



About AdGreen

2026

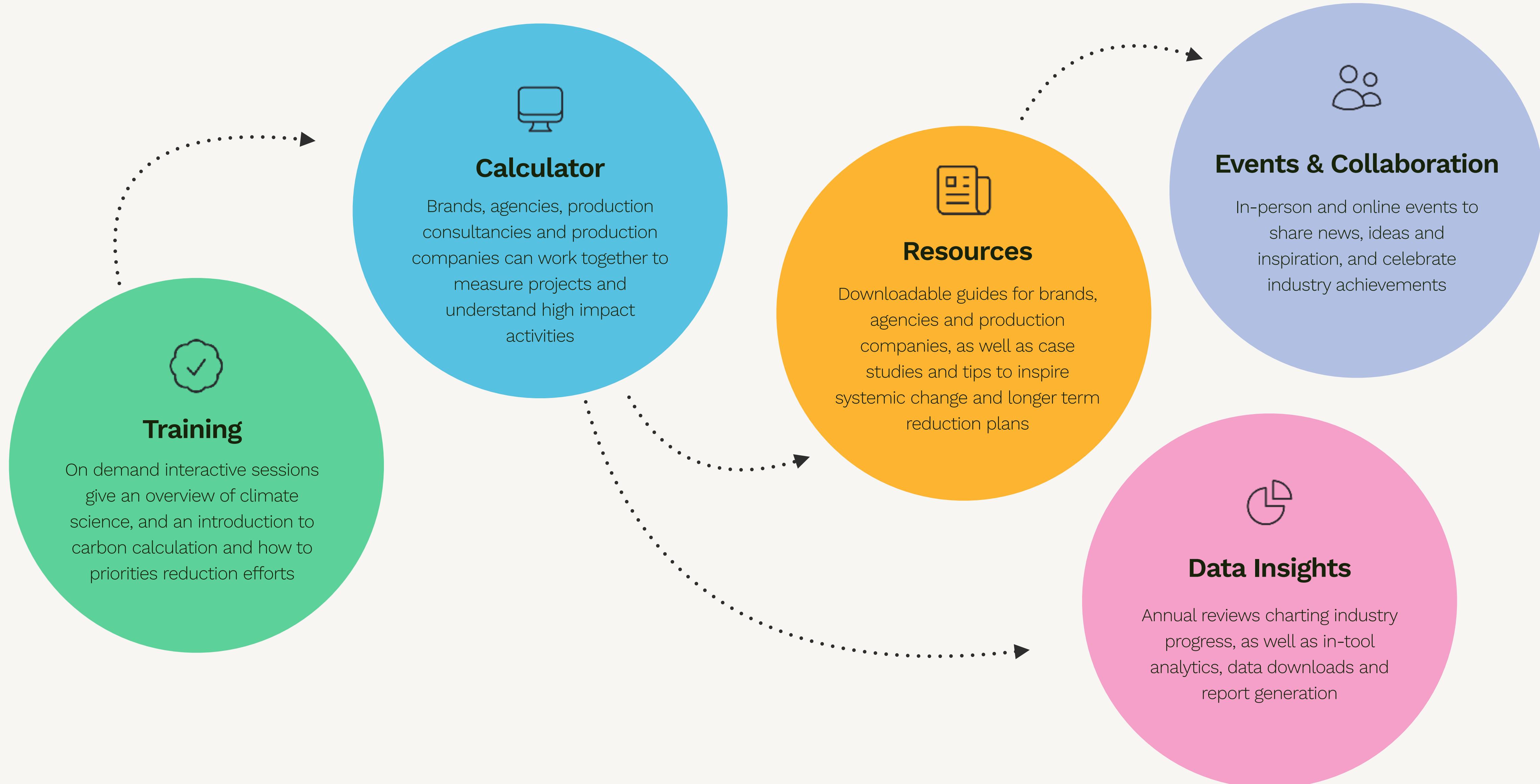


At AdGreen we unite and educate advertisers and production suppliers, enabling them to comply with policy and regulation, and reduce the negative environmental impacts of production.

We have **two aims**: enabling and supporting the industry to **measure** and **reduce** CO2e across advertising production activities.



AdGreen provides these services free to the industry





Training



Take our training to learn why the advertising industry needs to reduce emissions across production.

Production 101/Overview

This online session covers climate science, the advertising production industry and its impact, and more.

- ✓ Climate science and key climate terminology
- ✓ How carbon is measured and reduced
- ✓ The advertising production industry and its impact

Intro to the Carbon Calculator

Book a live session to invest in creating an environment for in-depth discussions on sustainable production - and using the carbon calculator to get measuring.

- ✓ The climate science expanded
- ✓ How AdGreen can support your low carbon aims
- ✓ A typical shoot for the ad industry
- ✓ The business case for sustainable production
- ✓ A practical demonstration of the carbon calculator where you'll learn how to use your budget as a guide

