



**Welcome to the Annual Review  
*Superuser Celebration***

Supported by



**Welcome!**



**ADGREEN Annual Review  
Superuser Celebration**

**Running order:**

10:25 ~ Welcome!

10:30 ~ Digging into the data

*How much is the calculator being used, where's all the carbon coming from, and how reducing it can save money*

10:55 ~ Panel

*Taking the report findings into the future*

11:20 ~ Superuser presentation

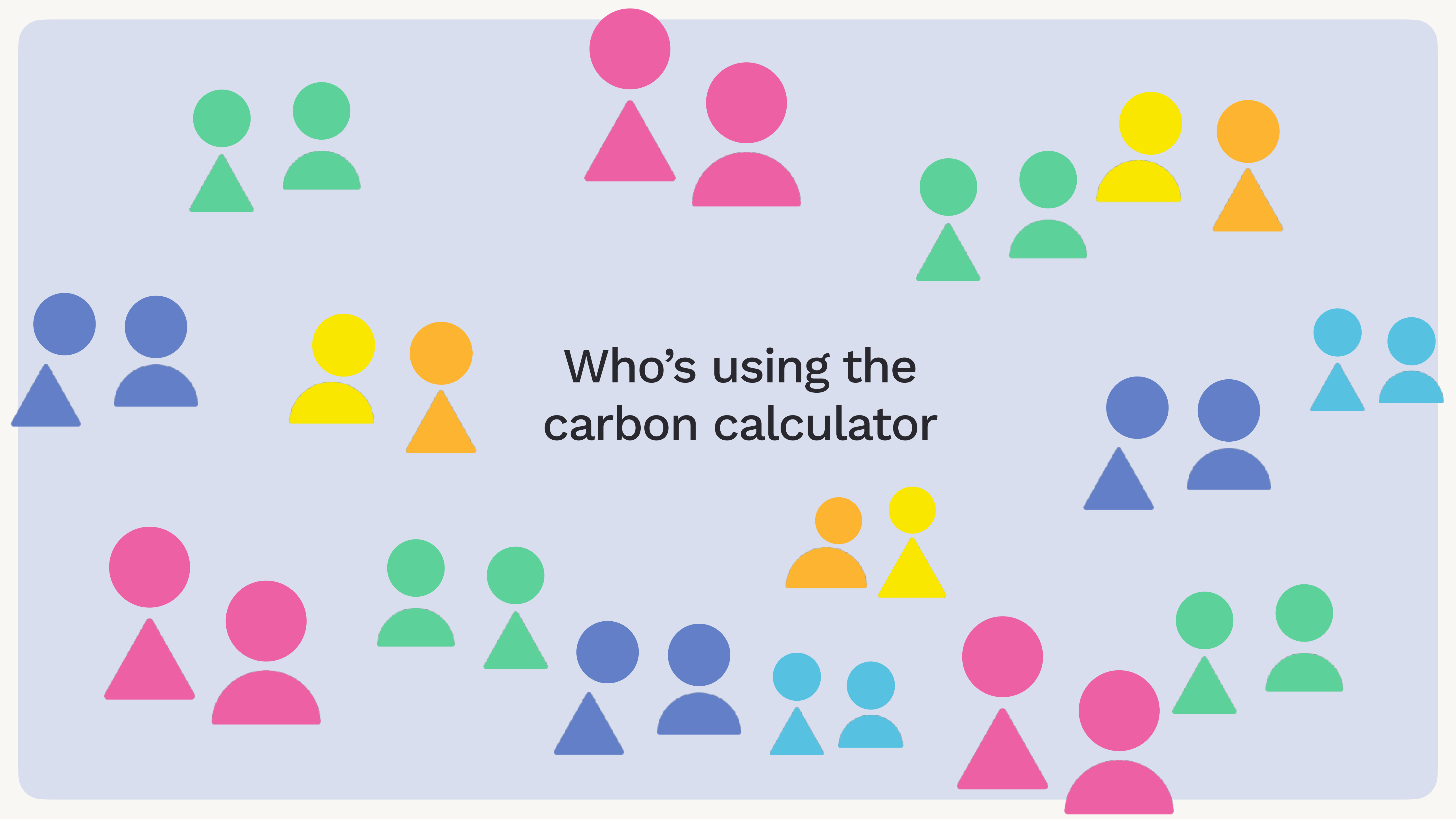
11:40 ~ Time for networking

Noon ~ Ends

Supported by

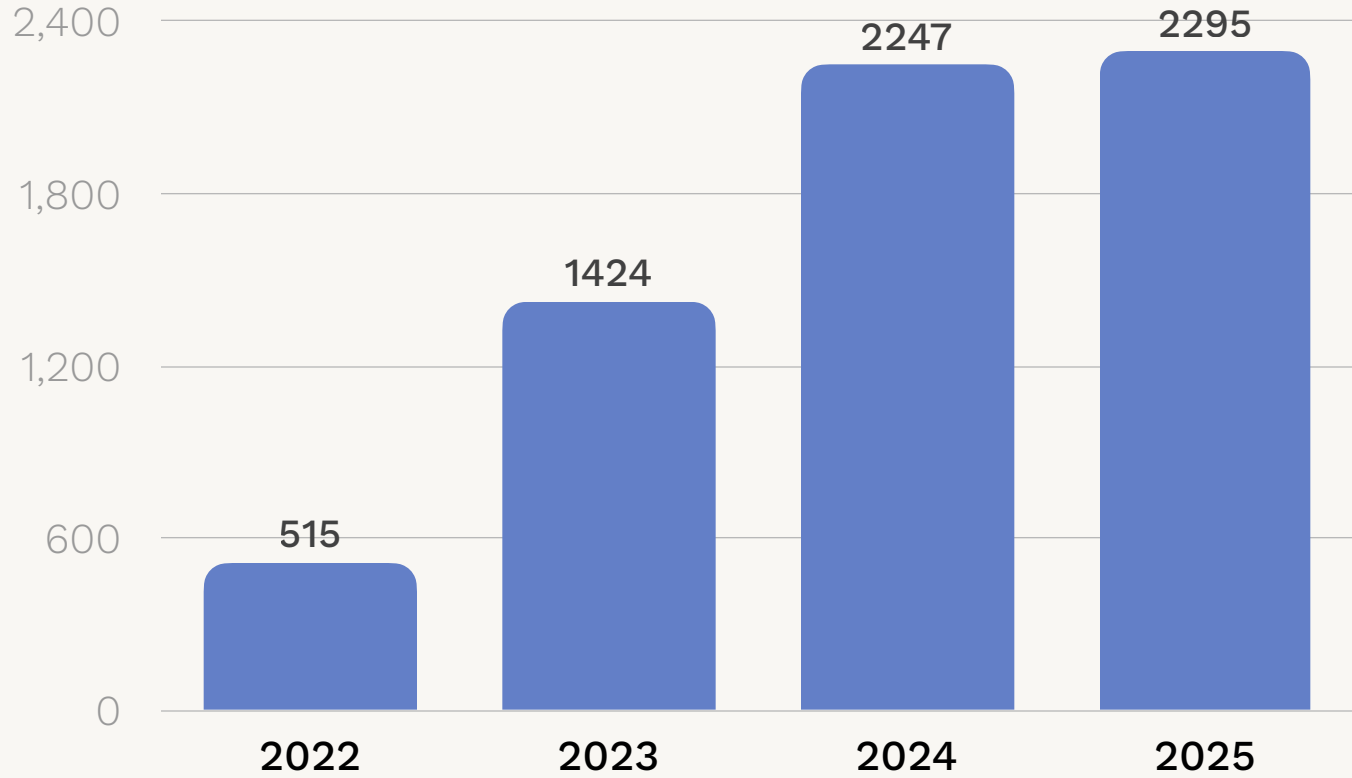


Who's using the  
carbon calculator

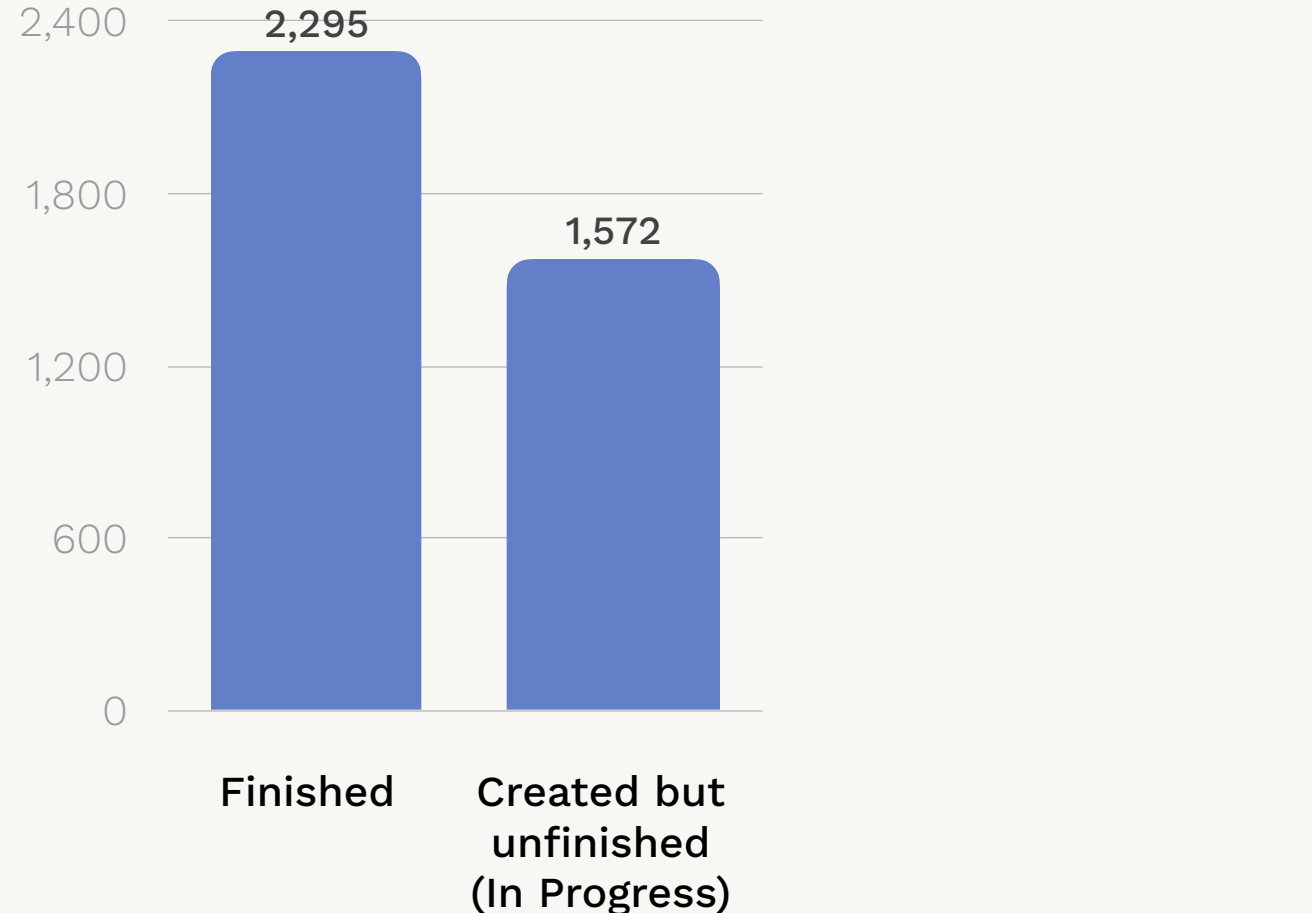


# How much the calculator is being used, and how widely

# of Final Footprints finished

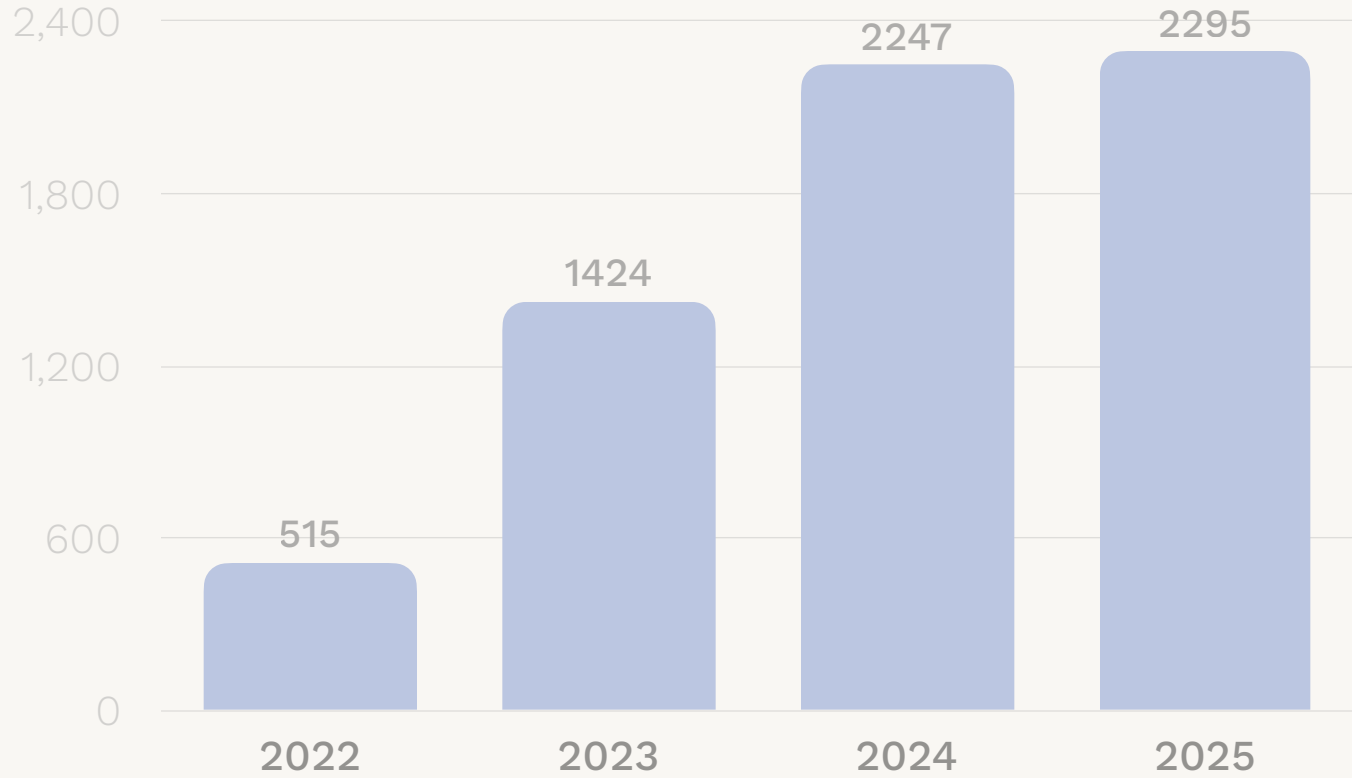


# of finished Final Footprints, vs created and unfinished

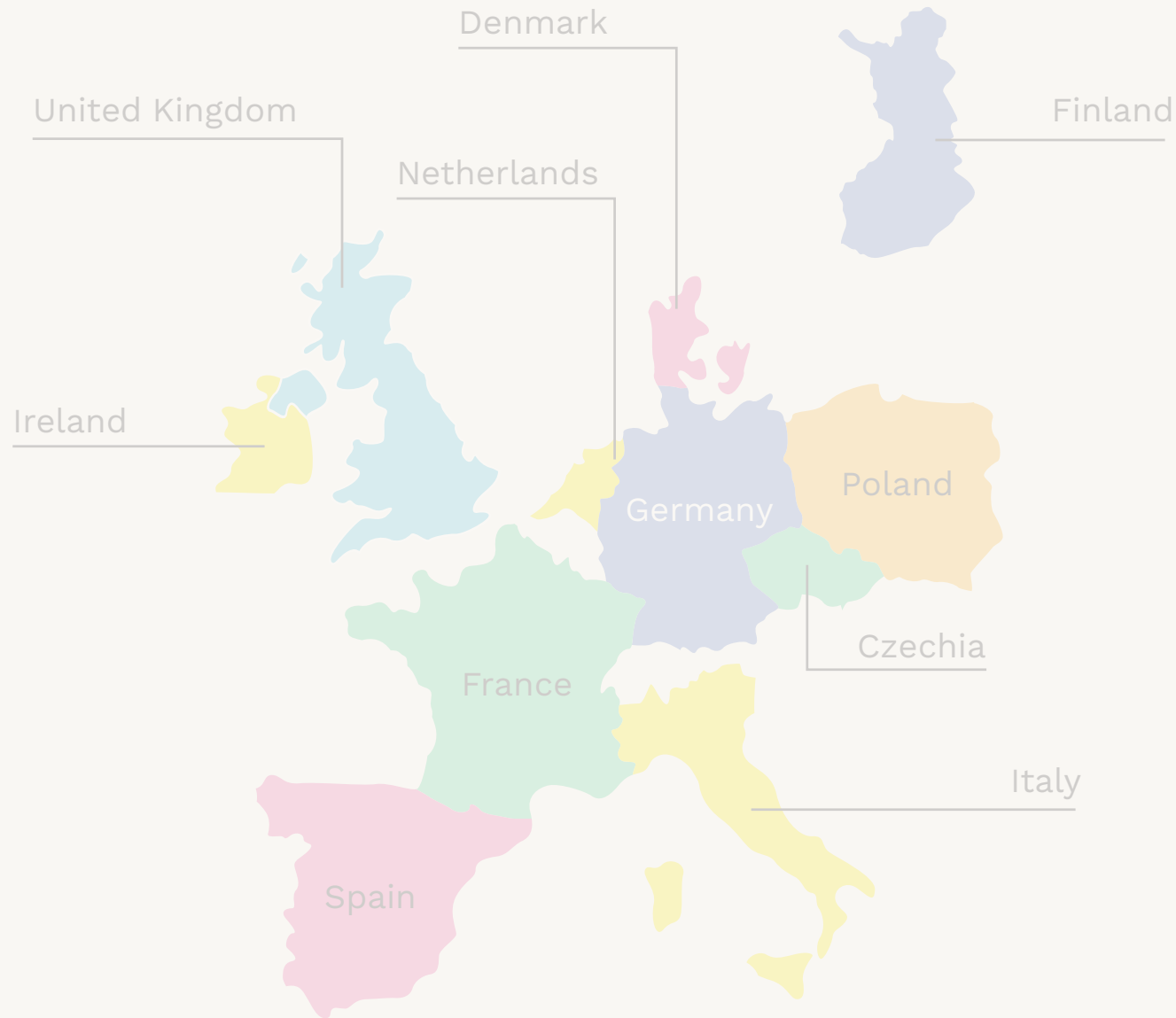
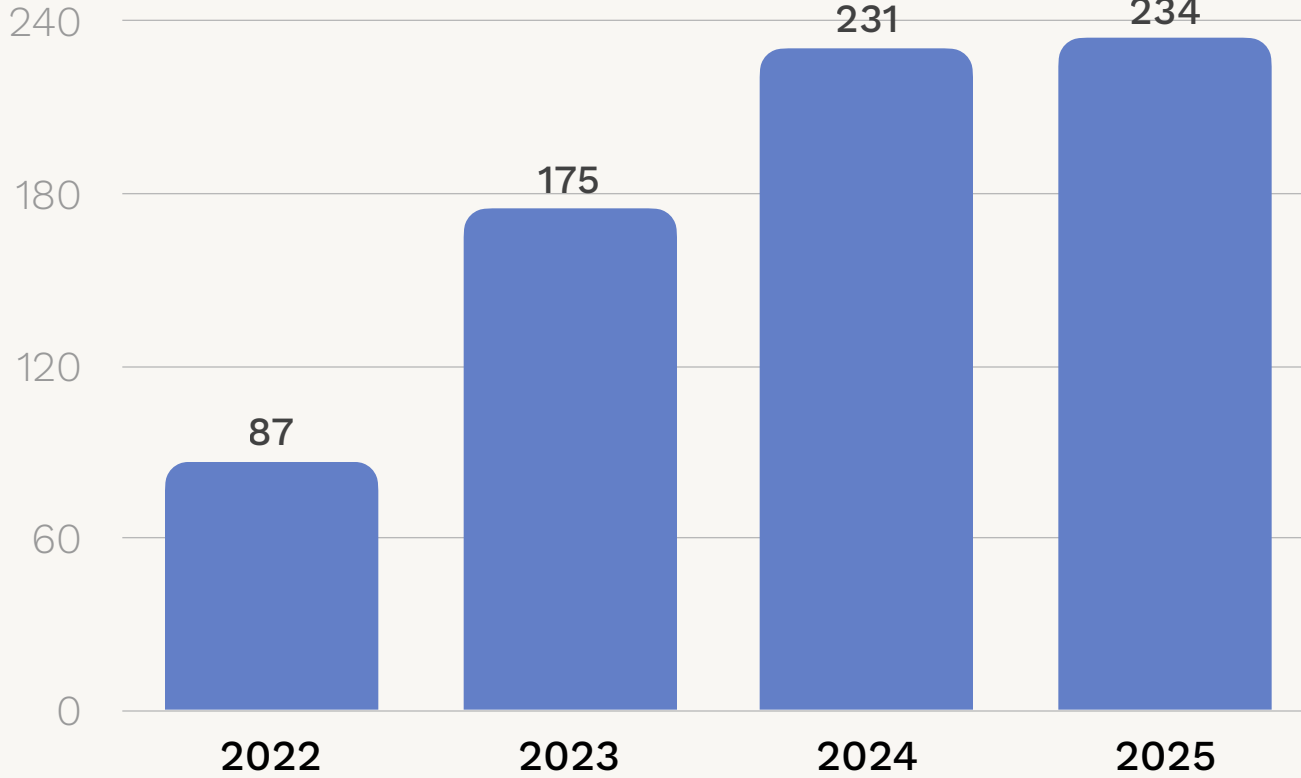


