

AD NET ZERO

ALL FOR NONE

Essentials Guide to Operational Carbon Reduction

ADVERTISING
ASSOCIATION



IPA
Incorporated
by Royal Charter

ISBA

Green
Element

The first action point of Ad Net Zero is “getting our house in order”. By our house, we are referring to those companies whose core business is advertising. By in order, we mean companies reducing their operational emissions and their people doing the same as employees and individuals.

This brief guide is intended to help you get started on curbing your company’s carbon footprint, in line with the industry-wide Ad Net Zero programme. It outlines the key steps to take and contains links to relevant resources.

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1. ACTIONS TO TAKE

To meet the objectives of Action 1, we suggest a series of actions for each Ad Net Zero supporter to take:

01

Get top-level buy-in; communicate your commitment to all stakeholders

02

Establish a senior sustainability lead and a cross-discipline "Green Team" of like-minded individuals to help drive progress and hold the organisation accountable

03

Select a consultancy partner to support you in gathering data and setting reduction actions based on your individual operational emissions profile in line with the industry's target: net zero by the end of 2030

04

Share your operational carbon footprint data and goals for reduction with the Ad Net Zero team (starting with 2021) - and publicly if applicable, e.g. if you are a member of Race To Zero

05

Reduce emissions wherever possible based on your consultant's recommendations, aiming for sustained year-on-year reductions

06

Offset unavoidable emissions with a credible offsetting partner

07

Submit your carbon footprint data to the Ad Net Zero team every year

08

Apply to join Race to Zero

09

Enable and encourage your people to take the Ad Net Zero Essentials training programme (launching Autumn 2021)

10

Refer to the Ad Net Zero website for practical ideas to assist your reduction programme



2. CONSULTANCY OPTIONS

It might make sense for your organisation to get expert help with your carbon-cutting programme, although you can DIY if you are confident enough and have the time and resource. Several companies offer a range of support services. Here are some of the consultancies that Ad Net Zero supporters are working with:

Green
Element



Carbon
Intelligence



ecoact
an atos company



PlanetMark



SGS

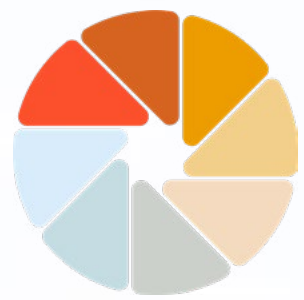


3 ACORNS



S&P Global





3. ESSENTIAL DATA POINTS

Ad Net Zero provides a central data collection point for the industry's operational carbon footprint. All members and supporters submit their data, in a single agreed format detailed in the next section.

The key benefit of aggregating the data is that we can get an industry-wide picture to understand the progress we are all making, encourage more companies to take part and provide a database against which your performance can be measured. Credos, the UK Advertising's think tank, will collect this data, anonymise it and pass it to Green Element (their data analysis partner) to calculate an industry benchmark.

The data your consultancy will require for auditing is likely to be very similar to the data we are looking to obtain. You can download the input form which details all the data points required:

[DOWNLOAD](#) →

The largest sources of emissions for 'our house' are likely to be air travel and energy consumption.



4. SUBMITTING YOUR CARBON FOOTPRINT DATA TO AD NET ZERO

Steps to take in submitting your data

- 01** Inform your consultancy (if you have one) that you are an Ad Net Zero supporter, and that you need to provide the team with the data points listed in the input form once a year, beginning with 2021
- 02** Input your data into the input form, or ask your consultancy to do this once you have provided them with the relevant information
- 03** Email your output file (.csv file) to Credos (anz-data@adassoc.org.uk)
- 04** Review your data/ progress against industry benchmarks once published (later in the year)
- 05** You may need to work with your suppliers so that they provide the data to you in a helpful format – details of couriers with the type of vehicle (diesel, electric) and weight of items for example. Consider a review once you understand where the barriers to collecting data were the first time around.

Once data has been received by Credos from Ad Net Zero supporters, the following will happen:

Data anonymised by Credos

Data sent to Green Element
(data analysis partner)

Green Element calculates
industry benchmark

Data and insights are used
by Credos to review and
update the Ad Net Zero
road map as well as setting
goals in collaboration with
the AP01 working group

Data will be available
to you so you can
compare against the
industry benchmark

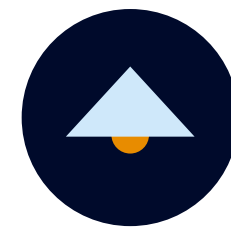


5. ACTIONS TO TAKE IN REDUCING OPERATIONAL EMISSIONS



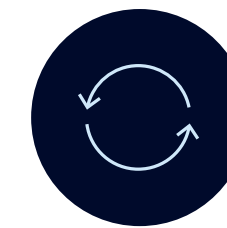
Transport

- Establish low carbon travel policies for business travel
- Provide facilities and incentives to facilitate low carbon travel by staff where possible (bike storage, showers, season ticket loans, electric car charging points etc)
- Discuss options with your cab and courier suppliers – could they supply electric or hybrid options to you as standard for example?