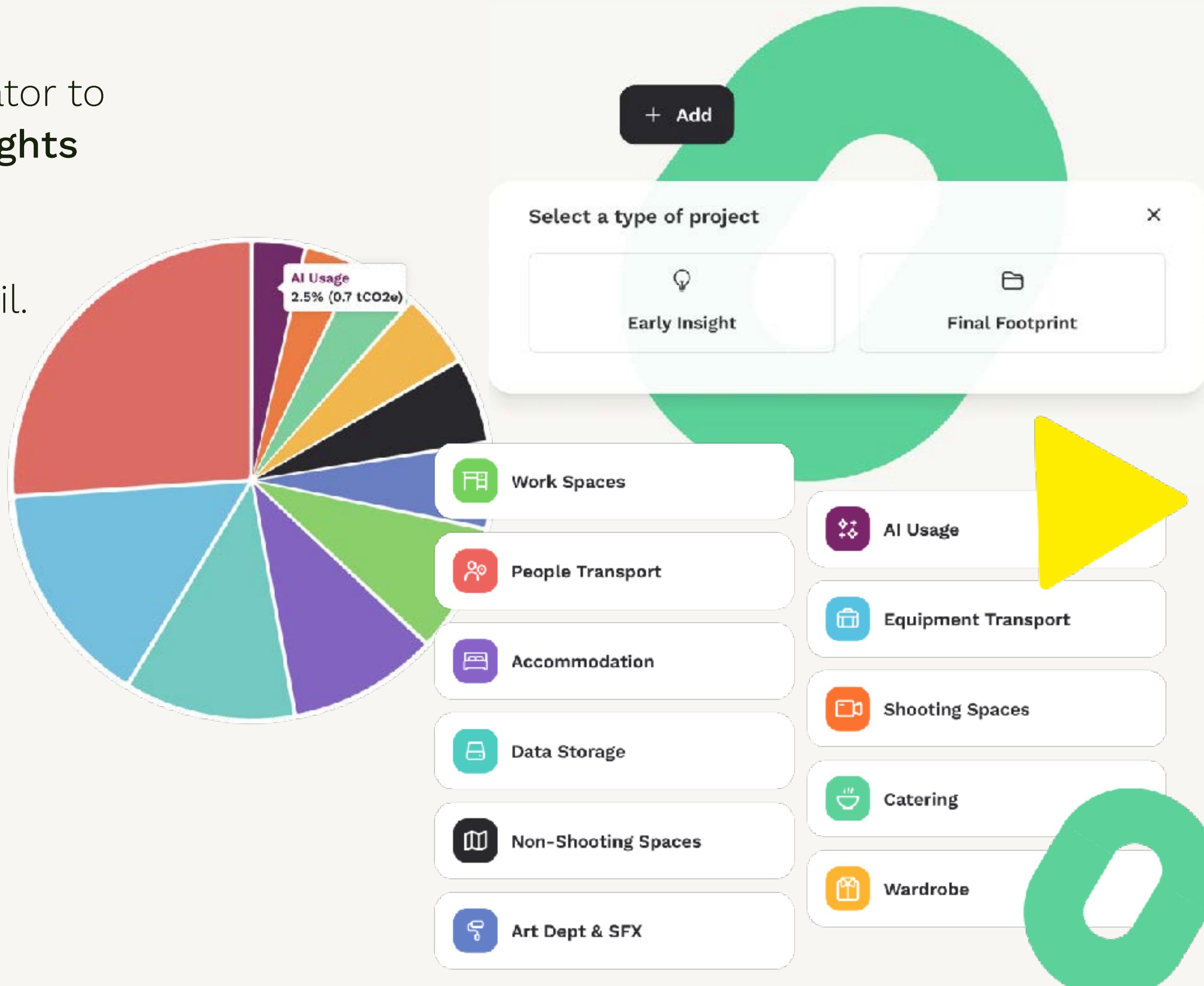
[Book now](#)

Calculator

[Sign up](#)[Step by Step guide](#)

Sign up for a free account in the AdGreen Carbon Calculator to take control of your production emissions. Use **Early Insights** to understand your high carbon items and identify opportunities for reduction, and **Final Footprints** whilst wrapping to record what actually happened in more detail.

- ✓ Methodology reviewed by PwC and Mediasense
- ✓ Developed for global use, with 200+ electricity factors
- ✓ Connected via API to the Climatiq database, for accuracy
- ✓ Formatted for familiarity: activities organised by budget section, and for Final Footprints, by production stage
- ✓ Ad production focussed to make data gathering easy
- ✓ Reports and downloads to analyse and share data





Calculator: Feature highlights

[Sign up](#)[Step by Step guide](#)

Early Insights

- ✓ Use when scripting and/or bidding
- ✓ Ballpark estimates to compare ideas
- ✓ Simple entry in 11 activity areas
- ✓ Reduction ideas to implement now
- ✓ Visible to your company
- ✓ Basic in-tool analytics
- ✓ Basic PDF report
- ✓ Don't go into the AdGreen dataset

