEDIA AGENCY, LONDON

"When I suggested manual paper QA sheets for every campaign were not a good choice for the planet, I was laughed at by the head of department. I'd like to hope this does not broadly sum up the attitudes of those in such positions, who have more weight in terms of instigating change, but I fear there are many others who share this lack of concern."

JUNIOR ROLE, MEDIA AGENCY, LONDON

46. More information on all of these examples can be found in **Appendix 1** of this report.

47. More information about DIMPACT can be found in **Appendix 1** of this report.

48. In the UK, it will be the case that from 2023 all publicly listed companies with a premium listing will be under more strict requirements to report on climate risk, as part of the Taskforce on Climate-related Financial Disclosures (TCFD) mandate, with the rules likely being tightened and extended in 2025. Chancellor Rishi Sunak confirms UK's first sovereign green bond, mandatory TCFD disclosures, **edie.net**, 10th November 2020.

49. More information about the Media Agency Climate Charter can be found in **Appendix 1** of this report.

50. The Charter also includes recommendations on how agencies can reduce their operational footprint as well as the measures that AA is recommending the wider industry adopts, namely #ChangeTheBrief and AdGreen.

Case study

Clear Channel

UP TO
65%

REDUCTION IN
CONSUMPTION & EMISSIONS
FROM BUS SHELTER PANELS

50%

CARBON FOOTPRINT
REDUCTION SINCE 2008

↑

OVER 400
TREES PLANTED

Clear Channel UK has managed to reduce its overall carbon footprint by 50% since 2008. They acquire 100% of their electricity from renewable sources and 98% of their waste avoids landfill.

One key activity has been the upgrading 45,000 fluorescent tubes in their bus shelter panels to new, bespoke LED tubes, a first for any Out of Home media owner. This has seen a reduction of up to 65% in the panels' energy consumption and carbon emissions.

More Clear Channel UK's initiatives include:

- Rolling out a new fleet of electric and low-emission vehicles.
- Installing rain collection tanks in their depots to supply water for the cleaning of their estate
- Running an internal initiative called Green Channel, with activities including giving out reusable coffee cups to all staff and introducing reusable lunch bags in all offices and depots.
- Taking part in Keep Britain Tidy's 'Waste Less Workplace' pilot scheme to reduce waste and improve recycling in office.
- Clear Channel UK staff also regularly volunteer in environmental projects around the UK run by Keep Britain Tidy, and have planted over 400 trees in partnership with Trees for Cities.

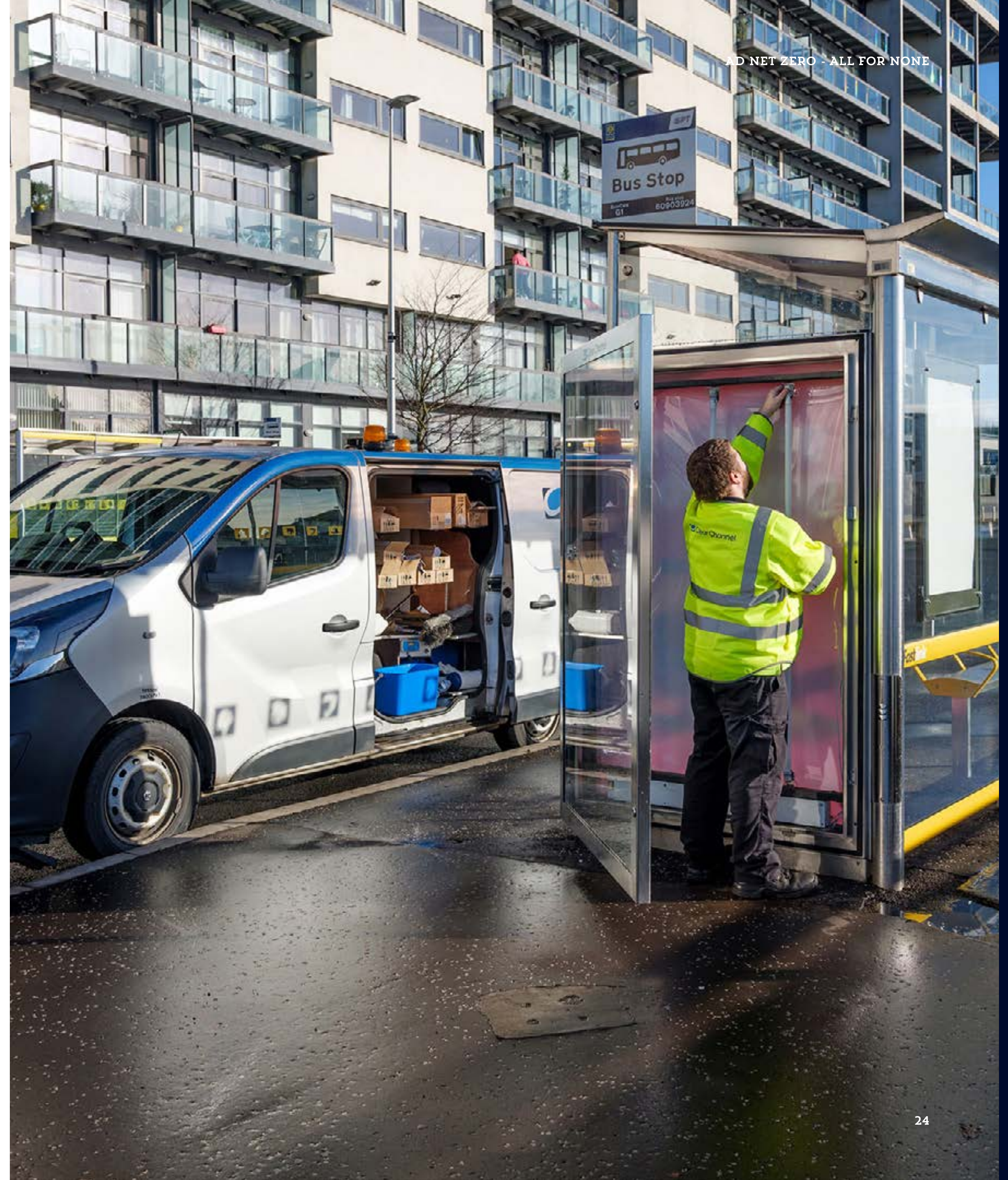
These initiatives have positively impacted multiple areas of the business. They have also driven engagement with key stakeholders as follows:

External stakeholders

- Support positioning as 'a Platform for Brands and a Platform for Good' that has proven to be attractive to new and existing clients.
- Boosted credentials in tenders, helping to renew and win contracts with public authorities and private landlords.
- Garnered industry recognition, including awards nominations. The LED tubes installation initiative was nominated for Campaign Media Awards and Edie Sustainability Leaders Awards.

Internal stakeholders

- Positive feedback from staff and improved internal behaviours.
- Greater appeal of the business to job candidates.
- Led to substantial cost savings, particularly for energy consumption. As a result of the LED tubes installation, the business' un-metred electricity consumption has been reduced by almost 40%.



AD NET ZERO - ALL FOR NONE



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MEDIACOM

Mediacom's Carbon Calculator⁵¹

MediaCom London has been carbon neutral in its operations since 2007. However operational emissions are just a small proportion of any agency's carbon footprint – the majority comes from the work done for clients. The agency is looking at how to minimise its wider impact. One initiative is the development of a media carbon calculator which calculates the carbon footprint of a media plan and allows clients to offset this.

Centrica, the parent company of British Gas and Hive has set out clear responsible business ambitions to 2030, with sustainability a core pillar within this. To support this vision the British Gas and Hive marketing teams are building a sustainable marketing approach, starting with the carbon impact of media delivery.

MediaCom has worked with British Gas to understand the overall carbon footprint of their Q4 media campaigns. Using their media carbon calculator, they identified a footprint of 980 tonnes of CO2 emitted in the delivery of the campaigns. Through offsetting this footprint via high impact projects within Kenya and Uganda they have been able to create a carbon saving and positively impact local communities through investing in efficient cooking and clean water solutions.

51. Data provided by MediaCom, September 2020



ACTION 4:

Curb advertising emissions through awards and from events

Ad Net Zero will challenge industry awards bodies to ensure that the sustainability credentials and climate impact of campaigns inform judging. It will also encourage organisers of events and conferences to put sustainability at the forefront of planning, seeking in particular to curtail long-distance travel, where possible.

[START YOUR ACTION PLAN →](#)

Awards

The advertising industry is social and thrives on coming together, for example, around industry awards nights. These perform a valued role in a healthy community of like-minded professionals, promoting excellence and stimulating competition, for creativity and effectiveness. There are some awards for 'green' campaigns although these are few and far between. In most instances, awards for environmentally positive advertising are rolled into a broader 'social good' or 'social purpose' category, separated as niche and lower down in the hierarchy of importance.

As part of Ad Net Zero, we would like to see more – and more informed and rigorous – awards for advertising work that has a proven impact on environmental sustainability.

When it comes to the coveted 'grand prix' awards, juries are seldom invited to consider the likely carbon impact of the advertising they are evaluating. We challenge the UK's awarding bodies to introduce that thinking into their judging criteria. Campaigns that clearly encourage wasteful, extravagant and irresponsible behaviour in the context of the emissions that accompany it should not be celebrated as examples of excellence in advertising.

Purpose Disruptors recognised the need to develop a new methodology for calculating 'Ecoeffectiveness', that is to measure advertising's impact on the environment, and answer the urgent question of how to increase profitability while reducing emissions to net zero. At the heart of the framework, which has been led by Purpose Disruptors members from Iris and Elvis, is an invitation for agencies to calculate and report the incremental uplift in greenhouse gas emissions associated with all sales that are attributable to their advertising, and to measure and report their 'return on carbon' – the amount of revenue generated per tonne of carbon created through those sales.⁵²

52. More information on 'Ecoeffectiveness' can be found in the Resources section of this report. 'Ecoeffectiveness' forms part of the The Great Reset initiative spearheaded by Purpose Disruptors - greatreset.com



“As an industry we’re very into measuring effectiveness and getting all the data to support it. Climate is very big on data, so we can put the two things together. Really awards that look at effectiveness should be taking into consideration the environmental impact of the ad too.”

EXECUTIVE/DIRECTOR, CREATIVE AGENCY, LONDON

“Cannes have a new award called the Sustainable Development Goal Lions, which is encouraging because it’s going to get agencies thinking about genuine ideas that talk about the environment and sustainability, and encourage better behaviour.”

SENIOR ROLE, AGENCY, LONDON

“I think climate needs to be more of a present narrative, perhaps with more incentives for agencies to act, such as awards”

JUNIOR ROLE, MEDIA AGENCY, LONDON

Events

For many organisations, events are important profit-makers or sales opportunities. But they can generate substantial carbon emissions, often unnecessarily or wastefully, and could be conducted in more climate-friendly ways. In order to meet the ambitions of Ad Net Zero, it is important that we take into account the climate impact of our industry events.

During the COVID-19 pandemic, a number of industry events have been conducted entirely virtually to great success. For example, Ascential, the owners of Cannes Lions, the world's biggest festival of creativity, organised a free-to-attend online version of its festival in June 2020 - Lions Live - which was so popular that it is now planning further versions of this to connect advertising professionals around the world in the future. While the festival will no doubt continue in future years, great creativity can be celebrated and shared online with an even larger audience. This rapid shift to online has also been demonstrated by the likes of Stillwell Partners with its Advertising Week series of events and by many of the industry's leading media titles including Campaign, Marketing Week, Mediatel, The Drum and Little Black Book.

The future of events will, similarly to the way we return to work post-pandemic, most likely be a combination of online and real-world activities. With that in mind, there are ways event organisers can help our industry minimise emissions. As evidenced by the operational carbon footprint of agencies in Action 1, international travel is a big contributor to carbon emissions. Reducing the need for delegates to fly to industry events through utilising a hub-and-spoke approach, with events taking place at regional, local levels could significantly reduce emissions. Utilising facilities and contractors that exercise high sustainability standards can also make a big difference.



Case study

ASCENTIAL

Ascential⁵³ are committed to making better choices that will help contribute to a greener world. In 2019 their focus across all of their events was to become more sustainable and lower carbon emissions in a way that encouraged their customers to join them on the journey. They implemented a number of visible changes such as using recycled materials for event accessories, handing out reusable water bottles to every delegate and increasing the number of refill stations around their venues, and donating leftover catering to the Salvation Army and Soup Kitchens. They also limited media and sponsor giveaways to reduce the waste this had generated in previous years. Meanwhile, behind the scenes they were also working with venues and suppliers to ensure their sustainability policies were in line with Ascential's sustainability goals.