# How much the calculator is being used, and how widely

# of Final Footprints finished

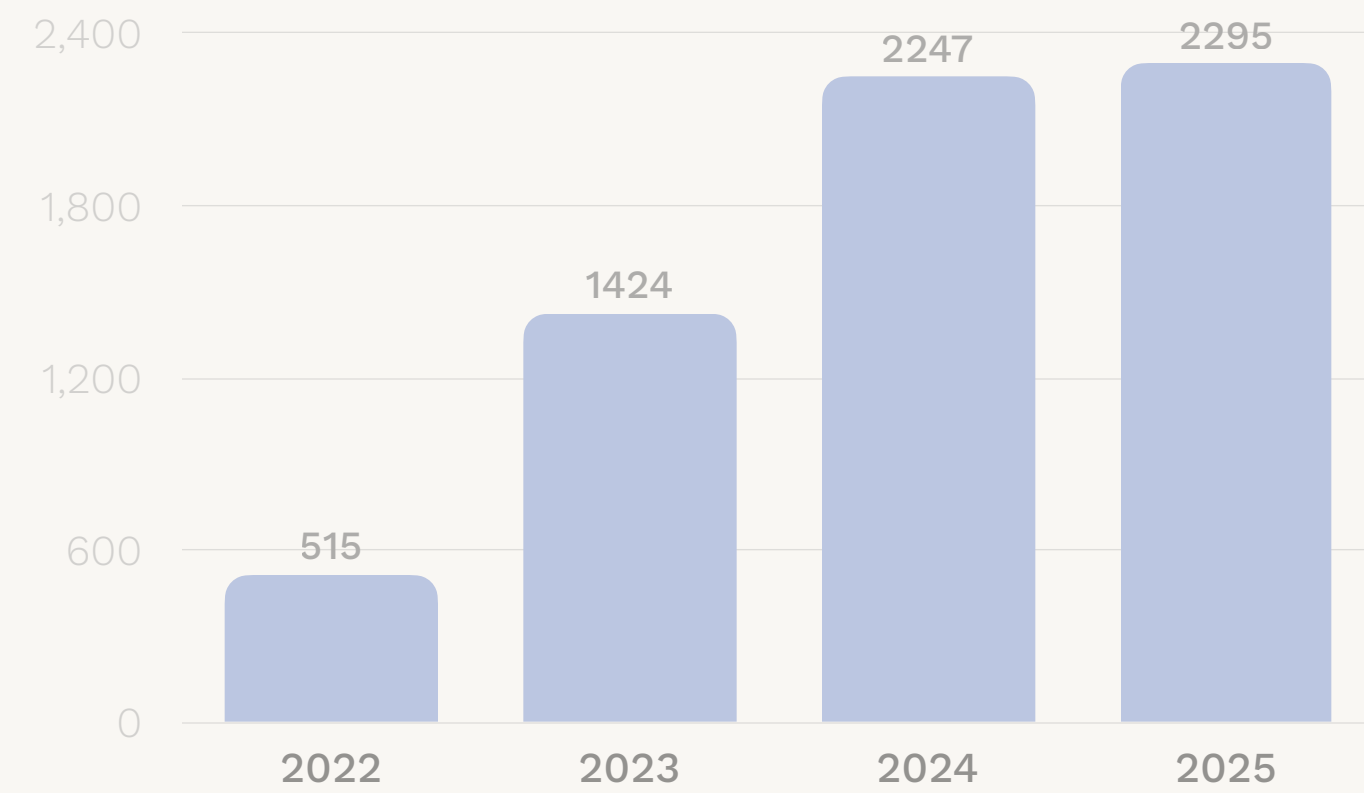


# of organisations creating the finished Final Footprints

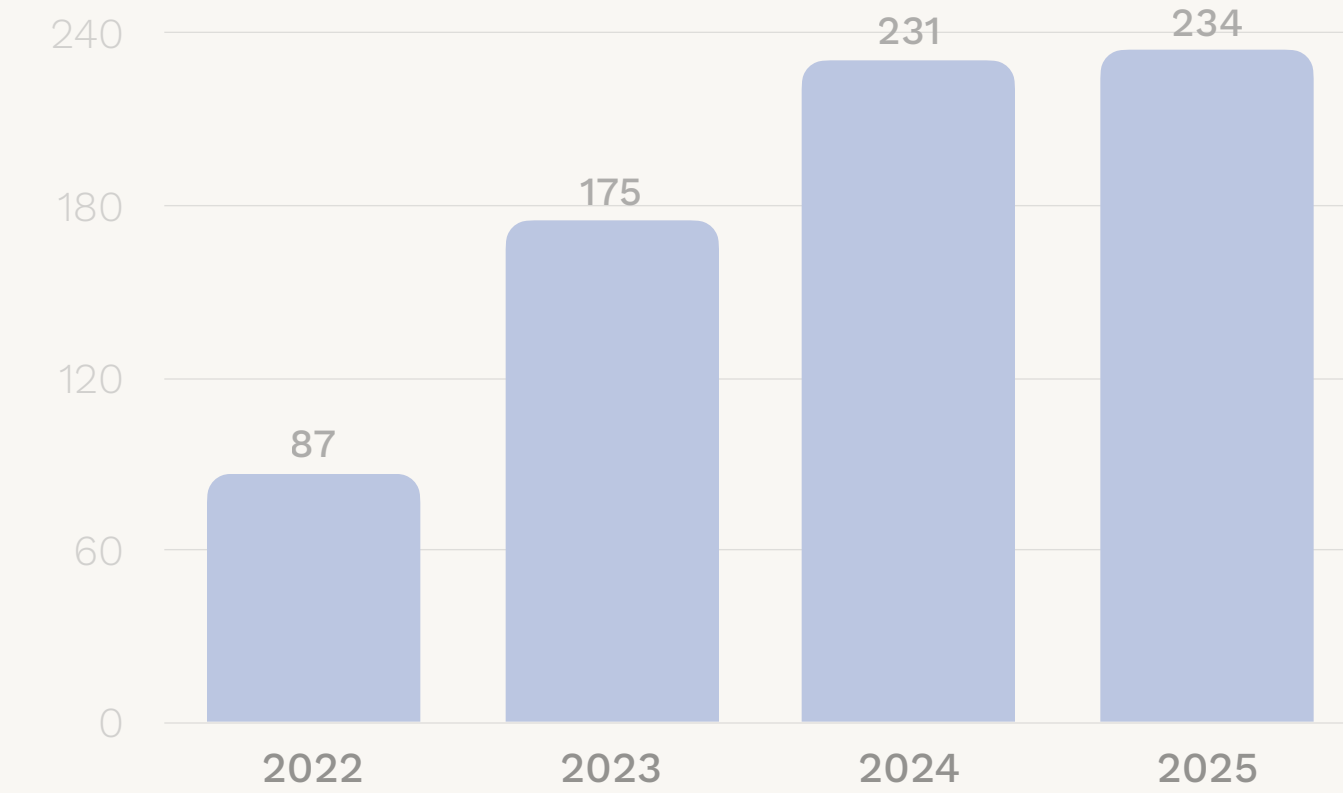


# How much the calculator is being used, and how widely

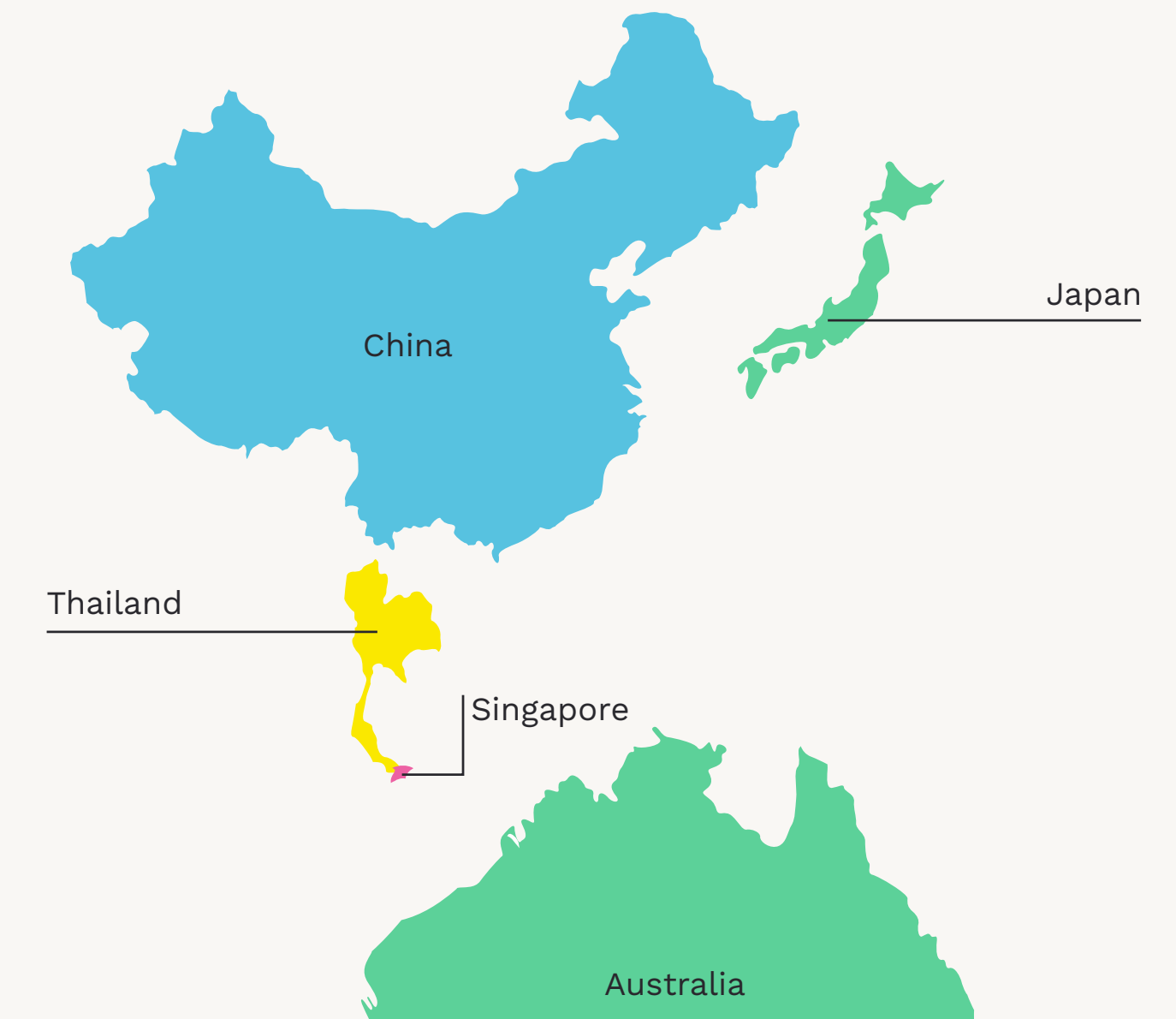
