

**What**

**is**

**AdGreen?**

# Our aims

1

Support the industry in measuring production related carbon emissions

2

Encourage the reduction of carbon emissions across advertising productions

# How are we funded?

Levy amount @ 0.25%  
(capped at £2500)

Applicable production spend



# Who supports AdGreen?

ADVERTISING  
ASSOCIATION

AOP



IPA  
Incorporated  
by Royal Charter



adam&eve DDB®



dentsu

DIAGEO

Google



L'ORÉAL

msq

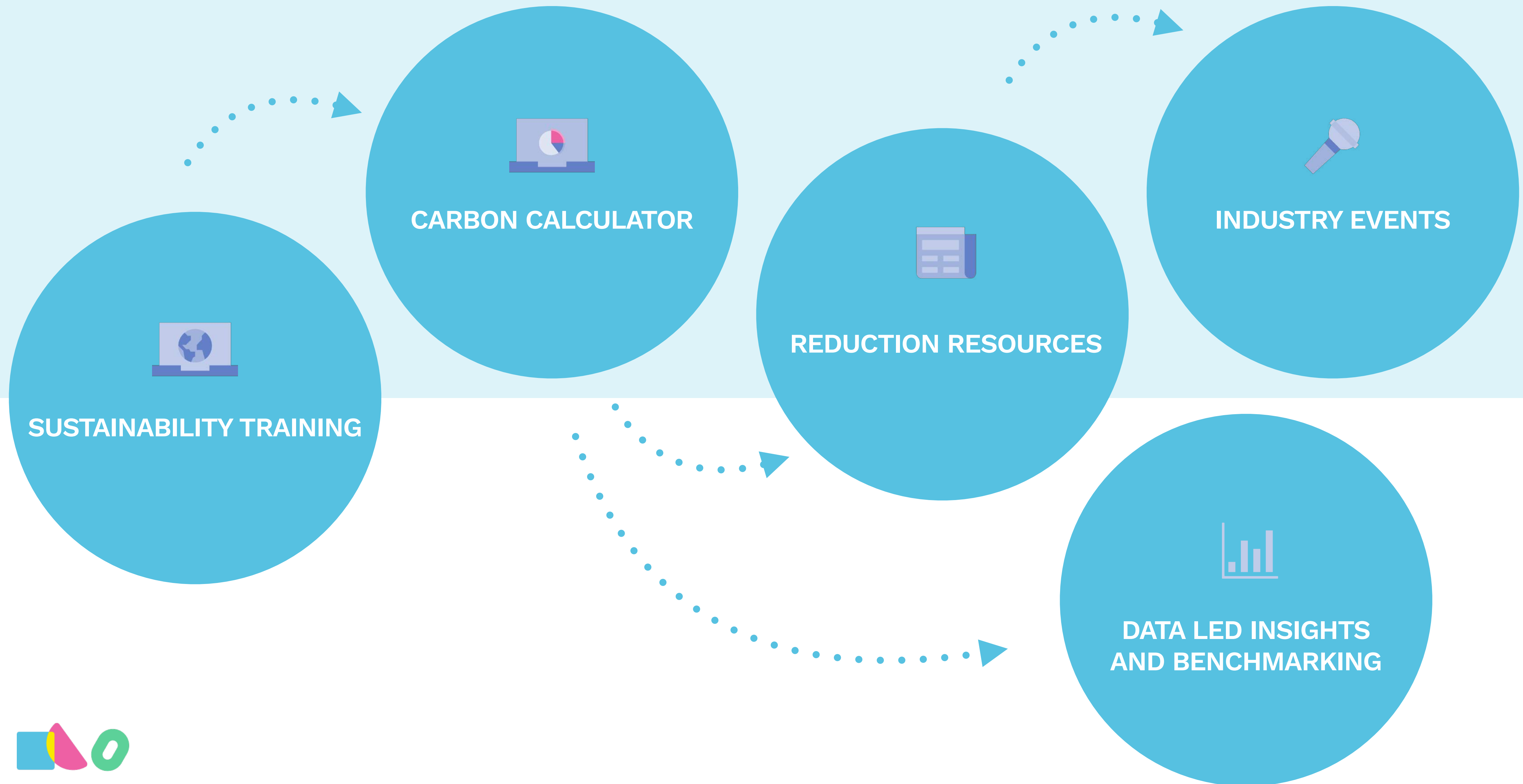


sky

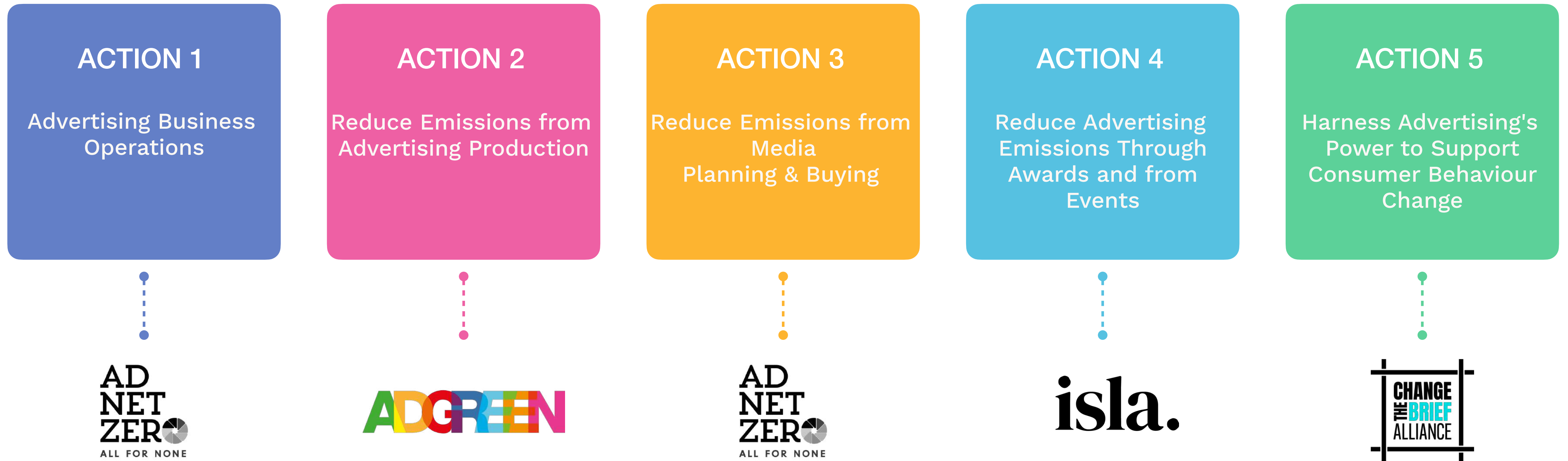
WPP



# What's on offer to the ad production community



# The Ad Net Zero Action Plan




**Why**



**it's**

**important**



A large green circle is centered on the page. Inside the circle, the text "82% of executives say their organisations are concerned or very concerned about climate change." is written in white, sans-serif font, centered within the circle.

82% of executives say their organisations are concerned or very concerned about climate change.





A large orange circle is centered on the page. Inside the circle, the text is written in white, sans-serif font, centered horizontally and vertically.

The number of  
environmental, social, and  
corporate governance  
regulations and standards  
globally has nearly doubled  
