

About AdGreen

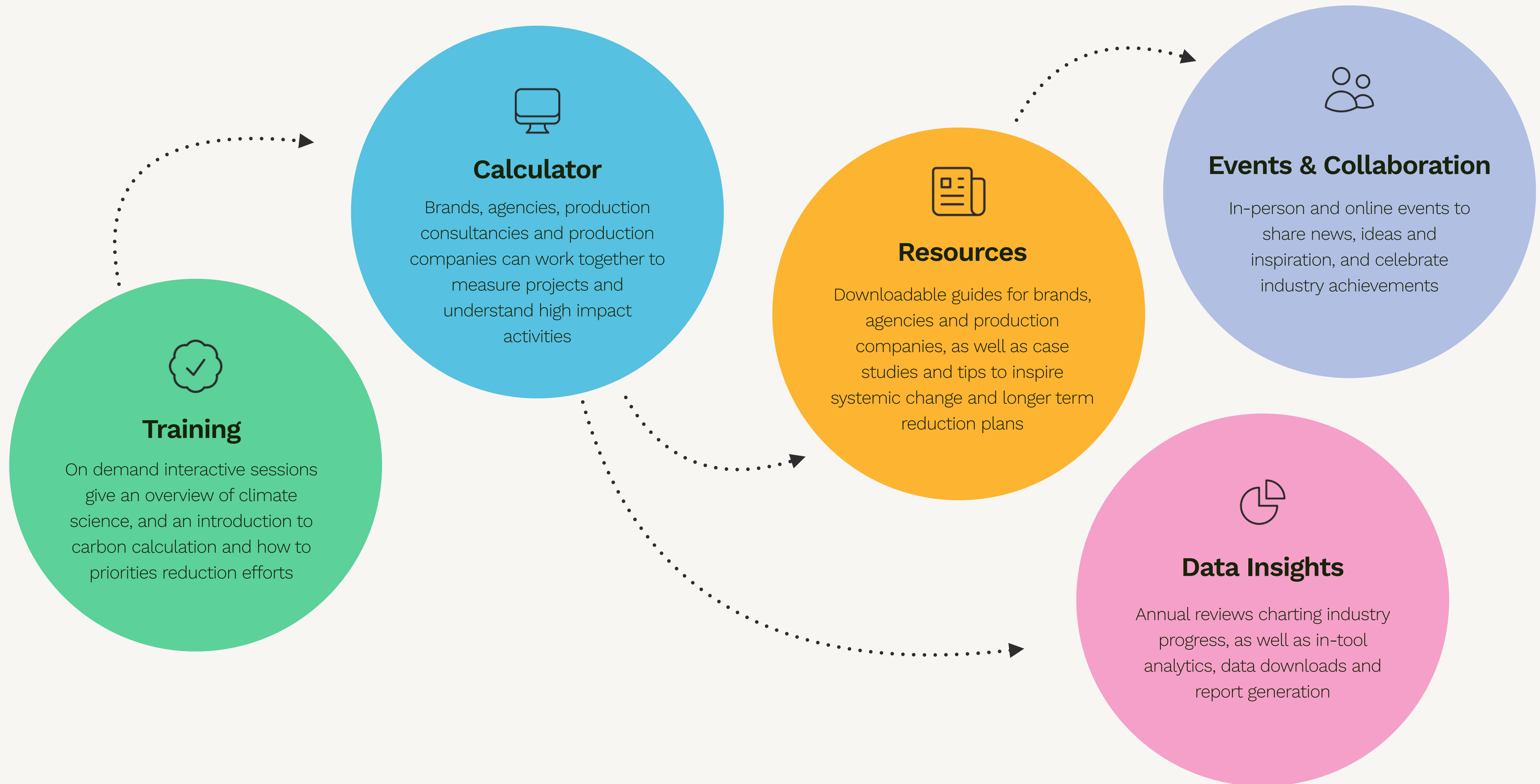


At AdGreen we unite and educate advertisers and production suppliers, enabling them to comply with policy and regulation, and reduce the negative environmental impacts of production.

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



[Book now](#)