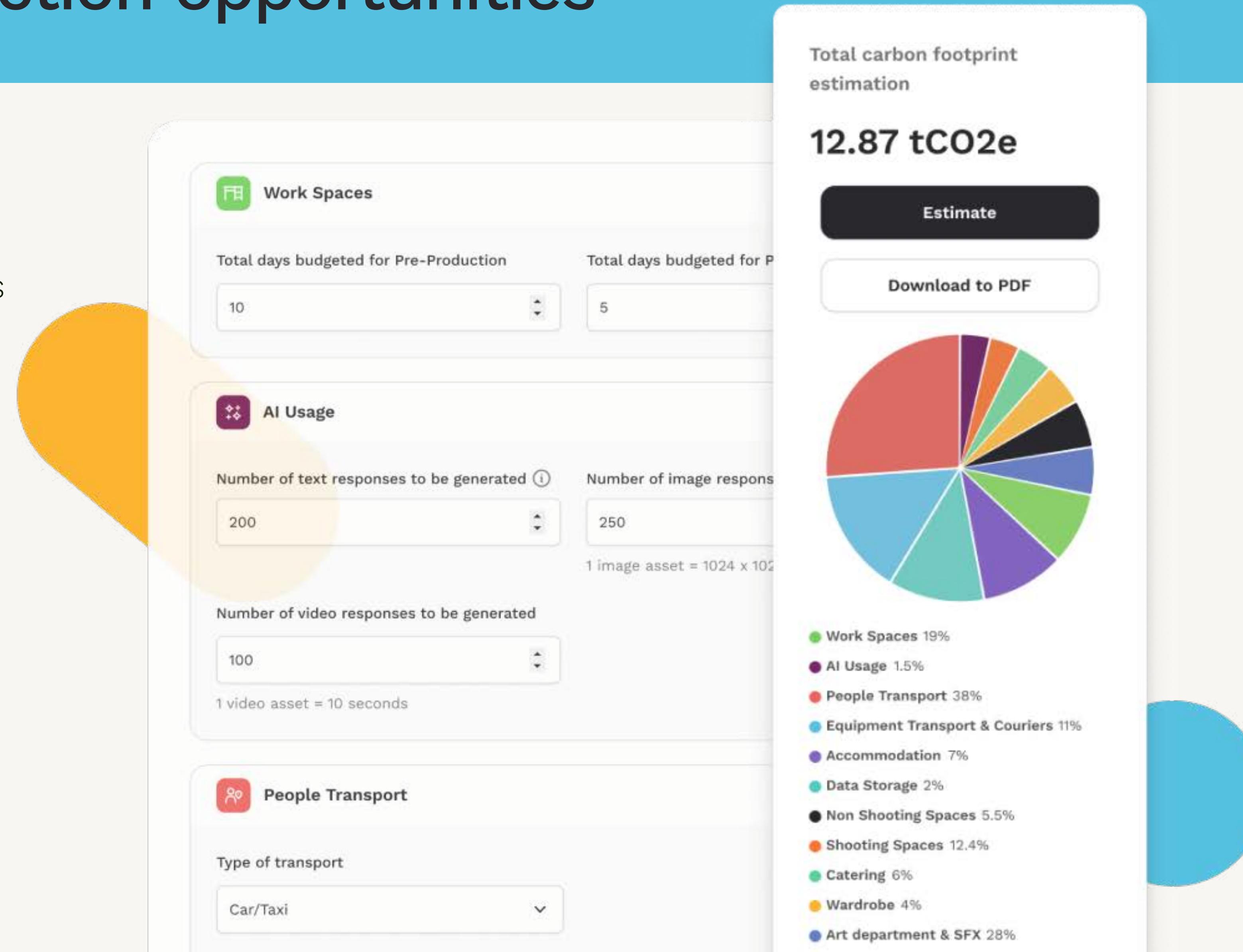


Final Footprints

- ✓ Use when wrapping
- ✓ An 'actual' picture of your production
- ✓ More detailed entry in the 11 areas, grouped in production stages
- ✓ Reduction ideas for longer term plans
- ✓ Visible to your company and those you add
- ✓ More detailed in-tool analytics
- ✓ More detailed PDF report
- ✓ Project list export to excel
- ✓ In progress and Finished states
- ✓ Finished FFs go into AdGreen and company datasets

Things you could compare using Early Insights, to understand reduction opportunities

- ✓ One country vs another
- ✓ Plane vs train
- ✓ Larger vs smaller number of shoot days
- ✓ Local vs further away
- ✓ Virtual studio vs traditional
- ✓ Beef vs no meat
- ✓ Location vs set build
- ✓ Live action vs animation
- ✓ XL set build and studio vs small
- ✓ Large vehicle unit vs small vehicle unit
- ✓ AI vs Hybrid vs In-camera



