

5 Steps to Build Your Company's Path to Net Zero




Richard Davis

51- 



Green
Media
Summit

+

51-

5 Steps to Build Your Company's Path to Net Zero



Carbon-Neutral Vs. Net-Zero DEFINITION

Tackle your total footprint to achieve net zero

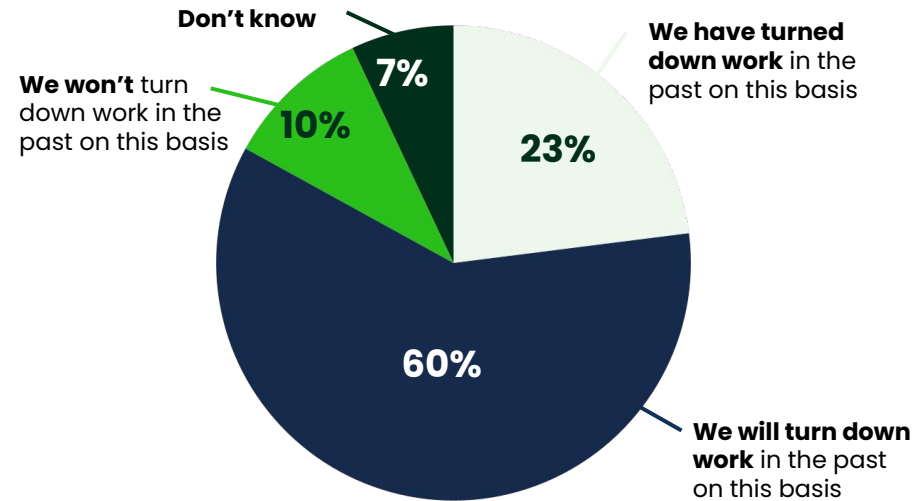
Total Footprint = Campaign Emissions + Company Wide Emissions



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Brands and agencies require stronger company-wide credentials across the supply chain

How far would your decision to work with an industry partner be affected if they were not sustainable enough?



Source: [Campaign UK, 2021](#)

83% of buyers have not worked or will not work with partners with poor climate credentials



In RFIs/RFPs you are already seeing some of these acronyms

Accounting

Greenhouse Gas Protocol (GHG Protocol)



Targets

Science-Based Targets Initiative (SBTi)



Disclosure

Carbon Disclosure Project (CDP)



Global Reporting Initiative (GRI)



Task Force on Climate-related Financial Disclosures (TCFD):