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

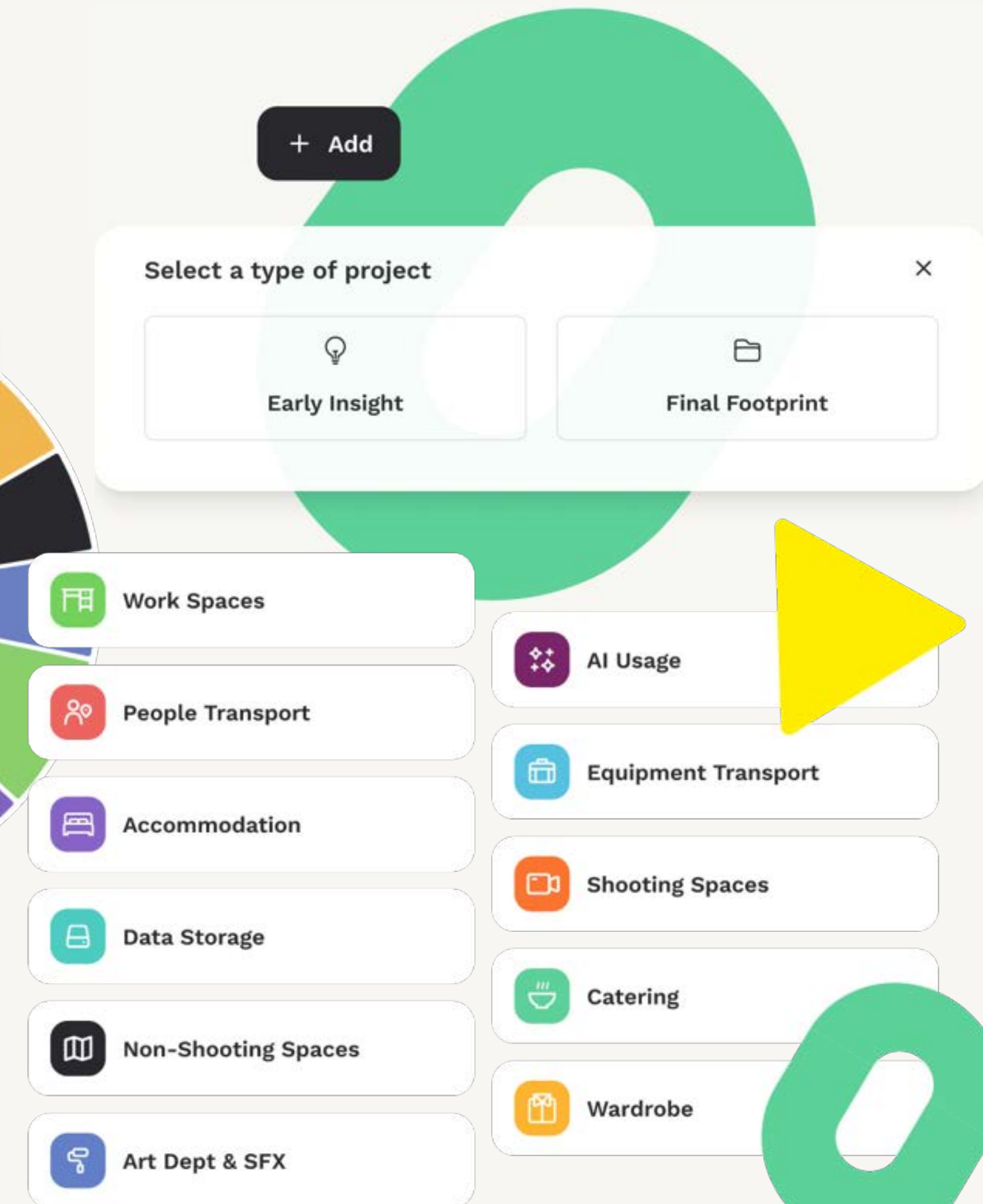
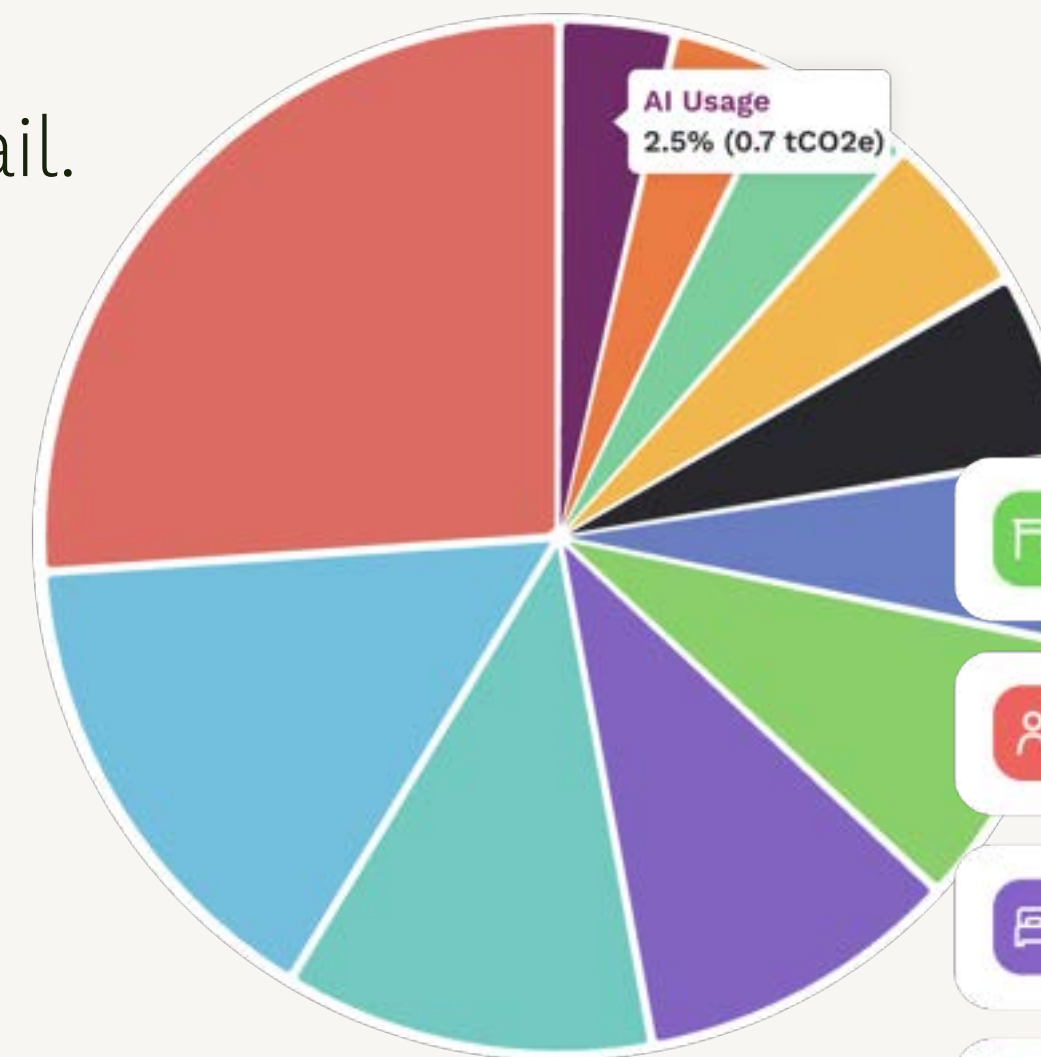
Calculator

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

The screenshot shows a user interface for 'Early Insights' with three main sections:

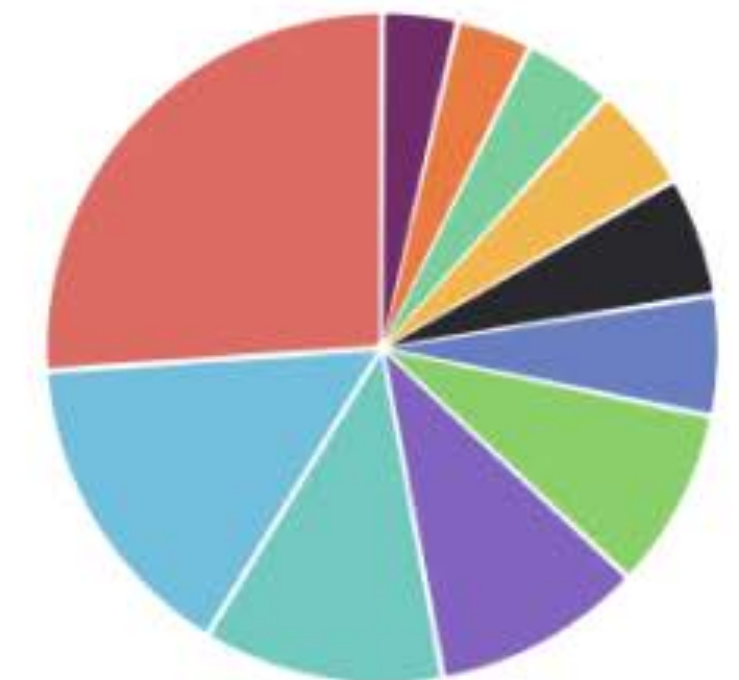
- Work Spaces:** Includes two input fields: 'Total days budgeted for Pre-Production' (set to 10) and 'Total days budgeted for P' (set to 5).
- AI Usage:** Includes three input fields: 'Number of text responses to be generated' (set to 200), 'Number of image responses' (set to 250), and 'Number of video responses to be generated' (set to 100). A note below states '1 video asset = 10 seconds'.
- People Transport:** Includes a dropdown menu for 'Type of transport' currently set to 'Car/Taxi'.

Total carbon footprint estimation

12.87 tCO2e

Estimate

Download to PDF



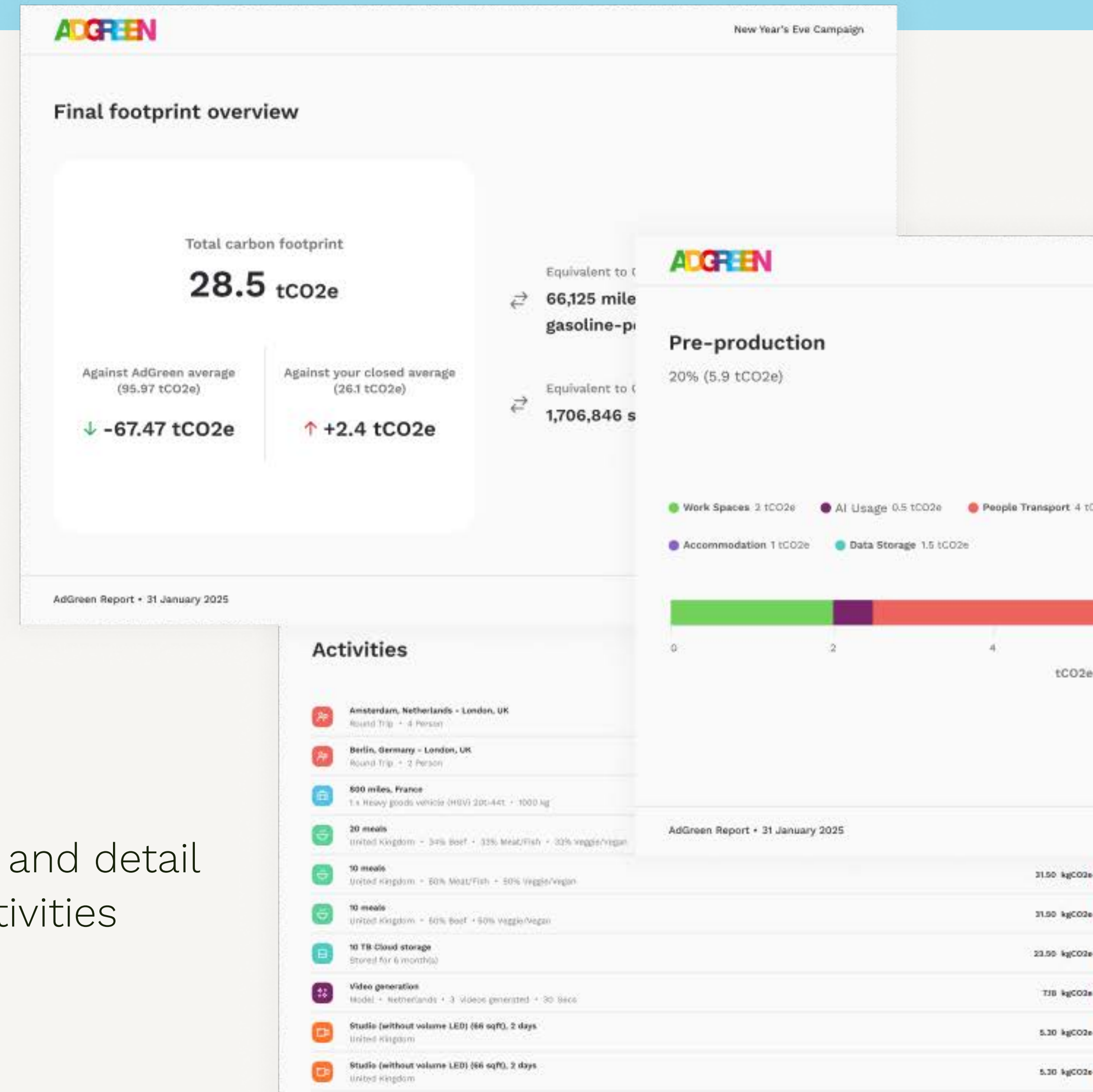
- Work Spaces 19%
- AI Usage 1.5%
- People Transport 38%
- Equipment Transport & Couriers 11%
- Accommodation 7%
- Data Storage 2%
- Non Shooting Spaces 5.5%
- Shooting Spaces 12.4%
- Catering 6%
- Wardrobe 4%
- Art department & SFX 28%

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



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.