in the last five years




To generate new business  
opportunities



48% of organisations say they are encouraging or requiring suppliers and business partners to meet specific environmental-sustainability criteria.

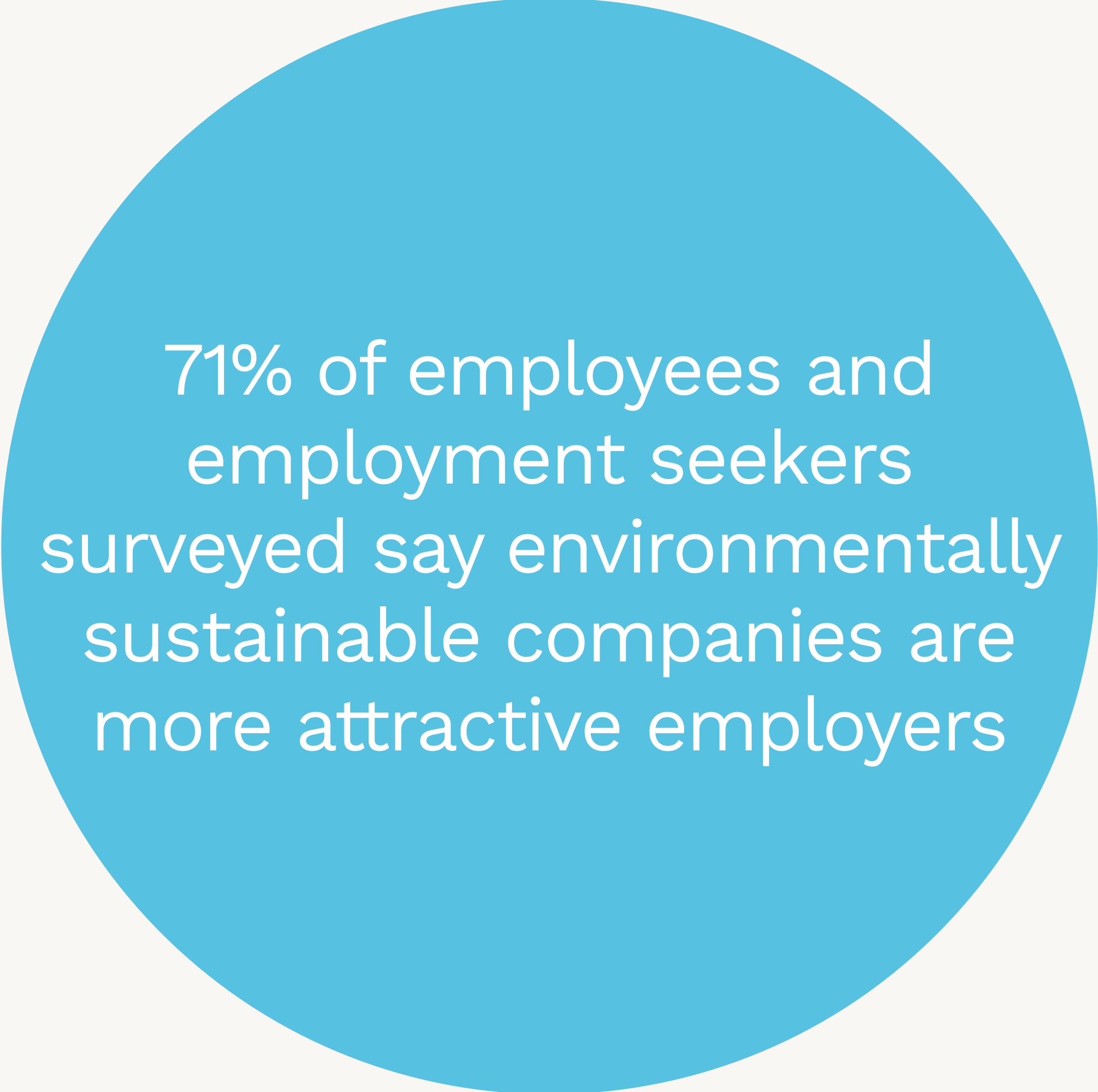
A large, solid pink circle is centered on a white background. Inside the circle, the text "To save money for my organisation" is written in a white, sans-serif font, centered both horizontally and vertically.

To save money for my  
organisation

A large, solid pink circle is centered on the page. Inside the circle, the text "46% of companies have seen improved financial metrics thanks to their organisational sustainability initiatives." is written in a white, sans-serif font, centered both horizontally and vertically.

46% of companies have seen improved financial metrics thanks to their organisational sustainability initiatives.





71% of employees and  
employment seekers  
surveyed say environmentally  
sustainable companies are  
more attractive employers





A large yellow circle is centered on the page. Inside the circle, the text "Green job postings grew nearly twice as fast as the share of green talent between 2022 and 2023" is written in white, sans-serif font, centered horizontally and vertically.