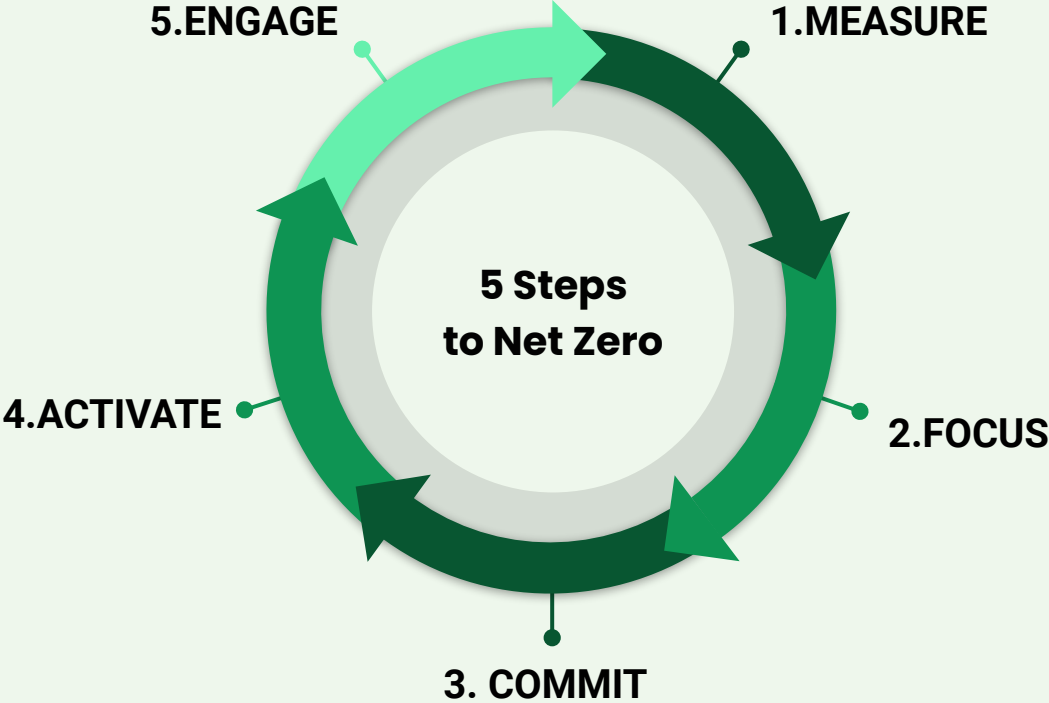
Accreditation

ISO 14064

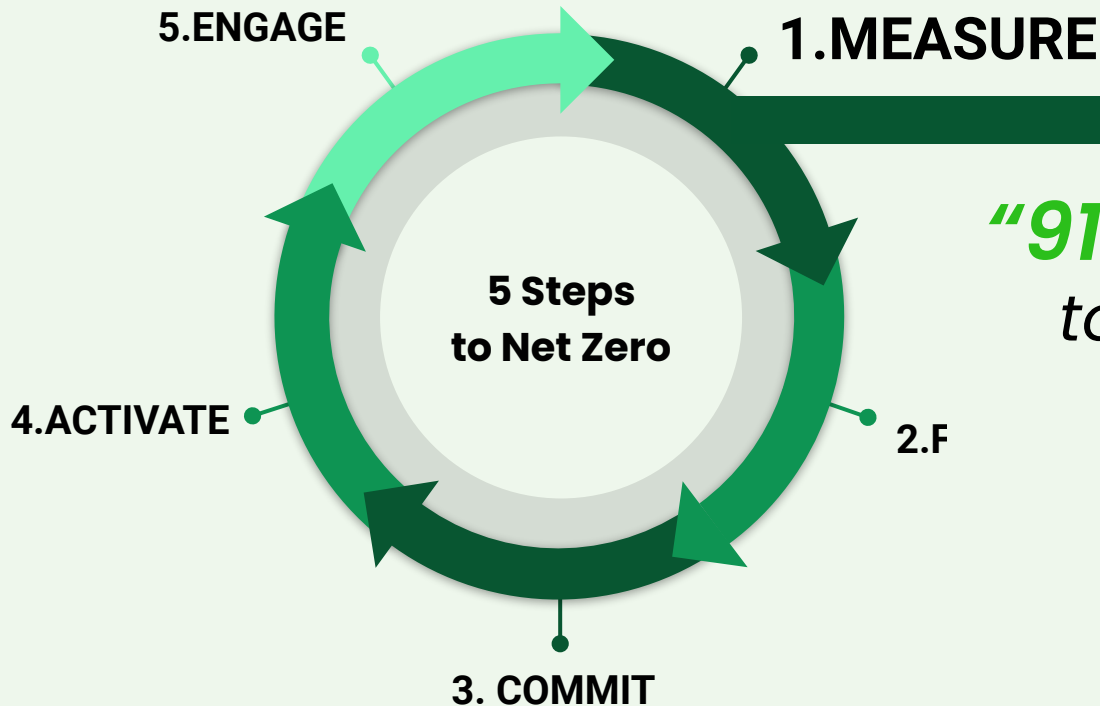


BASED ON SAME GHG DATA

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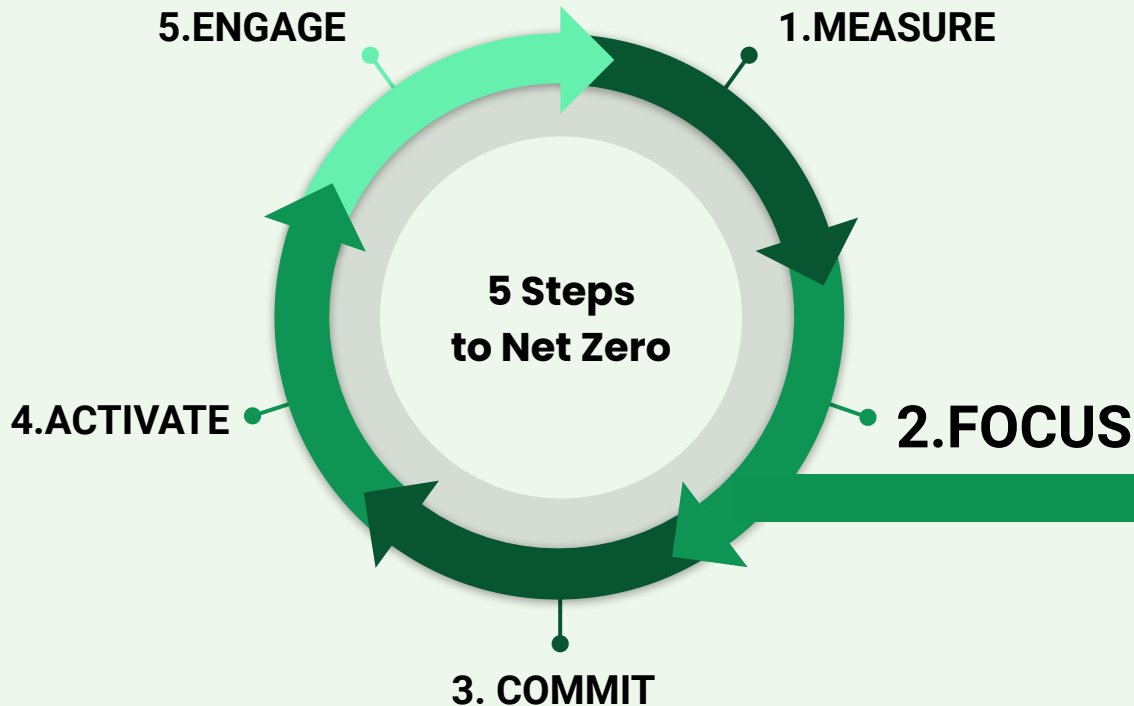