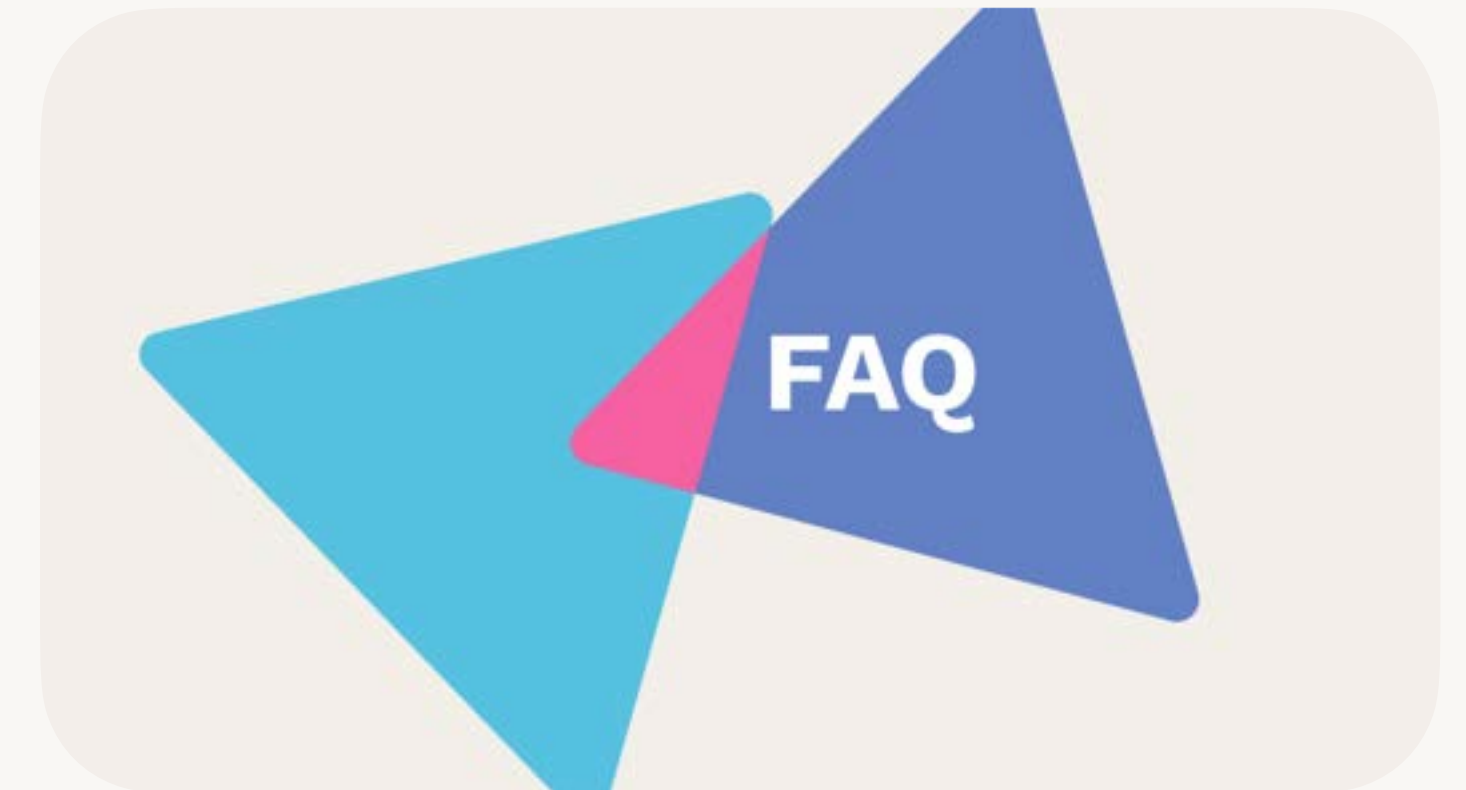
Case Studies

Practical advice from those who have implemented sustainable production practices, along with the production's footprint and activity breakdown.



