

THE PROBLEM

“You can’t manage what you don’t measure.” In 2019, advertising spend on UK productions was estimated to be over £527 million pounds¹. 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 upcoming carbon calculator, to enable the advertising production community to measure and reduce their carbon footprint. From September, 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. But to do that, we need to introduce a small voluntary levy on production spend, to be paid by pioneering advertisers who are leading the charge on reducing their carbon footprint. 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, you can register as a levy collector on the AdGreen website, meaning that we’ll 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 0.25% levy is applied to relevant items on your PPPs’ production cost estimates, and by paying the levy amount to them along with other 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 in order to accelerate change. The levy funds will 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 will also analyse the carbon calculator’s dataset to assess where infrastructure projects can support a faster shift to net-zero – and 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 from 2022 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>.

¹ Based on leviable production spend being 8.3% of Campaign 2019 Top 100 creative agencies’ media spend (£6,331,310,000).