

## THE PROBLEM

“You can’t manage what you don’t measure.” In 2020, advertising spend on UK productions was estimated to be almost £450 million pounds<sup>1</sup>. However, no-one knows how much carbon all those productions produced, because no-one’s been measuring it.

## THE SOLUTION

At AdGreen, we offer free resources, training, and tools like our carbon calculator, to enable the advertising production community to measure and reduce their carbon footprint. Scripts can be presented to client with not only budgets and treatments, but carbon footprints too.

## THE LEVY

We want to continue offering help to anyone who wants it, for free. To do this, a small voluntary levy on production spend has been introduced, which is paid by pioneering advertisers who are leading the charge on reducing their impact on the environment. The levy is 0.25% of the cost to produce an advertising asset – that’s just £2.50 per £1000 spent, capped at £2,500 per production. The levy is paid by the advertiser to those producing their work (their ‘principal production partners’, or ‘PPPs’), and then passed to us. The more advertisers who contribute, the lower the levy percentage can be.

## HOW YOU CAN GET INVOLVED

If you’re an advertiser’s PPP, please register as a levy collector on the AdGreen website, and add the levy to your production cost estimates. We’ll then contact you quarterly to see if you have any levy funds to pass along to us.

If you’re an advertiser, we’d love you to support by requesting that the levy is added to your estimates if it’s not as standard, and then paying the levy amount to your PPPs, along with your production costs.

## WHAT’S THE BIGGER PICTURE, AND HOW WILL LEVY FUNDS BE USED?

AdGreen is here to support an industry shift towards net zero. We don’t consult on individual productions (although we can provide ad hoc advice), we focus on the bigger picture, creating tools, resources, and training for everyone to access, to accelerate change. The levy funds enable us to continue providing these free at the point of use, resulting in a carbon-literate workforce adept at producing work on a reduced carbon budget. We also analyse the carbon calculator’s dataset to assess where infrastructure projects can support a faster shift to net-zero – meaning the team can then work with biggest suppliers (transport, studios, generators, equipment) to make this possible.

## IS IT GLOBAL?

AdGreen is UK based (and the levy should only be paid to UK based PPPs), however the carbon calculator will use local carbon factors when calculating emissions from production activities – wherever they take place. We plan to bring AdGreen to other production hubs soon, to provide the same infrastructure support and training to local teams. Visit the website for more detail on the levy, carbon calculator, training, resources and global plans: <http://www.weareadgreen.org>.

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<sup>1</sup> Based on leviable production spend being 8.3% of Campaign 2020 Top 100 creative agencies’ media spend (£5,399,110,000).