Green job postings grew  
nearly twice as fast as the  
share of green talent between  
2022 and 2023

**Get**



**started**



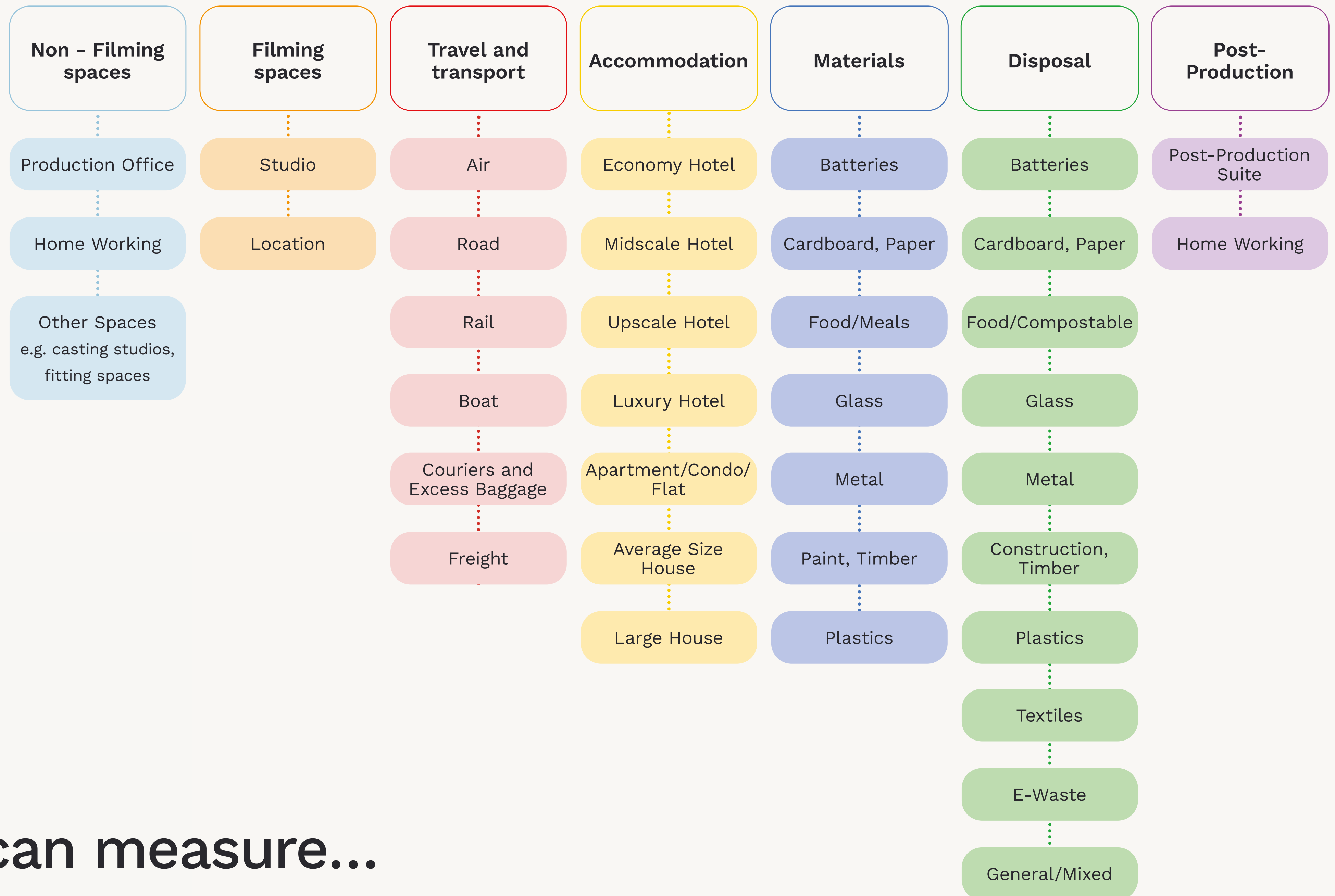
### My Account

Don't have an account yet?

[Forgot your password?](#)

Welcome to the AdGreen  
carbon calculator for  
advertising production!

Come on in and start tracking  
the emissions for your  
production activities.



What you can measure...