Event Recordings

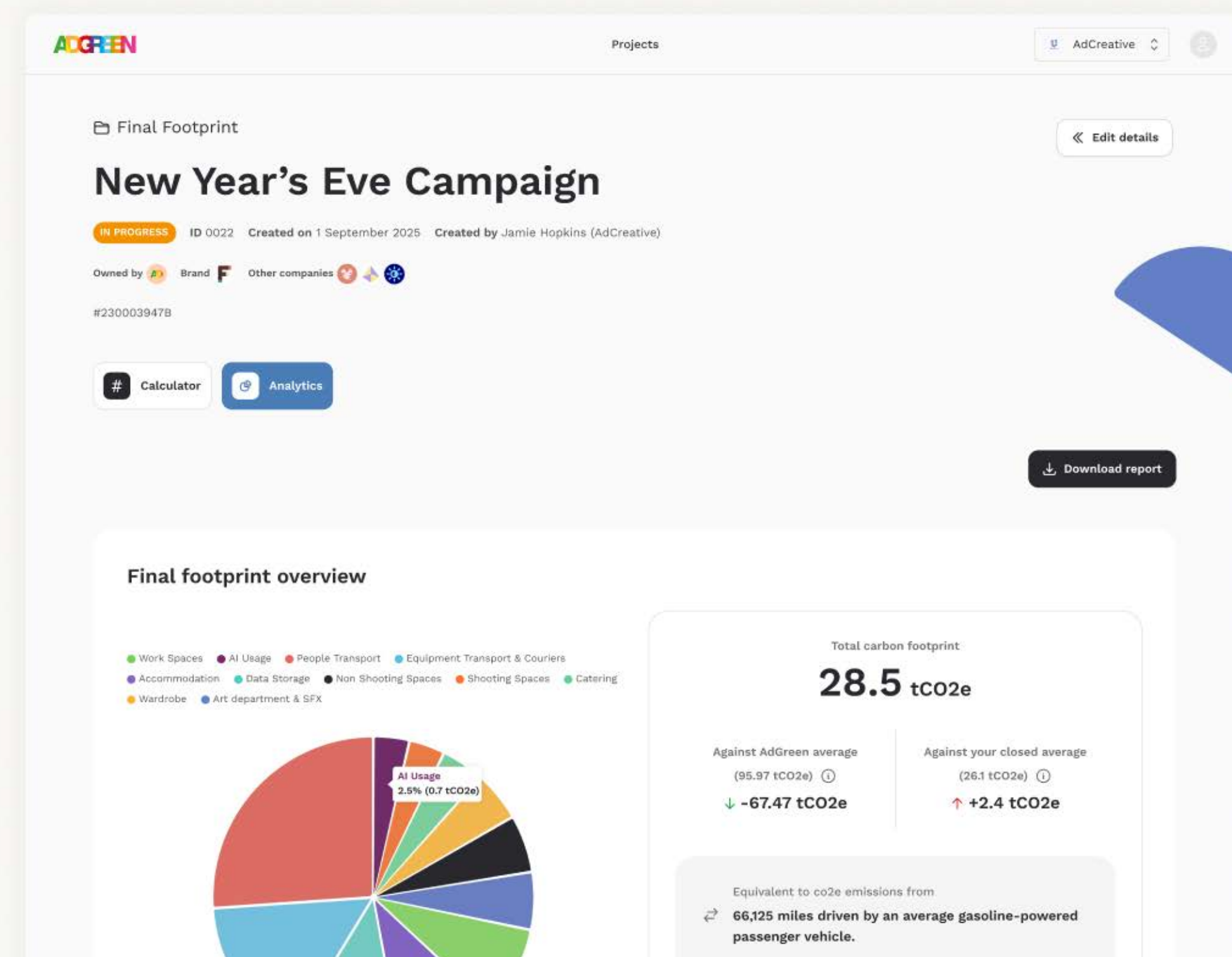
Watch a selection of recordings from past events, both AdGreen hosted and external, which share data, insight and inspiration.








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.



Activities with highest impact

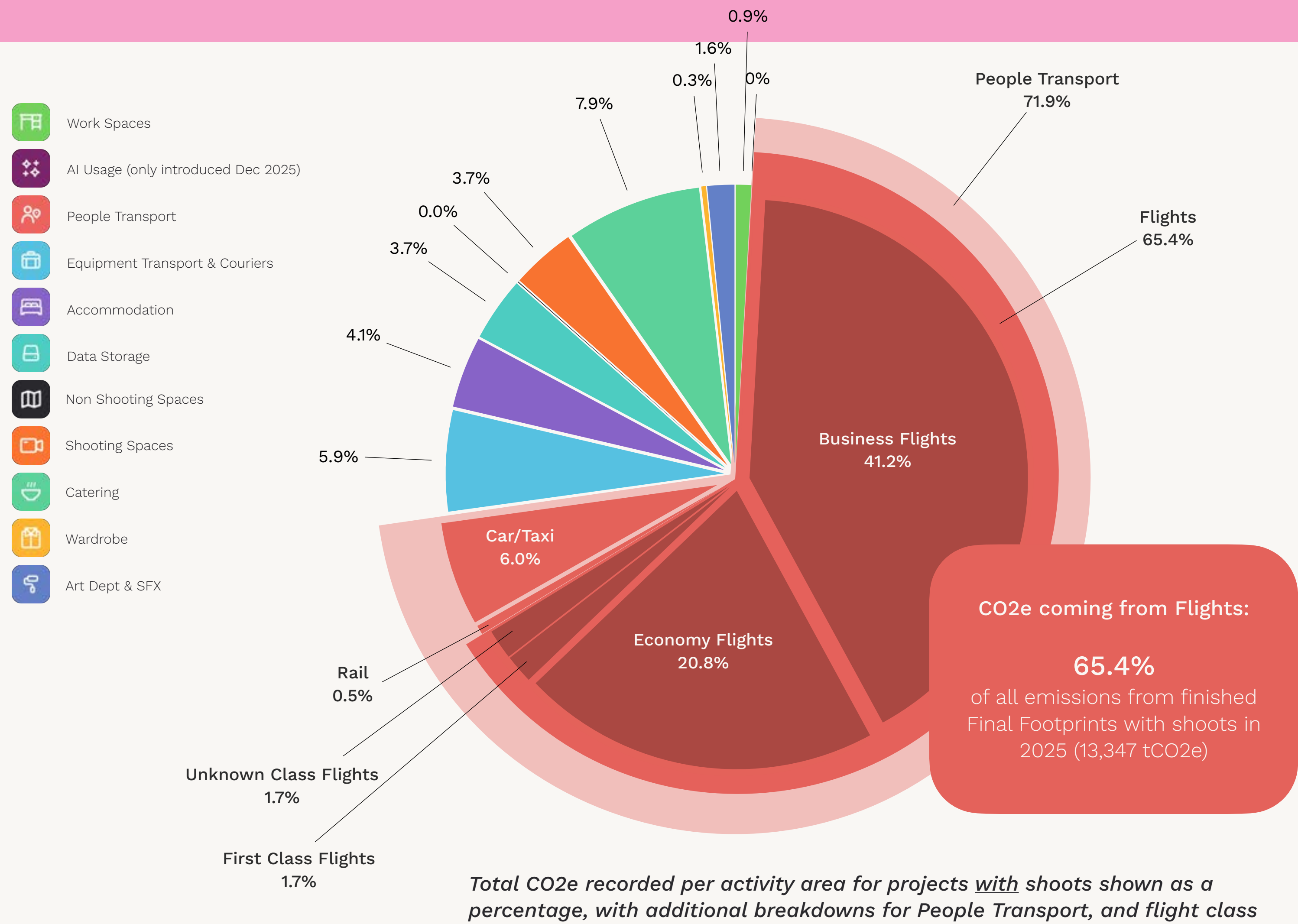
	1,038 miles, Poland 1 x Heavy goods vehicle (HGV) 20t-44t	2,540.00 kgCO2e
	Amsterdam (AMS) → London (LHR) Flight • Round Trip • 4 People	907.20 kgCO2e
	Video generation Model • Netherlands • 3 videos generated • 30 Secs	276.05 kg CO2e
	20 meals United Kingdom • 34% Beef • 33% Meat/Fish • 33% Veggie/Vegan	131.28 kgCO2e
	10 TB Cloud storage Stored for 6 month(s)	52.50 kgCO2e