As we headed into 2020, Ascential had begun to measure the carbon footprint of their events in order to make more educated operational decisions going forward. They were exploring the possibilities of solar charging and offsetting carbon emissions on delegate flights, to name just a couple of things, and had been about to announce a pool transfer system from airports to event locations. But as COVID-19 became a pandemic, and their events were moved temporarily online, their strategy for planning for future events evolved. As a business they began to examine in detail what was most important to delegates at physical events, in order to define which elements were necessary, and which could be done without. They worked hard to improve their year-round digital offering and are currently developing new digital options to support live events.

With international business travel within companies likely to be scrutinised more than ever in the coming months and years, Ascential want to ensure their events deliver true value to their customers, and that there are no-travel ways to engage with their products. And when live events do come back, they will resume their carbon footprint work, and continue to focus on creating products that deliver business value to customers in an efficient and environmentally responsible way. Ascential are excited to work with their partners and customers on this long-term mission, to ensure future events respect and protect the planet.

53. Data provided by Ascential, September 2020





Potential impact

An analysis conducted of academic conferences about ways to decarbonize conferences after COVID-19 suggests that taking steps like holding conferences biennially in accessible locations, having regional hubs, and increasing virtual presentations can reduce conference travel emissions by 90%.⁵⁴ The study found that intercontinental flights were typically the main source of emissions. Additionally, the research found that modelling delegates' journeys could help identify more accessible locations to hold conferences, which would reduce overall distances travelled.

It is clear there are significant steps event organisers can take to play their part in ensuring our industry reduces its overall emissions, in line with the ambitions of Ad Net Zero. Events are a vital part of our industry – they keep our people connected, celebrate excellence, support the sharing of knowledge and help to build important, new relationships. These are things we do not want to lose and there are smart ways to keep all of these in the future - we warmly welcome the steps event organisers take in the coming months and years.

54. An Analysis of Ways to Decarbonize Conference Travel After COVID-19, Nature, Milan Klöwer, Debbie Hopkins, Myles Allen & James Highman, 15th July 2020.



ACTION 5:

Harness advertising's power to support consumer behaviour change

Ad Net Zero will ask the UK ad industry, through its engagement with this plan, to put Climate Action at the heart of its work to help change consumer behaviour. Initiatives like #ChangetheBrief should be adopted to provide advertisers with more sustainable solutions to their campaign briefs. At the same time, Ad Net Zero extends its offer to the Government to provide meaningful support through advertising to encourage consumer behaviour change in the run-up to COP26 in November 2021 and beyond.

Advertising's influence on the wider world is a hugely important pillar of Ad Net Zero. Our ambition is that agencies and their clients should increasingly work together to measure the carbon impact of campaigns, use advertising to promote more sustainable choices between competing products and services, to back innovations that deliver greener solutions to people's needs and desires, and to persuade society to adopt behaviours that reduce carbon emissions. Half of those responding to Credos' industry survey ranked 'influencing consumers to behave more sustainably' as the most important climate action that organisations in our industry can take.⁵⁵

[START YOUR ACTION PLAN →](#)





Sustainable marketing approaches

To achieve this, we need a determined effort across the board to influence the policies and decisions of advertisers toward more sustainable marketing approaches. One such effort is #ChangeTheBrief, an initiative created at Mindshare and promoted to the wider industry by the Purpose Disruptors.⁵⁶ Acknowledging that agencies – strategic, creative and media alike – have a duty to serve their clients to the best of their abilities, #ChangeTheBrief mandates that, when briefed by a client, agencies present an additional response that encourages a sustainable behaviour or attitude in the client’s audience.⁵⁷

The Great Reset, another initiative driven by the Purpose Disruptors, invited the industry to reset during the time of the COVID-19 pandemic.⁵⁸ To reset our work, to reset what we create and to reset our impact. In an industry first, over 300 people from 30 competing agencies contributed to a campaign, launched in Autumn 2020, that encouraged people to maintain the new environmentally positive behaviours adopted during lockdown.

Our industry produces work that connects with millions of people every single day, providing useful information on all aspects of the way we live our lives. It is within our hands to increasingly make sure this work highlights behaviour change that has a real positive impact on the climate. Everybody working in advertising can make a genuine contribution to this effort. We believe this is a powerful reason for people to work in advertising, to grasp the opportunity to make a real difference.

Agencies and other marketing service companies can go further: they can decline to work for clients whose businesses or policies they feel conflict with their own principles. Some do. But constructive engagement, using their influence and relationships to create strategies, campaigns and media plans that not only can reduce the carbon impact of the advertising itself, but also inspire consumers to make more sustainable purchasing and lifestyle decisions, is something all agencies can do.

In terms of the regulation of advertising, CAP codes and ASA regulation already cover the need for clarity, substantiation and evidence for environmental claims. The ASA has recently committed to a broader review of its responsibilities around climate change and human impact on the environment.⁵⁹



55. Credos industry research, April – June 2020.

56. More information about Purpose Disruptors is available in **Appendix 1**

57. More information on #ChangeTheBrief is available in **Appendix 1**

58. [greatreset.com](https://www.greatreset.com)

59. More information about ASA regulation in relation to environmental sustainability can be found in the Resources section in **Appendix 1**

Working with Government

There is also a role for our industry to work with Government to the same end. The challenges posed during the COVID-19 pandemic has meant advertisers across the board have adapted their campaigns. Not only did advertising during this period reflect difficult national circumstances, but it also reinforced the Government's key public health messaging as the country sought to come together. This approach has proven popular with the public and served a wider purpose in keeping people safe. A key example of this is the 'Enjoy Summer Safely' campaign.

This begs the question how can advertising work with the Government on an even bigger societal issue – that of the climate emergency? All within the framework of two key considerations. The first is that the UK will host COP26 and so needs to take a lead on the world stage in a moment which has been likened to a 'green' Olympics. Secondly, the Government is pursuing a 'green recovery' from the coronavirus crisis. Advertising can play an important role in both of these.

Firstly, work is underway with the COP26 organising team to look at how the industry can amplify Government messaging to the UK public about the event. Guidance for the industry to mark key moments in the run-up and how brands can get involved will be developed by the Climate Action Working Group and published on the Advertising Association's website in its Climate Action section.

Secondly, since the establishment of the Advertising Association's Climate Action Groups, industry representatives have met with officials from both the UK Government's Department for Business, Energy and Industrial Strategy and Cabinet Office, in order to establish a collaborative partnership going forward. Key developments such as the launch of AdGreen have been fed into the Government's plans to look at how the UK delivers the best 'green recovery' possible. Those meetings will continue into 2021 and the Climate Action Groups will continue to share examples of best practice and ways the industry can support the UK's climate action ambitions.



"We have huge impact. We should be using our ability to communicate to change society and make positive change."

EXECUTIVE/DIRECTOR, PRODUCTION/ POST-PRODUCTION COMPANY, LONDON

"We are strongly influencing the decision-making process of the public. And we know exactly how to influence the decision-making process of the public."

SENIOR ROLE, OTHER ORGANISATION IN ADVERTISING & MARKETING COMMUNICATIONS, LONDON

"We are an industry made up of creative thinkers, designers, and those skilled at making things happen...in other words, overflowing with many of the skills which could be so useful in redesigning and reworking "the norm", encouraging sustainability, telling environmental stories and selling a better way of life"

EXECUTIVE/DIRECTOR, OTHER ORGANISATION IN ADVERTISING & MARKETING COMMUNICATIONS, ENGLAND (NOT LONDON)

Case study



Launched in 2020, the Sustainable Development Goals (SDG) Global Practice is a sustainability-focused consultancy unit within McCann Worldgroup⁶⁰, staffed by leaders in the field, experts, and passionate advisors across the globe.

The practice was created to equip and advise client partners and leaders within McCann organisations with the right tools and thought leadership. McCann Worldgroup believes that sustainability strategic decision making unlocks growth in a rapidly changing environment, amplifies the people's voices, and has the potential to identify unmet needs to guide product, brand and business development. The **SDG Global Practice** provides creative and strategic problem-solving capabilities to harness creativity and positively impact the world.

Measuring their contribution to the SDGs, McCann Worldgroup found that 61% of 120 pieces of their award-winning creative solutions (2018/2019/2020) met one or more goal. Auditing creative in this way has also enabled McCann Worldgroup to assess how well they represent each of the different SDGs. For example, Goal 3: Good Health and Well-Being had 24 creative solutions against it, while other goals such as Clean Water & Sanitation and Affordable & Clean Energy had fewer. This approach helps identify areas where the agency network can apply strategic and creative firepower in the future.

In addition to considering the influence its output has on people and the planet, McCann has also taken a number of steps to make its operations greener. In September 2020 McCann Worldgroup opened its first Sustainable Campus in London, which has benefits such as 100% renewable electricity, BREEAM & LEED certifications, green vendors & contracts, and a landlord with a net zero by 2030 carbon commitment. This will include the introduction of 'green gas' in the next 12 months.⁶¹

⁶⁰. Data provided by McCann, September 2020

⁶¹. Green gas is made from biodegradable materials such as manure, crops and other organic matter. This is known under the term Biomass in the context of energy production. These sources are broken down through a process called anaerobic digestion to produce green gas (also known as biomethane) which can then be added into the national gas network.



61% of McCann's campaigns fit one or more SDGs





Potential impact

Using our industry influence to help consumers live more environmentally sustainable lives could improve trust and favourability towards advertising. Previous research by Credos showed that after Creativity/Entertainment, social contribution is the biggest positive driver of consumer sentiment towards advertising. Building on this, in Advertising Pays 8: UK Advertising's Social Contribution published in January 2020, Credos found that 'the environment' is rated the second highest issue that consumers want the advertising industry to tackle, after 'mental health'. Additionally, only 29% of the public think that the environment currently gets enough coverage in advertising.

The climate emergency is increasingly on the agenda of the consumers the advertising industry serves. According to a report from Cardiff University conducted earlier this year (notably before the start of lockdown due to COVID-19), when asked to share unprompted views on the most pressing issues facing the UK in the next 20 years, consumers rated climate change as the second most pressing issue only behind Brexit.⁶² Moreover, 54% of the UK public think that the present climate emergency increases the odds of mass human extinction.⁶³ It's therefore rather unsurprising that 60% of consumers approve of Extinction Rebellion's target of achieving net-zero emissions by 2025!⁶⁴

The advertising industry has the platform, and consumers are looking to the industry to take action.

62. British Public Perceptions of Climate Risk, Adaptation Options and Resilience (RESIL RISK). Cardiff University's Understanding Risk Research Group, March 2020

63. Climate Change Poll, Comres, April 2019

64. Sky Data, May 2019. Reported in Guest post: Polls reveal surge in concern in UK about climate change, Carbon Brief, May 2019.