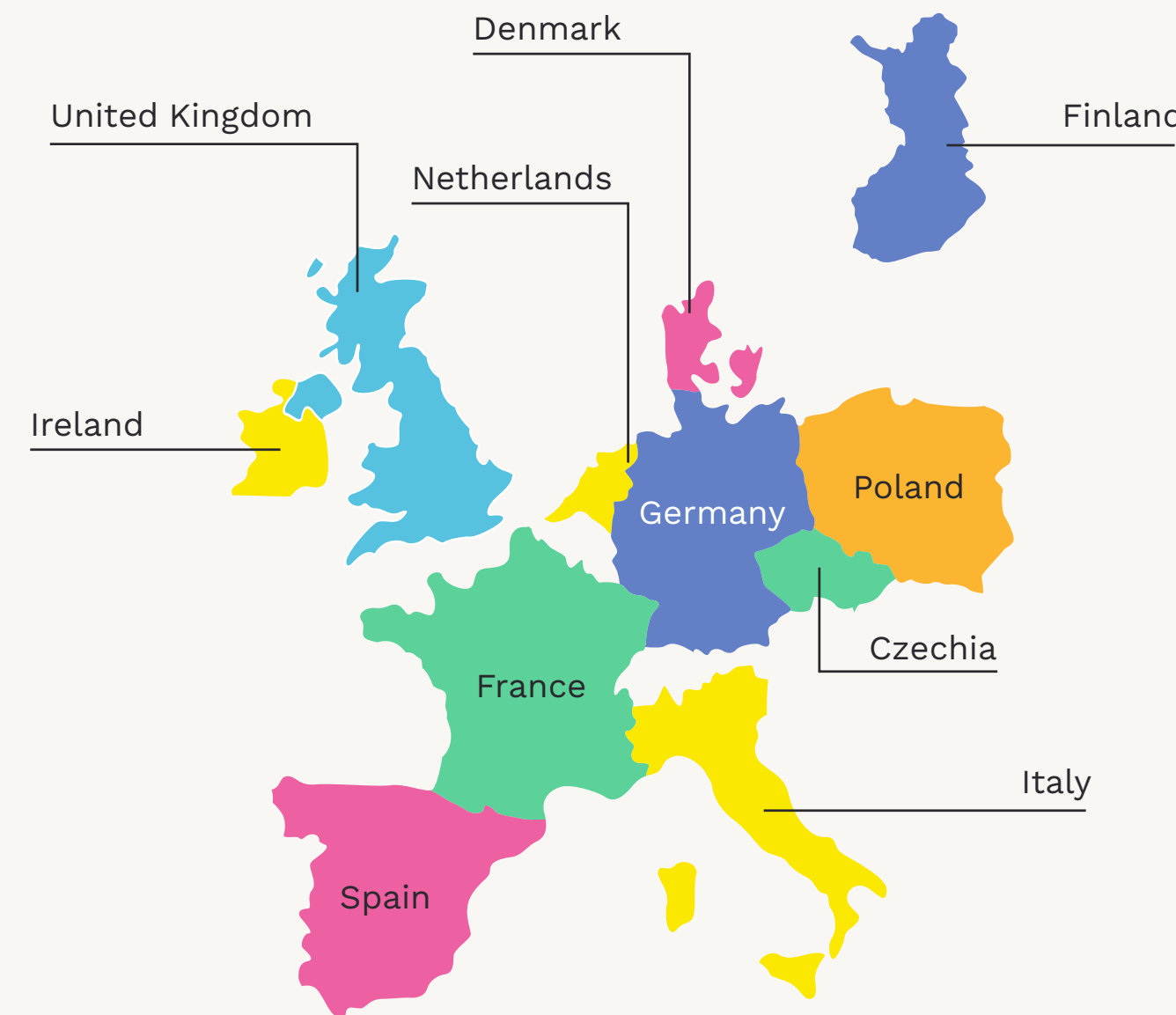
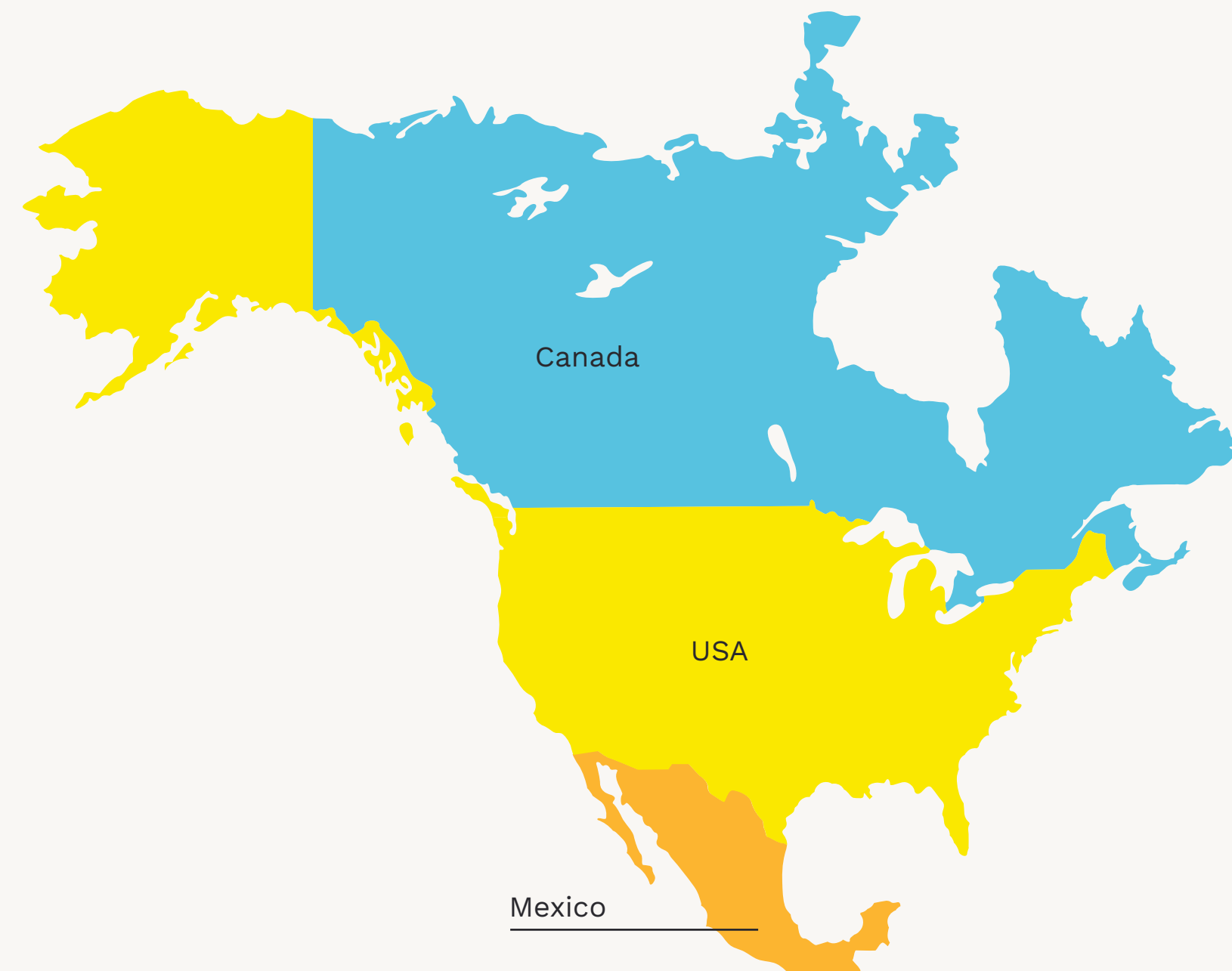
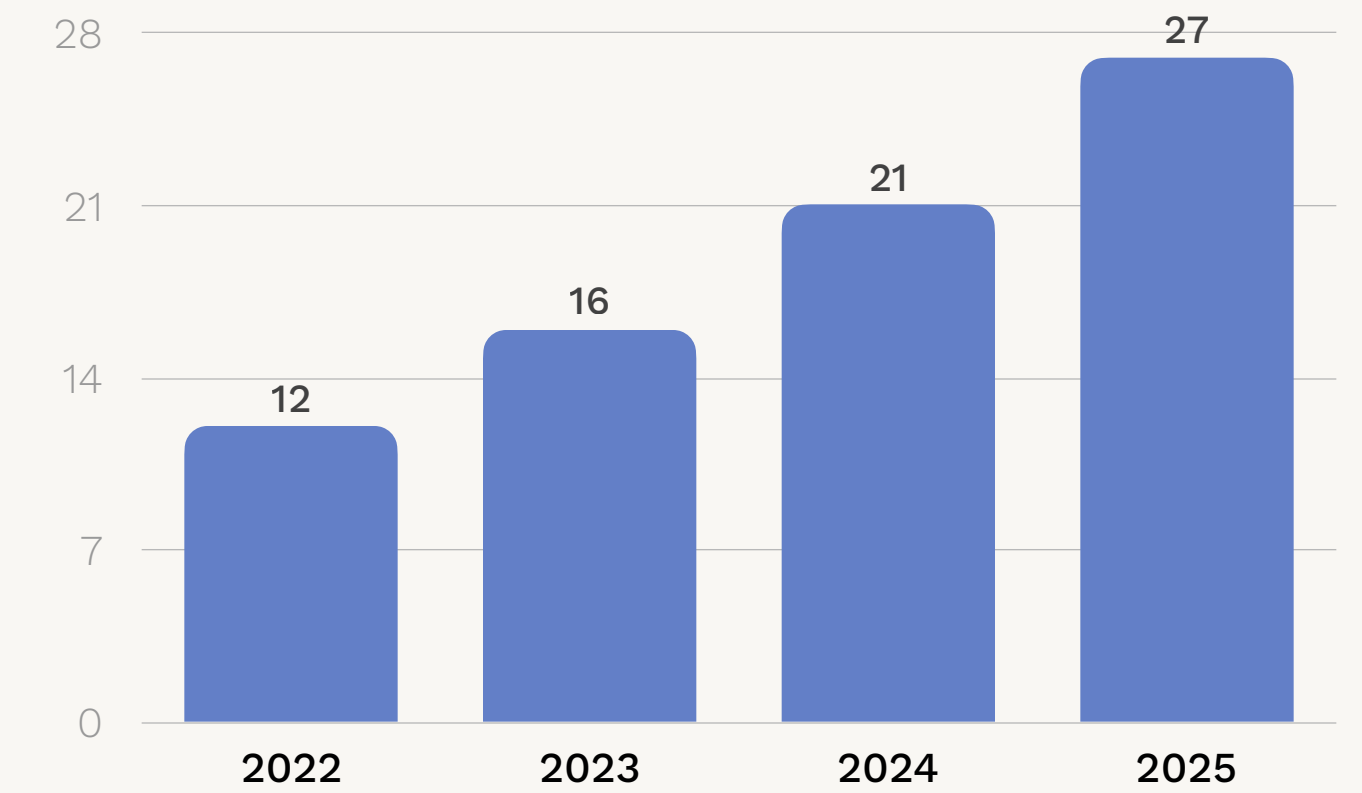
# of Final Footprints finished



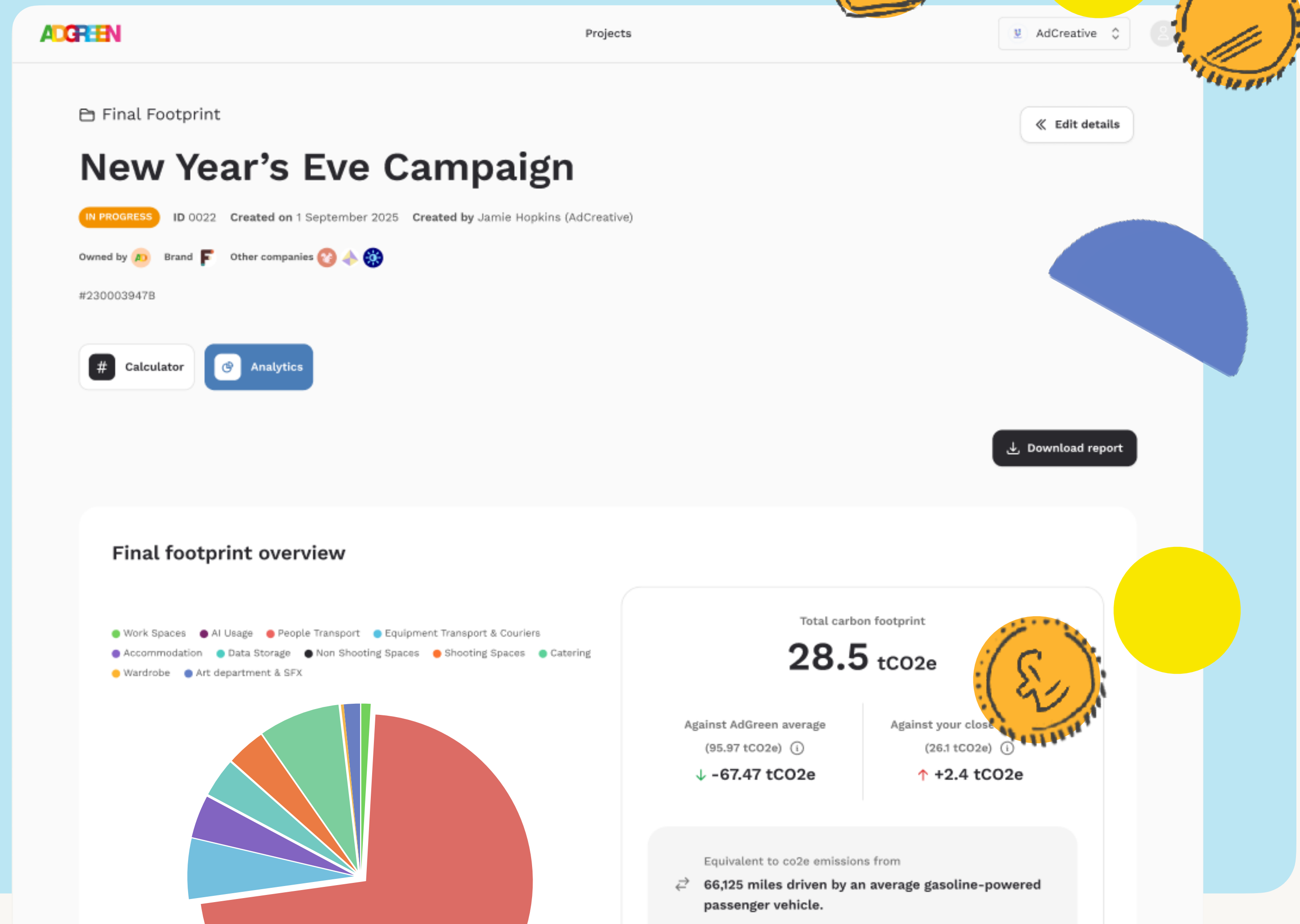
# of organisations creating the finished Final Footprints



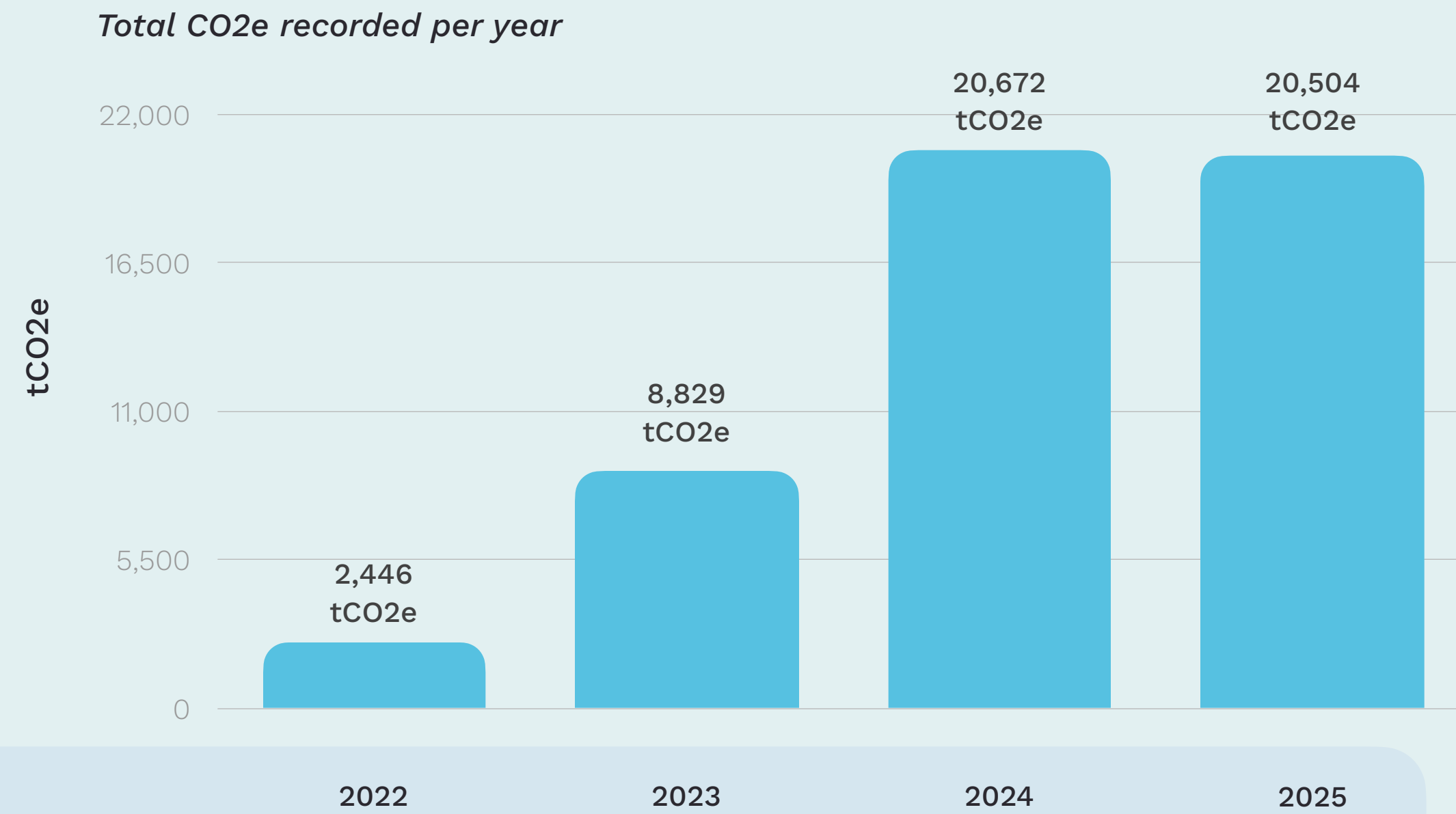
# of countries these organisations originate from