Data Insights: 2025 Dataset

Reports

In 2025, a total of 20,504 tonnes of carbon dioxide equivalent (CO2e) was recorded across all finished Final Footprints. This equates to more than 1,700 UK citizens' annual CO2e (from travel, eating, heating their homes and purchasing goods).

Our latest report covers the data in detail, covering where the majority of emissions are coming from, and how the industry could have saved carbon - and costs with simple changes that don't compromise creativity. Download it [here!](#)





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.



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.



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.



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?

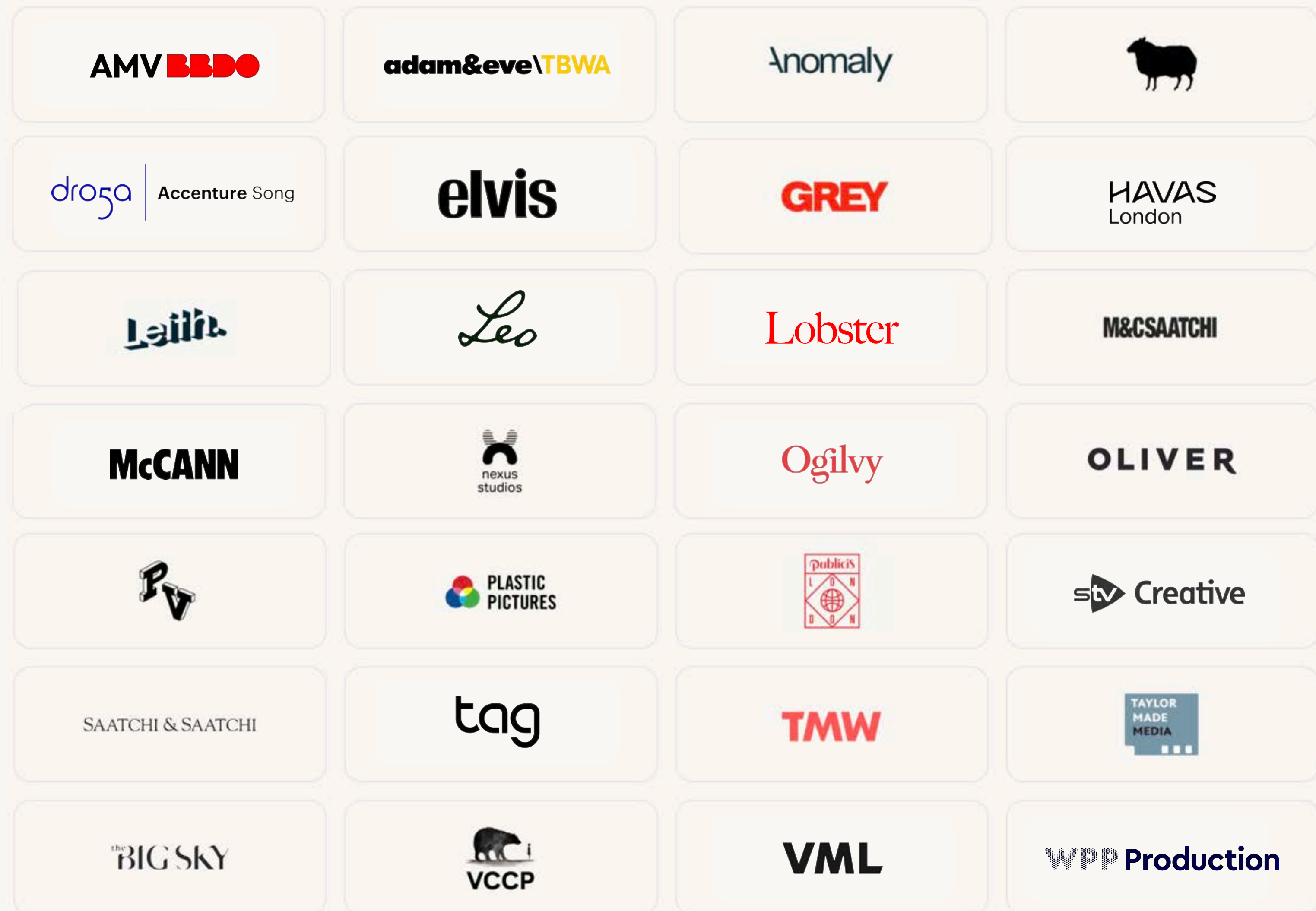
All services are provided for free.