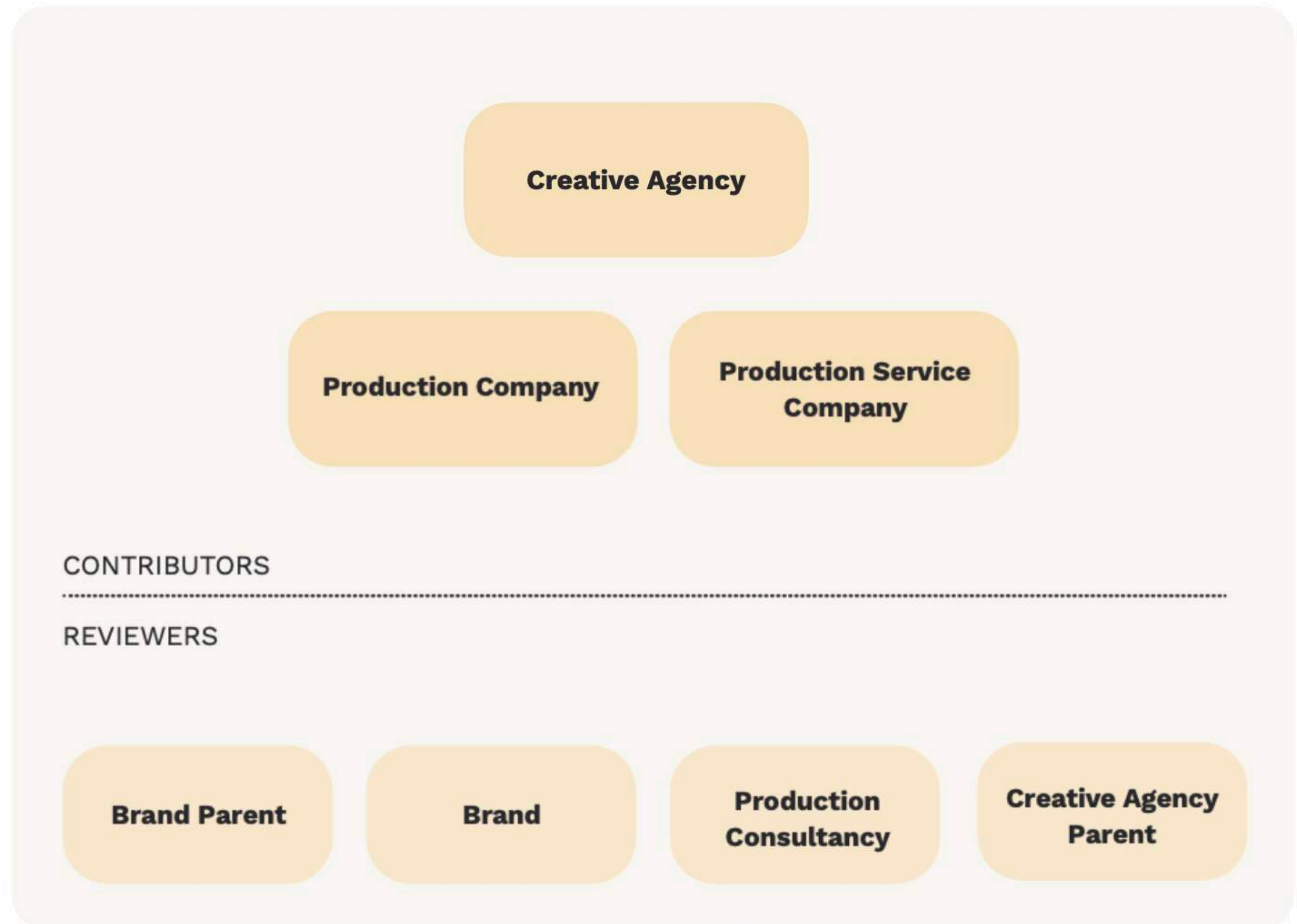
# Who does what?

The different users in the carbon calculator

**Principal Production Partners (PPPs)** are a type of contributor.

**Third Party Production Partners (TPPPs)** are another type of contributor.

**Reviewers** are those not involved in organising any activities for the project.



# Calculate and compare

## CHECK

the impact of one activity  
option against another

## DRAFT

a production footprint using  
information from a budget to  
establish a rough picture

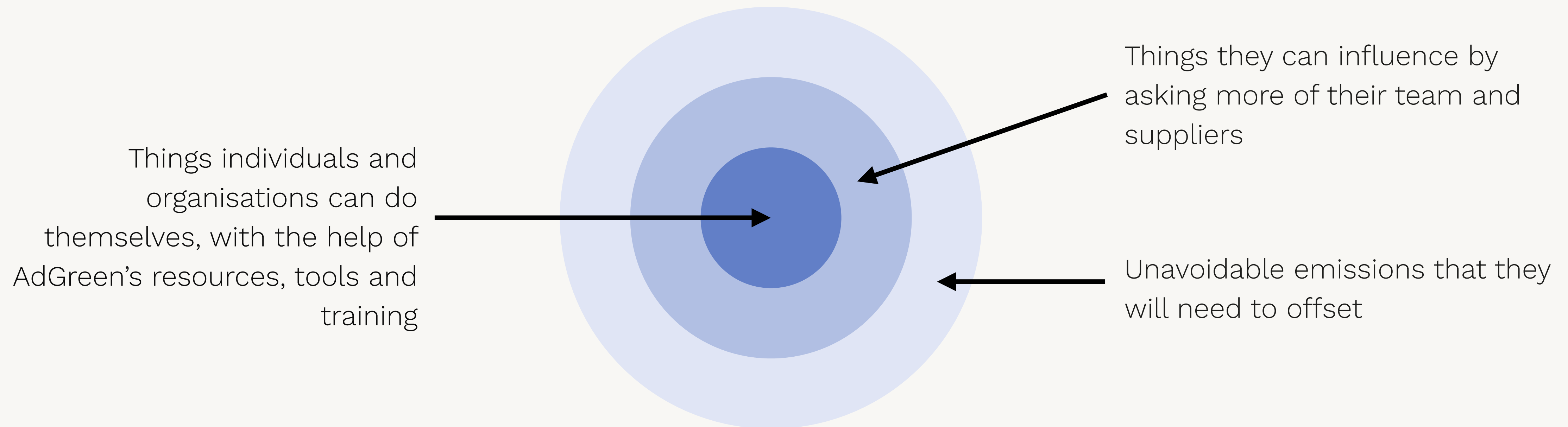
## COMPLETE

a project with finalised  
details from the production

# The sphere of influence

The average production manager can only remove 15-20% of the carbon from a project's carbon footprint\*.

AdGreen empowers organisations and individuals to follow the sphere of influence:



\*According to data from BAFTA's albert



# Industry



# Impact

# Carbon in Context

**10 gCO<sub>2</sub>e**

=  
1 hour online meeting  
(per laptop involved)



**288 gCO<sub>2</sub>e**

=  
An oat milk latte  
(add 110 gCO<sub>2</sub>e for a  
disposable cup!)



**270 gCO<sub>2</sub>e**

=  
250g of local,  
seasonal asparagus



**522 gCO<sub>2</sub>e**

=  
A cows milk latte  
(add 110 gCO<sub>2</sub>e for a  
disposable cup!)



**5 KgCO<sub>2</sub>e**

=  
250g of asparagus  
airfreighted from Peru



**15 KgCO<sub>2</sub>e**

=  
A low energy 5w bulb on  
for a year in a UK house



**300 KgCO<sub>2</sub>e**

=  
A 100w Bulb on for a  
year in a UK house



**368 KgCO<sub>2</sub>e**

=  
Return economy flight  
from London to Glasgow



**7 tCO<sub>2</sub>e**

=  
The global average  
annual footprint



**13 tCO<sub>2</sub>e**

=  
The average annual  
footprint of a UK citizen



The all important question... what's 'normal'?