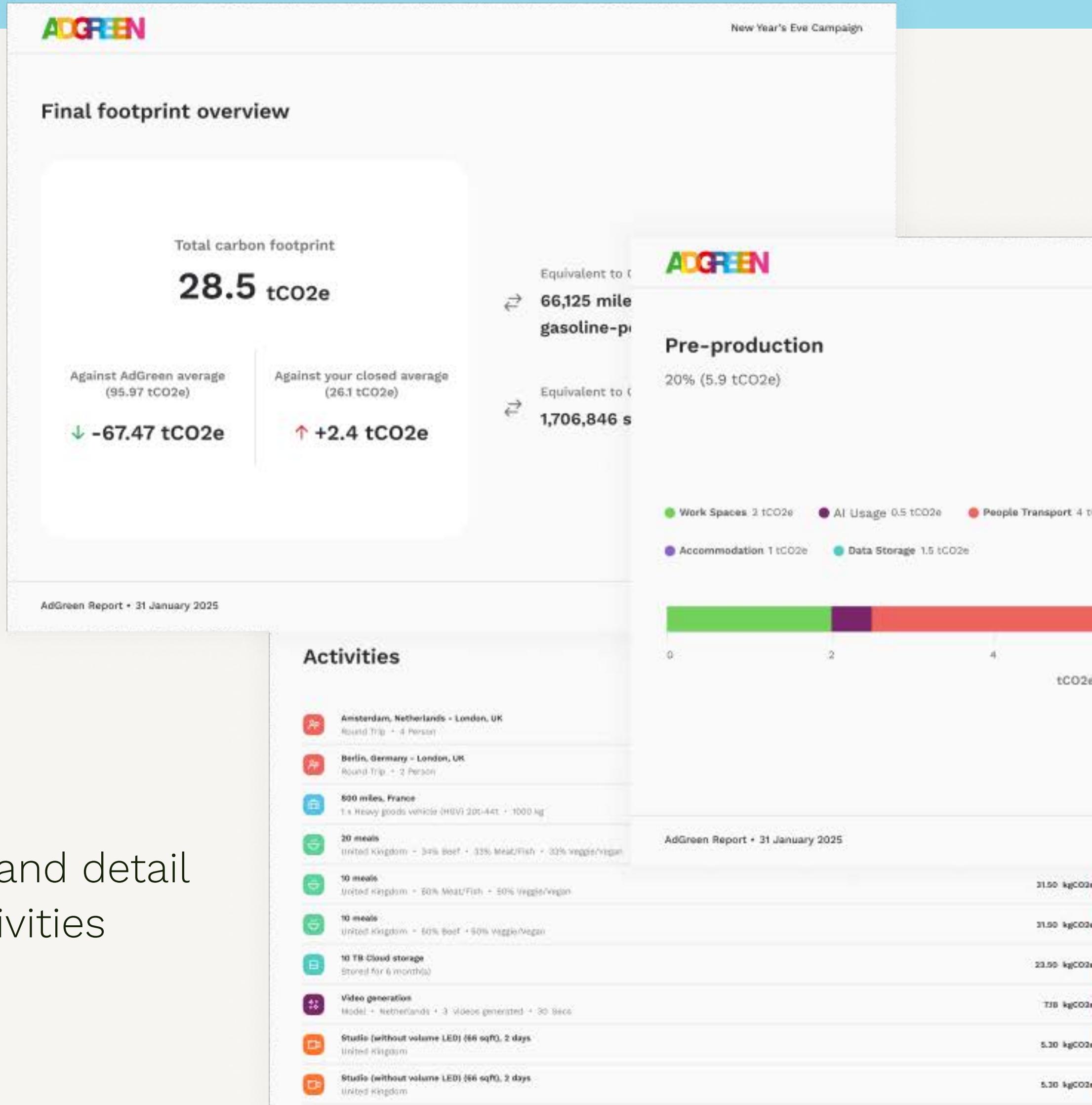


Calculator: Methodology

[Learn more](#)

The methodology has been reviewed by PwC and Mediasense, and aligns with the Greenhouse Gas (GHG) Protocol Product Life Cycle Accounting and Reporting Standard's 5 key principles. The dedicated methodology webpage offers FAQs along with more detail, including:

- ✓ Why using the carbon calculator is beneficial for businesses
- ✓ Who it's designed for
- ✓ When the tool should be used
- ✓ How emissions are calculated
- ✓ How the tool works, including the scope of what it measures, and detail on the benchmarks and assumptions used for the various activities
- ✓ How the resulting data should be used



Resources

Explore now

The AdGreen reduction resources are available to everyone working in advertising, providing information and support to tackle production carbon emissions.



Resources Guides

Our resources guides are tailored for different company types, providing an overview of how to use the carbon calculator, questions to ask your production partners and steps you can take as an organisation to reduce the footprint of a shoot.



Reports

A collection of reports to be read, referenced and utilised by anyone working in the advertising industry to bring about sustainable change.

Resources

Explore now



Case Studies

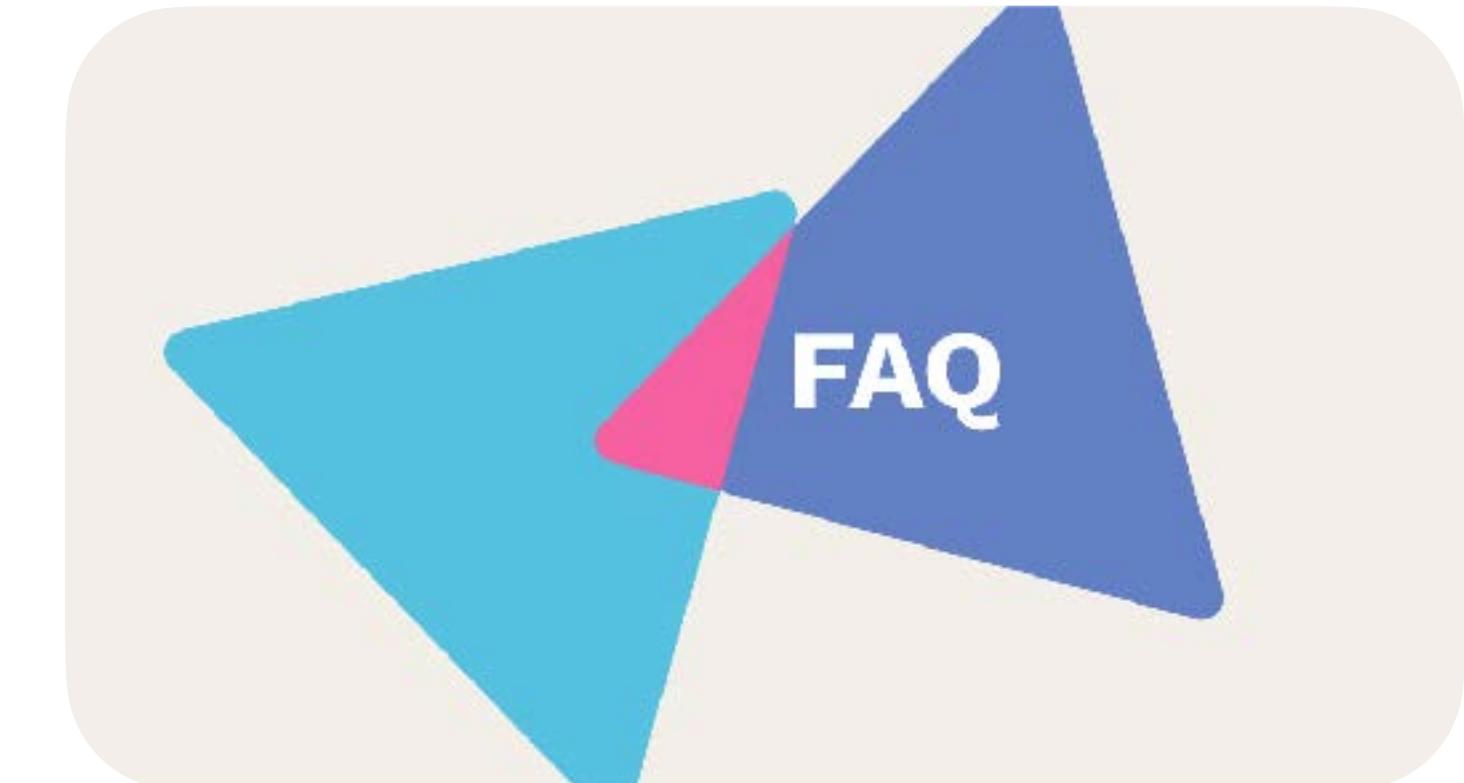
Our case studies share practical advice from those who have implemented sustainable production practices across the industry.