Your Ad Net Zero action planner

ACTION 01	Creative agency	Media agency	Media/ Platform owner	Production company	Brand/Client
← RETURN	<p>Set-up your own internal team to champion a drive to real net zero emissions</p> <p>Measure the carbon footprint of your business to identify areas of greatest impact, and change behaviour/policies accordingly (e.g. limiting business flights, switching to green electricity)</p> <p>Remove any emissions which cannot be avoided through an approved carbon sequestering scheme</p>	<p>Set-up your own internal team to champion a drive to real net zero emissions</p> <p>Measure the carbon footprint of your business to identify areas of greatest impact, and change behaviour/policies accordingly (e.g. limiting business flights, switching to green electricity)</p> <p>Remove any emissions which cannot be avoided through an approved carbon sequestering scheme</p>	<p>Set-up your own internal team to champion a drive to real net zero emissions</p> <p>Measure the carbon footprint of your business to identify areas of greatest impact, and change behaviour/policies accordingly (e.g. limiting business flights, switching to green electricity)</p> <p>Remove any emissions which cannot be avoided through an approved carbon sequestering scheme</p>	<p>Set-up your own internal team to champion a drive to real net zero emissions</p> <p>Measure the carbon footprint of your business to identify areas of greatest impact, and change behaviour/policies accordingly (e.g. limiting business flights, switching to green electricity)</p> <p>Remove any emissions which cannot be avoided through an approved carbon sequestering scheme</p>	<p>Set-up your own internal team to champion climate action within the advertising & marketing functions of the business</p> <p>Engage with or, where possible, initiate broader climate action initiatives within your organisation aligned with ambitious net zero emissions targets</p> <p>Work with your partner agencies, media platforms and production companies to support their green policies (e.g. minimising travel)</p>
ACTION 02	<p>Plan from the outset of any production to minimise CO2 emissions, using a production carbon footprint calculator to create an estimate</p> <p>Be proactive; produce a sustainable production planning checklist for your clients / partners to consider early on.</p> <p>Promote the use of virtual video villages to remote monitor shoots – consider the use of local crew, talent and directors</p> <p>Provide training (e.g. as offered by AdGreen) about the need for more sustainable production and how to achieve this</p>	<p>Encourage your creative agency and brand partners to reduce production emissions by using a carbon calculator and other tools, such as those provided by AdGreen</p>	<p>Encourage your creative agency and brand partners to reduce production emissions by using a carbon calculator and other tools, such as those provided by AdGreen</p>	<p>Drive climate action through your productions by working with creative & brand partners to calculate the carbon footprint of productions</p> <p>Be proactive; produce a sustainable production checklist for your clients / agency partners to consider early on. Promote the use of virtual video villages to remote monitor shoots – consider the use of local crew, talent and directors.</p> <p>Take the lead on making your productions more climate friendly e.g. by improving the energy efficiency of equipment, using electric vehicles, promoting remote monitoring over travel, etc</p>	<p>Work with your creative agency & production partners from the outset of any production to minimise CO2 emissions, using a production carbon footprint calculator to create an estimate</p> <p>Welcome and support suggestions from your partner organisations about how production emissions can be reduced</p> <p>Report and record the carbon footprint of all final productions</p>



ACTION 03
← RETURN

Creative agency

Encourage your media agency partners to minimise carbon emissions from media plans by using a media carbon calculator

Media agency

Commit to reducing your media emissions by adopting the IPA Media Futures Group’s Climate Charter

Plan from the outset of any campaign to minimize carbon emissions by using a carbon calculator to estimate emissions

Report and record the carbon footprint of all your final campaigns

Media/ Platform owner

Seek to reduce carbon emissions generated by your media space

Make available information about the carbon footprint of your media space to brands and partner agencies

Encourage your media agency partners to minimise carbon emissions from media plans by using a media carbon calculator

Production company

Encourage your brand and agency partners to minimise carbon emissions from media plans by using a media carbon calculator

Brand/Client

Encourage your media agency partners to commit to reducing media emissions by adopting the IPA Media Futures Group’s Climate Charter

Work with your media agency partners to plan from the outset of any campaign to minimize carbon emissions by using a carbon calculator to estimate emissions

Report and record the carbon footprint of all your final campaigns

ACTION 04
← RETURN

Prioritise sustainability within your awards efforts and thinking e.g. through using the Ecoeffectiveness methodology to calculate the ‘return on carbon’ of campaigns

Avoid long-distance travel to industry events, especially flights – scrutinise the necessity of face-to-face attendance and use supporting technology to host/attend/speak at events

Prioritise sustainability within your awards efforts and thinking e.g. through using the Ecoeffectiveness methodology to calculate the ‘return on carbon’ of campaigns

Avoid long-distance travel to industry events, especially flights – scrutinise the necessity of face-to-face attendance and use supporting technology to host/attend/speak at events

Make emissions data readily available to support your client & agency partners pursuing sustainability awards

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Avoid long-distance travel to industry events, especially flights – scrutinise the necessity of face-to-face attendance and use supporting technology to host/attend/speak at events

Prioritise sustainability within your awards efforts and thinking e.g. through using the Ecoeffectiveness methodology to calculate the ‘return on carbon’ of campaigns

Avoid long-distance travel to Advertising & Marketing events, especially flights – scrutinise the necessity of face-to-face attendance and use supporting technology to host/attend/speak at events

ACTION 05
← RETURN

Adopt #ChangeTheBrief to encourage your clients to choose creative treatments that promote sustainable behaviours

Engage through Ad Net Zero with the Government and offer your support in the run up to COP 26

Adopt #ChangeTheBrief to encourage your clients to choose more sustainable media plans

Engage through Ad Net Zero with the Government and offer your support in the run up to COP 26

Engage through Ad Net Zero with the Government and offer your support in the run up to COP 26

Support creative & brand campaigns that promote sustainable behaviours

Support creative & brand campaigns that promote sustainable behaviours and provide suggestions for how these messages can be visually conveyed, e.g. re-usable water bottles, electric cars, catching train over flights, use of bikes etc.

Support #ChangetheBrief by welcoming and supporting lower carbon options presented by your creative & media partners

Engage through Ad Net Zero with the Government and offer your support in the run up to COP 26



HOW TO BECOME AN AD NET ZERO SUPPORTER

JOIN NOW →



Do you and your company want to help tackle the climate emergency?

Be part of the drive to reduce the carbon impact of developing, producing and running UK advertising to real net zero by end 2030 and commit to make practical changes in the way you run your advertising operations.

Becoming a Supporter of Ad Net Zero means:

- 01 You and your company agree with the ambition of reducing the working practices of UK advertising to real net zero by end 2030.
- 02 You and your company will be taking steps to put the Ad Net Zero Action Plan into practice over the next six-12 months.
- 03 You and your senior team will share the Ad Net Zero Action Plan with colleagues to ensure there is a clear understanding of the actions everyone working in your company needs to take to achieve our ambition.

Every Ad Net Zero Supporter will be asked to provide information via an annual survey to track the efforts to reduce our industry's carbon footprint. A Supporter will receive a half-yearly update from Ad Net Zero, updates on important new developments and invites to key events in return for ongoing adoption of the Ad Net Zero Action Plan. Supporters will also be approved to use the Ad Net Zero marque in their own credentials.

Ad Net Zero is a not-for-profit initiative, led by the Advertising Association and its members. We ask for a small donation to become a Supporter and you can do this as an individual or as a company.



THANK YOU

We would like to thank the many people who have given their time for free to help make this report, action plan and Ad Net Zero happen. Their insights and expertise have been invaluable.

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Unilever UK & Ireland

Phil Smith
ISBA

Mel Tompkins
Guardian News & Media

Yves Schwarzbart
Google

Sherilyn Shackell
The Marketing Academy

Stephen Woodford
Advertising Association

adam&eveDDB®

ADJUST

ADVERTISING ASSOCIATION

APA

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DMA
Data & Marketing Association

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Google

The Guardian

IPA
Incorporated by Royal Charter

IRIS

ISBA

Leith.

MINDSHARE

ppa

PRCA
The Power of Communication

sky | MEDIA

The Marketing Academy

THE MARKETING MEETUP

THE MARKETING SOCIETY

Unilever

Wieden Kennedy+

Green Element

VISIT →

With thanks to Green Element who provided the environmental consultancy for this project. Green Element is a forward-thinking Environmental Management Consultancy with a wide range of services for SME's and large businesses.

first mile

VISIT →

We are grateful to First Mile Recycling who provided data for inclusion within the carbon footprint calculations.



AD NET ZERO RESOURCES

In this section you can find a number of resources to support the industry, businesses and individuals in taking action against climate change.

Green Element E-Books

Green Element, the environmental consultancy that Credos worked with on this project, have created a number of e-books with more information and advice on reducing your carbon emissions.

Topic areas include:

- Environmental management
- Carbon reporting
- Science based targets
- Sustainable business travel
- 10 ways to reduce your carbon footprint
- Building management
- The green economy

DOWNLOAD →

Science Based Targets Initiative

The Science Based Targets initiative is a 'collaboration between CDP, the United Nations Global Compact (UNGC), World Resources Institute (WRI), and the Worldwide Fund for Nature (WWF) and one of the We Mean Business Coalition commitments.' The initiative verifies and publishes targets. It also provides tools and guidance to organisations wishing to reduce their environmental impact. Visit for more information on the Science Based Targets initiative, or to commit to taking action.

VISIT →

Creative Energy

The scheme, run by BAFTA through Good Energy, provides an easy way for creative organisations who have not yet switched to renewables to do so.

VISIT →

Flight Free UK

Flight Free UK is a campaign encouraging people to pledge not to fly for a whole year, as a way of creating long term behaviour change related to air travel.

VISIT →

Individual carbon footprint calculators

CARBON FOOTPRINT

MOSSY EARTH

WWF

GIKI

The Great Reset

Purpose Disruptors initiated-movement seeking to embed the positive environmental shifts that occurred during the COVID-19 lockdown as the new normal.

VISIT →



Energy efficiency in the office



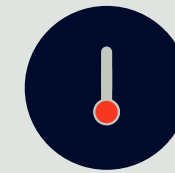
Renewable energy

- For any organisation with an office space, or for media owners with powered inventory, switching to a renewable energy supplier can be a straightforward way of quickly reducing carbon emissions.
- Be sure to look for organisations backed by REGO certificates (Renewable Energy Guarantees of Origin) which assure that the energy supplied is 100% renewably sourced.



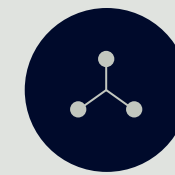
Lighting

- Using energy efficient options such as **LED lightbulbs** can make a big difference.
- When adequate, ensure that **natural light** is used as many offices are artificially lit unnecessarily. Natural light not only saves energy but has also been found to improve sleep and avoid health risks associated with unnatural lighting, such as an elevated stress response.
- **Motion sensors** will automatically ensure lights are switched off if rooms are not in use.
- **Dimmable lights** mean lights do not always have to be on maximum brightness, saving energy and electricity costs.



Heating and cooling systems

- Implement **temperature controls**, ensuring heating and air conditioning is timed correctly and according to outside air temperatures. Lots of energy can be wasted if heating and cooling systems are competing and can easily be avoided by installing a Building Management system.
- Ensure **staff are trained** on local heating and cooling units to avoid dramatic swings in temperature, or take away ability to manually adjust the thermostat.



Data centres and comms rooms

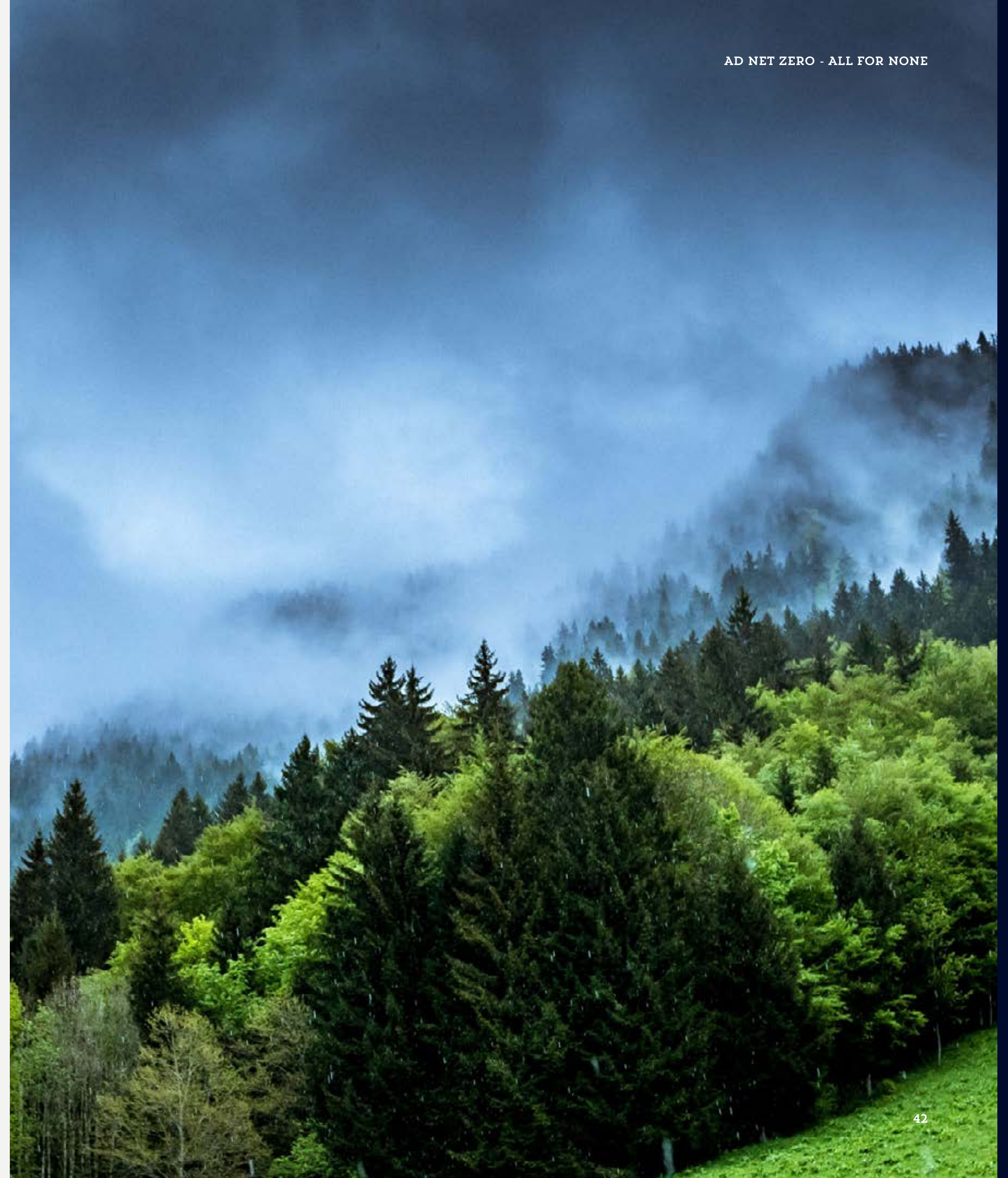
- Set cooling systems to a higher temperature to save energy and increase cooling capacity - often data centres are set around 19°C resulting in unnecessary energy usage. Data centres can save 8% to 9% in energy costs for every 1°C increase in server inlet temperature. **23°C is the optimum temperature for many data centres** to save energy without risking overheating.
- Set up **hot and cool aisles**. Typically, only 40% of the electricity consumed in a data centre is used by IT equipment. A staggering 60% is consumed by the server room infrastructure: air conditioning, lighting, UPS systems, etc. Reorganising your aisles into either hot or cold air containment systems could save you 20% to 40% in annual cooling system energy.



