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 exists to support the production community with Action 02.

**THE AD NET ZERO ACTION PLAN**

As an industry we must:

**GET OUR OWN HOUSE IN ORDER**

**ACTION 01** Currant operational and individual carbon emissions: measure carbon footprints, reduce emissions from travel, energy and waste, and offset remaining emissions through carbon removal schemes.

**ACTION 02** Curb emissions from advertising production: measure and reduce impacts with support from AdGreen.

**ACTION 04** Curb emissions through awards and from events: 'Ecoeffectiveness' sustainability criteria for awards, curtail long-distance travel to events.

**CURB EMISSIONS FROM THE ADVERTISING PROCESS**

**ACTION 03** Curb emissions from media planning & buying: adopt the IPA Media Futures Group Climate Charter.

This can:

- Reduce carbon
- Save money
- Retain talent

**USE OUR INFLUENCE TO CHANGE BEHAVIOURS**

**ACTION 05** Harness advertising's power to support consumer behaviour change: adopt initiatives like #ChangeTheBrief and offer support to Government in the run up to COP26 and beyond.

*Our goal is to achieve (real) net zero by 2030, reflecting climate science*
ADGREEN PROJECT ELEMENTS

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 (coming later)

TRAINING
Online sessions for production and creative teams

CREATIVE OFFSETS
Carbon offsetting programme with Ecologi

CARBON CALCULATOR
Collaborative footprinting and reporting across all stakeholders

Plus:
Comms
Events

weareadgreen.org

UK only
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 non-filming, filming, accommodation and post production spaces 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.

[weareadgreen.org]
THE ADGREEN LEVY
THE ADGREEN LEVY

To provide tools, resources and training free at the point of use to the advertising production community, a levy on applicable production spend has been introduced, paid by participating advertisers to their principal production partners*.

Applicable production spend

Levy amount @ 0.25%

*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.
KEY DETAILS

- 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
- PPPs pass payments to AdGreen after each quarter ends
- The AdGreen Levy is not subject to VAT
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

PPP adds 0.25% to relevant costs

ADVERTISER approves

PPP invoices levy % (ex VAT) with production costs

ADVERTISER pays invoice

PPP holds levy payment(s)
<table>
<thead>
<tr>
<th>Levy payments collected in</th>
<th>Reminders sent by</th>
<th>Completed forms due by</th>
<th>Invoices sent by</th>
<th>Invoices paid by (terms: 30 days)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Q1: Jan - Mar</td>
<td>End of 1st week of April</td>
<td>End of April</td>
<td>End of 1st week of May</td>
<td>End of 1st week of June</td>
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<tr>
<td>Q2: Apr - Jun</td>
<td>End of 1st week of July</td>
<td>End of July</td>
<td>End of 1st week of August</td>
<td>End of 1st week of September</td>
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<tr>
<td>Q3: Jul - Sep</td>
<td>End of 1st week of October</td>
<td>End of October</td>
<td>End of 1st week of November</td>
<td>End of 1st week of December</td>
</tr>
<tr>
<td>Q4: Oct - Dec</td>
<td>End of 1st week of January</td>
<td>End of January</td>
<td>End of 1st week of February</td>
<td>End of 1st week of March</td>
</tr>
</tbody>
</table>

weareadgreen.org/the-levy
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
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:

\[
\text{Project budget for a given period} \div \text{Estimated relevant industry production spend for same period} \times \text{Estimated participation}
\]
## REGISTERED COLLECTORS

<table>
<thead>
<tr>
<th>Accenture</th>
<th>Chime Communications</th>
<th>Publicis Groupe</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dentsu</td>
<td>VCCP</td>
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<tr>
<td>Inside Ideas Group</td>
<td>Havas</td>
<td>Stagwell inc</td>
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<td>OLIVER</td>
<td>WPP</td>
<td>Anomaly</td>
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<td>IPG</td>
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<tr>
<td>CRAFT</td>
<td></td>
<td>Independent advertising agencies</td>
</tr>
<tr>
<td>Omnicom</td>
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</tbody>
</table>

Plus production companies working directly with brands. See [here](#) for full list.
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
NEXT STEPS

- Read The AdGreen Levy guide for full information
- Decide if you will participate in the scheme and register as a levy collector if you’re a PPP
- [PPPs] 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