Event Recordings

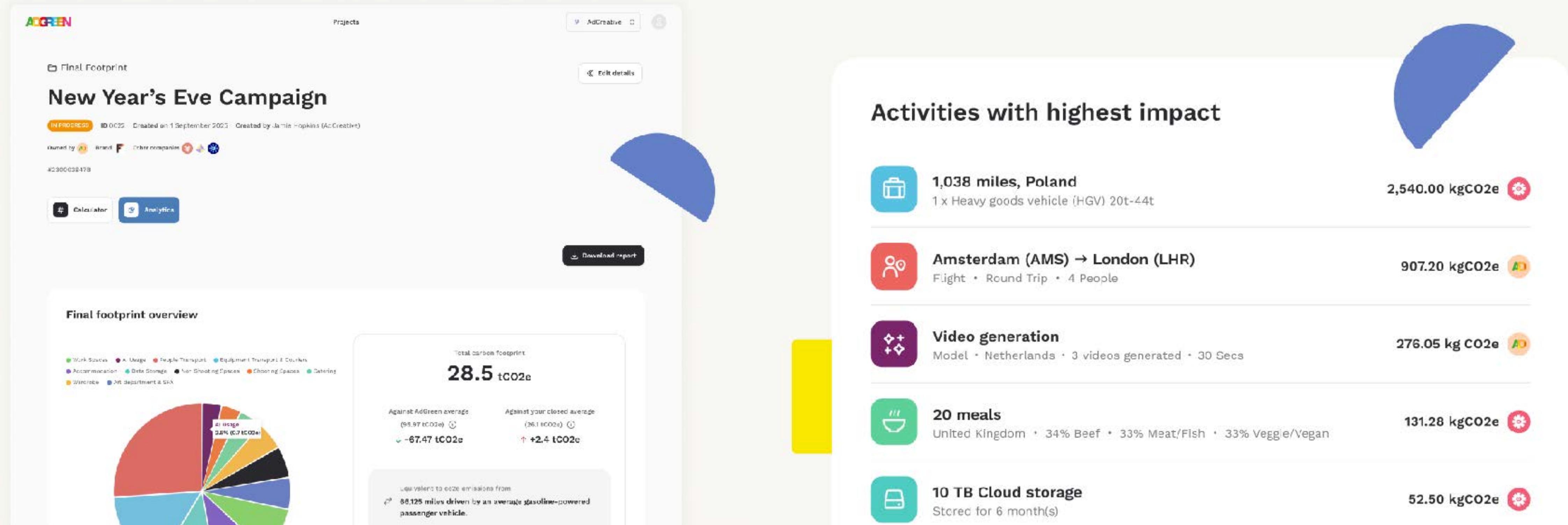
Watch a selection of recordings from past events, both AdGreen hosted and external, which share data, insight and inspiration.

Frequently Asked Questions

Need help with something else? Our resources FAQs might just provide the answer you're looking for.



Along with annual reviews, which can be found in the Resources section of the website, users of the AdGreen Carbon Calculator can access insights within the tool, with analytics provided for every project, including a chance to review activities which are contributing the most co2e to their project. These data points can be downloaded in PDF report format - perfect for sharing with clients and production teams alike.



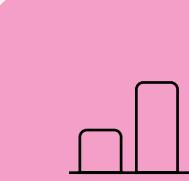
2024's Final Footprint data at a glance

**9.2 tCO₂e**

The average size of a Final Footprint across all budget ranges, up from 6.2 tCO₂e in 2023

**530.2 tCO₂e**

The largest Final Footprint, up from 397.4 tCO₂e in 2023

**324.7 tCO₂e**

The average size of the 10 largest Final Footprints, up from 194 tCO₂e in 2023

**19.9 tCO₂e**

The average size of a Final Footprint for productions with a budget over £50k per shoot day, up from 13.9 tCO₂e in 2023

**71.8%**

The percentage of emissions resulting from people transport for the average Final Footprint, down from 75.6% in 2023



Events & Collaboration

[Subscribe](#)[LinkedIn](#)

AdGreen hosts in-person and online events to share news, ideas and inspiration, and celebrate industry achievements.

Want to join our community?

Subscribe to the newsletter to get the latest news in your inbox, or follow us on LinkedIn.



Why engage with AdGreen?



Respond to regulation and policy

With 2030 and 2050 net zero targets getting ever closer, understanding the full picture of the emissions you are responsible for now will give you an advantage when it becomes time to declare them.