The Advertising Industry's climate strategy

The climate change strategy from the Advertising Association's Climate Action Working Group is to reduce emissions in line with climate science, and to achieve real net-zero on the Science Based Targets initiative 1.5C cap trajectory to 2050, but on an accelerated path to do so in this service industry by the end of 2030. In brief this entails:

- Setting a science-based target aligned to limiting global heating to 1.5C
- Achieving this target through energy-saving strategies, decarbonisation of energy supplies, and reductions in emissions from business travel
- To declare net-zero, all unavoidable residual emissions must be physically removed through carbon dioxide removal measures such as direct air carbon capture and storage (e.g. Carbfix via Climeworks), afforestation and reforestation, land restoration and soil carbon sequestration, enhanced weathering and ocean alkalinisation
- We encourage investments in sustainable development and carbon offset projects that contribute to a low carbon and sustainable global future; however these cannot be used in carbon accounting to negate residual emissions since studies have shown that 73% of carbon offset projects supplying Certified Emissions Reductions (CERs) do not remove the quantity of carbon that they claim to – and there are offset projects that, although environmentally and often societally positive, are not removing any atmospheric carbon at all. Therefore, using offset projects and carbon credits in order to make a declaration of net-zero is potentially misleading, and should be avoided.





Sustainability standards & certifications

The list below represents just some of the recognised credentials organisations can obtain to focus and prove their carbon reduction activities. Many organisations in the UK advertising industry have already achieved one of these standards, as evidenced in the case study examples through this report.

ISO 14001



Provides a framework for an organisation to follow to set-up an effective environmental management system, looking at factors across resource use, waste management and pollution. It can be certified against.

ISO 5001



Provides a framework for organisations to continually improve their energy management. It can be certified against.

CarbonNeutral Certification



CarbonNeutral certification provides assurance that a company's carbon neutral claim is robust and credible. Awarded by a third-party.

B Corporation



To become certified as a B Corp, businesses must meet the highest standards of verified environmental as well as social performance. Public transparency and legal accountability help B Corps build trust and value.

LEED Accreditation



LEED (Leadership in Energy and Environmental Design) is the most widely used green building rating system in the world, and provides a framework for a healthy, highly efficient and cost-effective green buildings.

BREEAM Certification



BREEAM is the world's leading sustainability assessment method for master planning projects, infrastructure, and buildings. It recognises and reflects the value in higher performing assets across the built environment lifecycle, from new construction to in-use and refurbishment.



IPA Media Futures Group's climate charter

A charter to accelerate zero carbon transition for the media agency industry

The charter was developed by the Advertising Association's Media Agency Climate Action Group that formed just after the announcement of the wider working group and consists of members from Mindshare, Mediacom, the7stars, Manning Gottlieb, Rapport and PHD Media. The group was set up to provide media agencies with the tools and resources to demonstrate their commitment and action in the face of the climate crisis.

The IPA Media Futures Group, which represents the UK's major media agencies, is asking its members to adopt the Climate Charter.

The IPA Media Futures Group Climate Charter maps out initiatives that are specific to how media agencies can reduce their carbon footprint, as well operational best practice for reducing the impact of doing business and some measures that are universal for all the advertising industry to adopt (such as #ChangeTheBrief and AdGreen, described on pages 32 and 18 of this report).

The two specific media agency initiatives currently under development are a sustainability showcase of media owners and a carbon calculator for media plans.⁶⁵

The media owner sustainability showcase initiative comes from a recognition that media agencies have a key influence on the supply chain through the selection of media partners, based on various factors including audience, content and increasingly the values of those media partners. The charter recognises that the work media agencies do with their media owner partners represents a significant opportunity to align and jointly address the challenges we face regarding our climate, and aims to build a commitment to a solution for a more sustainable industry.

The carbon calculator for media plans recognises again the role media agencies play in reducing carbon impact in the wider supply chain and shines a light on the gap in how clients measure their overall carbon footprint. For the most part, media investment is not currently part of their footprint calculation. This is perhaps because media spend contributes towards the building of the intangible (but extremely valuable) equity of a brand rather than the more tangible assets of a product or service. With the calculator, the industry can now measure the overall carbon footprint of the campaigns that media agencies plan and buy for clients across all channels, and they can start to work to reduce the climate impact of running clients' campaigns.

It is the group's belief that this charter will act as a critical first step towards transitioning the media industry to a carbon zero future, and that the collective power of multiple media agencies coming together will enable the industry to affect positive and sustained change more quickly and holistically.

⁶⁵ The carbon calculator will build on a tool already in development by Mediacom.



DIMPACT is an online tool that sets out to map and understand the carbon impacts associated with digital value chains.

Mapping the carbon footprint of digital services like advertising, publishing and broadcasting is difficult because the underlying technological systems are hugely complex and constantly shifting. Media content passes through content delivery networks, data centres, web infrastructure and user devices, to name just a few, with each element of the delivery chain having different owners.

To date, estimates of the GHG emissions in the sector do not usually take this complexity into account, relying largely on high-level accounting methods (financial spend and sectoral average emissions) for the majority of the supply chain, combined with highly simplified modelling of end user behaviours and devices to assess their emissions.

With climate change high on the agenda, DIMPACT will allow participating companies to understand their 'downstream' carbon impacts, right through to the end user. This, in turn, will enable more informed decision-making to reduce the overall carbon footprint of digital services.

This is the first serious collaborative attempt to create a tool that takes the complexity out of calculating digital carbon emissions, backed by some of the world's most innovative media companies and the world-class researchers at the University of Bristol:

Participating media companies

- BBC
- Dentsu Aegis Network
- Informa
- ITV
- Pearson
- RELX
- Schibsted
- Sky
- TalkTalk

What has been done so far?

Through the first phase of the project, which commenced in mid-2019, we have developed system architecture models of the value chain for four content delivery models:

- Ad delivery
- Streaming/broadcast
- Online book publishing
- Business intelligence services

For each model, we have developed a simulation framework to estimate the GHG emissions for each 'node' within the framework, as well as the total impacts of the service as a whole.

These models have been made available to participants via the DIMPACT online web platform. This allows users at participating organisations to run the calculations themselves via an online user interface that cuts through the complexity of the underlying systems, whilst also allowing the flexibility to input the relevant data for each organisation. The underlying models and online user interface are currently in the pilot phase, with encouraging feedback from current users.

What's the plan for the future?

With a working prototype and engaged participants DIMPACT is looking to build on its initial success in the following areas:

- Refining the underlying models and user interface through technical assessments, further tailoring of the underlying models, and user research.
- Exploring and developing models for additional digital services, that can leverage the work already done to bring DIMPACT to more users.
- Developing training and support materials to make sure that users are getting the most out of the service.
- Improving the accuracy and technical rigour of the tool, through independent review, with the possibility of implementing a technical advisory committee.
- Engaging with third-party providers within the digital value chain (e.g. content delivery networks, cloud service providers, equipment manufacturers) as a group of organisations, to further understand the carbon impacts, and explore opportunities for reductions throughout the digital value chain.

At the time of publishing, DIMPACT is accepting expressions of interest from companies that are interested in joining or contributing to the initiative.

Please contact Will Pickett for further information.

William.Pickett@carnstone.com



Ecoeffectiveness: The missing measure in a climate crisis

For over 40 years, effectiveness studies have developed an almost scientific understanding of how advertising drives growth, profit and other key business metrics. But in the last two years, many major brands have committed to delivering against a new key business metric: reducing greenhouse gas emissions to Net Zero. If Net Zero is a key business target, then emissions is a key effectiveness metric.

This sets an unprecedented 21st century challenge for advertising, for which we currently have no effectiveness data, frameworks or insights to learn from: how to increase profitability while reducing emissions to Net Zero?

To answer this question, a new methodology has been launched to establish 'Ecoeffectiveness' - the missing measure that, if society is to keep global temperature increases to within 1.5 degrees, must be a key element of all effectiveness cases going forward. At the heart of the framework is the invitation for organisations to calculate and report the incremental uplift in greenhouse gas emissions associated with all sales that are attributable to advertising.

The method incorporates three key elements:

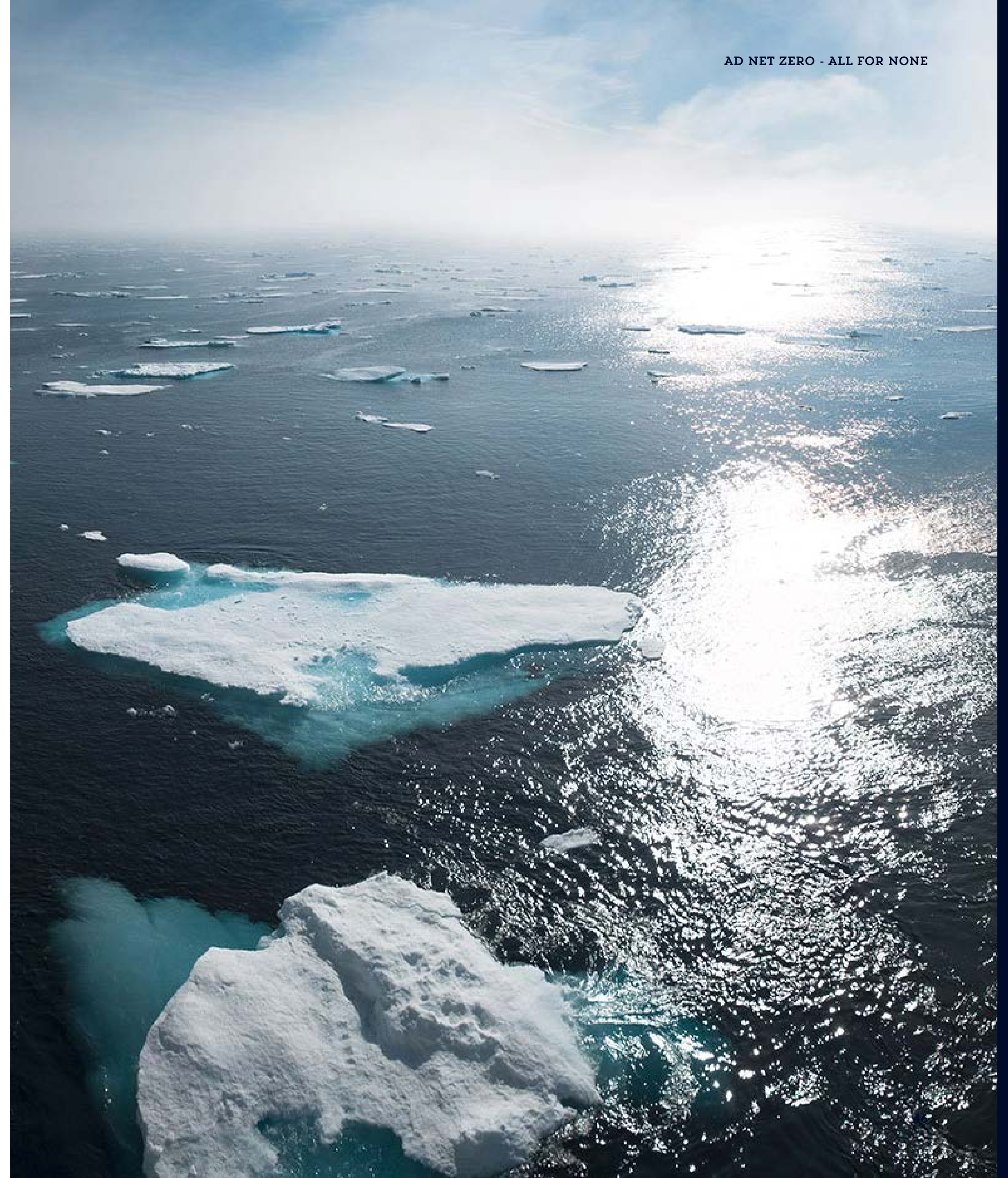
1. Honest reporting of the incremental uplift in greenhouse gas emissions driven by advertising - to create a core data set and help us measure improvements
2. The 'Return on CO2e' (the revenue generated for every tonne of CO2 equivalent emitted) - to provide a consistent approach that allows for comparison across sectors and campaigns
3. Levers of Ecoeffectiveness - a model for identifying where the headroom exists and what methods can be used to reduce impact while maintaining profitability

The methodology was launched at the IPA's Effworks conference on October 15th using data from the 2018 IPA Effectiveness winners, with a focus on the Grand Prix winning case from Audi. The authors suggested that reducing emissions while maintaining profitability will be the defining effectiveness challenge of the coming decades. They are sharing their work to date as open-source and inviting industry professionals to join the development of the tools and data-set.