What the carbon data tells us - and how CO2e savings can save money too



# The headlines

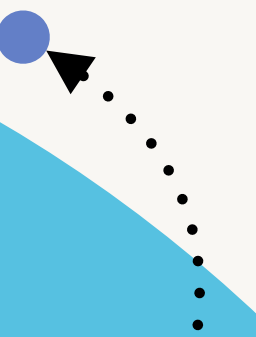


**Average Final Footprint size (tCO2e) per year**



**The context:**  
The average annual UK citizen's footprint is 11.7 tCO2e\*

Equivalent to this little tiny one



**Average size of Final Footprints without a shoot**

**0.2**  
tCO2e

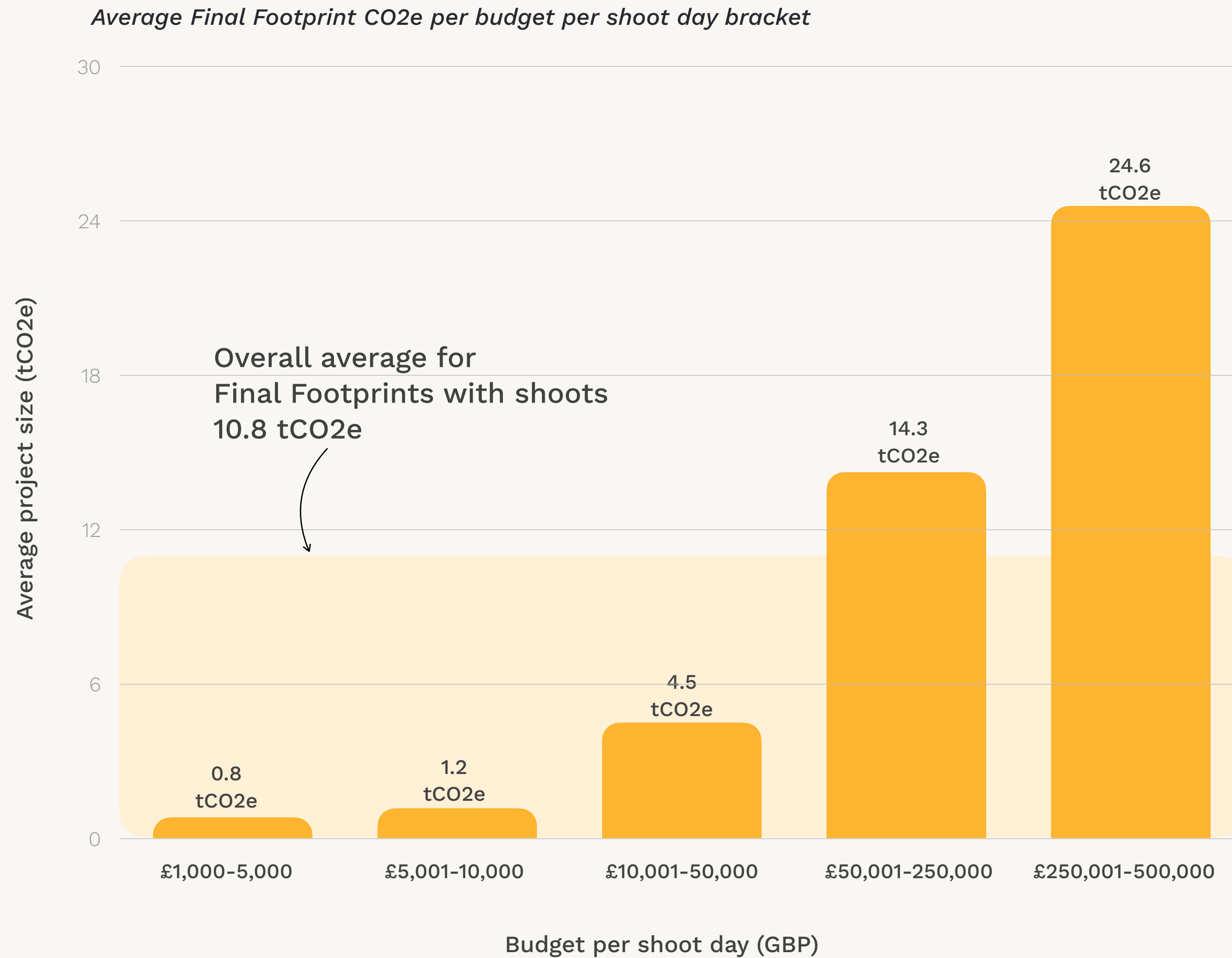
Equivalent to this big circle!

**Average size of Final Footprints with a shoot**

**10.8**  
tCO2e

\*Source: UK Government

# What about in relation to budget?



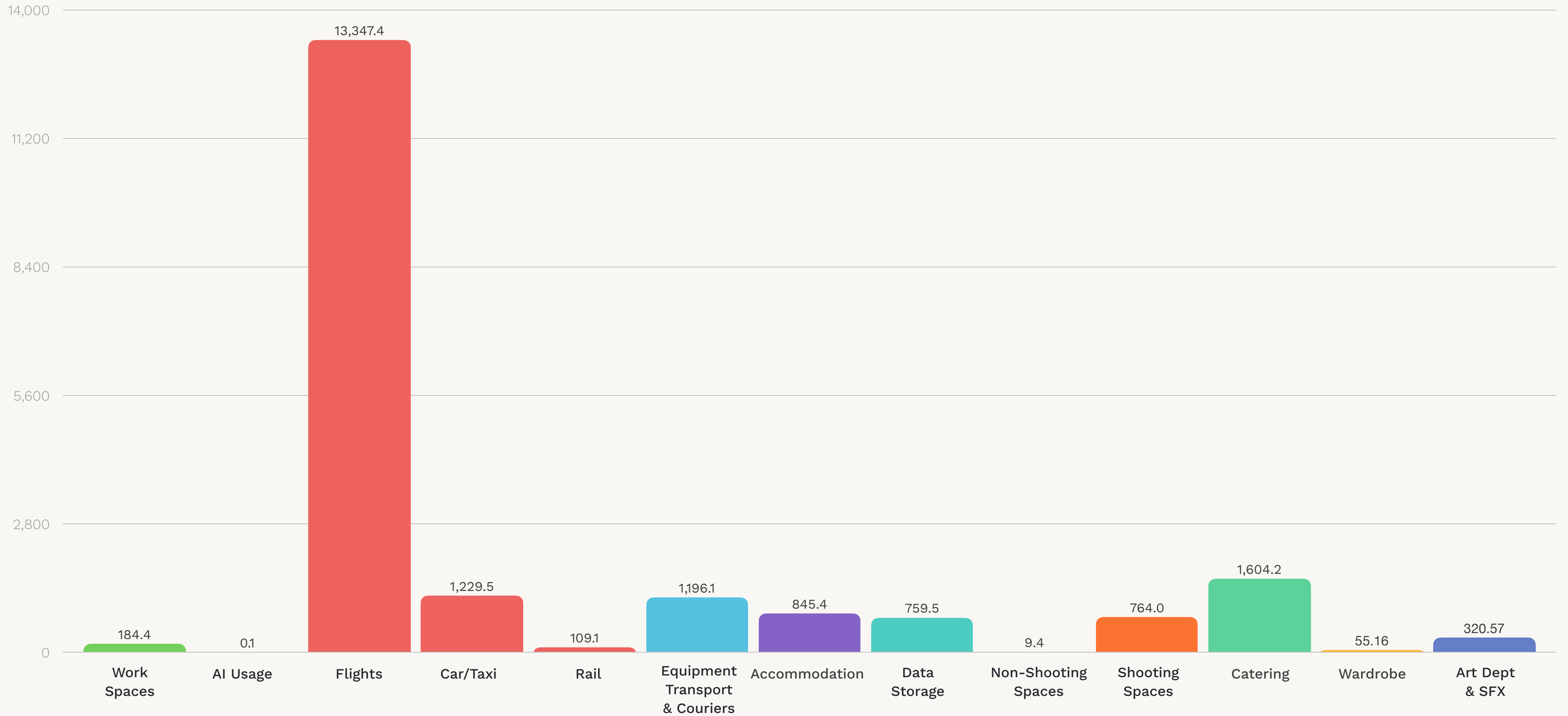
Average size of Final Footprints with a shoot, and budget of £50-200k per shoot day

14.3 tCO2e












Your budget information helps us produce stats like these so please keep entering it to within the nearest £1000

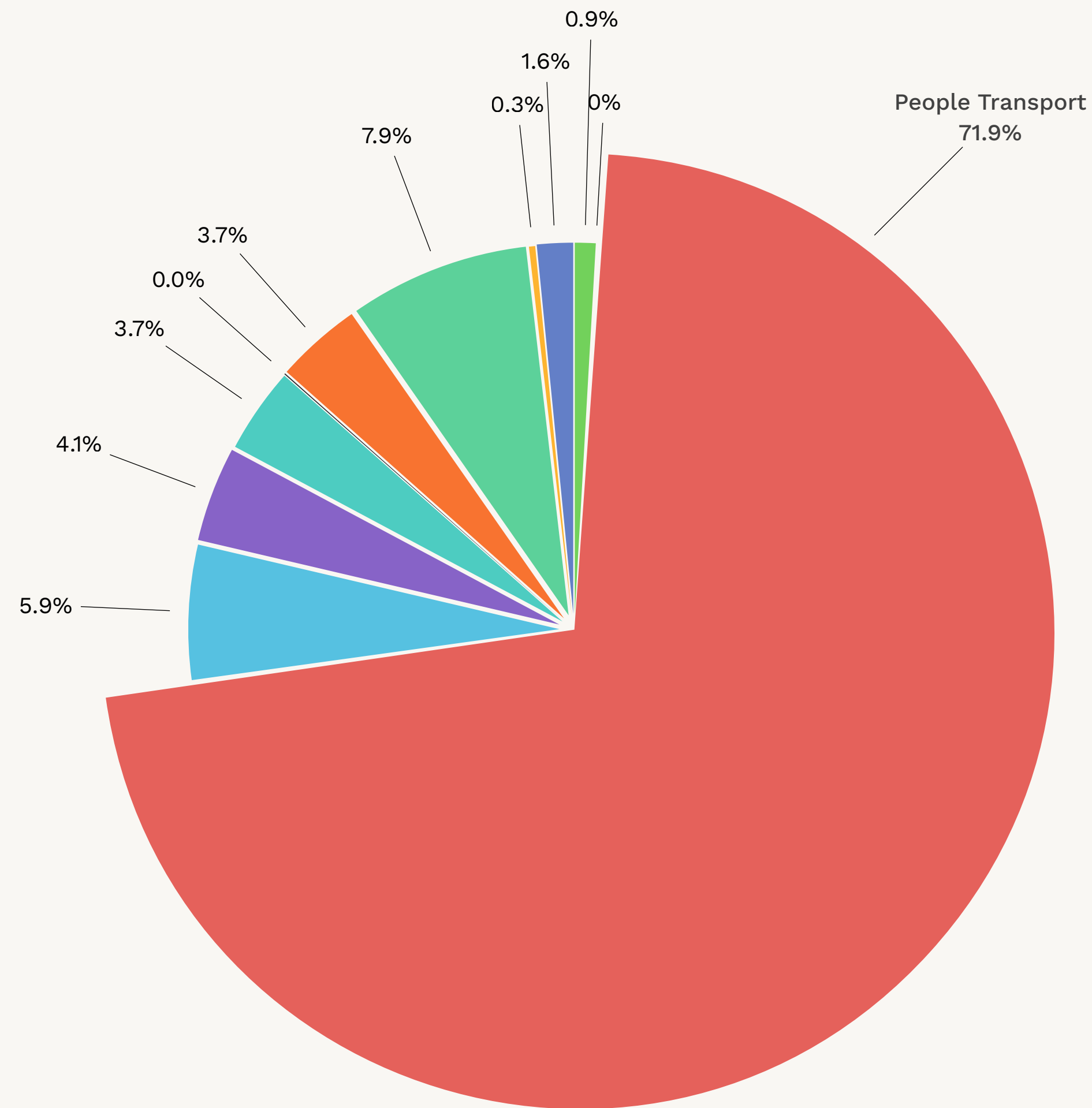
# The industry's footprint: Projects with a shoot

Total tCO2e recorded in 2025, by activity area



# Activity breakdown: Projects with a shoot












-  Work Spaces
-  AI Usage (only introduced Dec 2025)
-  People Transport
-  Equipment Transport & Couriers
-  Accommodation
-  Data Storage
-  Non Shooting Spaces
-  Shooting Spaces
-  Catering
-  Wardrobe
-  Art Dept & SFX

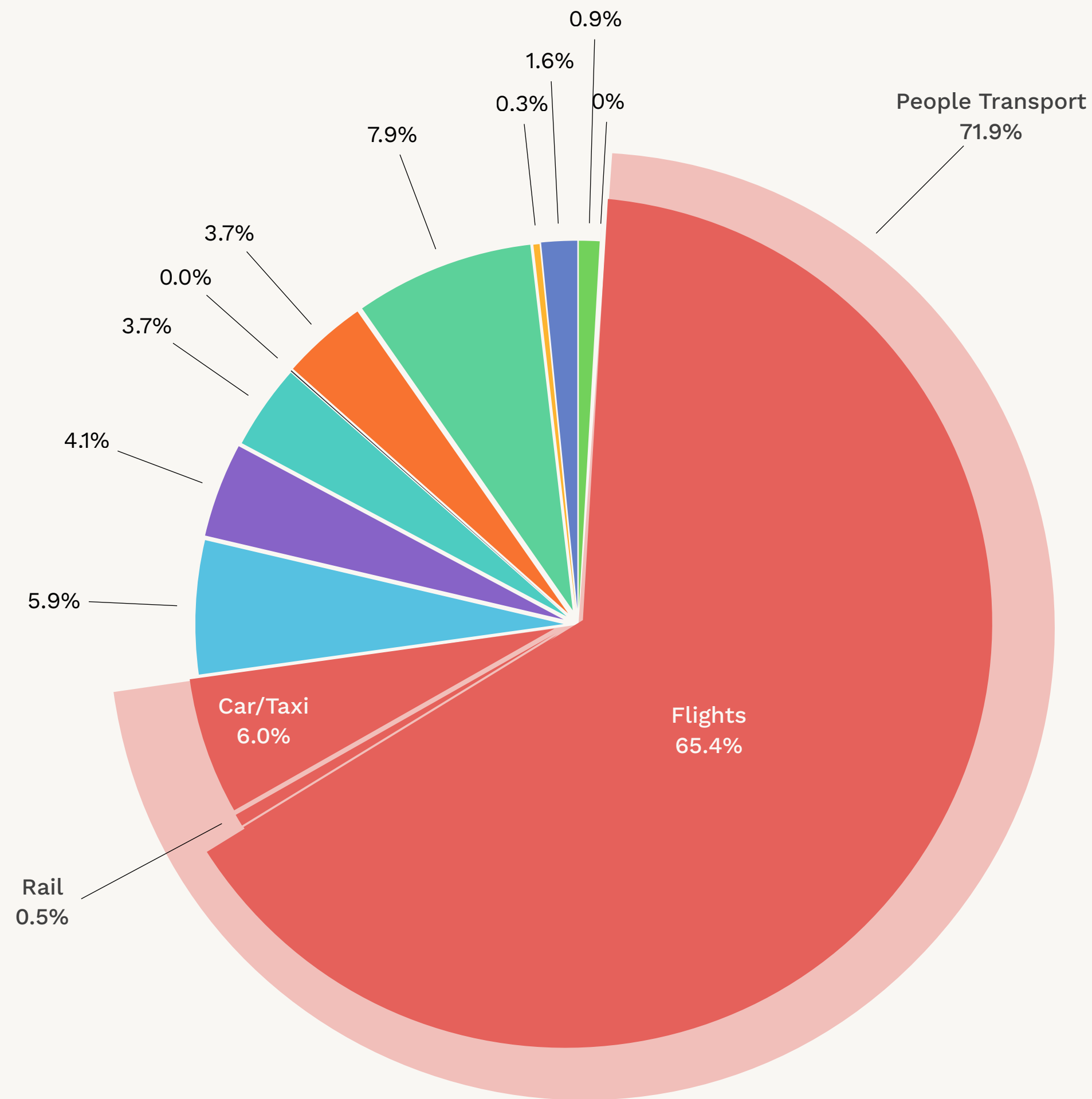


CO2e coming from  
People Transport:  
**71.9%**  
of all emissions from  
finished Final Footprints  
with shoots in 2025

*Total CO2e recorded per activity area for projects with shoots shown as a percentage, with additional breakdowns for People Transport, and flight class*

# Activity breakdown: Projects with a shoot












-  Work Spaces
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-  Data Storage
-  Non Shooting Spaces
-  Shooting Spaces
-  Catering
-  Wardrobe
-  Art Dept & SFX

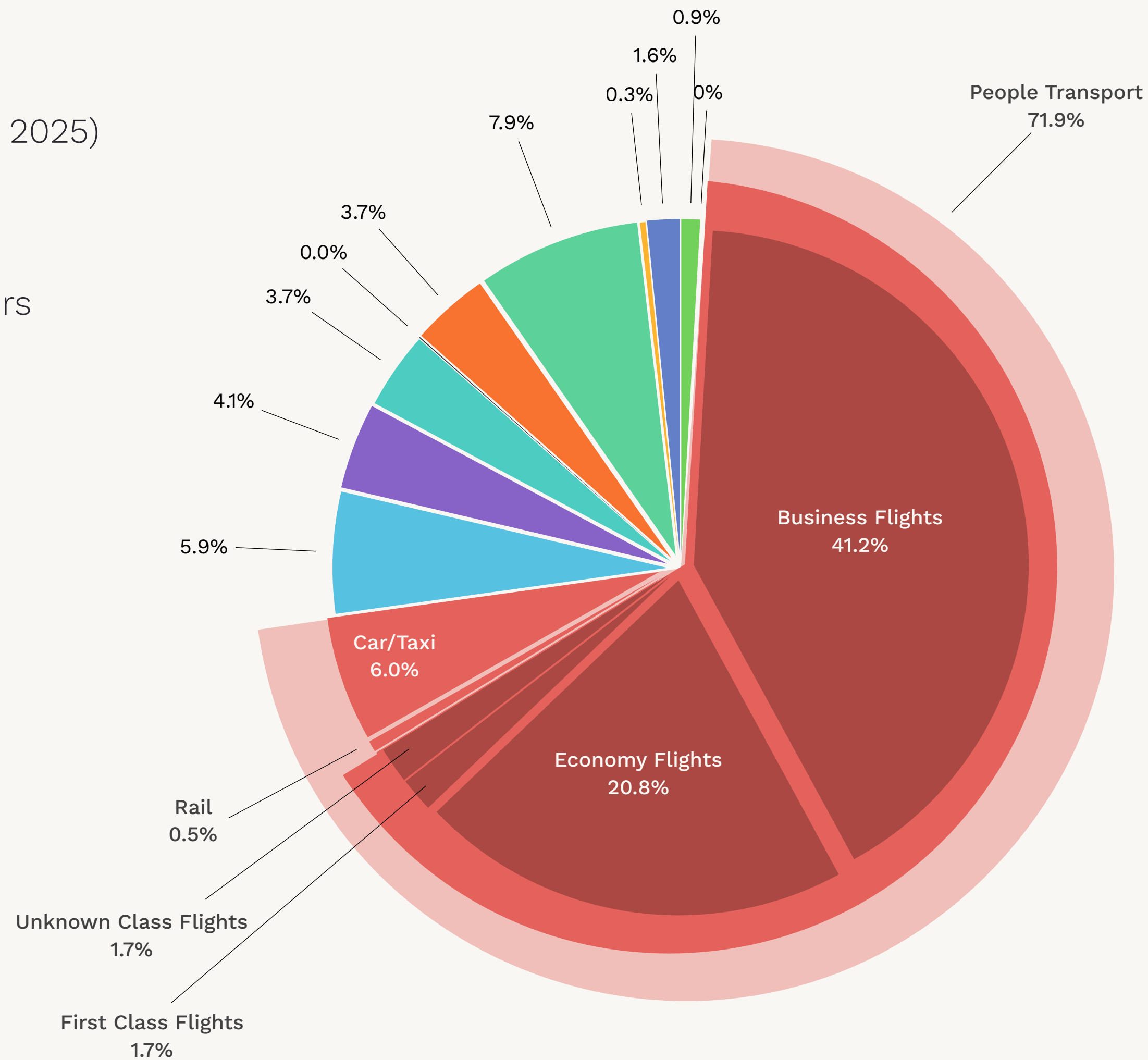


CO2e coming from Flights:  
**65.4%**  
of all emissions from finished Final Footprints with shoots in 2025

