

AT ADGREEN...

We unite the advertising industry to eliminate the negative environmental impacts of production.

We have **two aims:** to support the industry in measuring carbon emissions and then in reducing them.

- Supercharged by BAFTA's albert
- Hosted by the Advertising Association
- Supported by trade bodies and key industry organisations
- Powered by a levy on costs to produce advertising, paid by participating advertisers

weareadgreen.org



ADGREEN
where low impact counts

PROJECT ELEMENTS

Plus:
Comms
Events

CREATIVE ENERGY

Renewable Energy
buy-in programme
with Good Energy
c/o BAFTA's albert

ONLINE RESOURCES

Including
downloadable
resources guide for all
departments

CAMPAIGN/ PROJECT CERTIFICATION

TRAINING

Online, 2 hour
sessions for
production and
creative teams

CREATIVE OFFSETS

Carbon offsetting
programme with
Natural Capital
Partners
c/o BAFTA's albert

CARBON CALCULATOR

(Sep) collaborative
footprinting and
reporting across all
stakeholders

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THE FOUR ACTIVITY AREAS

Throughout our comms, events, resources, tools and training we talk about carbon emissions from four specific activity types:



TRANSPORT

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



SPACES

Power for all the (home) offices, locations, studios and accommodation involved in 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, costume and makeup in between



DISPOSAL

Recycling, composting and energy recovery

THE ADGREEN LEVY

WHY HAS A LEVY BEEN INTRODUCED?

We want to continue offering help to anyone who wants it, for free. But to do that, we need to introduce a small voluntary levy on production spend. Over the next few slides we'll outline the following details:

- Headlines
- Inclusions and exclusions
- How it's collected
- Key dates
- Registering as a levy collector (and as a payer)
- Recognition agreements
- The levy maths
- How to find out more, and next steps

THE HEADLINES



Voluntary



Recommended 0.25% on any cost to produce an advertising asset (capped at £2,500)



Paid by advertisers who choose to contribute



Charged and collected by registered 'Principal Production Partners'* who are based in the UK



Starts 1st June, with first payments declared in October and passed to AdGreen in November



The AdGreen Levy is not subject to VAT

weareadgreen.org/the-levy

*UK based organisations providing production services directly to the advertiser - usually an advertising agency but could be an in house agency or production company. Full description in the levy guide.

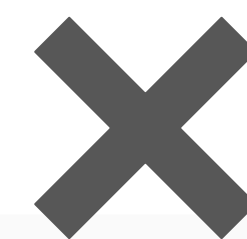
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INCLUSIONS & EXCLUSIONS



INCLUDED

All costs to **produce** the asset(s)
which are included in the
principal production partner cost
estimate