To find out more or for a copy of the presentation please contact

hello@purposedisruptors.org
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GREATRESET.COM →





#ChangeTheBrief

Much of the focus on climate action has been on making sure our own house is in order, by making sure the industry is taking the necessary steps to reduce its operational footprint. #ChangeTheBrief asks agencies to look at the bigger responsibility they have for the work they put out in the world, and the opportunity this brings for the industry to be a driving force on the wider sustainability agenda.

The UN Intergovernmental Panel on Climate Change made it clear that change needs to happen across all parts of society. Awareness is no longer the challenge. The issue is how we encourage the mass shifts in lifestyles that are required. Mainstream society needs to be ready and willing to change. By directing its creativity and power to promote sustainable lifestyles, attitudes, and behaviours, the advertising industry can make a significant impact on the climate crisis.

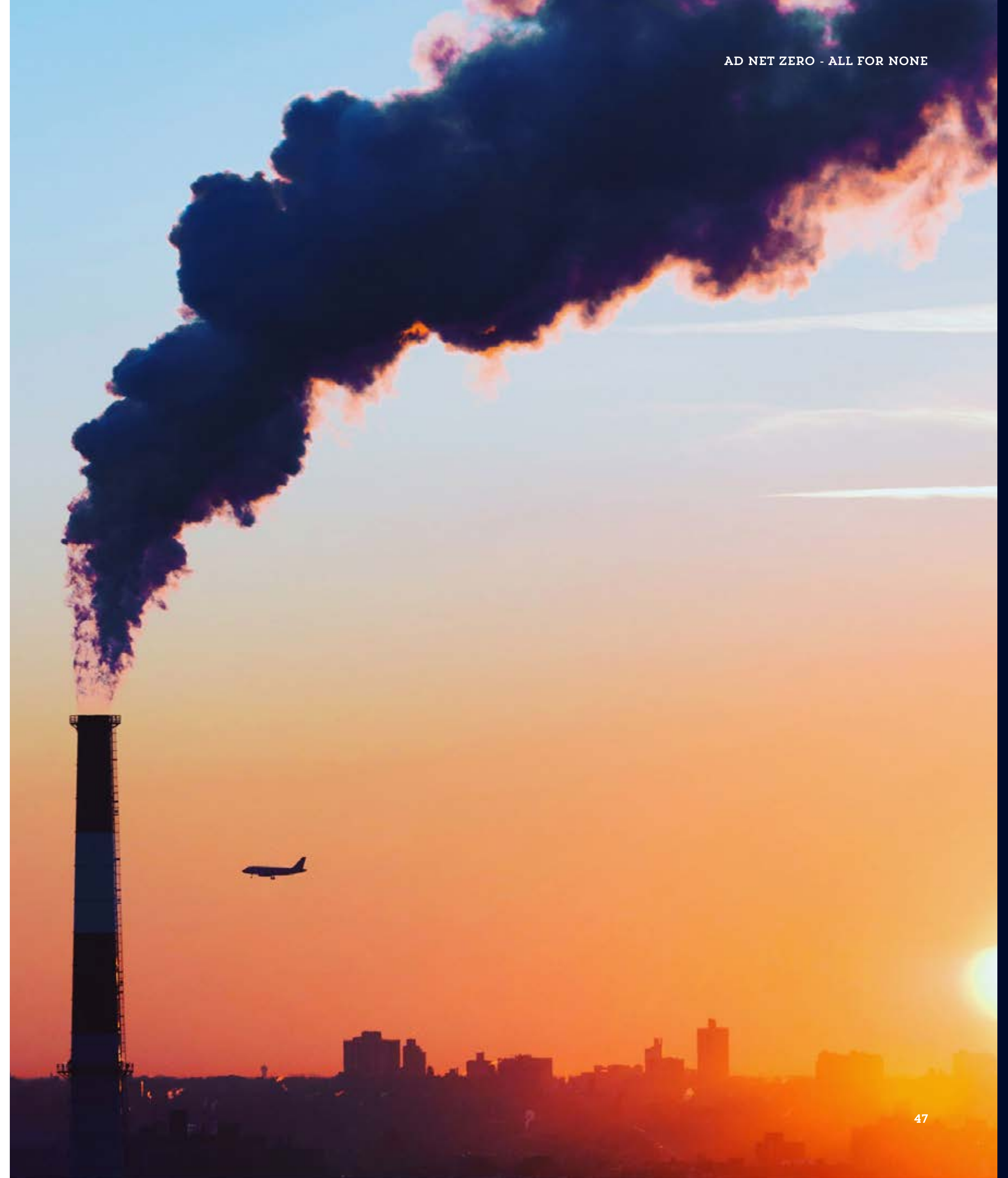
One response to how we achieve this is #ChangeTheBrief. Originally developed by Mindshare, #ChangeTheBrief promises the client two responses, whatever the brief. One response is a direct interpretation of the brief and the second an answer (not necessarily exhaustive, but directional) that is as commercially powerful but that also promotes the lifestyles, behaviours and attitudes consistent with a pathway to a 1.5 degree world. No matter how big or small, any brief can help nudge the world in the right direction. #ChangeTheBrief is a platform for clients and agencies to act differently, through the most powerful means within the advertising industry's control, by changing what clients ask for and how agencies answer them.

As the climate crisis is a 'bigger than self' problem, this is a unique opportunity for agencies to act as one, to become founding members of the #ChangeTheBrief Alliance, convened by The Purpose Disruptors.

Working together demonstrates the level of leadership that is required, where agencies transcend competition in order to instigate a transition to a thriving and sustainable world for the advertising industry, the clients they serve and wider society. The #ChangeTheBrief Alliance is an invitation to contribute to creating what will become an extensive library of case studies, expertise and research on sustainable attitudes, lifestyles and behaviours; the knowledge that will stimulate creative minds to bring forward a more equitable and sustainable future.

ROB MCFAUL

#ChangeTheBrief advisor at Mindshare & Co-Founder of Purpose Disruptors



As part of its industry-wide review, Credos invited the Purpose Disruptors, a network of advertising insiders working together to reshape the advertising industry to tackle climate change, to provide a contribution to the Ad Net Zero report.

Can the advertising industry have a frank and honest conversation about its role in accelerating climate change?

This seems a vital question and we are grateful to be given the opportunity to ask it in this important report. Whilst transparency around the carbon emissions we generate through the production of ads and the running of our agencies are important, we all know that this figure is not representative of our overall carbon impact. 60% of all greenhouse gas emissions are due to household consumption⁶⁶ and a primary goal of advertising is to drive consumption.

Such a truth poses an existential crisis for the industry. What if a primary goal of advertising is a primary driver of climate change?

How do we move forward?

Historically our industry has adopted a policy of combative defence when the negative consequences of advertising are called out - our industry bodies choose to defend 'the right to advertise' above all else.

But we need to be honest and realistic about the scale of the problem. In running events involving hundreds of people over 18 months, we, as the Purpose Disruptors, are vividly aware that people across the industry are grappling with tensions around the climate emergency.

Employees, particularly young people and parents, have a desperate need to openly discuss the topic and a pent-up desire to use their creativity to support necessary action. Can the industry accept the truth that it drives climate change? This will require entering a different realm, a shift from combative defence to progressive openness. From defending the right to advertise at any cost to being open to questioning, what is the right thing to advertise and what is the real cost of this?

We are advocating two practical things: One, that the industry publicly accepts the truth: advertising contributes to climate change by driving consumerism, and hosts frank conversations for conflicted employees. Two, it takes full responsibility for its actions: it measures and publishes the GHG uplift associated with the products and services that we help sell, and sets ambitious net zero targets. This progressive openness will enable both the industry and humanity to thrive into the future.

Do industry leaders have the capacity to make this happen? Your answer will help decide which side of history we choose to be on.



Lead authors:

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66. Environmental Impact Assessment of Household Consumption, Ivanova, 2016, Journal of Industrial Ecology



Climate change and advertising regulation – The ASA

All advertising is subject to the CAP Codes and ASA jurisdiction, as well as the law. Environmental claims have long been the subject of CAP's attention, with a dedicated section of rules and numerous advice notes and updated guidance.

Individual rules cover the need for clarity, substantiation and evidence, recycling claims, the basis for any 'greener' comparisons and the question of products' full lifecycles. Specific advice exists for utilities and energy companies, and for car marketers – especially regarding claims for electric or hybrid models. All this to preclude 'greenwashing' and unfair or misleading claims.

But the ASA has now committed to a broader review of its responsibilities in this context. "In the light of growing concerns around climate change and the human impact on the environment", it states, "we will explore the role that advertising regulation can play in responding to that challenge", as well as reducing its own carbon footprint.⁶⁷

What does this mean? That it is exploring how far its use of proactive, tech-assisted regulation, its advice and training work, and its review of standards as outside legislative and regulatory initiatives develop, can enhance its effectiveness.

Because, of course, the ASA is not alone in this. The Competition & Markets Authority has homed in on the issue, declaring it "essential that we act in a way which supports the transition to a low carbon economy", in light of the UK "working to become climate-neutral by 2050". Specifically, in their consumer protection role, the CMA has undertaken to "improve our understanding of 'green' claims made by sellers to consumers and, where appropriate, we will make use of our powers to correct false or misleading statements to that effect". (footnote reference to CMA's Annual Plan 2020-2021)

Similarly, The European Commission is embarking on a consultation on environmental claims and helping consumers make more confidently sustainable choices.

Meanwhile, the European Parliament's Committee on the Internal Market & Consumer Protection has advocated new restrictions on advertising, stronger penalties for misleading green claims and a tax on advertising to offset its negative effects.

Against this background of heightened concern and activity, developing the UK's advertising codes seems a natural element of the move to a more environmentally responsible advertising market.

⁶⁷. As outlined in the ASA's 2020 Annual Plan





KEY DEFINITIONS

This section of the report provides definitions of the key terms used throughout the Action Plan.

Carbon footprinting

A Carbon Footprint

A Carbon Footprint is the total quantity of greenhouse gases (GHGs) produced by an organisation, project or place over a given time (usually a year). It is measured in tonnes of greenhouse gas emissions (gases which have a global warming potential).

Emissions are then converted into CO₂e (carbon dioxide equivalent), a standard unit for measuring carbon footprints. CO₂e expresses the carbon footprint in a single number with the same warming potential as the sum of all the different gases included in the measurement.

