

**The Power of We:**  
The 5-Point-Plan  
& Help our Industry  
Change What We  
Do by Changing  
How We Do It.



**John Osborn**  
Director at



# Agenda

- 1 The situation
- 2 What is Ad Net Zero?
- 3 Where we're seeing progress
- 4 What we can do Today





Green  
Media  
Summit +

AD  
NET  
ZER  
ALL FOR NONE

# 1

# The Situation





# 71%

**are worried** about the  
**negative impacts of our  
industry** on the environment.



# 91%

**agree** that knowing their organization  
was taking **climate action would**  
**improve their job satisfaction**



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# What is Ad Net Zero?



# AD NET ZERO ACTION PLAN



To decarbonize the development, production and media placements of advertising and promote sustainable products, services and behaviors.

As an industry we must:

## GET OUR OWN HOUSE IN ORDER

**ACTION  
1**

**Operational  
carbon  
emissions**

## CURB EMISSIONS FROM THE ADVERTISING PROCESS

**ACTION  
2**

**Reduce emissions  
from advertising  
production**

**ACTION  
3**

**Reduce  
emissions  
from media  
planning &  
buying**

**ACTION  
4**

**Reduce emissions  
through awards  
and from events**

## USE OUR INFLUENCE TO CHANGE BEHAVIOURS

**ACTION  
5**

**Harness  
advertising's power  
to support behavior  
change**

**This can:**



Reduce  
carbon



Save  
money



Retain  
talent



# Ad Net Zero Global Supporters



# Power of "We"





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3

# Where We're Seeing Progress



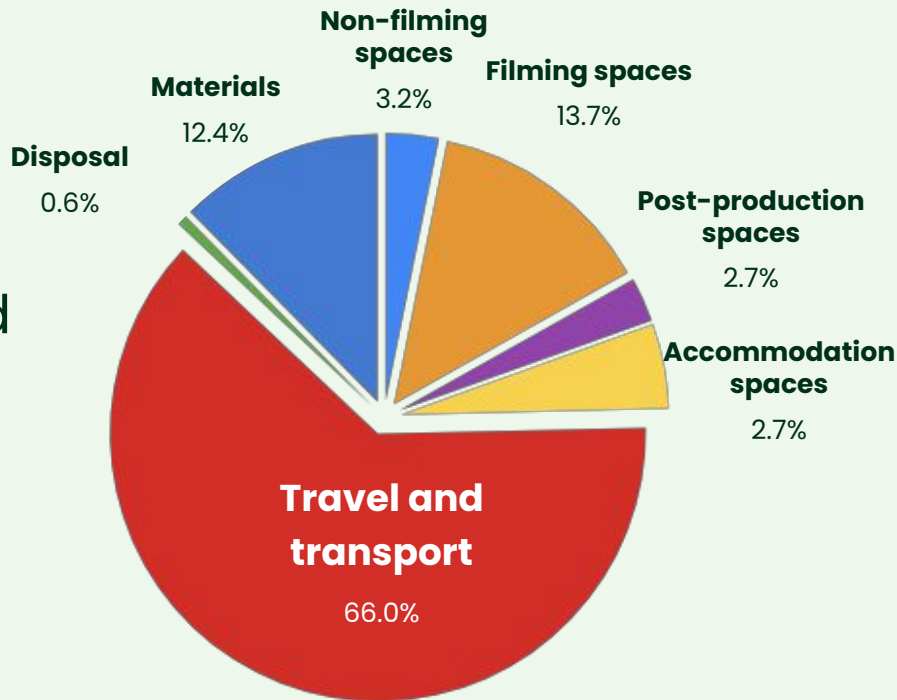
# ADGREEN

- Granular production carbon calculator
- 1700 projects measured
- 2022 Annual Review details impact



# AdGreen 2022 Review Initial Insights

Breakdown of 515 completed projects by activity area:



Average project footprint:

4.7t CO<sub>2</sub>e



Smallest project footprint:

