

Curbing emissions from production is one of five recommendations from the Advertising Association's Ad Net Zero report. AdGreen, the Advertising Association initiative, unites the advertising industry to eliminate the negative environmental impacts of production, enabling the community to measure and understand waste and carbon impacts, empowering them to act for zero waste / zero carbon. Provided free at the point of use, the project comprises of a carbon calculator, training, resources, and renewable energy and offsetting programmes. A certification programme will follow in 2022.

AdGreen has launched in the UK but with global ambition to enable the industry, wherever the activity is, to act for a sustainable future.

KEY OFFERINGS

- Free training for UK based production and creative teams (2-hour sessions which count towards IPA CPD hours)
- Free online resources including downloadable Resources Guide with advice for all departments
- Free online carbon calculator tool followed by certification programme in 2022
- Free events (online/in person in the UK)
- Free access to albert Creative Energy programme (specific to the UK)
- Opportunity to offset unavoidable emissions via the Creative Offsets Hub, in partnership with Natural Capital Partners supporting REDD+ projects around the world

The data collected through the calculator allows AdGreen to provide data insights/benchmarking, which is communicated to the industry at large. The dataset is also used 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.

OFFERINGS RELEVANT TO

- Advertisers (procurement, marketing teams)
- Production consultancies
- Advertising agencies (production depts, creative depts)
- Production companies working on stills and motion
- Freelance agency and production company staff as above
- Suppliers of services (including post houses, service companies, studios etc)

KEY TALKING POINTS

- AdGreen exists to support the industry in addressing Ad Net Zero action point 2: curbing emissions from production
- Production emissions come from 4 different types of activities (and broadly speaking in this order): transport use, energy used to power spaces, materials use, and waste disposed of
- The responsibility needs to be shared - it's not something to think about only once the script is in production
- Scripts can have emissions 'baked in' if they require travel to a specified location or cast member, or a large lighting set up/set build

- All AdGreen resources are free at the point of use. The project is predominantly funded via a levy on production spend, which is paid by participating advertisers - more here: <http://bit.ly/AdGreenLevy>

N.B. Companies do not sign up / become a member of AdGreen (unless they are an entity on the Advisory Board, in which case they are a member of the AdGreen Advisory Board). Individuals can sign up to use the carbon calculator tool (but must be connected to a relevant company). Brands can register as a payer of the levy, and Principal Production Partners can register as a levy collector – collectively, these are ‘supporters of the AdGreen levy’. There are also a number of ‘industry partners’: suppliers who sponsor events. AdGreen does not have the capacity to endorse shoots/projects/campaigns/companies, however once the certification programme is launched it will be possible to certify a project and/or campaign using the AdGreen certification framework (based on albert’s certification framework).

MAIN CALLS TO ACTION

For all (but predominantly advertising agency and production company staff):

- Sign up for the newsletter: <http://eepurl.com/bRsPTL>
- Follow our socials
 - Twitter: <https://twitter.com/weareadgreen>
 - Instagram: <https://www.instagram.com/weareadgreen/>
 - LinkedIn: <https://www.linkedin.com/company/weareadgreen/>
- Attend a training session: <https://www.weareadgreen.org/training>
- Attend our events: <https://www.weareadgreen.org/events>
- Download the resources guide and explore the resources section online: <https://www.weareadgreen.org/resources>
- Get 100% renewable energy via Creative Energy: <http://bit.ly/3qgqpath> (UK only)
- Offset unavoidable emissions via Creative Offsets: <https://bit.ly/2JznYCQ>
- Use the online carbon calculator: <https://www.weareadgreen.org/carbon-calculator>
- Certify a production (once available)
- Support the levy by registering to collect it from participating advertisers if you are providing production services to them directly – more here: <http://bit.ly/AdGreenLevy> (UK only)

for creatives specifically:

- Avoid 'baking in' emissions into scripts

and for advertisers specifically:

- Choose to contribute to the levy on production spend: <http://bit.ly/AdGreenLevy>
- Discuss the scripts you are presented in terms of 'baked in' emissions
- Require carbon foot-printing data (and certification) as part of procurement process and pre-TX sign off (using AdGreen's calculator will be one way of providing this)
- Stipulate behaviours to accelerate reduction of emissions associated with travel, energy and waste (e.g. max 3 on set from ad agency, 1 client; studio must be powered by renewables etc)