“91% of companies failing to measure emissions appropriately”

[Boston Consulting Group \(BCG\)](#)



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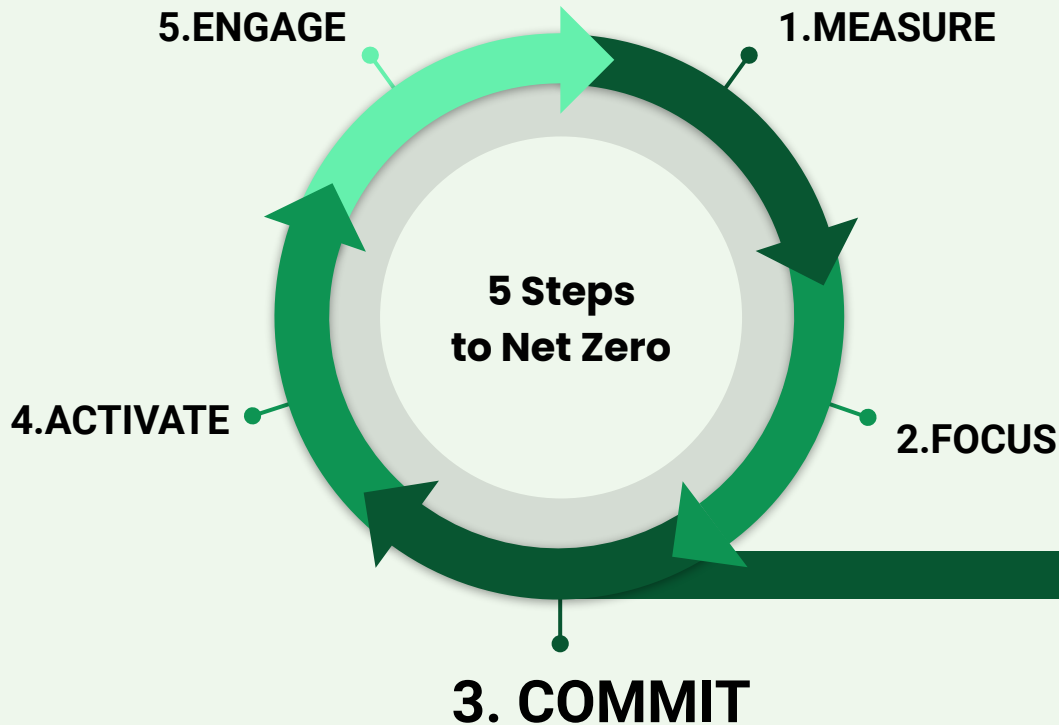