Set, meet, and exceed key targets

Understanding the carbon impact of one contained aspect of your business, such as production, can provide repeated opportunities to trial new approaches, before implementing them elsewhere.



Save money

While there is a perception that sustainability greater equals spend, it is entirely possible for the reduced carbon option to be the more affordable one, and this may be the incentive an organisation needs to consider a reduced carbon approach.



Win new business

With many agencies and production companies still in the early stages of carbon measurement, becoming an early adopter and showcasing your expertise could unlock work opportunities that may have previously been unattainable.



Create new job opportunities

With innovation comes new opportunities. Many organisations have already introduced sustainability specific roles, and the demand for all teams to upskill continues to grow.



Motivate and inspire your team

Working for an organisation which aligns with an individual's values is becoming an increasingly important criteria for employees, and a focus on sustainability is becoming non-negotiable for many entering the workforce.

Who's involved in AdGreen's work?

AdGreen's Advisory Board

Supporting the team is the advisory board, made up of all major holding companies, key brands, and the UK advertising industry's key trade bodies, representing advertisers, advertising agencies, production companies and photographers.

The board is chaired by Stephen Woodford, CEO of the Advertising Association and director of AdGreen.



How is AdGreen funded?

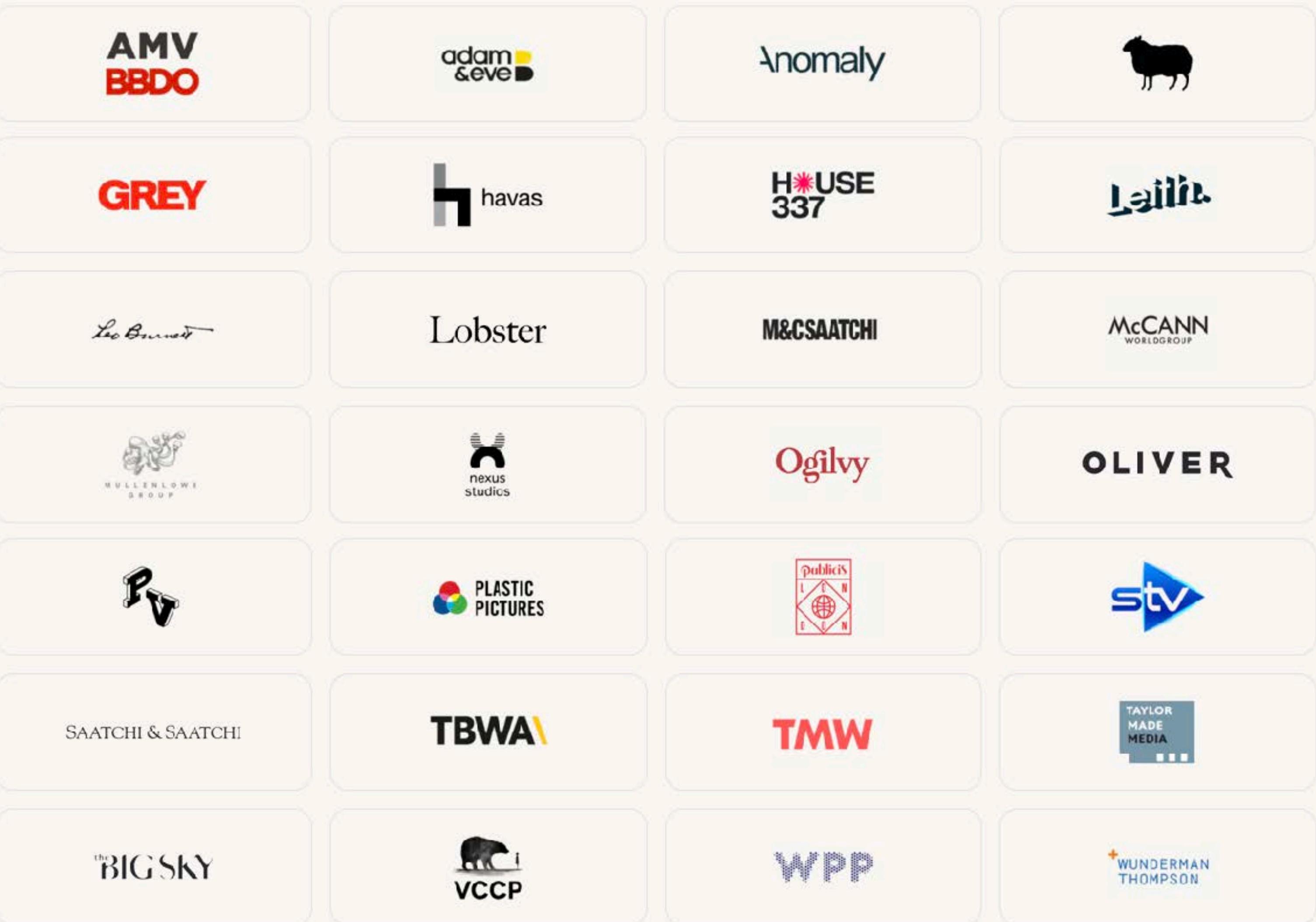
All services are provided for free.

The AdGreen levy

The 0.25% levy, charged on applicable production spend by agencies to brands, enables us to provide this support for free, resulting in a carbon-literate workforce adept at producing content on a reduced carbon budget.

AdGreen is a not-for-profit commercial operation: every penny earned goes into continual improvement.

[Learn more](#)



A selection of our levy supporters

How does AdGreen fit in with Ad Net Zero?