*Total CO2e recorded per activity area for projects with shoots shown as a percentage, with additional breakdowns for People Transport, and flight class*

# Activity breakdown: Projects with a shoot

-  Work Spaces
-  AI Usage (only introduced Dec 2025)
-  People Transport
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-  Data Storage
-  Non Shooting Spaces
-  Shooting Spaces
-  Catering
-  Wardrobe
-  Art Dept & SFX



CO2e coming from Business Class Flights:

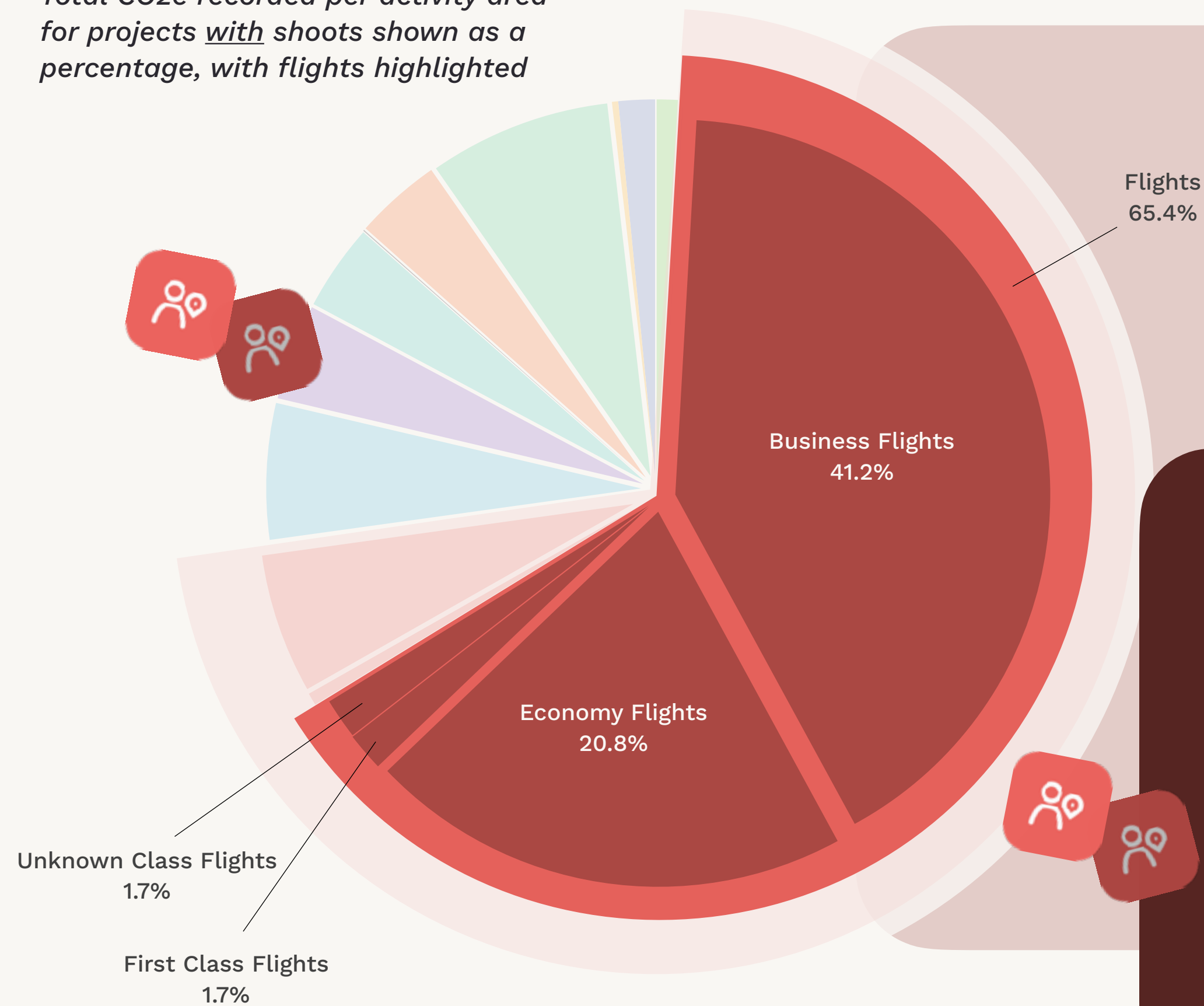
**41.2%**

of all emissions from finished Final Footprints with shoots in 2025

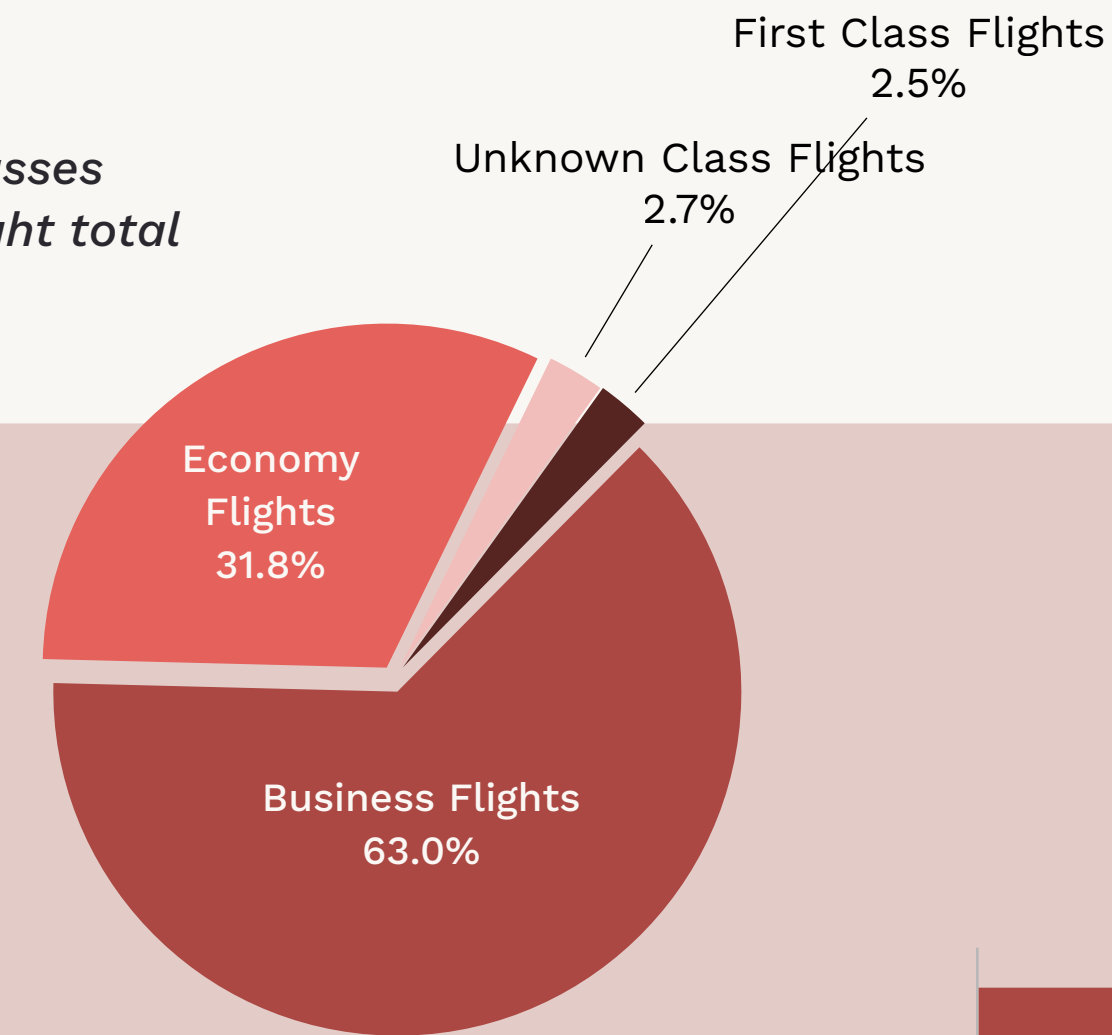
*Total CO2e recorded per activity area for projects with shoots shown as a percentage, with additional breakdowns for People Transport, and flight class*

# 1. Reducing CO2e from flights

Total CO2e recorded per activity area for projects with shoots shown as a percentage, with flights highlighted



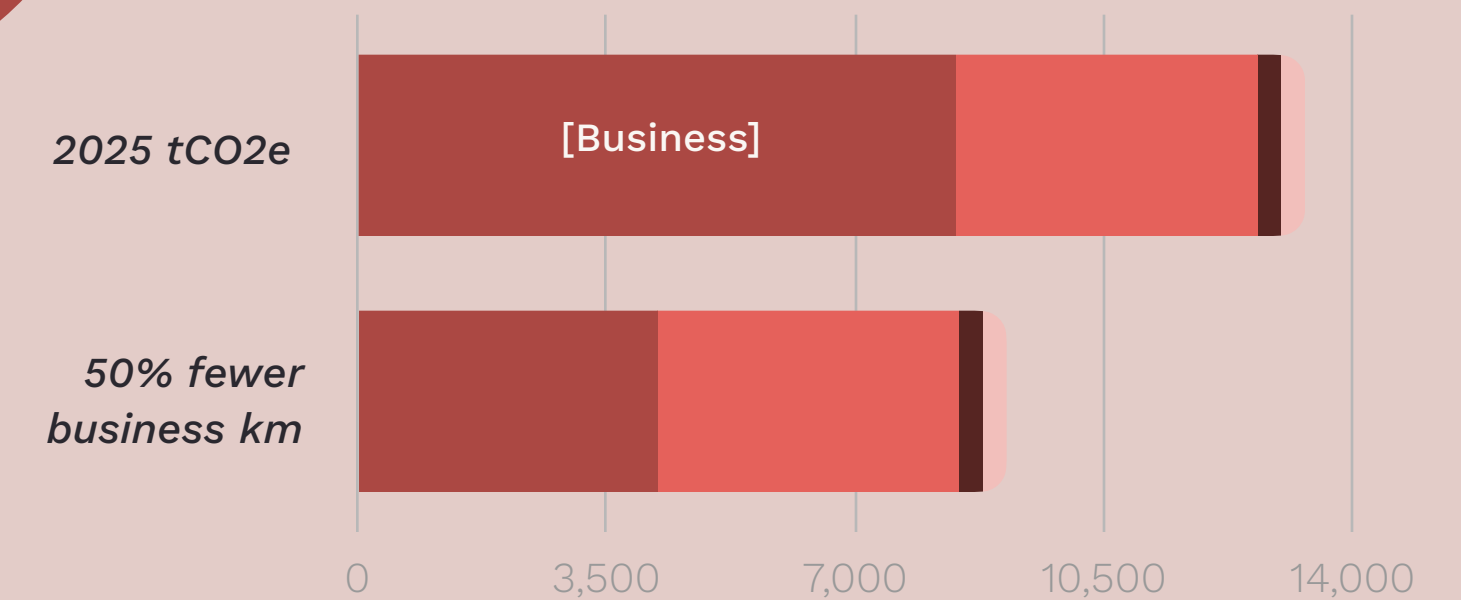
CO2e of flight classes as a % of the Flight total



If 50% of business flight km was removed entirely:

On average, productions with a shoot could reduce People Transport CO2e by **29%**

And make significant cost savings across flights, accommodation and per diems



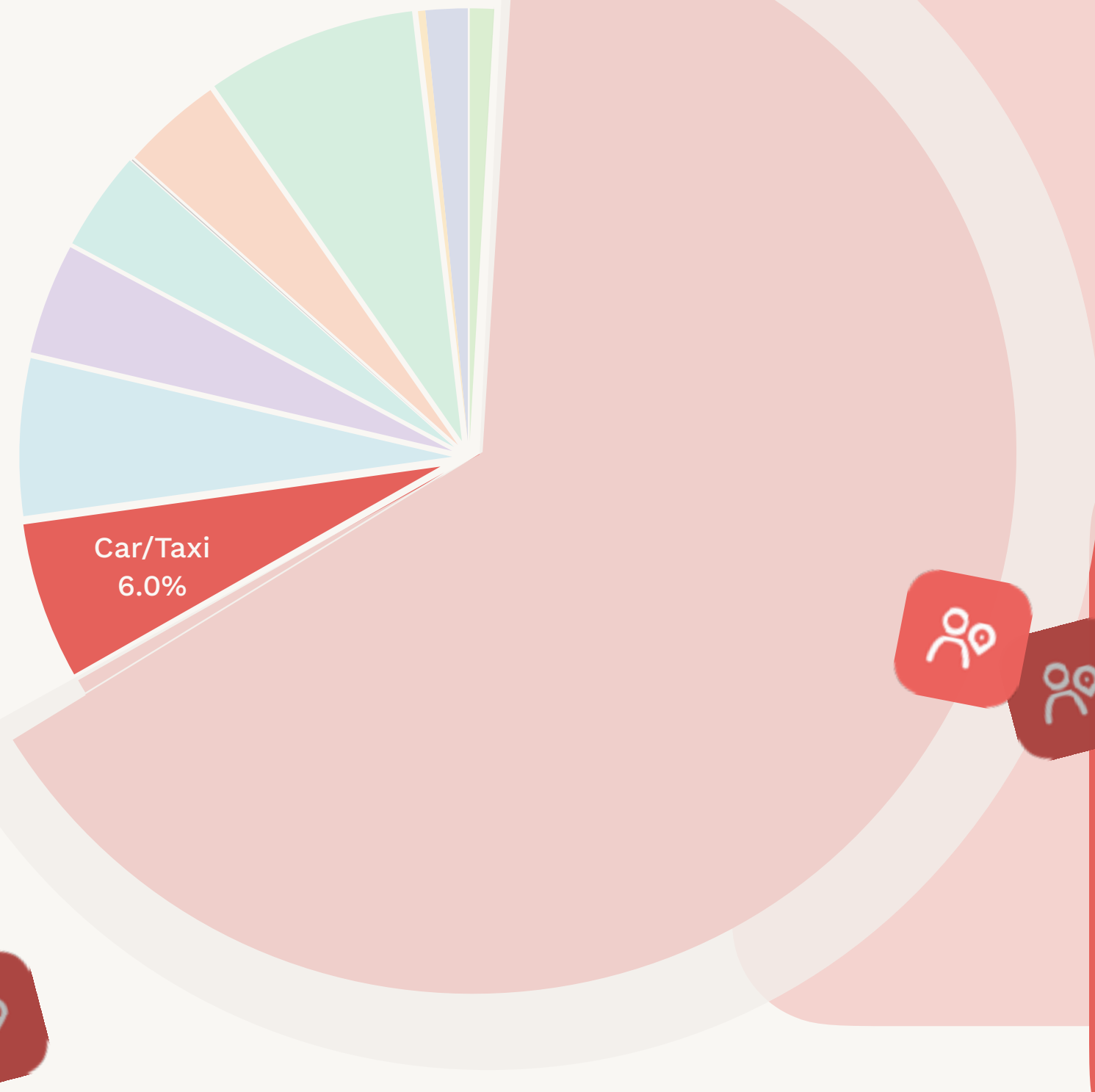
tCO2e for Flights, with reduction option

**Why is business worse than economy?**

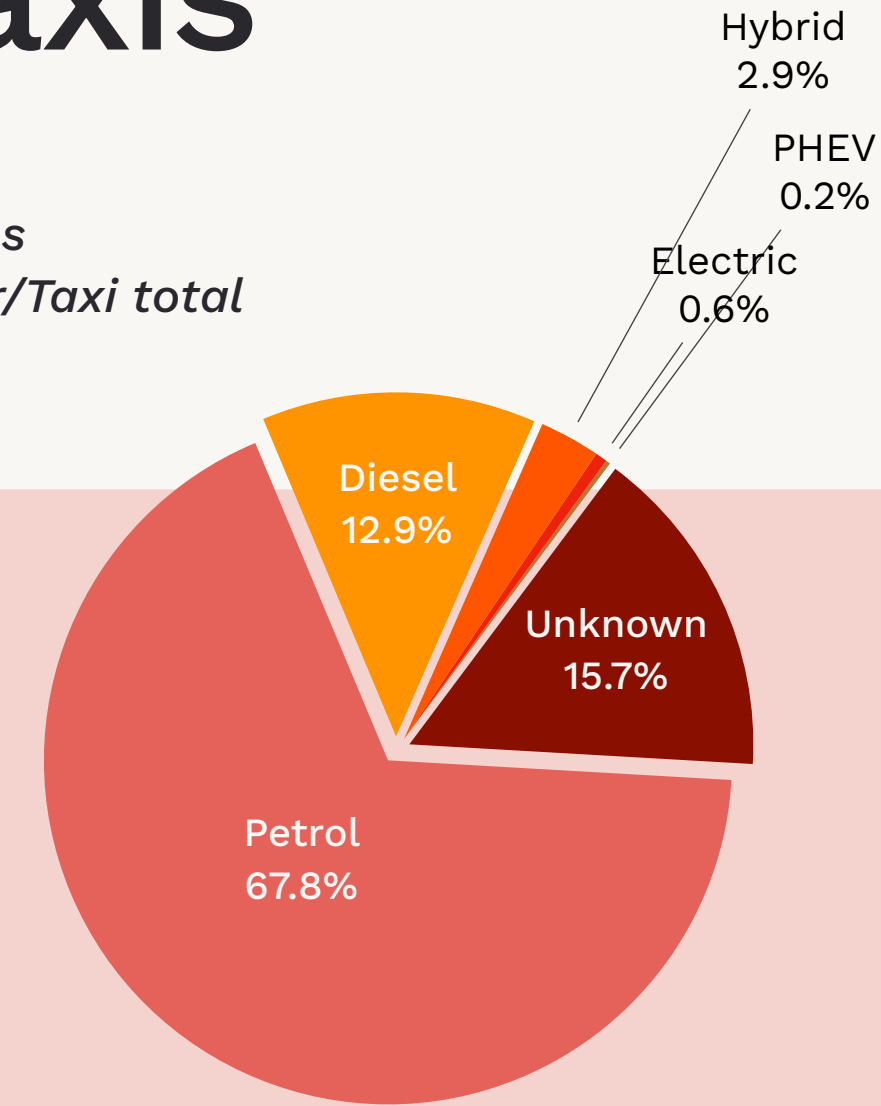
Business class seats occupy roughly three times more floor space than economy. Since fewer passengers share the plane's total emissions, their individual CO2e share increases proportionally.