“Top 5 emitting countries = 53% of emissions”

[Global Carbon Atlas](#)



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“Only 6% of reporting organizations have net-zero targets”

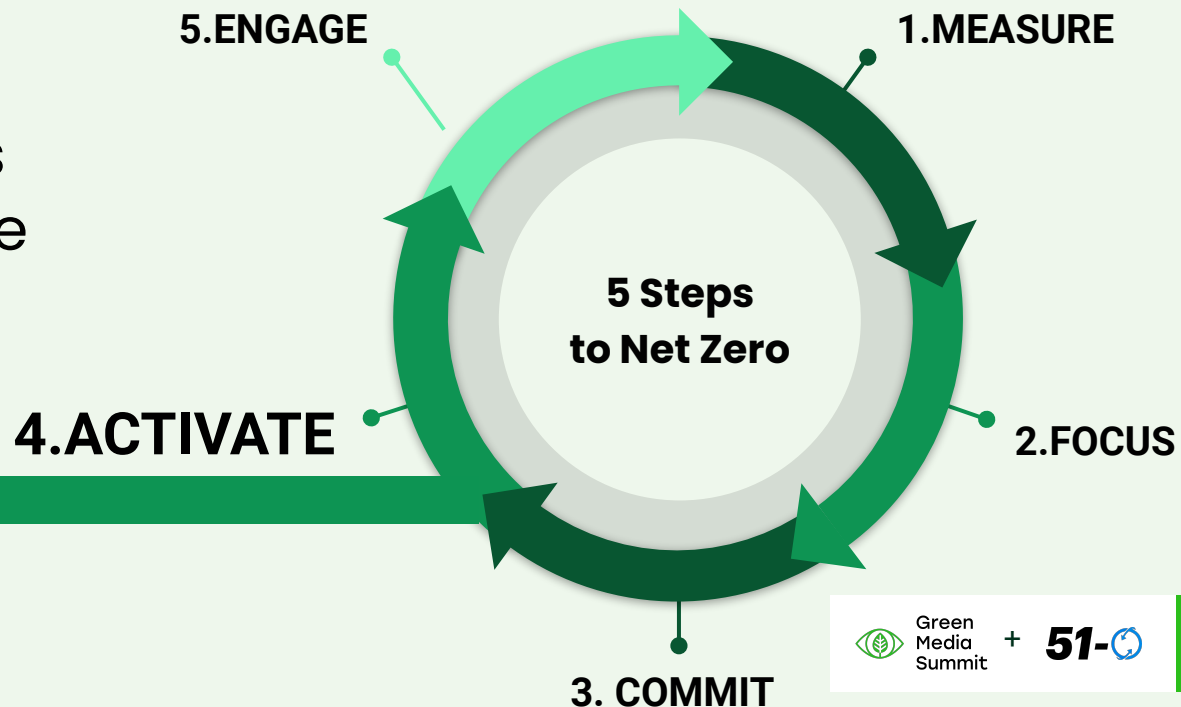
[CDP](#)



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“<1% of companies have credible climate activation plans”

[CDP](#)



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*“Decarbonization is held back by a **lack of support** from accompanying business functions”*