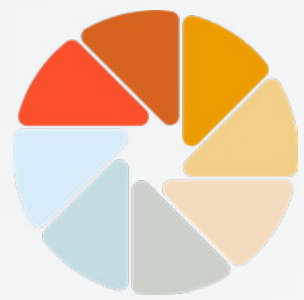
Energy Consumption

- Source energy from a 100% renewable energy supplier, such as Good Energy
- Enquire as to whether your cloud storage and remote servers for short term storage are powered by 100% renewable energy - consider switching if not
- Store long term, infrequently accessed data on LTO tape (two copies in two separate locations) to avoid carbon from cloud servers and consumption of hard drives
- Replace any old-style bulbs with low energy ones
- Ensure lights and equipment are turned off each night where possible – consider sensors for lighting
- When seeking new premises, consider buildings that have been through the BREEAM assessment and certification process



Materials & Waste

- Consider what will happen to every purchase at the end of its life
- Purchase refurbished equipment where possible, instead of new
- Source office supplies from companies providing recycled and recyclable materials (paper, ink etc)
- Work with your facilities team and waste contractor to establish a zero to landfill policy, with information for staff on rehoming or reposting items, as well as on-site waste streams for composting and recyclables - anything else should go to an energy recovery facility instead of a landfill
- Work with your facilities team to establish a ban on single-use plastics on-site



6. CARBON OFFSETTING

Reduction must always be the first route to pursue before considering carbon offsetting. However, there are likely to be unavoidable emissions in almost every operational footprint and to be carbon neutral you will need to offset them.

Carbon offsetting is the act of purchasing carbon credits to compensate for greenhouse gas emissions released into the atmosphere. Each carbon credit represents one tonne of carbon that has been reduced by a verified carbon finance project. More and more companies are choosing to offset their unavoidable emissions by supporting impactful carbon finance projects around the world.

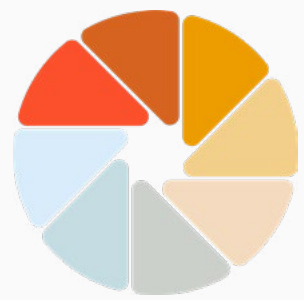
Not all carbon offsetting schemes deliver genuine reduction so it's important to choose carefully.

Ad Net Zero, following BAFTA's, albert and AdGreen's lead, can recommend **Natural Capital Partners** as experts in carbon neutrality and climate finance. Natural Capital Partners' offset projects are validated and verified to recognised third party carbon standards and are regularly monitored and audited. Projects supported via the Creative Offsets Hub accessed through AdGreen will be selected quarterly and will be chosen by NCP based on those which have the highest possible impact, as well as delivering on the UN's goals.

We are confident that the Creative Offsets scheme will guarantee the emissions reductions occurred and that the projects will protect and enhance the natural environment and the communities living in them. To issue carbon credits, the projects must prove that the emission reductions are real, permanent, and additional – which means they would not have occurred without the carbon finance.

TO FIND OUT MORE, CHECK THE ADGREEN WEBSITE





7. AIR TRAVEL POLICY IDEAS

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.3.4tCO₂e)¹. Hence, one of the main challenges for carbon reduction is reducing flying.

Doing so often needs the co-operation of clients, and increasingly they too are seeking to reduce the emissions associated with their suppliers, as well as appreciating the benefits in time and cost that come with flying less.

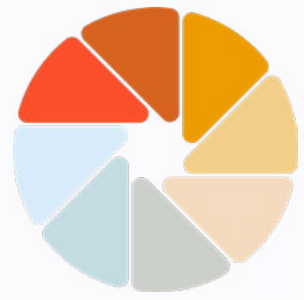
Several agencies have adopted flight-reduction policies which have created a shift in behaviour change:

- 01** Requiring that employees use a decision tree (see next page) to ascertain whether purchasing a flight will be approved.
- 02** Instructing corporate travel agents to credit any air miles or equivalent reward to the company, not the individual flying.
- 03** Imposing an economy-only seating policy.
- 04** Giving clients real commercial benefits from a no-flying policy on their business: For instance, Iris has launched the "Client kickback" programme, which encourages clients to sign up to a new "climate charter" where you can get access to Iris' sustainability specialists free of charge. The charter's main focus is on decreasing international travel.
- 05** Offering employees additional holiday if they choose to take a train or drive instead of flying for their personal travel.
- 06** If you must fly, choose an airline with a well-recognised offsetting scheme and take this option.