TOTAL IMPACT OF 515 COMPLETED PROJECTS:  
**2,446.1 tCO<sub>2</sub>e**

MEAN IMPACT <b>4.7 tCO<sub>2</sub>e</b>	RANGE OF IMPACTS <b>1.5 kg - 129.6 tCO<sub>2</sub>e</b>
MEDIAN IMPACT <b>708 kgCO<sub>2</sub>e</b>	MEAN BUDGET <b>£156,154.33</b>

And for the 448 projects with shoot days recorded...

TOTAL SHOOT DAYS <b>1,099</b>	MEAN NUMBER OF SHOOT DAYS <b>2.5</b>
MEAN IMPACT PER SHOOT DAY <b>2.2 tCO<sub>2</sub>e</b>	MEDIAN IMPACT PER SHOOT DAY <b>140 kgCO<sub>2</sub>e</b>
RANGE OF IMPACTS PER SHOOT DAY <b>3.1 kg - 43.2 tCO<sub>2</sub>e</b>	MEAN BUDGET PER SHOOT DAY <b>£71,868.30</b>

# The four activity areas

## TRAVEL AND TRANSPORT



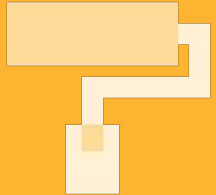
Trains, planes and automobiles... even helicopters and boats! And not just for people - for product too

## SPACES



Power for all non-filming, filming, accommodation and post production spaces budgeted for an advertising project, and the energy needed to run and charge equipment in them

## MATERIALS



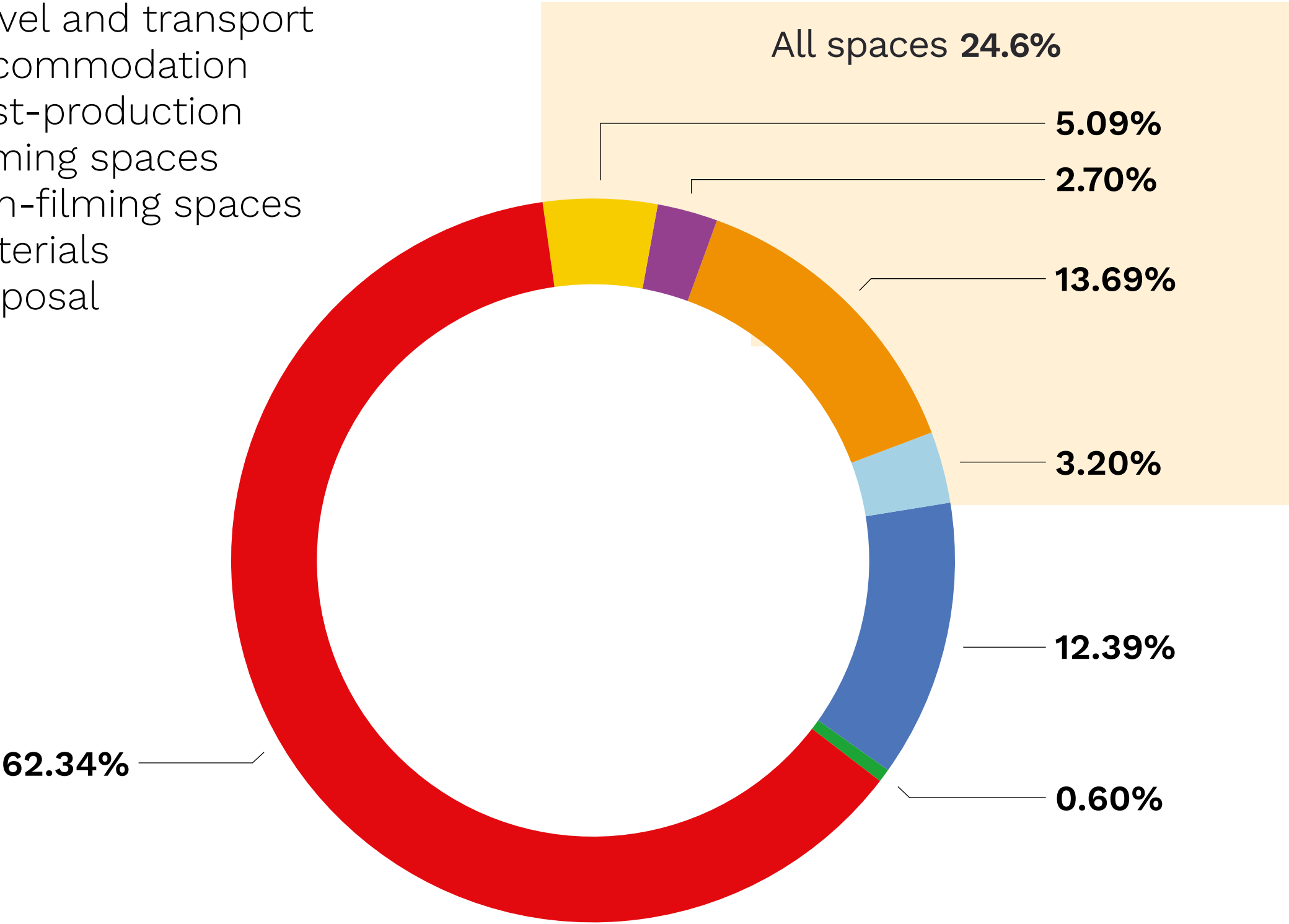
Set construction right down to paper, and all the water, drives, catering, batteries and costume in between

## DISPOSAL



Recycling, composting and energy recovery

- Travel and transport
- Accommodation
- Post-production
- Filming spaces
- Non-filming spaces
- Materials
- Disposal