The Three Scopes

The GHG Protocol Corporate Standard classifies a company's emissions into three 'scopes'

SCOPE
01

Direct emissions from owned or controlled sources

- Combustion of fuels for heating or stationary operations
- Combustion of fuels for transport
- Use of fuel for electricity generation
- Fugitive emissions from air conditioning and refrigeration

SCOPE
02

Indirect emissions from the generation of purchased electricity, heat or steam

- Electricity purchased and used by the reporting organisation

SCOPE
03

All indirect emissions (not included in Scope 2) that occur in the value chain of the reporting company, including upstream and downstream emissions

- Consumption of paper
- Food and drink
- Stationery
- Electrical equipment
- Water
- Travel
- Waste
- Anything else purchased for use in business operations

Emissions goals

Net Zero

Net zero relates to the balance between greenhouse gas (GHG) emissions put into and taken out of the earth's atmosphere. To achieve net zero, the level of emissions added to the atmosphere must not exceed the emissions removed.

'Real' Net Zero

Based on reaching a point where greenhouse gas emissions through humankind's activities will equal zero. If there is still a gross positive quantity of GHGs, a minimum of the same quantity is then sequestered through carbon removal schemes 'Net zero' is often used to describe scenarios where businesses are balancing their emissions through offsetting schemes, but may not be reducing their own GHG output - this therefore cannot be described as 'real' net zero.

Science Based Targets

Based on setting targets that will keep global temperature increase at 1.5 °C above pre-industrial levels, in line with guidance from the Intergovernmental Panel on Climate Change (IPCC). Requires greenhouse gas emissions to stop increasing in 2020, and to then halve every decade to approach net-zero by 2050, while at the same time removing some of the carbon already emitted into the atmosphere. Focuses on identifying biggest areas of carbon impact and reducing these as far as possible. Carbon removal schemes are used to sequester emissions that cannot be reduced.

Carbon Negative

Where the amount of carbon removed from the atmosphere is greater than the amount of carbon emitted.

Offsetting

Where GHG emissions are compensated for through participating in schemes designed to make equivalent reductions of GHGs in the atmosphere.

Carbon Removal Schemes

Carbon removal schemes are those initiatives that sequester carbon from the atmosphere, such as the planting of trees, or carbon capture and storage projects. According to the Institute for Advanced Sustainability Studies (IASS), "the only kinds of offsets that can be considered carbon neutral or climate neutral are those that sequester an amount of CO₂ equivalent to the amount of GHGs that was released."⁶⁸

Sequestration

The capture and long-term storage of atmospheric carbon dioxide, thereby reducing the amount of carbon dioxide in the atmosphere.

68. Long Term Carbon Goals: Decarbonisation, Carbon Neutrality and Climate Neutrality, IASS, November 2015



APPENDIX 1:

Case studies & contributions from the industry

This section of the report showcases a number of examples of climate action from across the UK advertising industry, along with contributions from key initiatives or groups. In this section you will also be able to find more detail on examples referenced within the five action points.



adam&eveDDB®

86% TOTAL WASTE RECYCLED

25,000 SINGLE USE PLASTICS REMOVED

ZERO ALL DELIVERIES ARE ZERO EMISSIONS

When it comes to reducing their carbon footprint and making sure they are running their business in the most environmentally friendly way possible, adam&eveDDB have focused their efforts on 3 key areas:

Internal

Looking at ways of working, how business is done day-to-day, dealing with suppliers, keeping buildings running and overall consumption. Key initiatives include:

- Partnering with First Mile to constantly assess their recycling programme through monthly reports, and ensuring that they continue to both reduce waste and recycle any waste that is produced. To date, adam&eveDDB recycle 86% of their total waste.
- Implementing energy efficient LED lighting across all 7 floors of their Paddington home.
- Ensuring heavy duty IT equipment and server capacity are energy efficient.
- Encouraging sensible use of printing through keycard access and default black & white printing across the building.

On top of initiatives across the building infrastructure, adam&eveDDB consistently review their internal café and food/beverage suppliers, regularly challenging them to ensure environmentally friendly sourcing. Most recently this has included:

- Replacing all plastic milk bottles with reusable glass bottles – this equates to just over 28,000 bottles per annum, saving roughly 11,760kg of plastic (based on an average 42g/2L milk bottles).
- Replacing all takeaway cups with mugs and glassware, reducing annual use of Vegware takeaway cups from 56,500 to a couple of hundred.
- Removing over 25,000 single use plastics by ensuring snacks, tea bags, coffee and other similar supplies are purchased in bulk and provided to staff in glassware. (Single use plastics are likely to become a short-term solution to maintaining safe workplace practices during COVID-19, although adam&eveDDB will continue to reduce their use where possible. One example of this will be encouraging the purchase of reusable/washable masks.
- Ordering all daily fruit supplies from Oddbox, a company who provide fresh fruit which is perfectly suitable to eat but would otherwise have been wasted

- Work closely with lunch and meal suppliers Feast Catering to continually provide balanced lunchtime options that come from sustainable sources. Some of their key environmental commitments include:
 - Not using plastic in their packaging – everything they deliver is compostable.
 - All of their deliveries are zero emissions using 100% electric vehicles or bikes.
 - All of their salad, fruit and vegetables are supplied by Contry Supplies London and are sourced locally, while all of their meat is sourced from small UK farms rearing free-range native breeds.
 - They regularly update their menu throughout the year to use seasonable produce and reduce the food miles from every meal.

Employees

adam&eveDDB continually ask themselves what they can do to help the team stay informed and up-to-date about climate change, how they can share environmentally friendly habits, and ensure that staff understand the challenge and feel motivated to act. One of the key ways this is achieved is through an annual Green Week where the company hosts speakers, and helps educate and motivate employees. The 2020 Green Week included:

- Three guest speakers who were invited to give 30-45 minute talks about the importance of climate change and what they were doing to help tackle this.
- In the lead up to Green Week the office also took part in Veganuary, serving only vegan food options to help encourage a more balanced diet. Across January around 1,840 vegan meals were served.
- Provided a number of discounted Keep Cup options to help further reduce the need for takeaway cups.
- Provided free bike maintenance and servicing to all cyclists across the agency to help reduce the reliance on cars/public transport and reward those who already cycle to work
- Hosted a film evening screening a number of hard-hitting short films and documentaries that shed light on the wide-ranging impacts of climate change, and the lack of action to tackle these.





External

Looking at how the agency can influence people beyond their own organisation, both through the creative product and how it is produced. Over the past three years adam&eveDDB has worked alongside Green Screen (an environmental and sustainability consultancy) on 213 of their productions, in 20 countries to evaluate and identify where they can work with clients and production partners to make sure they are as environmentally responsible as possible. In the process, Green Screen have also trained 137 Green Stewards to implement and oversee sustainability measures on their film and stills shoots.

More recently adam&eveDDB has worked alongside the Advertising Association to launch AdGreen; a set of services and tools which will help the advertising industry first to measure and then to reduce its carbon footprint.

Finally, as part of their approach to identify opportunities beyond their day-to-day operations they have partnered with Urban Bees to install beehives on the roof of 12 Bishops Bridge Road. This initiative not only allows the agency to make a small contribution to the protection of a fundamental species, but it's also a great way to involve and educate our wider agency team through 'Meet the Bees' sessions provided by the team at Urban Bees.





TARGET TO BE CARBON
NEUTRAL BY THE END OF 2021

the7stars have set a target to be carbon neutral by the end of 2021. To deliver this, the agency has developed an environmental policy, giving the protection of the environment a central role in the organisation's values.

Among other things, the company has committed to complying with all environmental legislation, regulation and approved codes of practice, minimising pollution and wastage, developing an environmentally aware culture by training staff and developing management practices to ensure environmental factors are considered during planning and implementation. the7stars also continuously monitor and seek to improve their environmental performance.

Some of the specific initiatives implemented within the business include:

- Issuing all new starters with keep cups
- Sending used coffee beans to a bio-fuel company (Old Spike Roastery)
- Switching plastic milk bottles for glass, and thereby reducing plastic consumption by nearly 9000 bottles a year
- Planting trees for every flight taken on agency business

the7stars are also looking to undertake research in the environmental sustainability space. Collaborating with the insight team at Global, the7stars are looking to conduct qualitative and quantitative research with consumers to understand what they expect from brands when it comes to sustainability.



Mission Zero at GroupM is a prime example of the collective action we are seeing emerge in the industry in response to the climate crisis. It is a cross-agency working group, made up of staff from Mindshare, Mediacom, Wavemaker, Essence and mSIX. Together they share their sustainability experience and their individual agencies' climate action initiatives to accelerate zero-carbon transition for the media network, their clients and their people.

Mission Zero and GroupM believe zero carbon transition is critical to fulfilling the media network's stated purpose of being responsible for the next era of media where advertising works better for people.





ENTIRELY
CLOUD BASED



OFFICE SPACE CARBON
SAVINGS EQUIVALENT TO 162
FLIGHTS FROM LONDON TO NYC



GREEN STEWARD
COMPLIANT SHOOTS

Biscuit.

Untold Studios⁶⁹ is an independent creative studio and community creating content across music, tv and advertising.

From day-to-day operations and technology, through to office space and use, Untold Studios are taking environmentally sustainable action across all elements of their business.

Untold Studios is the only moving image creative studio in the world to be fully cloud-based. In partnership with Amazon Web Services (AWS) they have pioneered a new way of working based on cloud technology.⁷⁰ With AWS committed to achieving 100% renewable energy for their global infrastructure, and Untold Studios staff able to work from anywhere in world with a reduced need to travel, the impact on carbon emissions is significant. This approach is entirely scalable depending on requirements with no prior notice needed. This means that Untold Studios only use the energy and power required at any given moment in time, reducing waste.

Untold Studios have chosen White Collar Factory as their base, a building which is designed with sustainability and the changing climate in mind. White Collar Factory delivers annual energy savings of up to 33%. It also produces 25% less carbon over current building regulations, savings which are equivalent to a Boeing 747 flying from London to New York City 162 times, driving along the Great Wall of China 76 times, or 5,600 journeys of the entire London Underground!

Additionally, all Untold Studios shoots are Green Steward compliant.⁷¹ This means that sustainable measures are put in place wherever possible, such as LED lighting, crew travelling by public transport, recycling on set, no disposable water bottles, no-meat menus and offsetting carbon from all flights.

Biscuit Filmworks are working hard to reduce their overall carbon footprint. To achieve this, they are implementing a range of company-wide initiatives such as:

- Cycle to Work Scheme to reduce the reliance on public and private transportation
- Renewable office electricity (saving 2.27 tonnes of carbon, or the equivalent of 1,180 trees)
- Budgeting to offset the carbon for every shoot and flight booked
- Keeping printing to a minimum, but if necessary, using recycled and ethically sources paper
- Reducing waste-paper bins in the office
- Becoming more mindful of suppliers and supply chains
- In-house and on-set recycling. On set waste collections are booked with Quantum Waste.
- Removing red meat options as part of catering on shoots.

In support of local businesses, Biscuit Filmworks purchase their office supplies and food from local markets (including Bulk Market). This allows them to avoid purchasing plastic and non-recyclable packaging at every opportunity.

All the efforts made by Biscuit Filmworks are paying off, as they have not only reduced their overall office consumption but have also significantly reduced office costs. Consequentially, all of Biscuit Filmworks' staff have been showing higher regard for reducing their carbon footprint not only in the office, but also in their daily lives.

⁶⁹. Data provided by Untold Studios, July 2020

⁷⁰. More information on AWS and sustainability can be found at aws.amazon.com/about-aws/sustainability/

⁷¹. Green Screen is a social enterprise helping to reduce the carbon emissions and environmental impacts of the film, TV and advertising industry. Each production has a Green Steward on set to support environmental initiatives. Productions can be certified Green, Silver or Gold. [green-screen.org.uk/](https://www.green-screen.org.uk/)





sunbeam

Sunbeam Studios is one of the world's most sustainable studios, guided by their 8 R's; Refuse, Reduce, Reuse, Rehome, Recycle, Replace, Rot, Respect. Since 2005 they have been exclusively using renewable energy, with sustainability at the heart of all company decisions.

As an example, for 11 years they have only stocked their studios with Belu Water, who give 100% of their profits to Water Aid. In 2018 Sunbeam Studios stopped offering individual water bottles all together, in favour of reusable water cooler bottles. This has eliminated around 3,446 bottles, saving around 744kg of CO2 in the first year.

Their last full sustainability audit, conducted for the year 2018⁷², found that the company:

- Saved 15,313 kg Co2 by using renewable energy
- Did not sell or provide anything that contains palm oil
- Did not sell anything in plastic that we could get in other packaging
- Refused plastic or film that is not recyclable in much of their packaging
- Purchased 11,500 organic, non-chemically bleached tea bags

Starting in 2016, Sunbeam Studios began Meat Free Mondays (also offering Meat Free Tuesdays, Wednesdays, Thursdays, and Fridays) eliminating around 589 kg of CO2 emissions.