1. LHR to JFK return in business class generates 5,112 kg of CO₂e (source, Atmosfair.de). 3.4 tonnes per person working in UK advertising calculated by using the GHG protocol carbon factors and consumption data from Green Element, then the total number of full-time equivalent staff was divided over the data years (2017-2019), and the result was the total emissions into annual emissions per person.

IS THE PHYSICAL MEETING NECESSARY?





8. RACE TO ZERO

The Advertising Association has joined the Race To Zero and is encouraging all Ad Net Zero supporters to do the same where possible.

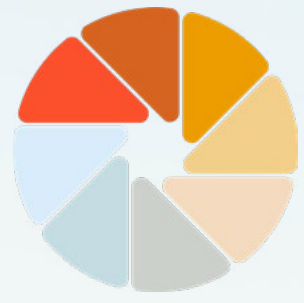
Joining the Race to Zero commits your company to net zero by 2050. This is not as ambitious as Ad Net Zero but it demonstrates your commitment to a wider audience.

Your company/organisation can join Race to Zero as a participant actor, via the **SME Climate Hub**. This is a commitment to halving greenhouse gas emissions before 2030, achieving net-zero emissions before 2050 and disclosing progress yearly. This is completely free, and you can commit to it by completing an online form.

[COMPLETE FORM](#)

Additionally, your company/organisation can also sign up via **Science-Based Targets** for a fee of \$1000, although you will be asked for emissions data from 2018 onwards.

[SIGN UP](#)



9. REPORTING TIMELINE FOR 2021

June - August

Info gathered by supporters
(in collaboration with consultants as needed)

Credos issue .csv template

Credos to gather .csv files
from Ad Net Zero supporters
/their consultancies

Data anonymised by Credos sent to Green Element
for collation and analysis,
enabling confidential individual comparison

September

AP01 working group to review data insights from Green Element and assess average reduction targets

October

Report drafted
including data insights from Green Element carbon calculator

November

Report published
in line with COP26
incl 2021 AP01 data



10. FURTHER RESOURCES FOR YOUR PEOPLE

ACTION 01

Curtail operational and individual carbon emissions

AA/Ad Net Zero Climate Action Report:

This report is essential reading for all Ad Net Zero supporters. It includes full details on our Action Plan, plus useful examples of how different agencies/ad businesses have tackled their carbon reduction programmes, along with further advice, and information.

[READ NOW](#)

Ad Net Zero Essentials Training Programme:

This introductory course will launch in Autumn 2021 and is designed to instil an understanding of sustainability issues to everyone at every level of the industry, in the context of the Ad industry's response to the Climate Crisis.

[VISIT](#)

ACTION 02

Curbing emissions from advertising productions

AdGreen Training:

This training is aimed at those who are UK based and work in creative departments, advertising agency production depts, production companies for both motion and stills, and crew.

[VISIT](#)

ACTION 03

Curbing emissions from media planning, buying and distribution

IPA Media Futures Group Climate Charter:

Enable media planning and buying choices to be made with carbon impact front of mind.

[VISIT](#)

DIMPACT:

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

[VISIT](#)



10. FURTHER RESOURCES FOR YOUR PEOPLE

ACTION 04

Curbing emissions
through awards
and events

isla:

isla represents the equivalent of Ad Net Zero for the events industry and they will support us in Action 4 of our initiative, curbing emissions through awards and from events. Thanks to this partnership, all Ad Net Zero supporters are entitled to a discounted membership of isla. You can contact hello@weareisla.co.uk or visit weareisla.co.uk for more information.

CONTACT →

VISIT ISLA →

ACTION 05

Harnessing
advertising's
power to support
consumer
behaviour change

Change The Brief:

The industry can play a critical role in shifting consumers towards more sustainable values, attitudes, and behaviour by explaining to agencies how to challenge a brief to make it more sustainable.

VISIT →

EcoEffectiveness:

Metric to measure the impact of work. It measures the emissions associated with the increase in sales attributed to advertising campaigns, expressed as: 'the uplift in sales driven by advertising' x 'the carbon footprint per item sold' = 'the uplift in greenhouse gas emissions driven by advertising'.

VISIT →

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Find us at:

20 Red Lion St, London, WC1R 4PS

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Cremos/Advertising Association, 2021
Registered address Lynton House 7-12 Tavistock Square, London, WC1H 9LT