

IPA/ISBA productions sustainability guidance for Clients and Agencies

For use with the standard IPA/ISBA Creative Services Framework Agreement

Introduction

ISBA, the IPA and the Advertising Association launched [Ad Net Zero](#) in 2020 – the advertising industry’s drive to decarbonise the production, distribution, and publication of advertising. All advertisers and their agencies are being encouraged to commit to reducing emissions from advertising production as part of Ad Net Zero’s [Action 2 plan](#). This guidance is designed to encourage more advertiser clients and agencies to routinely discuss the necessary steps to measure, monitor and reduce the carbon emissions associated with advertising production.

Option 1 and 2 of the SOW template to the ISBA/IPA Creative Services Framework Agreement (**CSFA**) for use by advertisers and agencies, contains new wording which acknowledges the parties’ responsibility to work together to reduce carbon emissions from advertising operations, as agreed in a Scope of Work (**SOW**).

The purpose of this guidance note is to provide advertisers and agencies with issues to consider when seeking to reduce the carbon emissions from their advertising productions.

Science Based Targets

- Clients should consider whether their organisation has Science Based Targets and a net zero strategy which has a set carbon limit/budget, and how advertising production fits within this. This can be in the form of a maximum carbon output of a production, for example. If so, what options might there be to meet that target, e.g. travel, catering, sustainable energy providers or other?
- How to build carbon reduction production objectives (**CRPOs**) into the production pitching process and any SOW discussions from both an advertiser and agency perspective.

Suppliers / Landscape

- What services or skills do you require to deliver on your CRPOs? Do you require the assistance of an external supplier, for example?
- If the answer to the above is ‘yes’, consider any arrangements that need to be put in place relating to the supplier.
- Will the responsibility for monitoring these arrangements sit with the Client or Agency?

Measurement & Objectives

- Consider using a carbon calculator to budget and monitor carbon emissions related to advertising production. Consider the range of carbon calculator options available –

for example, those supplied by third parties such as AdGreen, or a proprietary calculator provided by the Agency (if available).

- Which party will input information into, and provide the results from, the calculator? How frequently will this be reported and discussed between the Client and Agency?
- Consider contributing data to industry supported initiatives to support the broader industry's ability to track production carbon emissions.

Levies and fees

Consider:

- whether the client wishes to pay any industry levy that might be applicable to help fund any relevant third-party supplier.
- whether any fee is payable to the supplier for use of its services and/or carbon calculator.
- if applicable, how will any industry levy and any supplier fee be paid (for example, there may be additional payment obligations on the client, pass-through obligations on the agency and invoicing details to be considered).

Labour / Effort

Consider:

- if the agency is to be responsible for use of a carbon calculator and/or collecting and passing on any supplier fee or industry levy (and/or providing any other additional services), additional agency fees will need to be agreed.
- whether any additional budget is needed for the relevant production company if additional services are required from them in order to help meet the CRPOs.

For further information, please contact:

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