A few of their 2019 noteworthy figures include:

- Recycled 26 LaserJet ink cartridges
- Recycled 15.6 tonnes of waste
- Reduced carbon emissions by 5,400 kg
- Carbon neutralised 57 tonnes of CO2 with the help of Mossy Earth via their Christmas giving
- Moved waste on the river saving an average of 4 lorry movements and saved 52 HGV miles per year, conserving 22 kg of CO2
- Gave their used cooking oil (around 110 litres) to Olleco, who convert it into renewable energy at their biodiesel plant

In reward of their efforts, Sunbeam won the Business Culture Award for 2019-2020 for Corporate Social Responsibility Initiatives, largely because of their sustainability initiatives and the impact that it has on the culture and team building.

72. The 2019 sustainability audit was halted by the COVID-19 lockdown. They will be announcing new initiatives by the end of the year.

If we can't make
our business
environmentally
sustainable,
should it exist?



Media owners

Out Of Home

Out-of-Home (OOH), or Outdoor, is a unique medium. Unlike other media that are embedded within and that partly fund content consciously selected by an end-consumer (e.g. TV, Radio, Press and Digital), responsibility for an OOH campaign's environmental impact lies almost exclusively with advertisers and the advertising industry. This is not limited to just OOH media owners, but should arguably include agencies, landlords and other OOH-affiliated businesses.

Outdoor media owners have long been actively recognising and addressing this responsibility, transitioning to more efficient and less environmentally impactful products and operations, for example the recycling of posters and electric fleets. This coincides with the prevailing direction of change in the industry, in which traditional poster sites are increasingly converted to digital screens (DOOH), requiring no physical production or distribution of advertising.

Many media owners have now transitioned to, or are in the process of transitioning to, 100% renewable energy across all business operations and advertising sites. Beyond this, significant and consistent investment has been made by the industry to improve the energy efficiency of new and existing DOOH screens, as well as more efficient lighting for remaining traditional OOH estates.

In addition to efforts made by the industry to reduce GHG-emissions and other environmental impacts, a number of initiatives are in place that actively seek to benefit the local communities they inhabit, above and beyond the support provided to public transport infrastructure. Indeed, a precedent has been set, in which the sustainability and social benefits provided by OOH to local communities are now integral parts of tender processes for municipal contracts. Some notable initiatives include:

- Clear Channel's "Trees for Cities" partnership – planting trees in urban environments for every new site built, with over 400 planted to date.
- JCDecaux's Living Walls and Air Quality Monitoring stations – reducing local air pollution (NO₂ and Particulate Matter), whilst providing local councils with data on air quality.
- Global's support of local communities across the UK through the revenues generated from Outdoor advertising on the country's bus and rail networks.
- Ocean Outdoor's Ocean for Oceans initiative, working with the Marine Conservation Society to address how the business approaches its relationship with plastic.

Reducing Carbon Footprints

JCDecaux currently plan to reduce UK carbon footprint by 30% by 2025, 50% by 2028, and aim to achieve Net Zero by 2030.

This follows on from successful delivery of a previous target to reduce carbon emissions by 50% by 2020, from a 2012 baseline, which was achieved ahead of schedule in 2019 through a reduction of 61%. Global similarly reduced its carbon footprint by 50% between 2012 and 2019 and are targeting further improvements, in line with targets set by The Planet Mark, with zero emissions from electricity consumption by 2021. Global is also externally certified to the ISO50001 International Energy Management Standard.

Energy efficiency measures in the design and use of street furniture, digital screens and the offset of carbon emissions are key components of Global, JCDecaux and other media owners' strategies.

For example, JCDecaux is committed to reducing the energy consumption of its analogue furniture by replacing existing lighting systems with LED lighting and smart lighting solutions. By changing the way lighting is used, such as moderating brightness or fitting motion sensors, these solutions improve the energy performance of the furniture by over 60%.

Through the same LED conversion practices, Clear Channel have reduced energy consumption of Static Street Furniture by over 40%.



Media Owner Fleets

Clear Channel currently have 17 electric vehicles in operation, with ambitious plans for fleet conversion over the next 3 years. By 2023, all 280 CCUK vehicles will be either Electric or PHEV (hybrid).

JCDecaux's fleet produce 31% less CO2 than in 2012, demonstrating a similar journey towards electric and hybrid fleets.

Global reduced its fleet's carbon footprint by 24.5% in 2019, through the introduction of electric vehicles and new vehicles with the latest Euro 6 efficient, low-emission engines. Global has also partnered with the Energy Savings Trust to provide eco-driver training and addressed poor eco-driving habits (aggressive acceleration, speeding and heavy breaking, which add up to increased fuel usage) through the use of telematics.

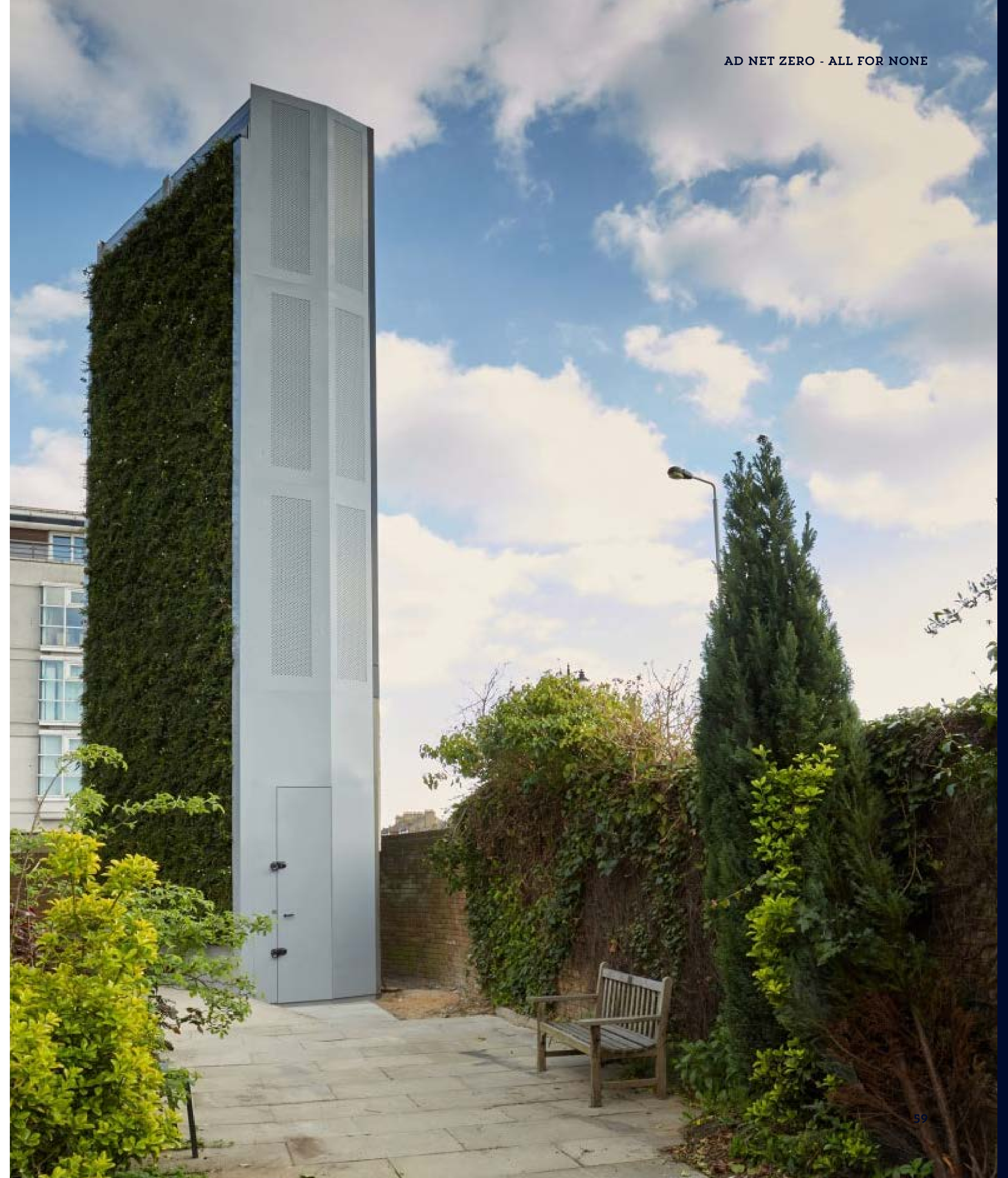
Renewable Energy Usage

From 2019, 100% of JCDecaux electricity consumption will be from renewable energy.

The same is also true for Clear Channel, who have done so in the UK since 2015, and since 2012 for their DOOH estate.

Global's premises have been supplied with green electricity supplies since 2018 and by the end of the year, so will the entire estate. All Global's new digital assets are supplied with green electricity from the day they go live.

Ocean have also used exclusively renewable energy across the entire business since January 2020.





Broadcasters



SWITCHED TO 100%
RENEWABLE ENERGY



REMOVAL OF
NON-RECYCLABLE PLASTICS



ALBERT CALCULATOR
FOR ALL PRODUCTIONS

Set up in July 2019, 4Earth is an employee representative group which champions environmental sustainability at Channel 4⁷³ through staff engagement, on screen activity and external collaboration.

The group has 112 members from all areas and locations of the business who act as environmental ambassadors. 4Earth was born out of a growing concern from stakeholders on the impacts of the climate emergency.

In September 2019, Channel 4 joined the Global Climate Strike with a social media walkout. Channel 4 has also switched to 100% renewable energy in the London, Manchester and Bristol offices, and is committed to sending zero waste to landfill.

Channel 4 is mandating the use of the Albert calculator by all production suppliers to capture Scope 3 GHG emissions, with all staff due to undergo Albert training.⁷⁴ The channel also plans to publish its first environment plan with a view to becoming a carbon positive business.

These commitments have made a positive impact on staff morale and have improved brand reputation amongst external stakeholders.

Cinema



In October 2019, Pearl & Dean launched a sustainability initiative, Protecting the Planet. The initiative was designed to extend environmental awareness outside of Pearl & Dean's office space, where several process and policies have already been implemented to reduce the carbon footprint generated by the business.

Protecting the Planet provides brands with an incentivised opportunity to showcase their sustainability efforts. Through engaging with the initiative, brands are also encouraged to consider their own efforts in tackling climate change. In some cases, Protecting the Planet could act as a catalyst for brands who do not have sustainability initiatives to reconsider their position.

Pearl & Dean's team actively engage with media agencies about Protecting the Planet, and the 2-minute pre-reel spot provides a space for brands to showcase their long-format sustainability credentials to a highly engaged audience. In fact, frequent cinemagoers are proven to be committed to making changes to their personal life to benefit the environment.⁷⁵

Several brands have shown strong interest in Protecting the Planet. Due to the current situation with COVID-19 and the difficulties Cinema has faced in this year, the first Protecting the Planet Campaign has been postponed to Q4 of 2020.

73. Data provided by Channel 4 in June 2020

74. wearealbert.org

75. According to the GB TBI survey, run by Kantar Media



Broadcasters



99% RENEWABLE ENERGY
POWERS TRANSMITTERS

Global⁷⁶ is Europe's largest radio company, entertaining 34 million people across the UK every week, as well as being an outdoor media owner. The company has taken a number of steps to improve their environmental sustainability as an organisation.

When it comes to energy, Global's transmitters are powered from 99% renewable energy sources through their third-party transmissions provider. Additionally, all of the energy supplying Global's UK offices and warehouses comes from 100% renewable sources.

The company has also made a commitment of zero waste to landfill. Global does not use single-use plastics within any of its UK offices, except in the most exceptional of circumstances, and encourage a paper-free environment as far as possible.

Global also seeks to reduce the need for travel, and therefore the associated emissions, as much as possible, with various video conferencing platforms available to all staff across locations in order to enable a virtual way of working.

Direct mail



76% DIRECT MAIL
WASTE RECYCLED

Two of the biggest areas of impact from direct mail are paper waste and plastics. The DMA invests time and resource into promoting discussion around what they as an organisation, as well as the wider marketing industry, can do to reduce waste and research eco-friendly alternatives.⁷⁷

When it comes to paper, back in 2004, the DMA signed a voluntary producer agreement with the Department of the Environment & Rural Affairs (DEFRA), committing the marketing industry to a target of 70% of all direct mail waste to be recycled by 2013. This target was reached four years ahead of schedule and ended up on an audited level of 76%.⁷⁸

Of course, in addition to recycling and reuse of materials, reducing use is key for minimising waste and emissions. Between 2013 and 2017, annual volumes of unaddressed mail fell considerably from 6.6 billion to 5.7 billion. Additionally, in the 12 months leading up to July 2018, the total weight of door drop material reduced by 3650. This paints a picture of an industry becoming more aware of the environmental impact of direct mail marketing.