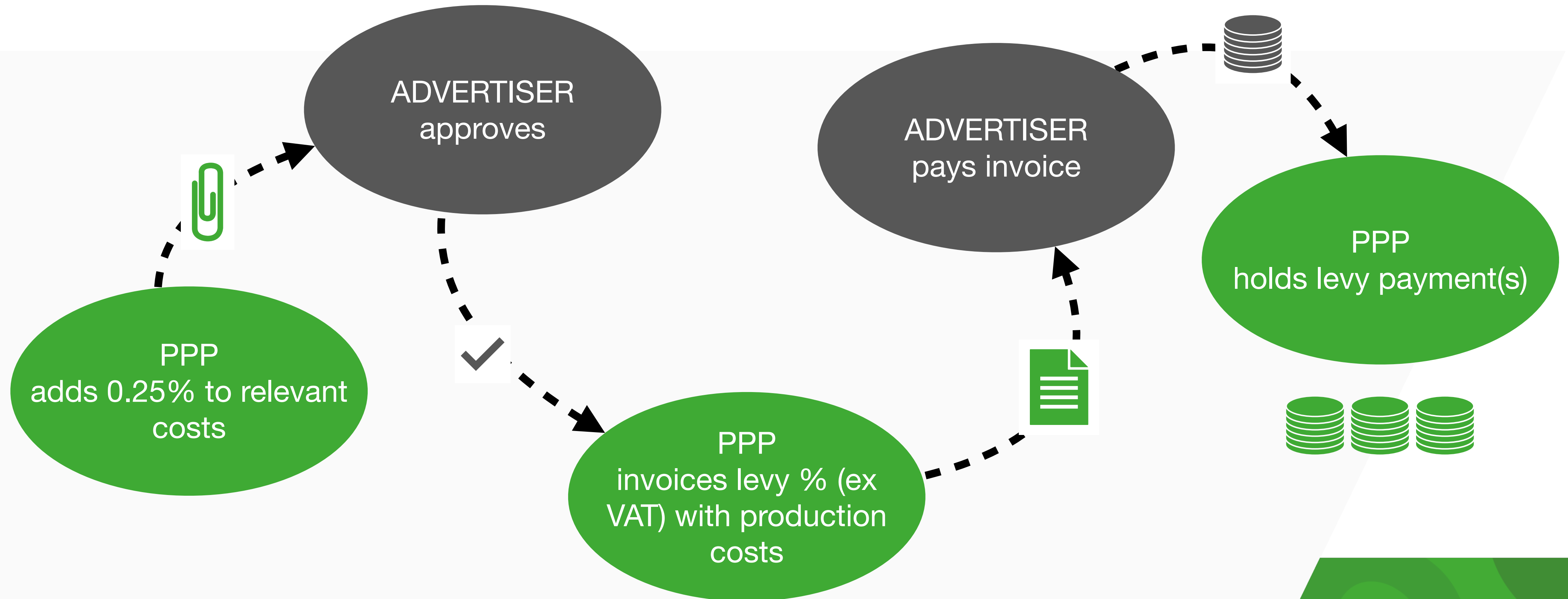


EXCLUDED

All costs to **use, store or
transmit** the asset(s)
Principal production partner
insurance
Media spend

Further detail is in the full levy guide, which can be downloaded from the website.

HOW IT'S COLLECTED



KEY DATES

| Levy payments collected in | Reminders sent by | Completed forms due by | Invoices sent by | Invoices paid by (terms: 30 days) |
|----------------------------|----------------------------|------------------------|---|--|
| Q1: Jan - Mar | End of 1st week of April | End of April | End of 1 st week of May | End of 1 st week of June |
| Q2: Apr - Jun | End of 1st week of July | End of July | End of 1 st week of August | End of 1 st week of September |
| Q3: Jul - Sep* | End of 1st week of October | End of October | End of 1 st week of November | End of 1 st week of December |
| Q4: Oct - Dec | End of 1st week of January | End of January | End of 1 st week of February | End of 1 st week of March |

weareadgreen.org/the-levy

*Funds collected in this quarter will be the first payments passed to AdGreen

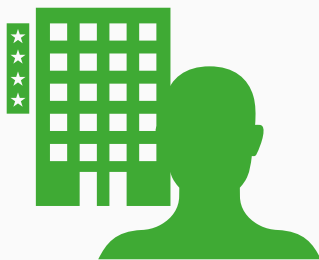
REGISTERING AS A LEVY COLLECTOR



Required - so that we know which Principal Production Partners have chosen to participate



Registration form hosted on the website



Gathers company information, plus a finance contact and production contact



Submitting the form constitutes consent to be contacted quarterly by AdGreen



Each quarter, AdGreen requests details of amounts collected from all registered collectors

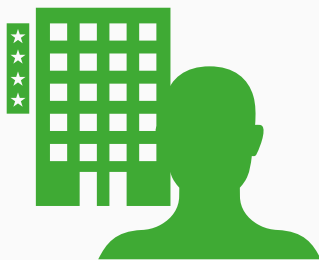
DO ADVERTISERS NEED TO REGISTER?



Optional but encouraged for AdGreen's financial oversight and marketing purposes



Registration form hosted on the website



Gathers company information, principal production partner details, logo and PR contact



Submitting the form constitutes intent to pay The AdGreen Levy to PPP's, and consent for AdGreen to include the organisation's name when referring to supporters of The AdGreen Levy



Advertisers should also inform their PPP's that they would like to contribute

RECOGNITION AGREEMENTS

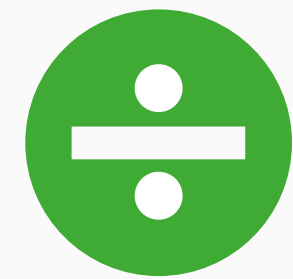
Charging the levy percentage will need to be agreed between principal production partners and advertisers. This could happen in a number of ways - see the levy guide for more details. We also have a template contract addendum on the levy section of the website if you need it.



THE MATHS BIT

The levy percentage has been calculated by using the following formula:

Project budget
for a given period



Estimated relevant
industry production
spend for same
period



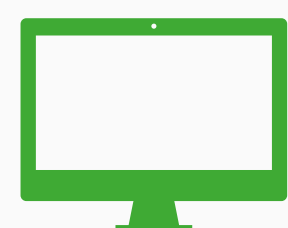
Estimated
participation

FIND OUT MORE



The AdGreen Levy guide has full information, and is on the levy section of the AdGreen website along with the template contract addendum and levy collector registration form

www.weareadgreen.org/the-levy



Watch our webinar - bit.ly/TheAdGreenLevyWebinar



Email levy@weareadgreen.org if you have further questions that the guide cannot answer, or if you would like support in communicating key facts internally, to your clients or to your PPPs

weareadgreen.org/the-levy

NEXT STEPS



Read The AdGreen Levy guide for full information



Decide if you will participate in the scheme and register as a levy collector or payer



Register via the forms hosted on the levy section of the website



Speak to your PPPs/clients so that they are aware of your participation and intention - use the template contract addendum and/or contact us for support



Make sure relevant production teams, procurement teams and production consultancies are aware of your participation