The industry's drive to reduce emissions

Ad Net Zero's mission is to help the industry change the way it works, the work it makes, and its ability to support more sustainable consumer behaviours.

AdGreen is here to support those engaging with Action 2.

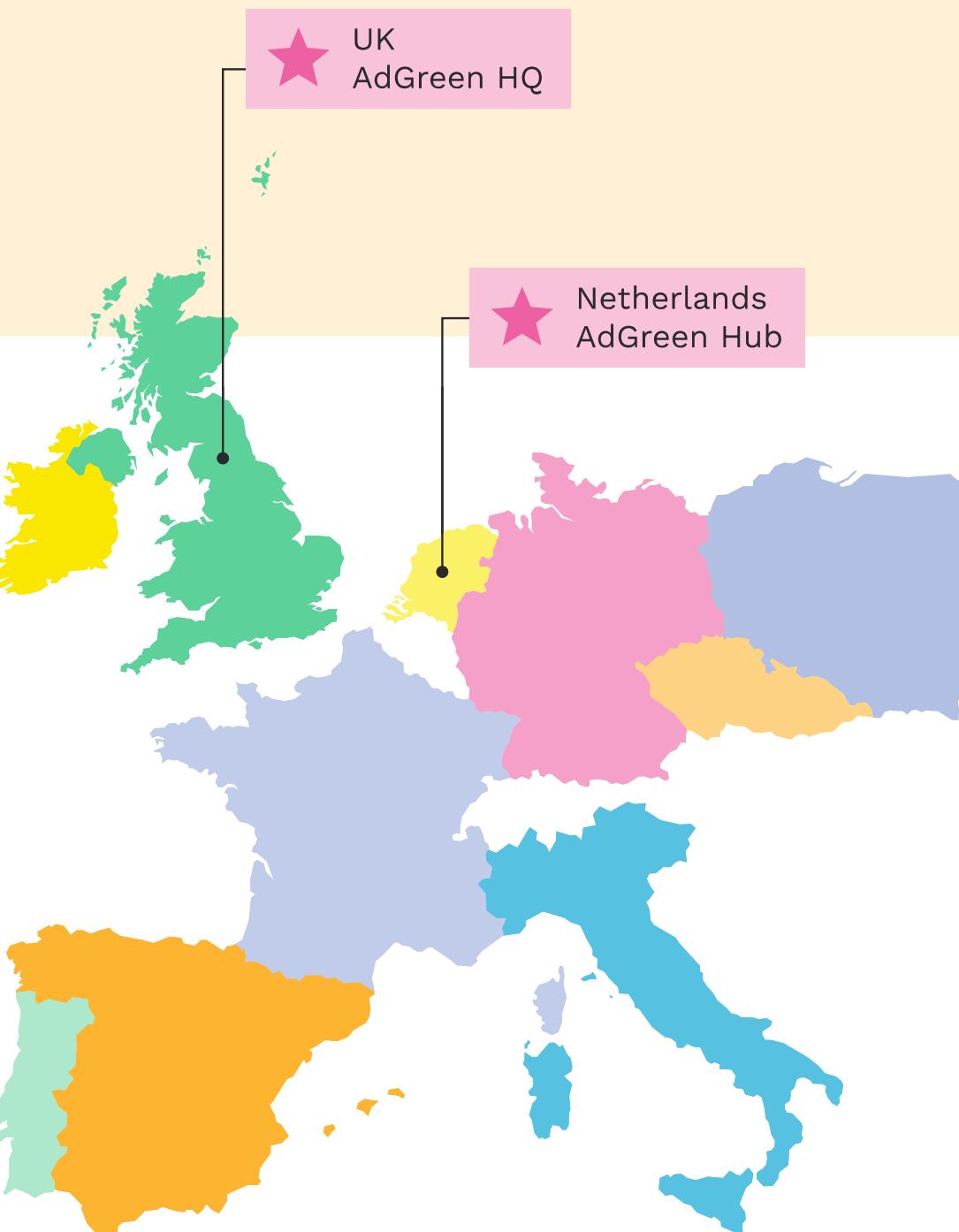
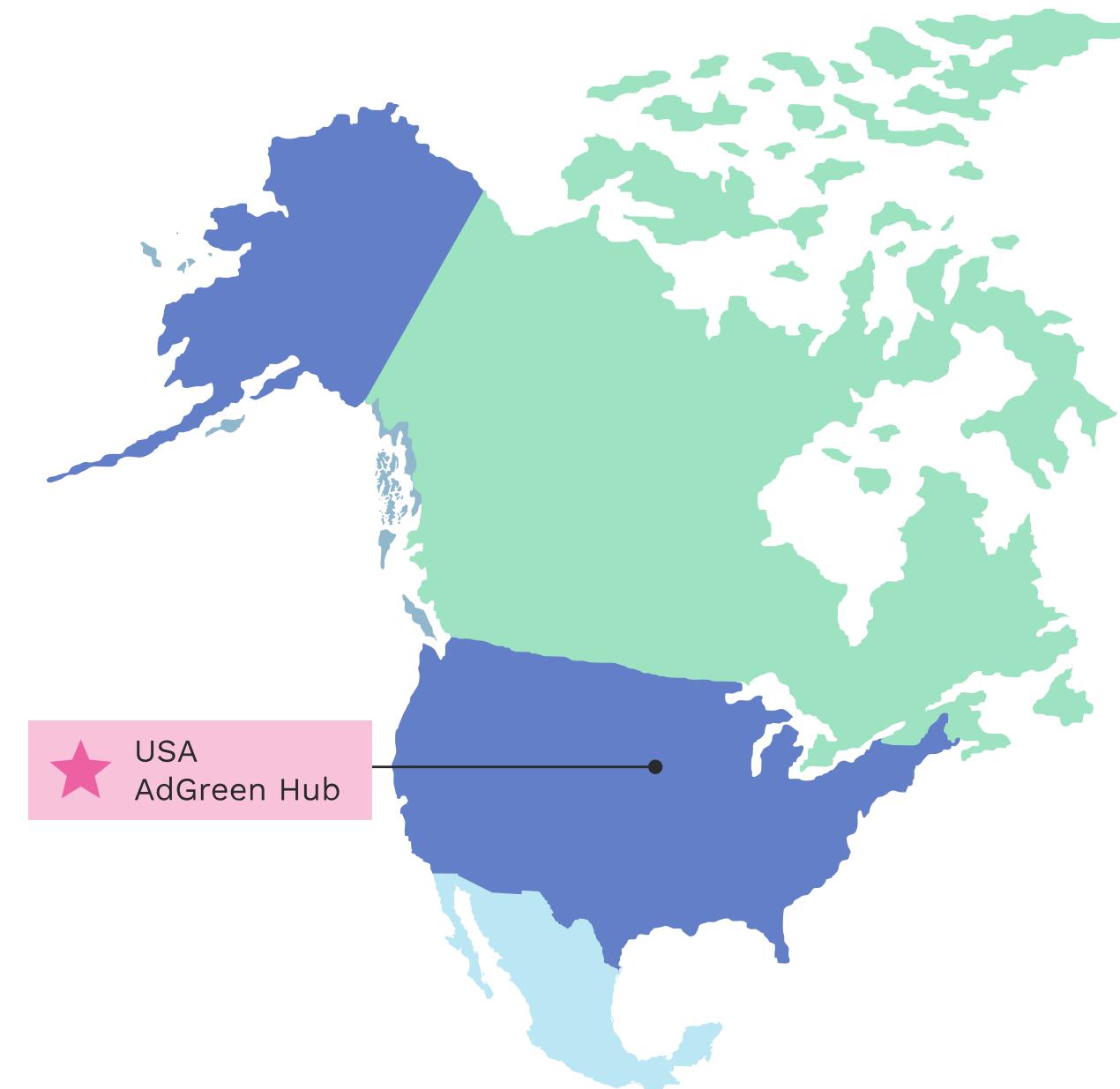
- 1 Reduce emissions from company operations
- 2 Reduce emissions from advertising production
- 3 Reduce emissions from media planning & buying
- 4 Reduce emissions through awards and from events
- 5 Using advertising's abilities to support more sustainable behaviours