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](#)



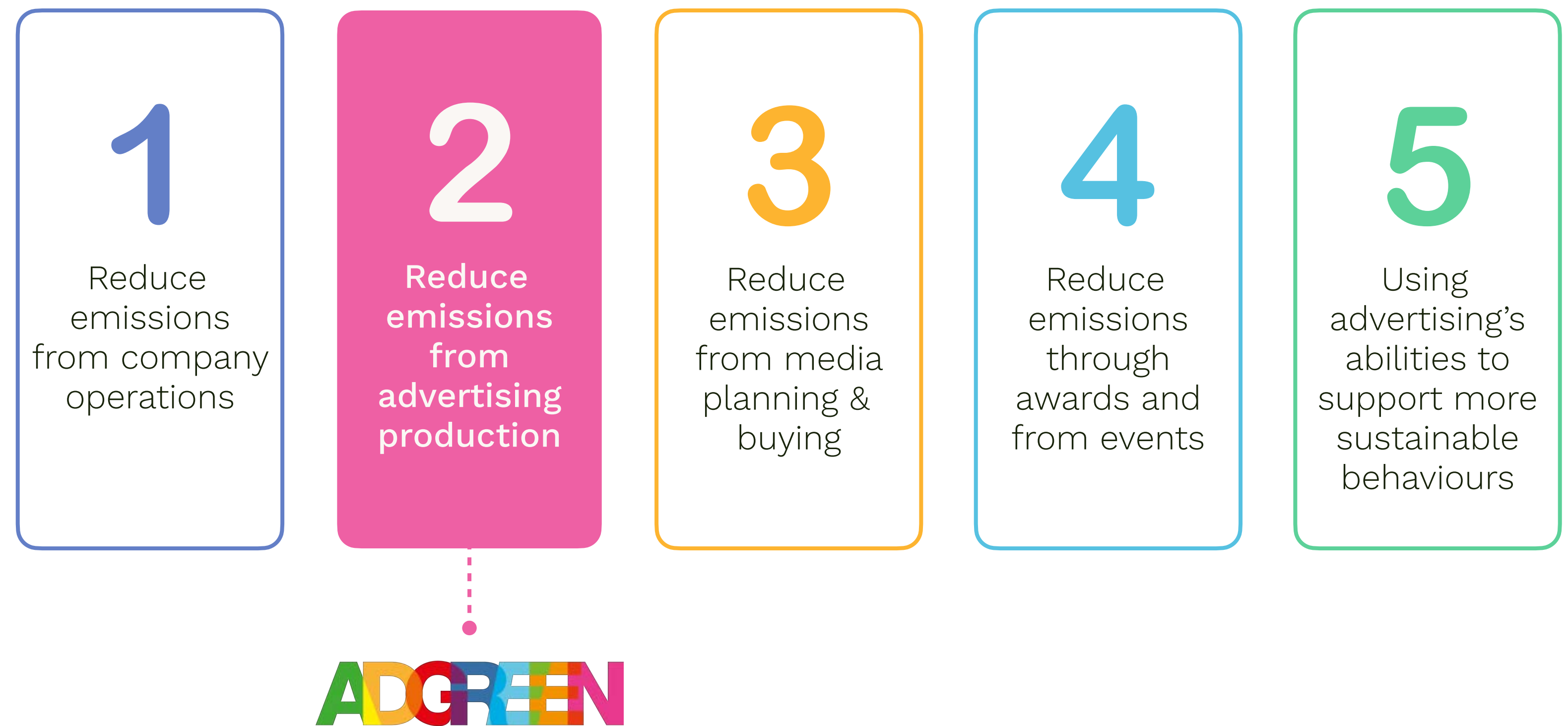
A selection of our levy supporters

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.