0.002t (1.55kg) CO<sub>2</sub>e



Largest project footprint:

129.6t CO<sub>2</sub>e



Average emissions per shoot day:

2.2t CO<sub>2</sub>e

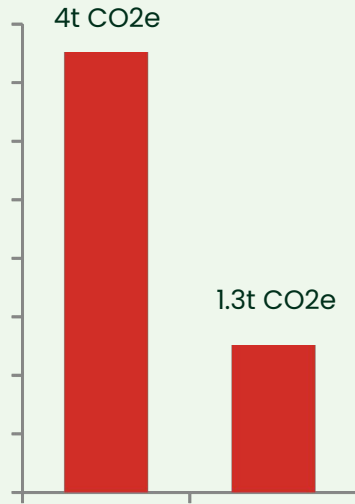


Green Media Summit



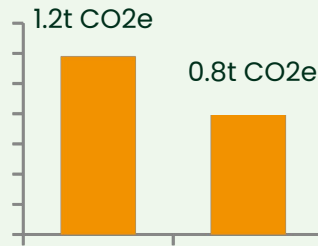
AD NET ZER  
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# Sustainable swaps



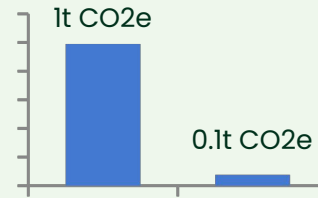
**Business Economy**

Flying 1 person from LAX to JFK



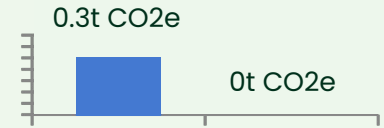
**Diesel Biofuel 40% Blend**

Switching 100 US Gallons of diesel to a biofuel



**Beef Veggie**

Switching 100 beef meals on set to vegetarian



**Set build No set build**

Switching from using 15 US Gallons of paint and 0.5 US ton of timber to no set build

# GREEN. THE BID

- Predictive production carbon calculator in development
- Open source resources and checklists for all aspects of production



# iab. TECH LAB

- To assist the advertising industry in meaningfully lowering carbon emissions from via supply path optimization
- “Green Initiative” working group to increase transparency, action and accountability to the digital advertising supply chain



# Ad Net Zero US Supporters





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4

# What You Can do Today

# Taking action today

(1/2)



## Make a plan to limit travel.

Travel and transport account for **the most emissions** generated (65%+).



## Set up a cross-discipline "Green Team."

Find out if there is a "senior green lead" and associated "Green Team" or working group in your organization.

If there is one, why not join and actively engage with it?



## Start using resources: training, checklists.

Ad Net Zero Essentials Training:

**[adnetzero.com/training](https://adnetzero.com/training)**

AdGreen Calculator:

**[weareadgreen.org](https://weareadgreen.org)**

Isla Sustainable Events Training:

**[weareisla.co.uk/resources](https://weareisla.co.uk/resources)**

**[GreenTheBid.earth](https://GreenTheBid.earth)**

# Taking action today

## (2/2)



### Consider who you are working with.

Community, partnerships and resources will accelerate your own company's journey, and for the industry and our world.



### Start measuring.

You must have a means to collect and track data (from **finance**, **office management** and **other internal** sources, and **media** and **production**).

You can also get help from consultancies.



### Set a goal to reduce your emissions.

Inclusive of internal operations and media and production.

**Offsetting should be the last resort** from anything that cannot be reduced.

# Travel less. Travel better.

Business travel, **especially flying**, typically accounts for **60%+** of an advertising agency's total emissions.

One transatlantic business class round trip **generates more carbon** than the average agency employee **does in a whole year at work.** (c.3.4tCO<sub>2</sub>e)

Hello  
my name is

Rachel Schnorr

**Ad Net Zero  
US Membership  
Director**



Hello  
my name is

Danielle Willett

**Ad Net Zero US  
Associate Director**



Hello  
my name is

John Osborn

**Ad Net Zero  
US Director**



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Thank you