# 2. Reducing CO2e from Cars & Taxis

Total CO2e recorded per activity area for projects *with* shoots shown as a percentage with Cars & Taxis highlighted

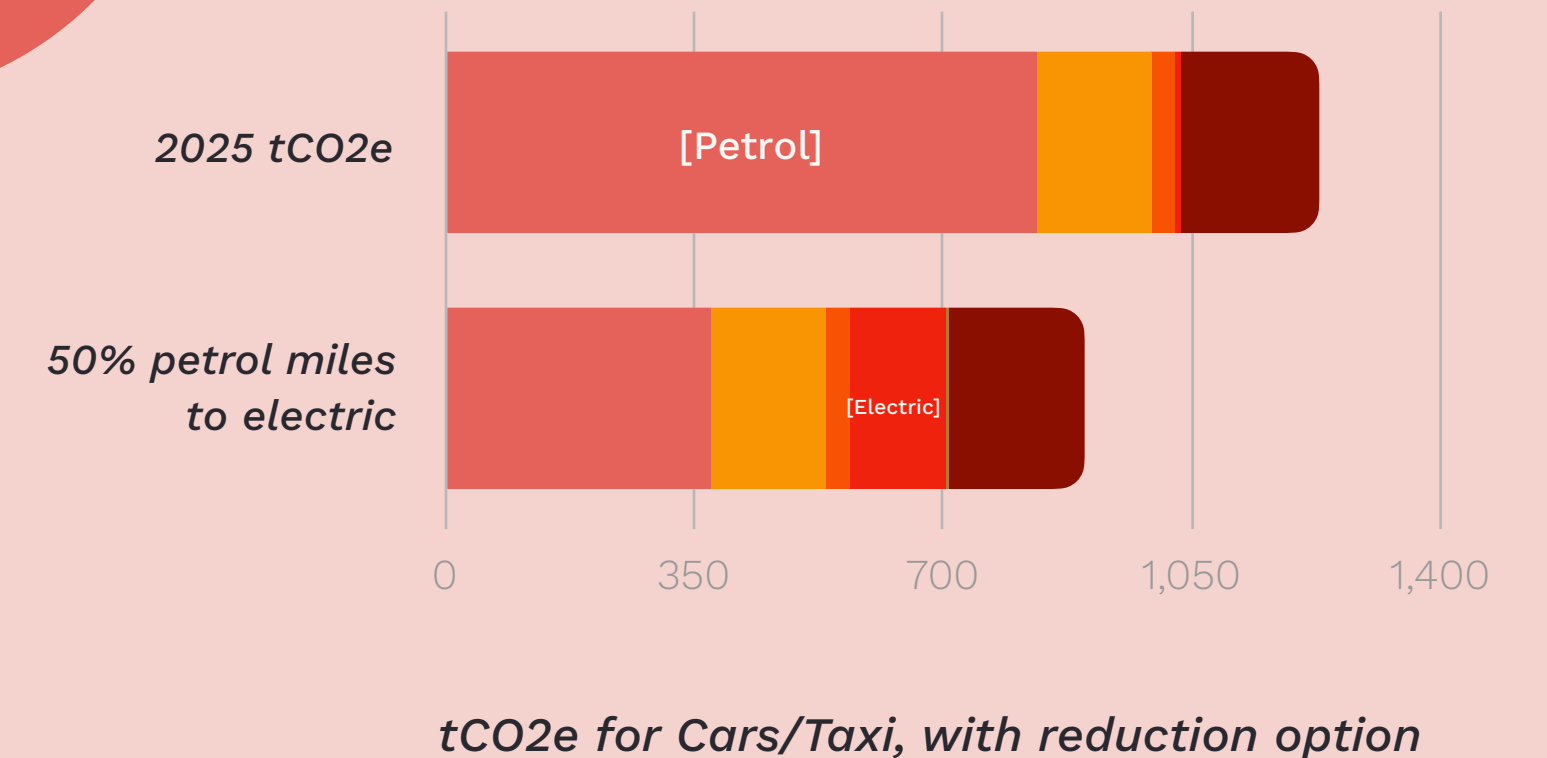


CO2e of fuel types as a % of the Car/Taxi total



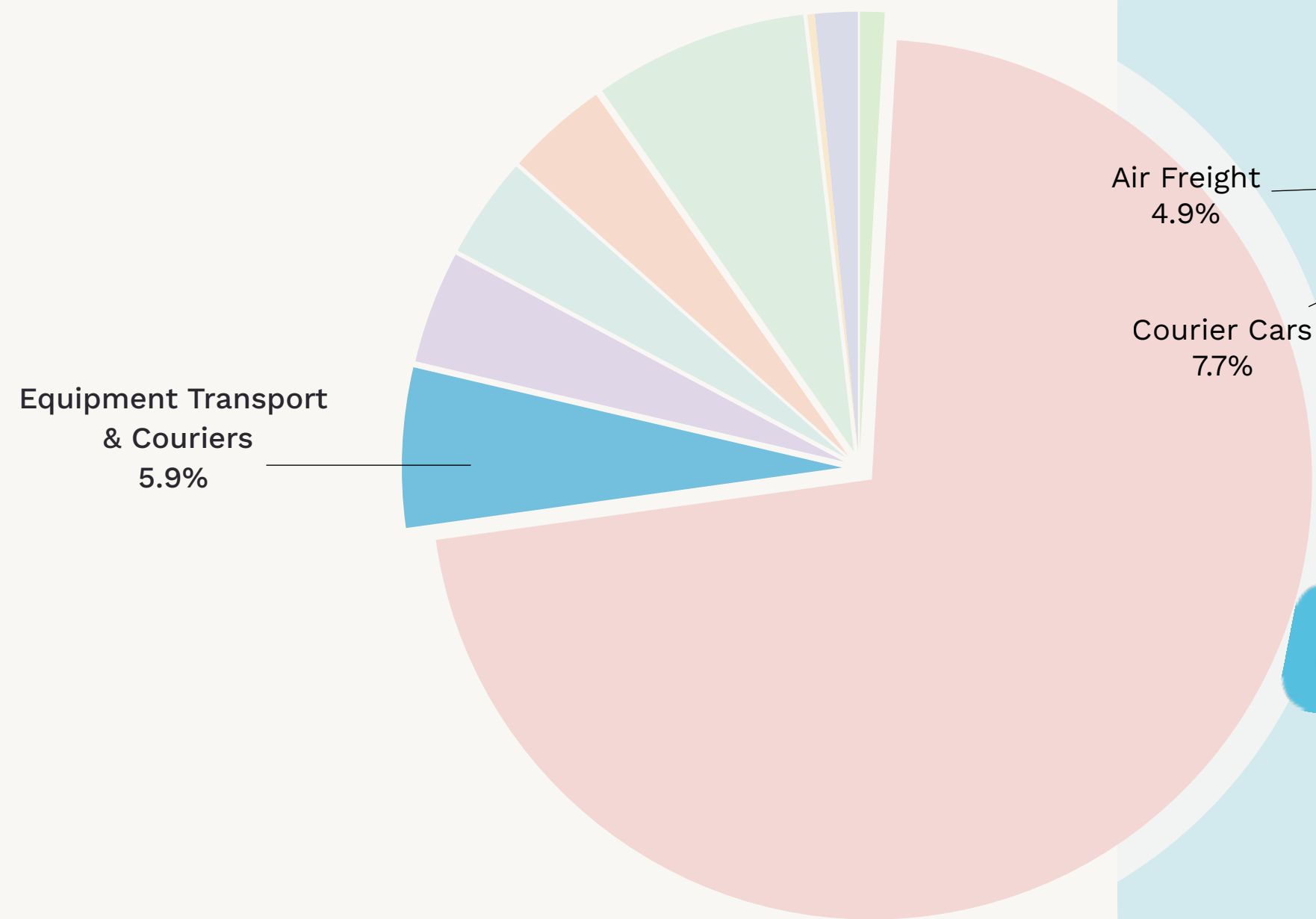
If 50% of petrol miles were spent in an electric car instead:

On average, productions with a shoot could reduce Car/Taxi CO2e by **27%**

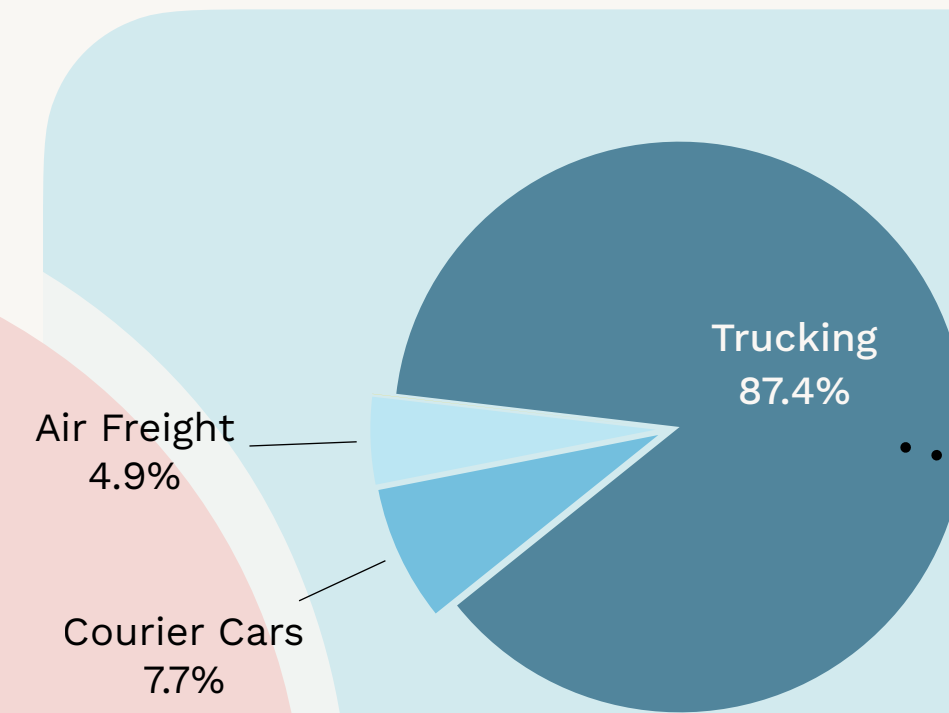


# 3. Reducing CO2e from Equipment Transport

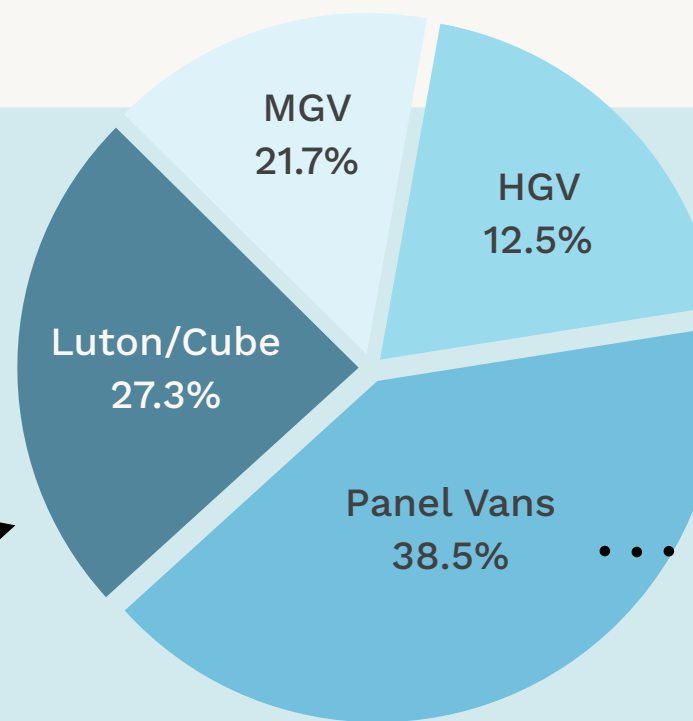
Total CO2e recorded per activity area for projects *with* shoots shown as a percentage with Equipment Transport & Couriers highlighted



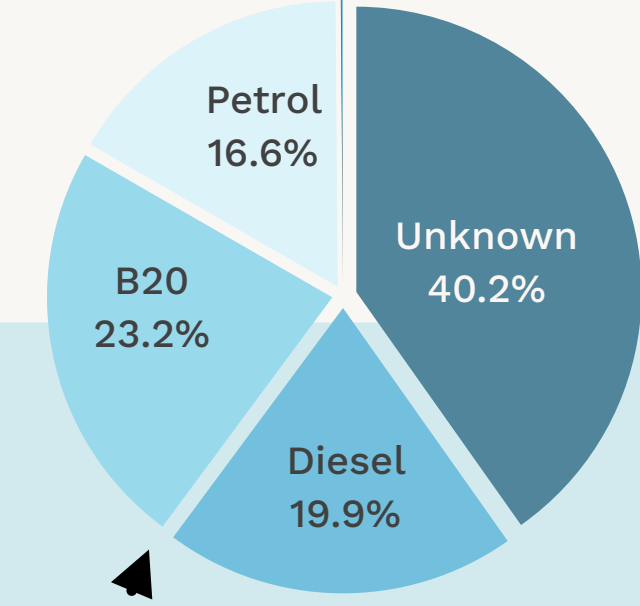
CO2e of Equipment Transport types as a % of the Equipment Transport total