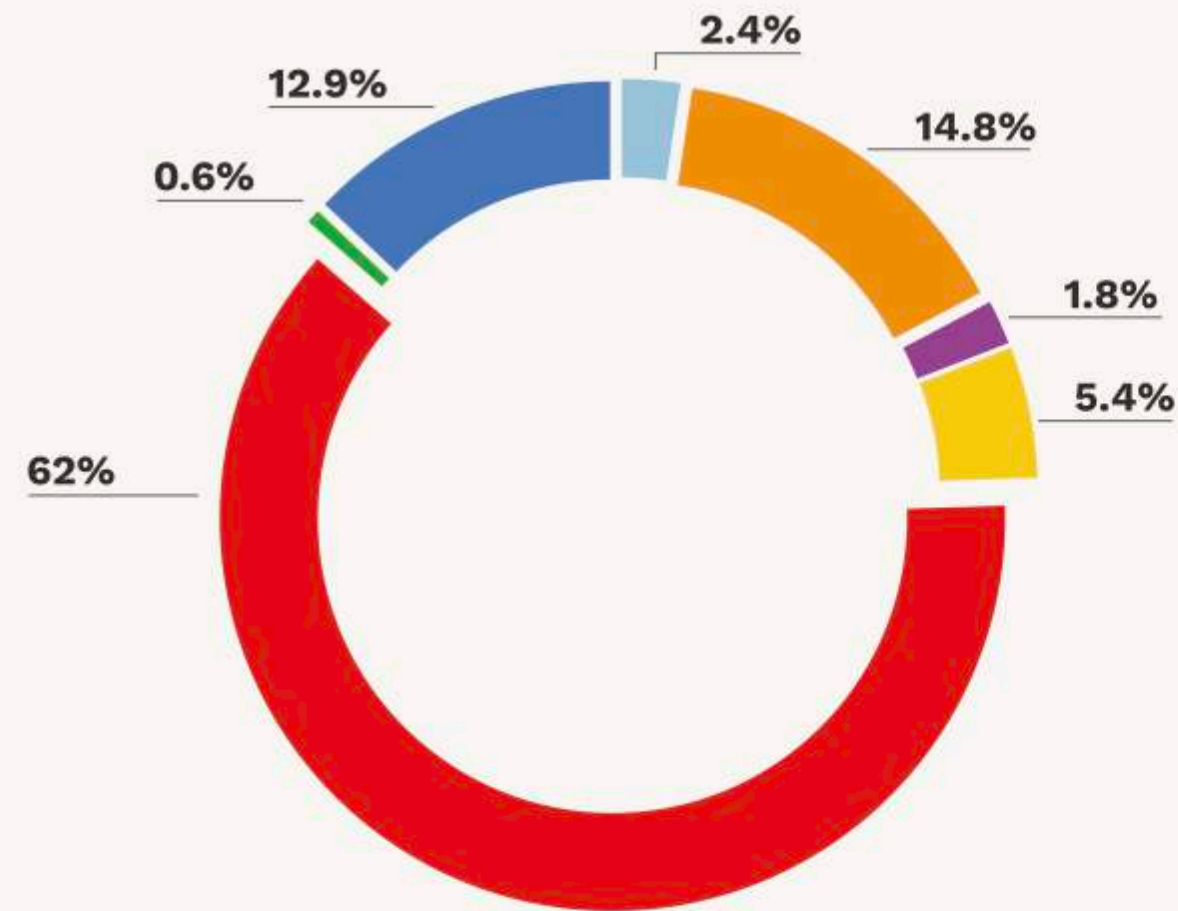


The mean (average) emissions split by activity areas across 515 completed projects in 2022



# What about projects over a certain budget?

- Non-filming spaces
- Filming spaces
- Travel and transport
- Accommodation
- Materials
- Disposal
- Post-production