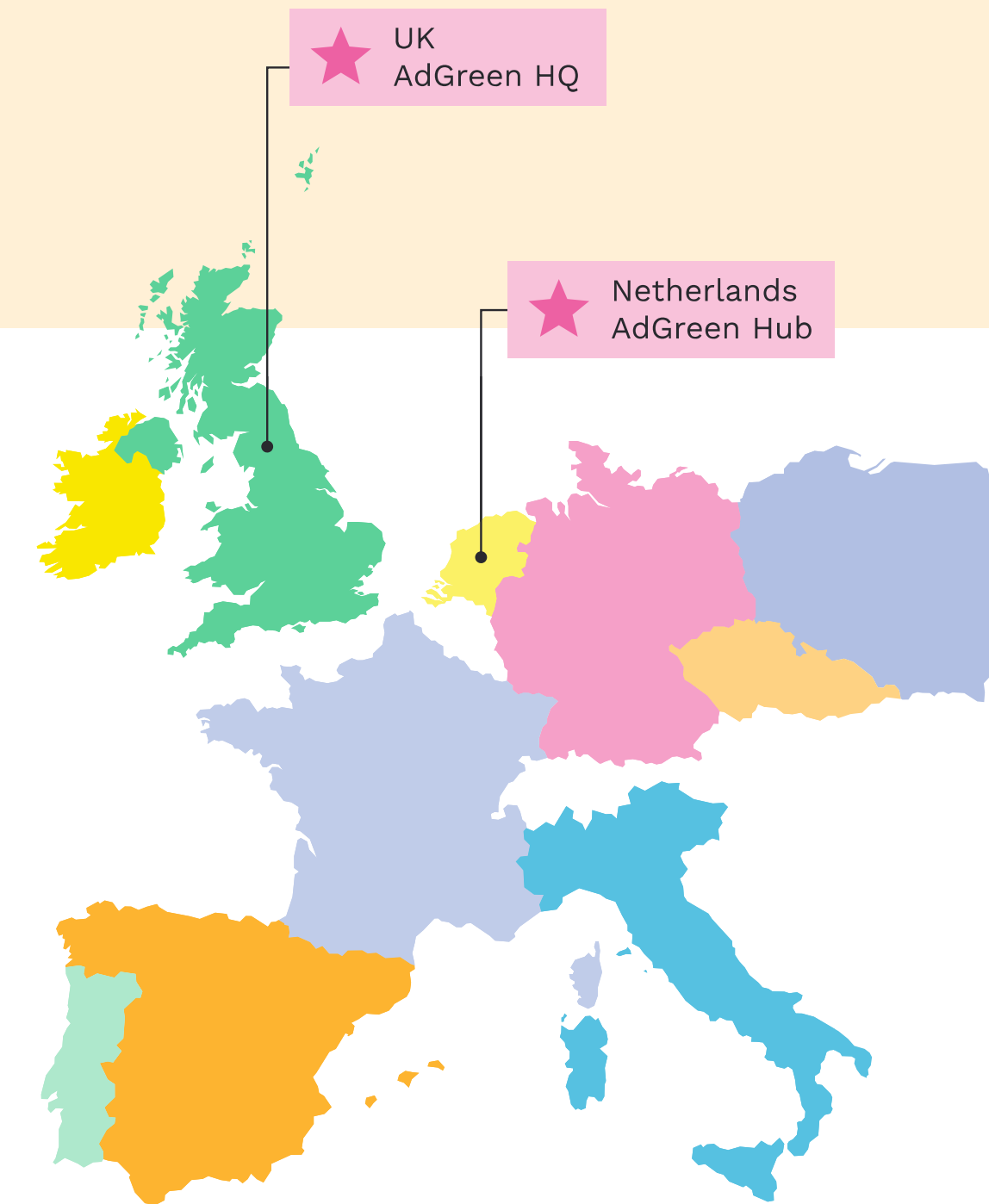
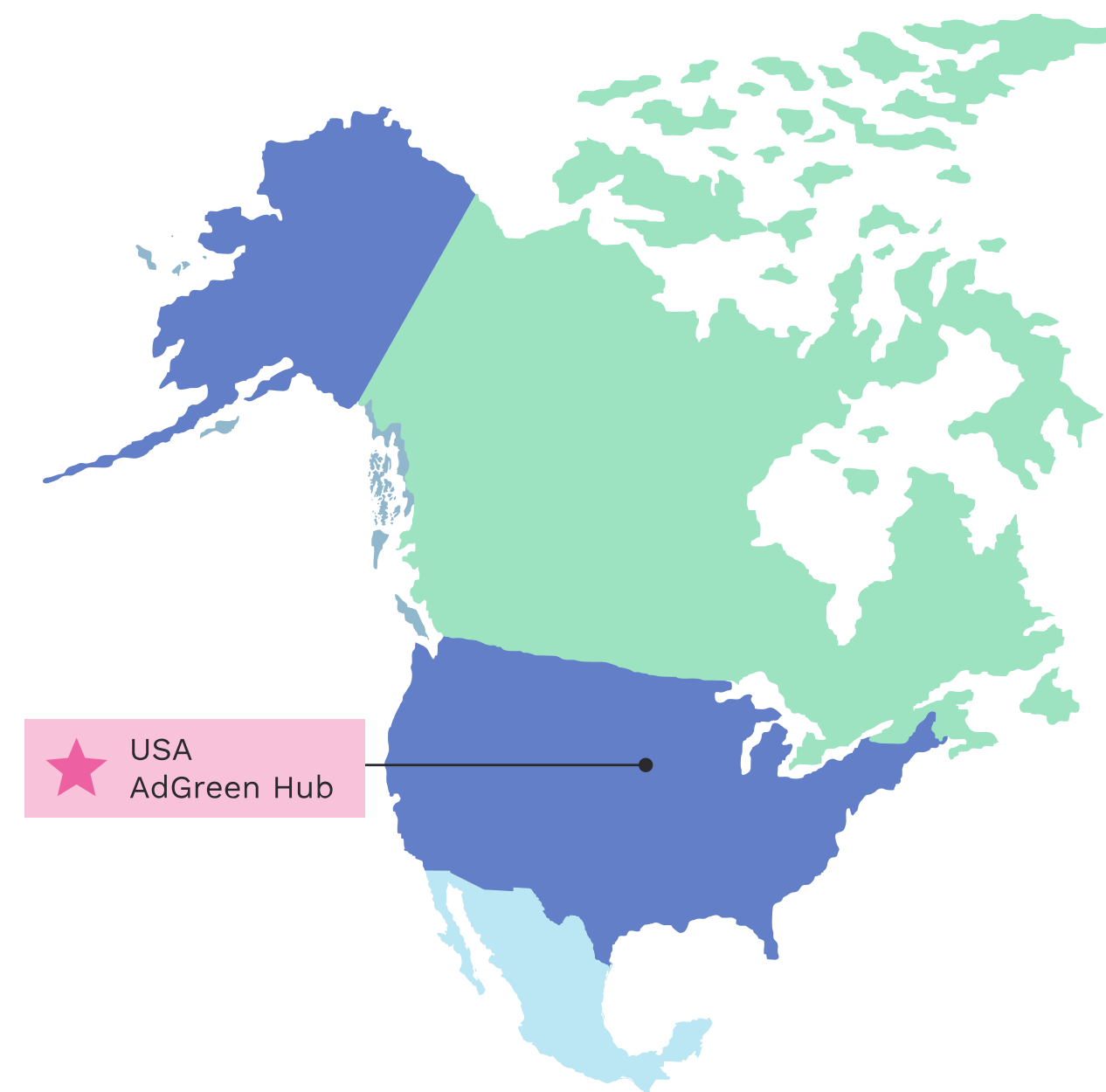
AdGreen is here to support those engaging with Action 2.



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



Stephen Woodford
Chief Executive,
Advertising Association



Jo Fenn
Global Director



Sophie Broadbent
Senior Account Manager

We're here to help

Carbon calculator users can access technical help by emailing support@weareadgreen.org.

Our calculator chatbot can answer most questions, and workshops and 1:1's can be booked via our website.

Want a carbon calculator overview?

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!



Tom O'Brien
Carbon Calculator Exec



Emily Plunkett Fleischer
US Director



Marty Keizer
Founder, AdGreen NL



What do I do next?



The logo for ADGREEN is centered within a white circle. The word "ADGREEN" is written in a bold, sans-serif font. Each letter is filled with a different color from a rainbow spectrum: 'A' is green, 'D' is yellow, 'G' is orange, 'R' is red, 'E' is purple, 'E' is blue, and 'N' is pink.

ADGREEN

Get in touch or find out more
weareadgreen.org