ADGREEN

Where is AdGreen?

A small but mighty team

AdGreen's HQ is in the UK with hubs in the USA and the Netherlands. We provide support to the community, be it with online training, measuring productions or downloading resources, wherever you are.



A globally available tool

The AdGreen carbon calculator allows you to measure your production no matter where it takes place. This includes calling the best electricity factor for the offices, studios and locations depending on your country or region.

Contact us

Who is in the AdGreen team?

Contact us

We're here to help and we love hearing from you.

Carbon calculator users can access technical help through support@weareadgreen.org. Our automated chatbot can answer questions, and workshops and 1:1's can be booked via our website.

Want an overview of how to use the carbon calculator?

Check out the [step by step guide](#) with videos covering how to sign up, create projects, add collaborators and activities, and export and use data!



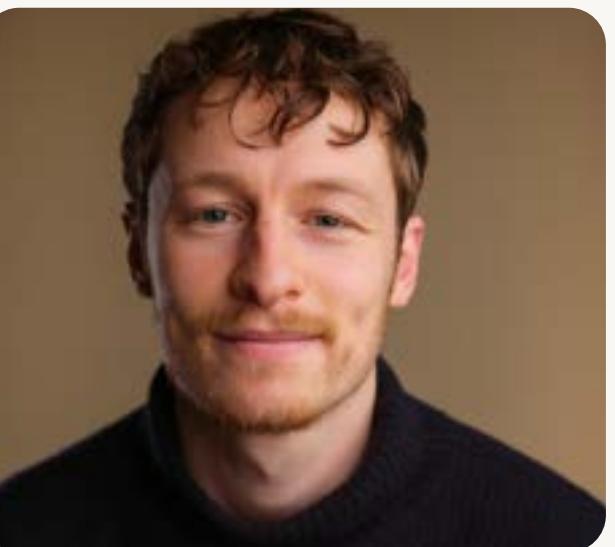
Stephen Woodford
Chief Executive,
Advertising Association



Jo Fenn
Global Director



Sophie Broadbent
Senior Account Manager



Tom O'Brien
Carbon Calculator Coordinator



Tobias Wilbrink
Director/co-founder,
AdGreen NL



Marty Keizer
Co-founder,
AdGreen NL



Emily Plunkett Fleischer
U.S. Director

What do I do next?

1



Take the training

First, learn why the advertising industry needs to reduce emissions across production. – and how!

2



Use the calculator

Next, measure your projects to understand the highest co2e activities, and identify opportunities for reduction

3



Download the guide

Get information and support to tackle reducing production carbon emissions on your current project and beyond

5



Come and say hi!

Subscribe to the newsletter to hear about the latest events – join us to share news, ideas and inspiration, and celebrate industry achievements

4



Use the insights

Use the latest annual review and access insights within the tool, to compare your projects, and consider longer term reduction plans



Get in touch or find out more
weareadgreen.org