MEAN IMPACT

**12.8 tCO2e**

MEDIAN IMPACT

**2.6 tCO2e**

RANGE OF IMPACTS

**66 kg - 129.6 tCO2e**

MEAN NUMBER OF SHOOT DAYS

**2.9**

MEAN BUDGET

**£416,976.10**

TOTAL SHOOT DAYS

**394**

MEAN NUMBER OF SHOOT DAYS

**2.9**

MEAN IMPACT PER SHOOT DAY

**5.1 tCO2e**

MEDIAN IMPACT PER SHOOT DAY

**1.9 tCO2e**

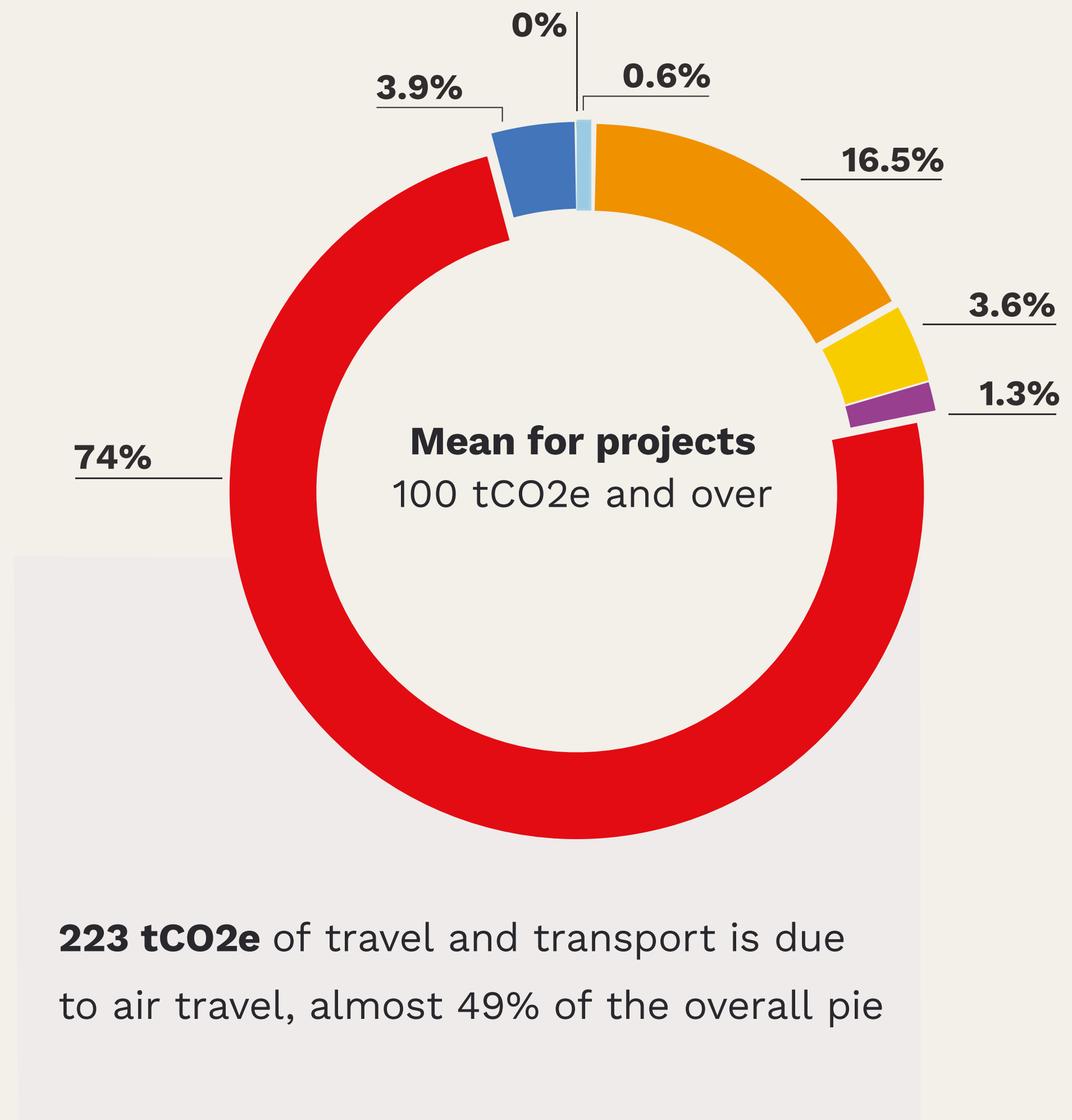
RANGE OF IMPACTS PER SHOOT DAY

**65.5 - 43.2 kgCO2e**

MEAN BUDGET PER SHOOT DAY

**£175,353.92**

# What about the really large projects?



# Compare your own

## Your Projects

Here are all of the projects you're assigned to. Click on the project's name to see more detail. You can also search and filter to find what you're looking for more easily.

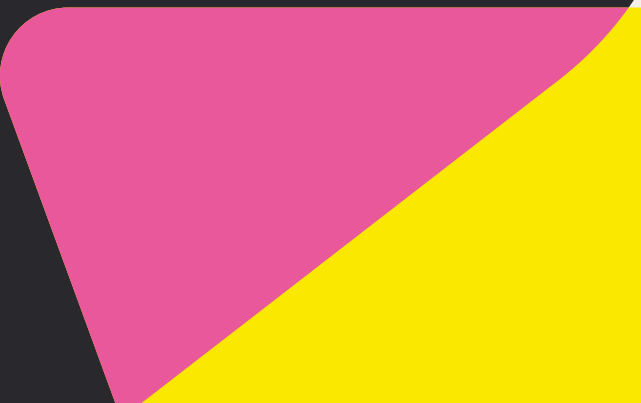
🔍 Search project name/ID

FILTERS: **NONE**

Showing 1-10 of 27 projects

**EXPORT TO CSV**

**Get**



**inspired**



# Reduction Case Study

TVC: Quorn 'Animals' 30"

Agency: adam&eveDDB

Production Partner: MindsEye

Release date: Sept 2022



**Live action** with puppetry, 1 day shoot on location

**Quorn** shared their sustainability policy, expectations were set

**MindsEye** included sustainability considerations in their pitch

**adam&eveDDB** used the carbon calculator early, to create a draft footprint

**Data** revealed high carbon items:

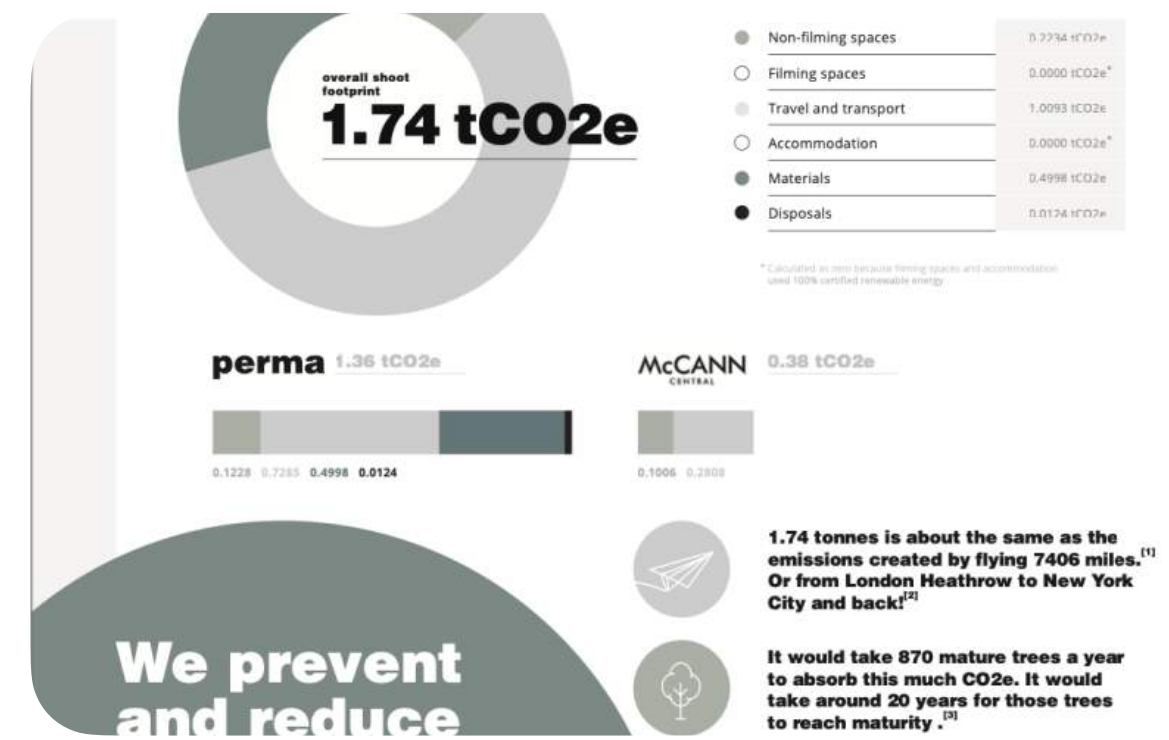
- Set build
- Meat based catering
- Diesel generator

