

Dear X,

From X date, we will be adding The AdGreen Levy to our production cost estimates.

AdGreen is uniting the advertising industry to eliminate the negative environmental impacts of production, doing so by enabling the advertising production community to measure and understand waste and carbon impacts. The AdGreen team provide a carbon calculator, training, resources, and renewable energy and offsetting programmes. A certification programme will follow later in 2022. [The AdGreen Levy](#) is a voluntary contribution towards AdGreen's operating costs to ensure they can continue offering these services.

Many of our staff members have completed AdGreen [training](#) and already use AdGreen's [resources](#), and we are using the [carbon calculator](#) to calculate the carbon impacts of the work we create on your behalf, so that we can share the data and help you to make informed choices with regards to production procurement.

The AdGreen Levy is 0.25% on any cost to produce an advertising asset, and equates to £2.50 per £1000 spent, up to a maximum of £2,500 per production. Any cost to use, transmit or store the asset, along with media spend, is excluded. The more advertisers who contribute, the more scope there is for AdGreen to be able to lower the levy percentage in the future.

You are of course at liberty to request that we remove this cost although we hope you'll help us to support AdGreen in keeping the resources, tools and training available to the industry at large, as these offerings will help us to reduce the impact of the work we create for you.

You can find out more about AdGreen's work on their [website](#) and specific information around the levy (including a link to download the full levy guide) is [here](#).