76. global.com/green-credentials/

77. dma.org.uk/article/industry-issues-going-green

78. dma.org.uk/article/industry-issues-what-impact-is-direct-mail-having-on-the-environment-1



Direct mail



Royal Mail⁷⁹ occupies a unique position within UK advertising. It is a media channel in its own right through direct mail and door drop, whilst also delivering mail from UK businesses to nearly 31 million UK households every week. Royal Mail's commitment to the UK advertising industry is reflected in its far-reaching environmental programmes.

As a media owner, Royal Mail is committed to supporting innovation and continuous progress in products and materials used to achieve sustainable production of mail. It is encouraging best practice in materials that deliver these advances such as biodegradable inks and starch-based polymers.

Royal Mail is also committed to reducing the emissions associated with its business operations, working with suppliers and partners to reduce emissions across the value chain. Having met its 2020-21 carbon reduction target with a 31% reduction from 2004-05 levels, Royal Mail's new environmental strategy, Delivering a Cleaner Future, will focus action in three key areas; becoming a net zero business, having a fleet 100% powered by alternative fuel, and ensuring responsible consumption.

The company has already made good progress with the introduction of electric and other alternative fuelled vehicles to its fleet, with over 300 already operational across the UK. The most recent example is a prototype electric van based on a London Taxi from the London Electric Vehicle Company. Royal Mail is committed to making changes that reduce its environmental impact, whilst ensuring it continues to innovate to meet customer expectations.



79. All data provided by Royal Mail, October 2020



Newspapers



Improving the environmental impact of newspapers is a priority for newspaper publishers, with recent actions including some publishers removing all single-use plastic wrapping and replacing it with compostable wrapping, and other committing to reduce significantly the carbon footprint of their businesses.

January 2019 saw the Guardian become the first national newspaper to use recyclable packing, adopting a compostable wrap called Bioplast 300 for their weekend supplements. In June 2019 The Times and The Sunday Times also started using compostable film, and in October of the same year The Sun Weekend TV magazine removed its inner plastic polybagging across the UK and Irish editions, removing 350 tonnes of single-use plastic per year from the Saturday issue. In September 2020, News UK announced recyclable paper banding for newspaper magazines would be phased into titles across all regions of the UK by mid-October, the final piece of News UK's pledge to remove all single-use plastic used to wrap its titles and inner magazines.⁸¹

The news media industry has long embraced environmental sustainability and has a voluntary agreement with the government on the recycled content of UK newspapers. In 1991, the UK publishers set a target of achieving 40% recycled content in newspapers by the millennium. This target was met 4 years ahead of schedule. In 2019, the recycled paper content of UK newspapers was just over 63%, and the combined recycled/certified fibre content ratio stands at 95%.

Magazine publishing



The PPA supports its members in understanding and developing ever more sustainable business practices. For a decade, the magazine publishing industry has committed to recyclable materials in print products. Moreover, as technological and behavioural change has diversified routes to customers, publishers have taken responsibility to help protect the environment by collaborating and innovating to achieve change and promote best practice across the industry.

The PPA facilitates change by hosting a Sustainability Action Group, maintaining a bespoke carbon calculator for publishers, developing best practice guidance, and providing insight on new products and initiatives that can help reduce the environmental impact of the publishing sector.

One example is recent PPA research into plastic packaging and sustainable alternatives to support publishers as they commit to reducing the amount of non-recyclable plastic packaging used to wrap magazine subscriptions. This research focused on the economic costs and environmental credentials of paper wrapping, compostable plastic films, bio-based plastic films, and traditional fossil-fuel based plastics.

Since the research was published, a significant proportion of publishers have transitioned to more sustainable wrapping solutions and the research has been well received by PPA members, with many changing their internal and external business practices to reduce reliance on single-use plastics.⁸²

80. Data provided by News Media Association (NMA), June 2020

81. [news.co.uk/news-uk-removes-final-250-tonnes-of-plastic-from-products-with-industry-leading-paper-banding/](https://www.news.co.uk/news-uk-removes-final-250-tonnes-of-plastic-from-products-with-industry-leading-paper-banding/)

82. Data provided by Professional Publishers Association (PPA), July 2020



Promotional marketing



The IPM (Institute of Promotional Marketing) has long been at the forefront of tackling the effects of climate change through its member's activities, whether this is through the self-imposed checklists the Experiential Community are developing at the briefing stage to sense check client decisions that may be harmful to the environment, or through the Incentive, Prize & Loyalty Community who challenged the trend of physical giveaways in packs and championed 'prizes with purpose'.

But the subject area of print media, key to promotional marketing, has borne the brunt of poor perception when it comes to climate change. The European paper industry is actually a world leader when it comes to sustainably sourced raw materials, renewable energy and recycling rates.

Mark Davies is MD of Whistl (Doordrop Media) Ltd and a member of the IPM's Promotional Marketing Services Community, and is wary that negative but ill-informed perceptions of print media can impact its attractiveness to marketers. He's keen to dispel any myths, including the perception by some that digital media is 'cleaner' than print media, when it must be remembered that the e-waste problem is significant and growing. In 2016 alone, 44.7 million tonnes of e-waste were generated globally.⁸³

Jonathan Tame, MD of Two Sides, an industry forum working together to improve standards and practices in the communications supply chain, points to the fact that European forests, from where the region's paper mills source over 90% of their wood fibre, grew between 2005-2015 by 44,160km², an area larger than Switzerland and equivalent to over 1,500 football pitches of forest growth every day.⁸⁴

EU forests also absorb the equivalent of nearly 10% of total EU greenhouse gas emissions each year,⁵² and the European paper recycling rate is 72.3%, making it one of the most recycled of all materials and is recycled, on average, 3.6 times a year.⁸⁶

The pulp and paper sector is by far the biggest industrial user of biomass (and other biofuels) at 56% of total industrial consumption and is one of the lowest industrial emitters of greenhouse gases, accounting for less than 1% of all EU greenhouse gas emissions.⁸⁷

Andrew Rae, MD of the IPM, celebrates CAWG's initiative, explaining it as "a terrific opportunity to shine a light on the positive environmental credentials of our members, from suppliers and agencies through to global brands and welcomes the chance to collaborate with other Advertising Association members to tackle the effects of climate change head on."

83. Ellen MacArthur Foundation, 2018.

84. FAO data, 2005-2015.

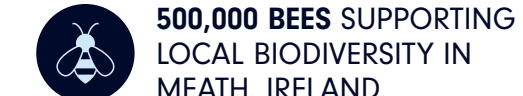
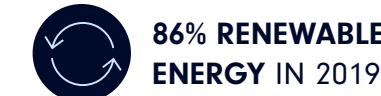
85. European Commission, 2017.

86. European Paper Recycling Council, Monitoring Report 2018.

87. Eurostat data, 2016.



Online



As part of this broader global sustainability strategy, Google⁸⁸ has undertaken significant work to make their offices more environmentally friendly.

Over 13 million square feet of Google office space is LEED (Leadership in Energy and Environmental Design) certified, 28% of which achieved the most challenging Platinum certification. This includes Google's 6 Pancras Square office in London, which achieved both a LEED Platinum certification (LEED 2009 Commercial Interiors category) and the first ILFI (International Living Future Institute) Zero Carbon certification in the world.

Google has also calculated that 6.6 million pounds of food waste has been prevented in their cafes globally since 2014. Also, by the end of 2018, 12 of Google's top 25 office sites were on track to reduce single-use beverages per seated headcount by 20% relative to a 2017 baseline.

Beyond offices, Google has been working to develop a more environmentally responsible supply chain. In 2018, Google identified more than 170 potential energy-efficiency measures, with more than \$13 million in annual savings potential. Energy efficient measures with the most savings include replacing high-density lighting with LED lighting, optimising and automating chilled water distribution systems, replacing outdated chillers and other major equipment, and implementing fully integrated building management systems.

In September 2020, Google announced renewed investments in sustainability as they entered their third decade of climate action to help build a carbon-free future for everyone. This includes eliminating their operational carbon legacy since founding, aiming to operate on 24/7 carbon-free energy by 2030, and investing in technology to help partners, cities, and people live more sustainably.⁸⁹

Recognising the urgency of climate change, Facebook⁹⁰ have pledged to reduce their operational greenhouse gas emissions by 75% in 2020 compared to 2017 levels. In 2019, Facebook managed to achieve emissions that were 59% less than in 2017, whilst still growing the business.

To deliver this, Facebook are working to support their facilities with 100% renewable energy in 2020 and are on track meet this goal with 86% renewable energy achieved in 2019.

Facebook is also achieving this through making buildings more sustainable. Its London and Dublin Facilities have achieved ISO 50001 Energy Management accreditations, and natural gas consumption at these facilities has been reduced by 25% compared with a 2017 baseline. Additionally, Facebook's new London offices in Brock Street and Kings Cross have been designed to achieve a minimum of LEED Gold Certification, with a target of LEED Platinum. As of January 2020, Facebook has recycled 96% of all construction waste at the Clonee Data Centre in County Meath, Ireland.

Facebook have also looked to improve the local environment in Meath where their Clonee Data Centre is located. The Clonee Pollinator initiative was created through an employee-driven idea that began during the facility's construction. It now houses 10 beehives and 500,000 bees, helping to support local biodiversity.

88. All data gathered from Google's 2019 Environmental Report

89. blog.google/outreach-initiatives/sustainability/our-third-decade-climate-action-realizing-carbon-free-future

90. Data provided by Facebook in May 2020

APPENDIX 2:

Research Methodologies





Summary of Carbon Footprint Methodology

The operational carbon footprint of agencies (as referenced within Action 1) has been calculated by Green Element as follows:

- Data from the last 3 years was gathered from 167 companies in marketing and advertising⁹¹
- Companies were selected based on the following criteria:
 - Availability of necessary data, within the specified data range of the last 3 years (2017-2019)
 - Cross-sectional representative sampling of companies within the advertising industry
- The number of people working in UK advertising agencies was estimated from IPA 2019 census data (24,866). The IPA estimates that they represent 90% of the people working in agencies in the UK. When it comes to the different sizes of organisations in the sample, the profiles of the agencies included within the Green Element sample and the IPA membership are relatively similar, with both samples including a significant proportion of larger agencies.
- Using GHG protocol carbon factors and consumption data (e.g. kWh for electricity) Green Element calculated the total carbon emissions of the data
- The total number of full-time equivalent staff over the data years was then used to divide the total emissions into annual emissions per person
- This was then used to scale up to the UK advertising agency universe by multiplying the carbon emissions per person by 24,866

Included within the carbon footprint calculation are emissions from:

- Energy – gas and electricity
- Paper consumption
- Water consumption
- Transport – business travel from flights, rail and road (not including employee commuting)
- Waste – general waste and recycling

Excluded from the carbon footprint calculation is:

- Data from off-site production of advertising content
- Data regarding consumption by consumers generated through advertising
- Not all scope 3 categories are included e.g. IT, hotel stays, food & drink

⁹¹. 3 years' worth of data was not available for all 167 companies included in this study. The carbon footprint is based on the average annual emissions for all available data.

Summary of Industry Research Methodology

Credos conducted qualitative and quantitative research with people working in advertising between April and June 2019.

Qualitative Research

- We spoke to 16 people working in the UK advertising industry, representing a mix of seniority levels and different parts of the industry
- Interviews were 45 minutes long, moderated by a member of the Credos team, and conducted via videoconferencing services

Quantitative Research

- We created a 15-minute online survey for people working in the industry to respond to
- In total we had 285 respondents take the survey (excluding those who screened out because they did not fit our survey criteria). These represented:
 - 146 agencies and 139 other types of organisation in the sector
 - 131 respondents from organisations with 150 employees or more, and 148 from organisations with fewer than 150 employees (the remainder selected 'Don't Know')
 - 84 respondents in entry level or junior roles, 134 in senior roles and 57 in executive/director roles (the remainder selected 'Don't Know')
 - 262 respondents whose primary place of work is in London
 - 101 respondents who consider themselves a member or supporter of a climate action group

AD NET ZERO

ALL FOR NONE

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