**Lower carbon alternatives** were chosen instead (real location, vegan catering)

**Funds for a biofuel generator** signed off by Quorn

**Footprint was updated** and finalized

# More case studies



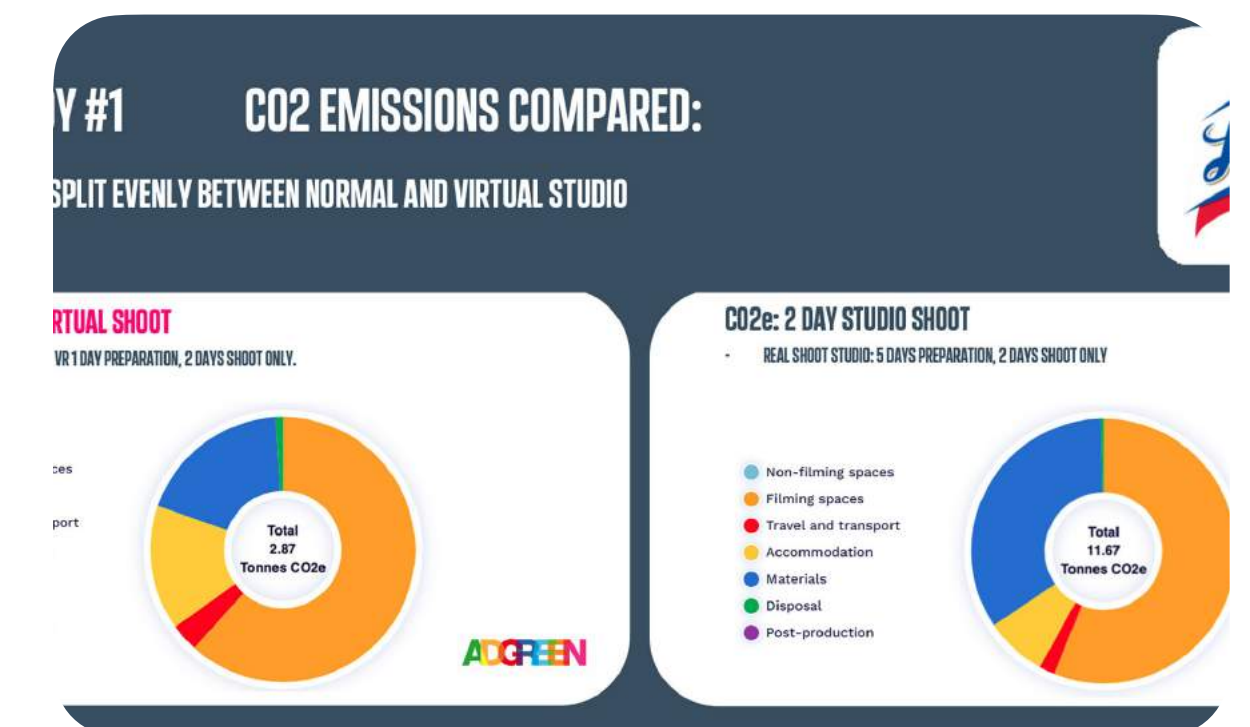
Perma Collective & McCann: Collaboration and renewable energy for Bosch



Makerhouse @ WPP: Little wins on 'Little Journeys' for Ford



AMVBBDO: Virtual Production for Bupa



Murphy Cobb: Virtual Production for Reckitt

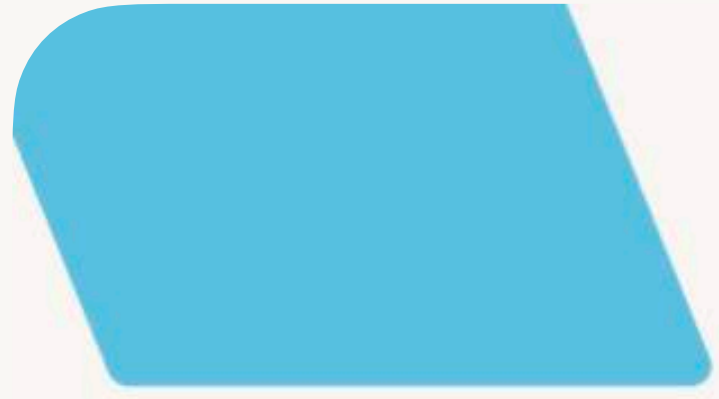
# What



# Next



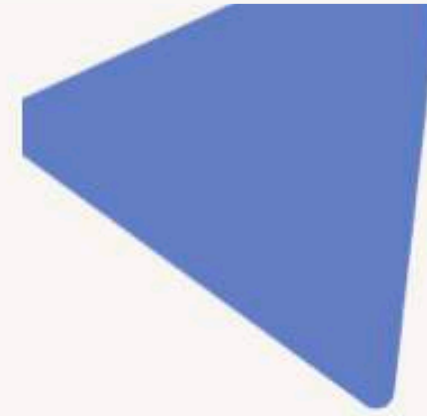
# Use the step by step guides



**Brands and  
consultancies**



**Creative  
agencies**



**Production  
companies**



**Freelancers**



**Suppliers**



# Read the reports



The logo for ADGREEN is displayed in a bold, sans-serif font. Each letter is filled with a different color and has a slight 3D effect. The colors are: A (green), D (yellow), G (orange), R (red), E (blue), E (light blue), E (green), N (orange), and N (pink).

**ADGREEN**

**For more information, please contact [info@weareadgreen.org](mailto:info@weareadgreen.org)**