5.ENGAGE

1.MEASURE

5 Steps
to Net Zero

2.FOCUS

4.ACTIVATE

3. COMMIT

[Verdantix](#)





Prefer activity data whenever possible to measure accurately



SPEND BASED



Inaccurate

8-10 times bigger footprint*

Inactionable data

ACTIVITY BASED



Accurate

Audit ready

Actionable

**Real example based on a 51-0 adtech client*

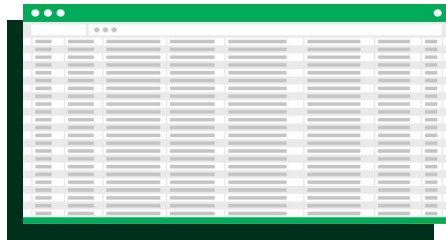
Adopt platforms solutions for repeatability, scalability and true insight

Limited data sharing

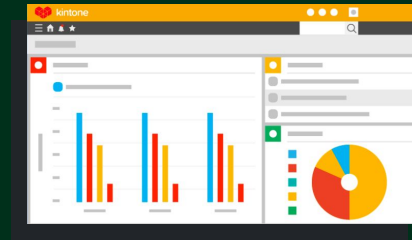
Limited input controls

Reporting more limited

Limited data automation



Spreadsheet



Database

Unlimited data sharing

Flexible reporting

Data automation/API

Input formatting controls



Benchmark against media industry

Top 5 hotspots in media verticals, based on 51-0 media clients

AGENCY

- Travel
- Electricity
- Cloud services
- WFH/Commuting
- Heating

ADTECH

- Data Servers
- Travel
- Electricity
- IT Equipment
- Heating

PUBLISHER (press+digital)

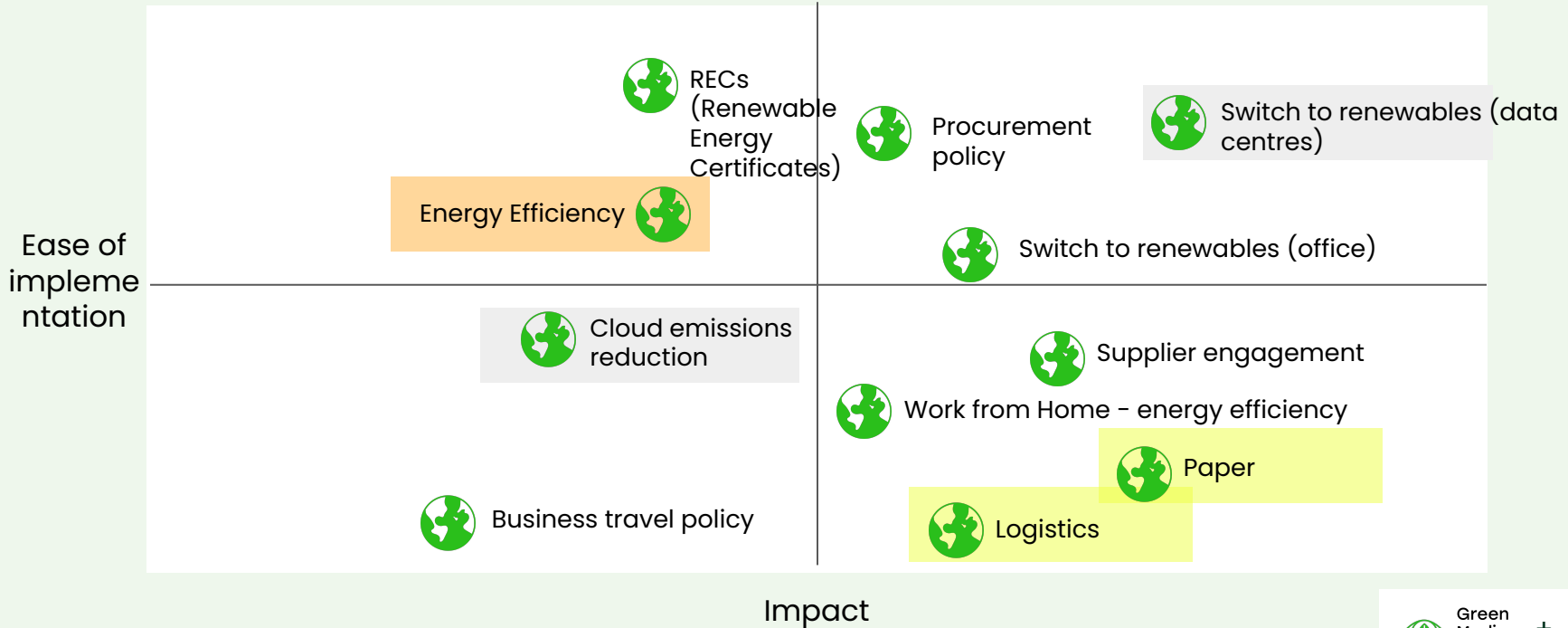
- Materials
- Distribution
- Travel
- Electricity
- Waste