CO2e of trucking types as a % of the Trucking total

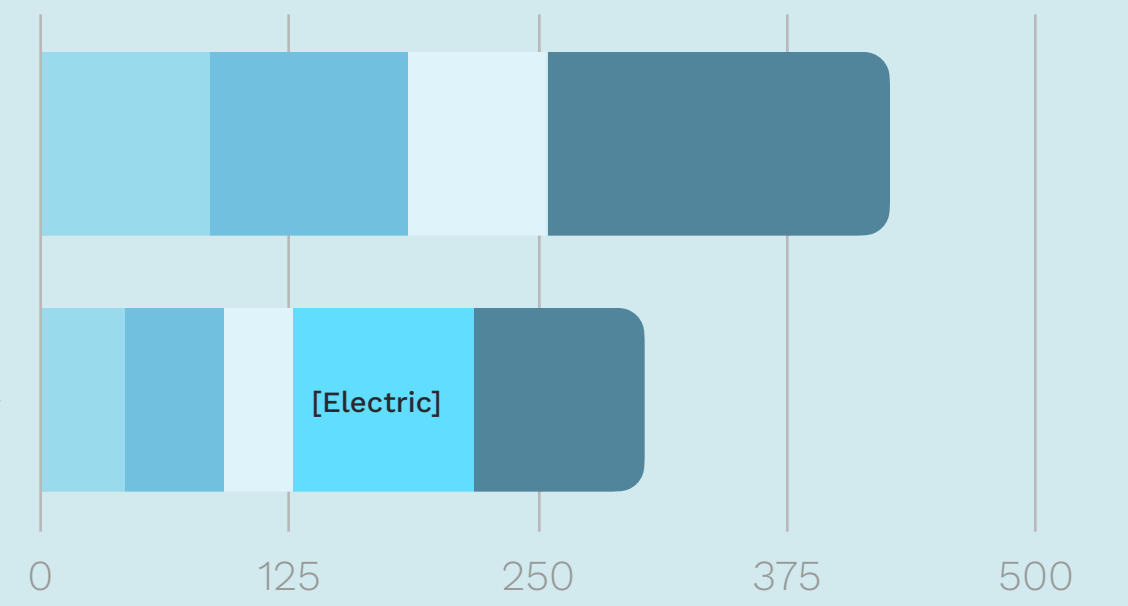


CO2e of Panel Van fuel types as a % of the Panel Van total



2025 CO2e

50% miles to elec



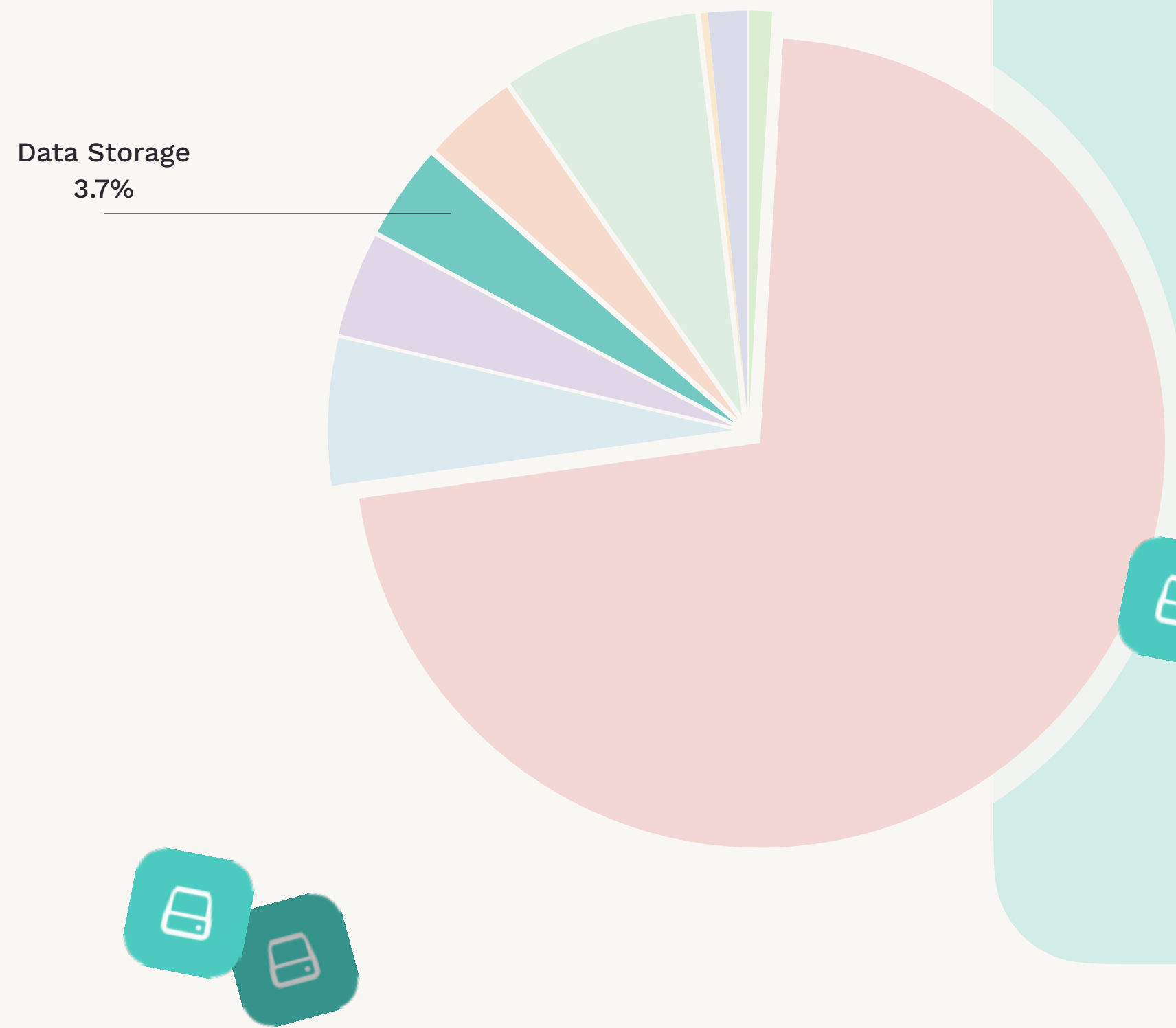
tCO2e for Panel Van fuel, with reduction option

If 50% of Panel Van non-electric miles were spent in an electric van instead:  
 On average, productions with a shoot could reduce Equipment Transport & Couriers CO2e by **10%**

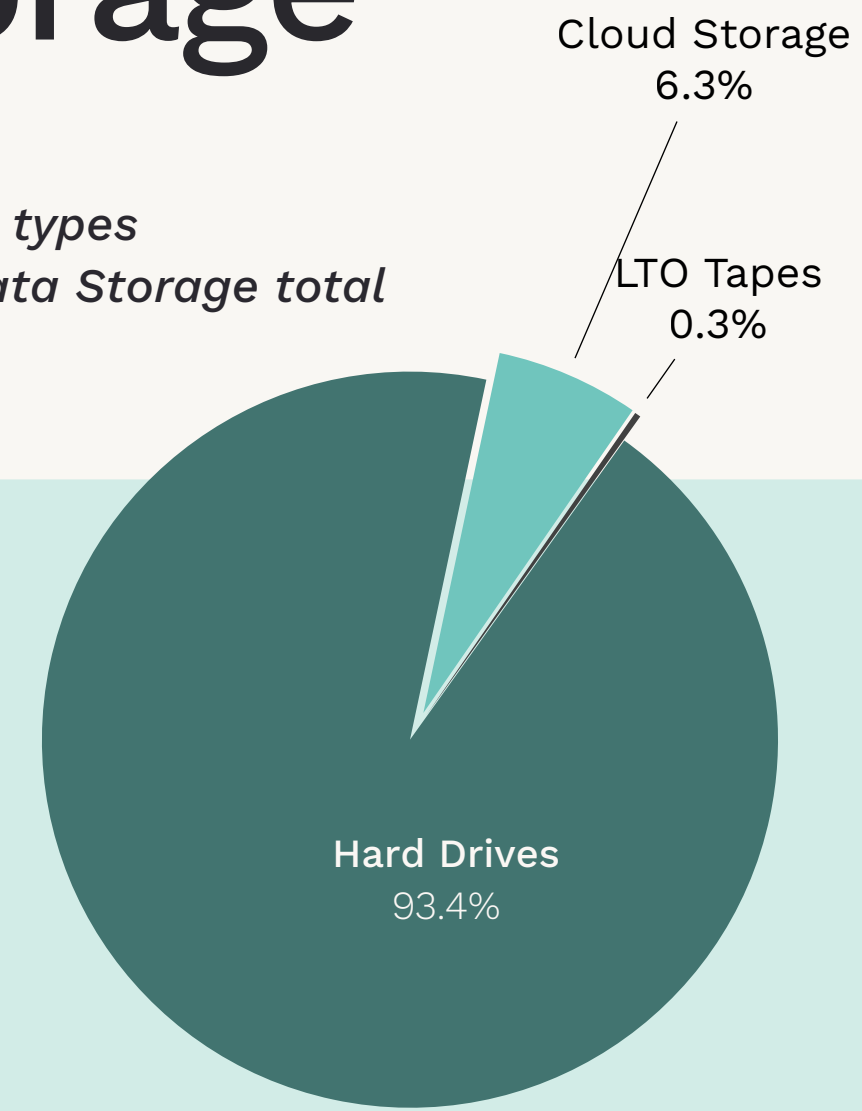


# 4. Reducing CO2e from Data Storage

Total CO2e recorded per activity area for projects *with* shoots shown as a percentage with Catering highlighted

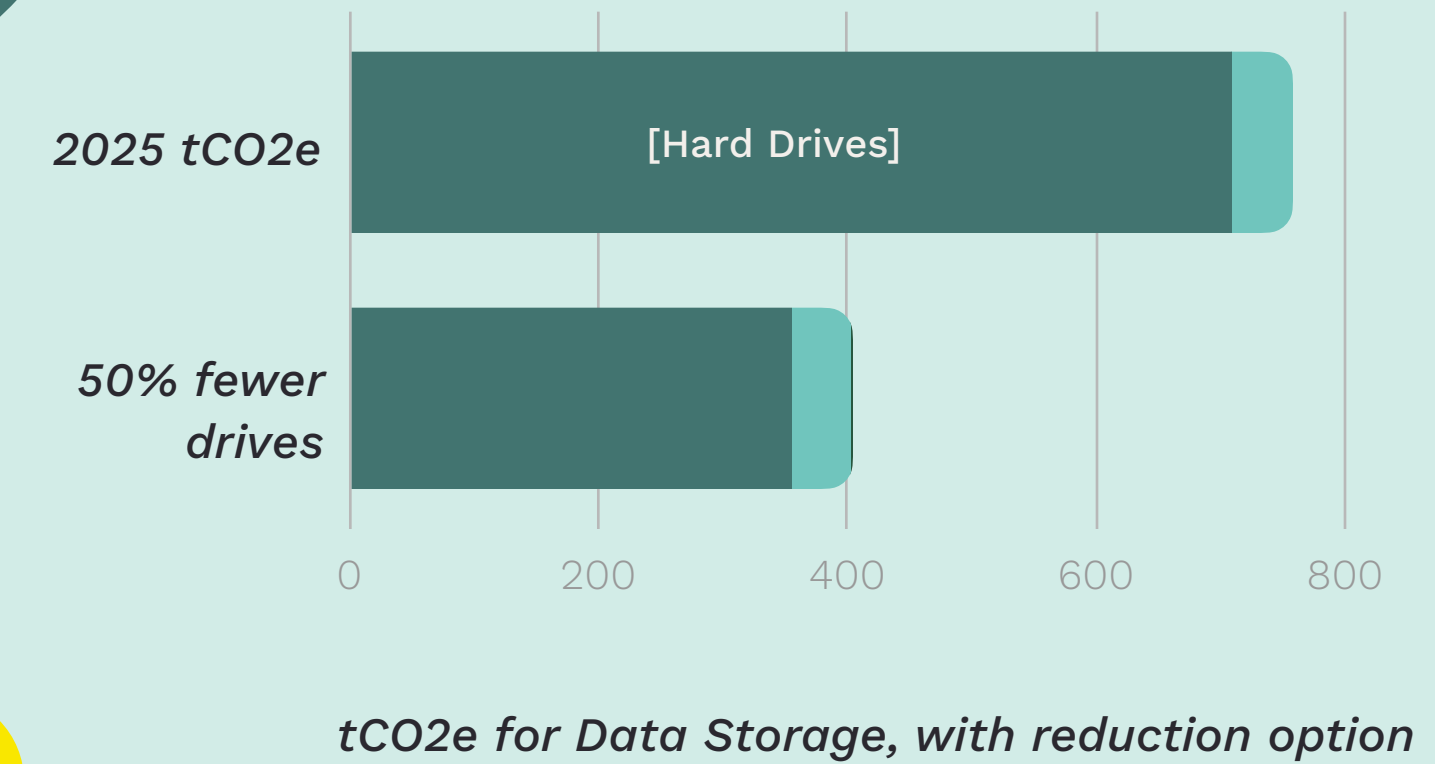


CO2e of storage types as a % of the Data Storage total



**Get confident reusing drives:**  
Would you only use camera cards or mags once? Of course not! Reusing hard drives is easy - simply reformat them after your shoot, and check they're in good working order before your next shoot.

If 50% of drives were reused\*:  
On average, productions with a shoot could save **£923.15** and reduce Data Storage CO2e by **47%**

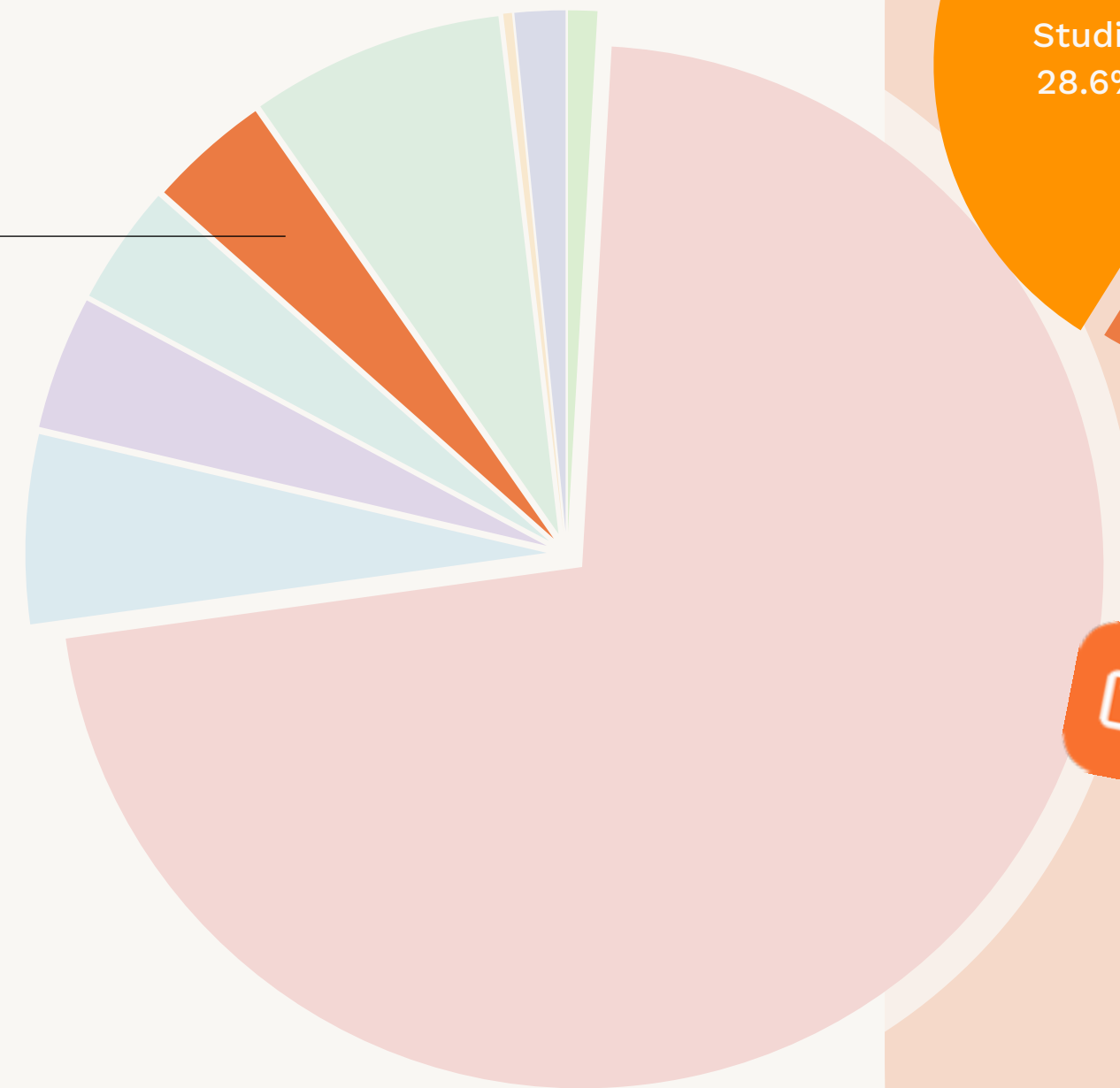


\*Based on 3.7 drives per production, at £499 per drive.