Think big, start small, scale fast

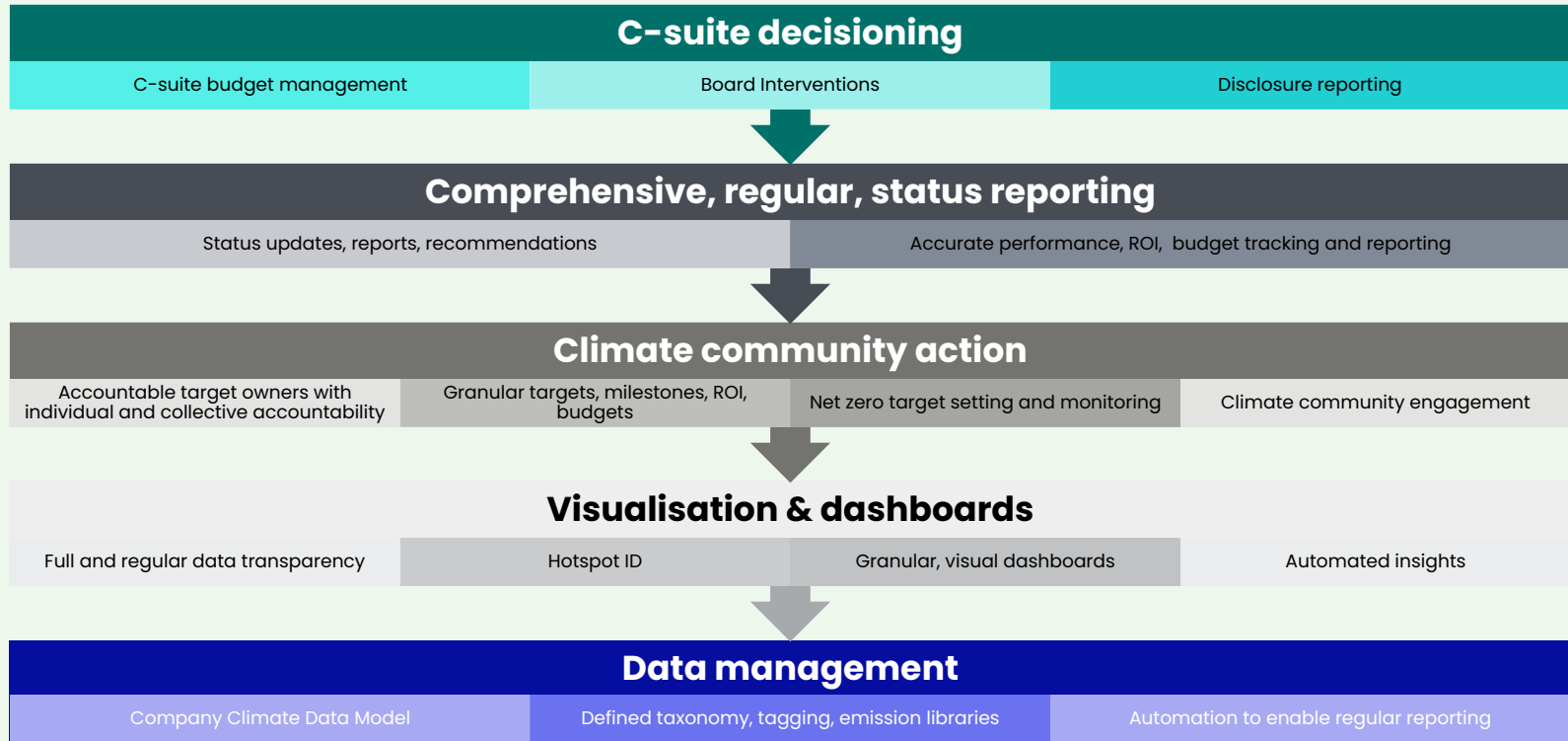
Example based on 51-0 adtech clients

150x ROI

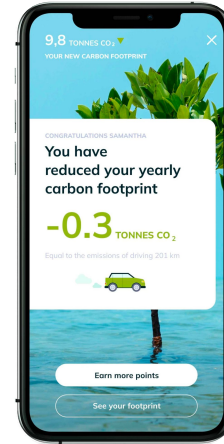
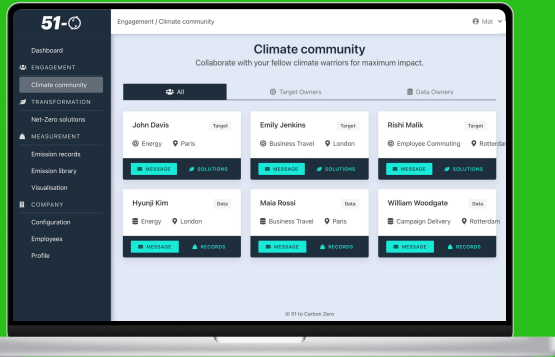


Do the boring bit: accountability and governance

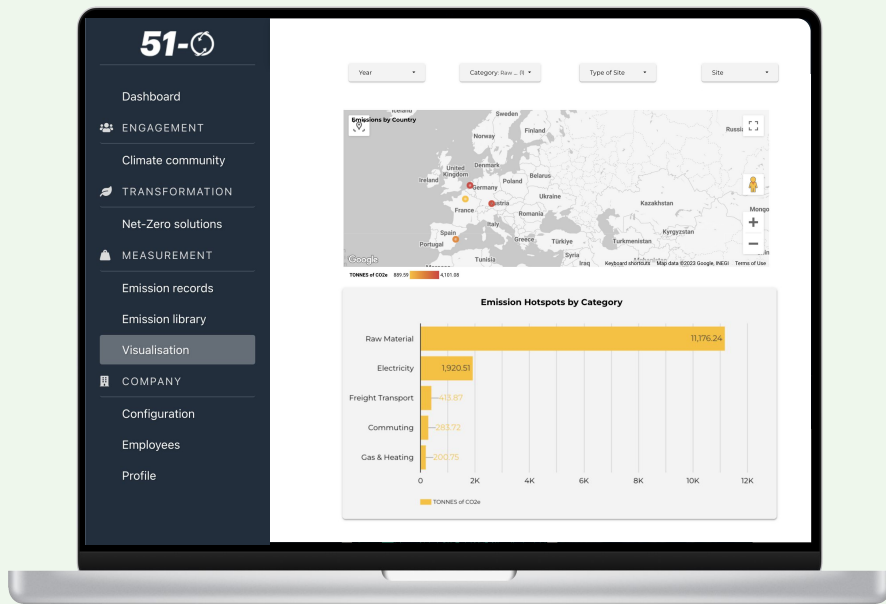
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Invest in collaboration & engagement to achieve “climate success”



51 to Carbon Zero: empowering media companies to reduce emissions



Reducing
3.4M
Tonnes of CO₂e between now
and 2023

Saving
50%
of time when gathering and
uploading ghg data with 51-0

Leveraging
>45k
emission factors from global
leading data providers

Offering
100s
of decarbonisation solutions
available on platform





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Thank you—

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