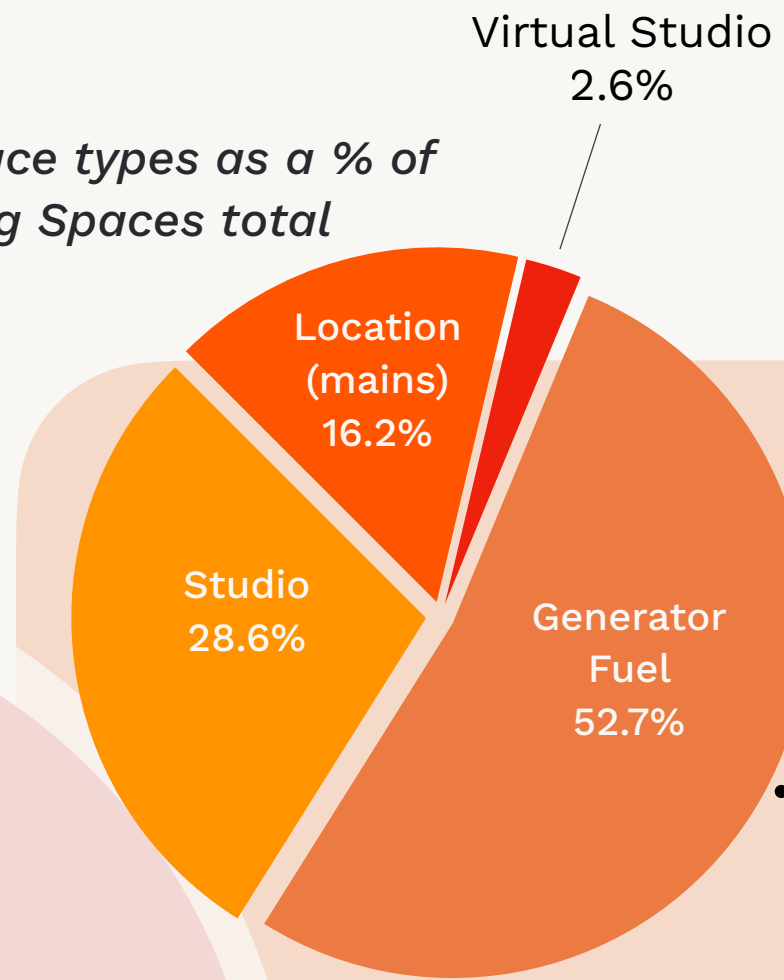
# 5. Reducing CO2e from Shooting Spaces

Total CO2e recorded per activity area for projects *with* shoots shown as a percentage with Shooting Spaces highlighted

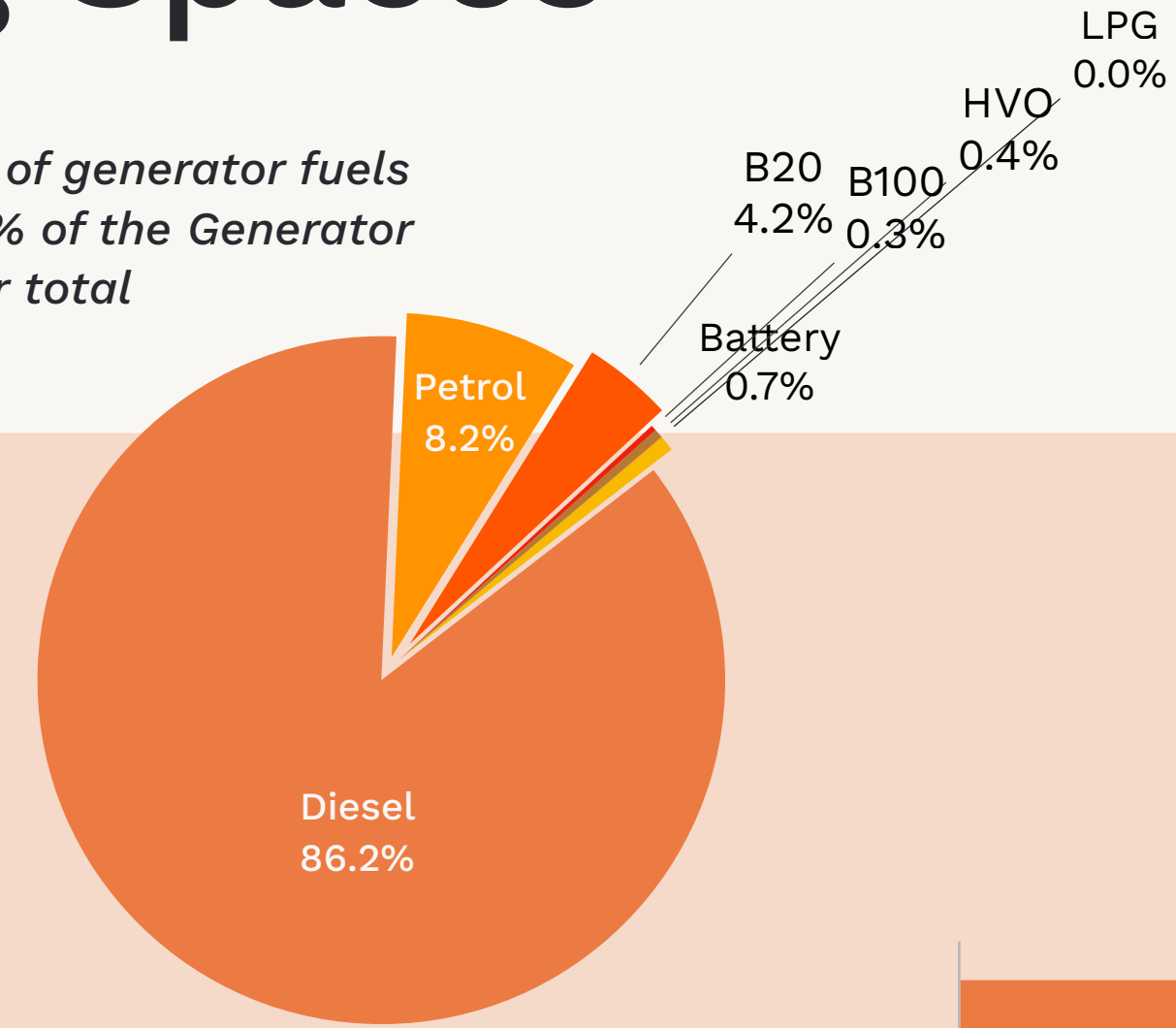
Shooting Spaces  
3.7%



CO2e of space types as a % of the Shooting Spaces total



CO2e of generator fuels as a % of the Generator Power total



2025 CO2e

[Diesel]

Diesel (l) as HVO

[HVO]

tCO2e for Generator fuel with reduction option

If diesel fuel used for generators was swapped for HVO instead:

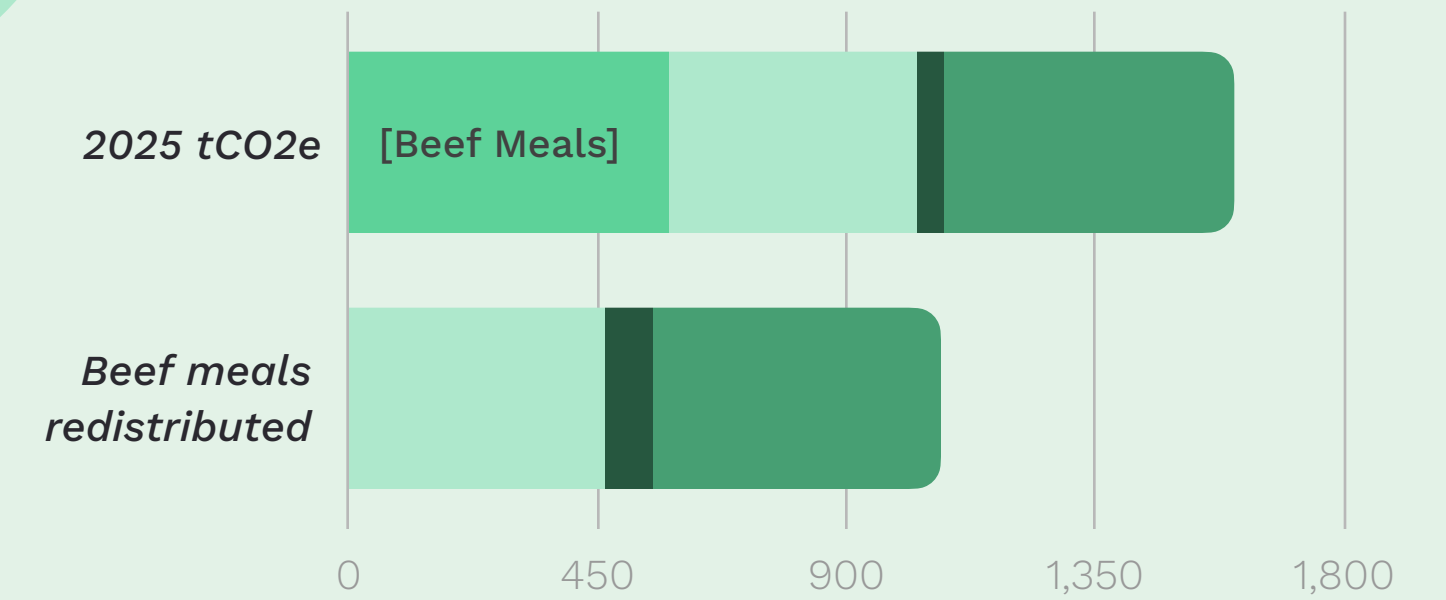
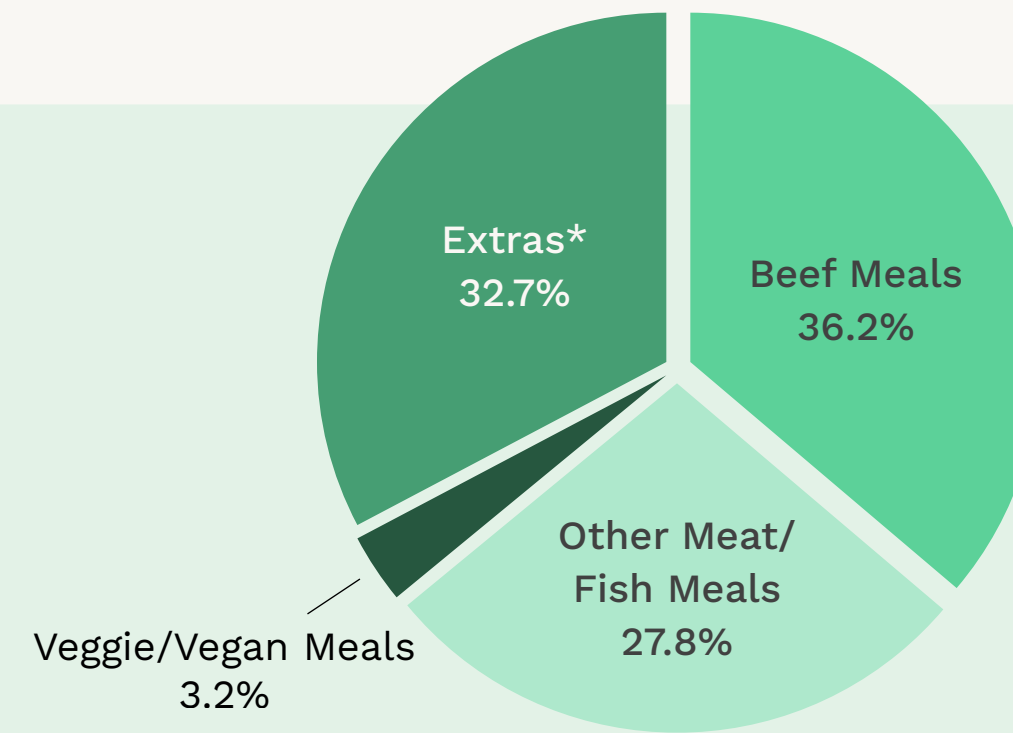
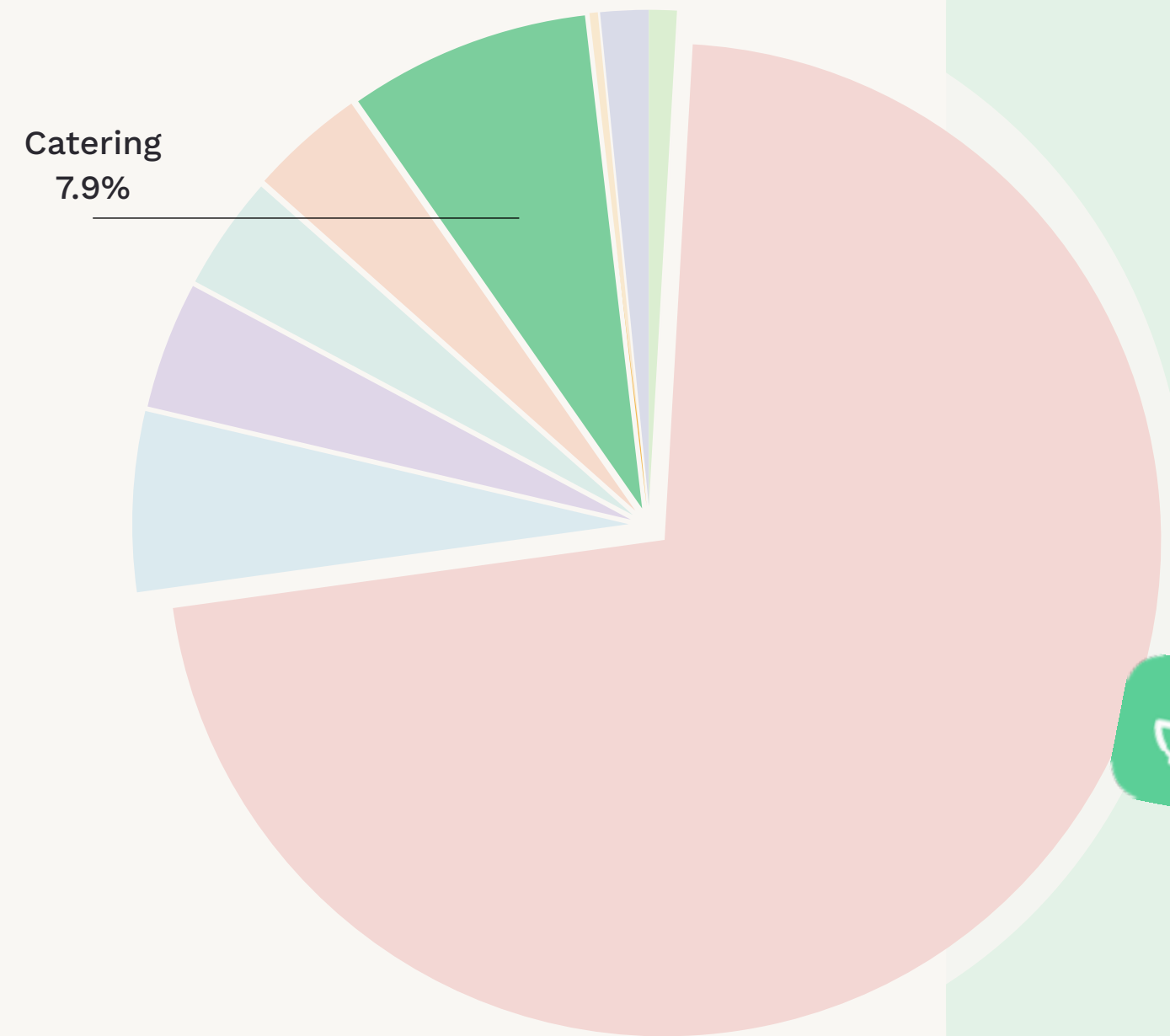
On average, productions with a shoot could reduce Shooting Spaces CO2e by **38%**

**Get to know HVO:** HVO is a "drop-in" paraffinic fuel, whose chemical structure is almost identical to fossil fuel diesel. This means suppliers can mix HVO and diesel in the same tank in any ratio - so your generators can be HVO fuelled with no modifications needed. Get lobbying!

# 6. Reducing CO2e from Catering

CO2e of meals types and extras as a % of the Catering total

Total CO2e recorded per activity area for projects *with shoots* shown as a percentage with Catering highlighted



If no beef was served:  
On average, productions with a shoot could reduce Catering CO2e by **33%**

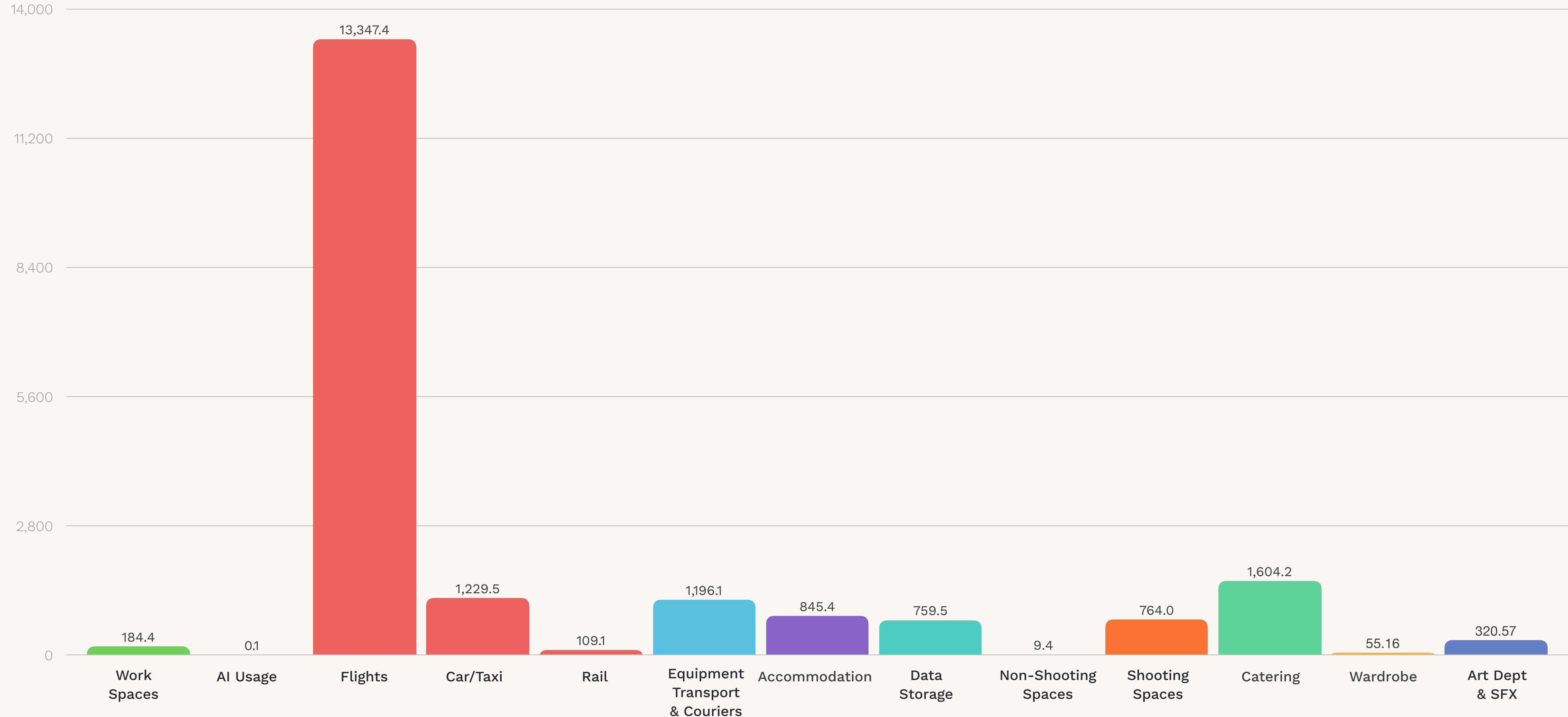


\*Extras: Drinks, drinks packaging, eating utensils and related waste, and meal waste as per what has been provided by the production.

tCO2e for Catering, with reduction option

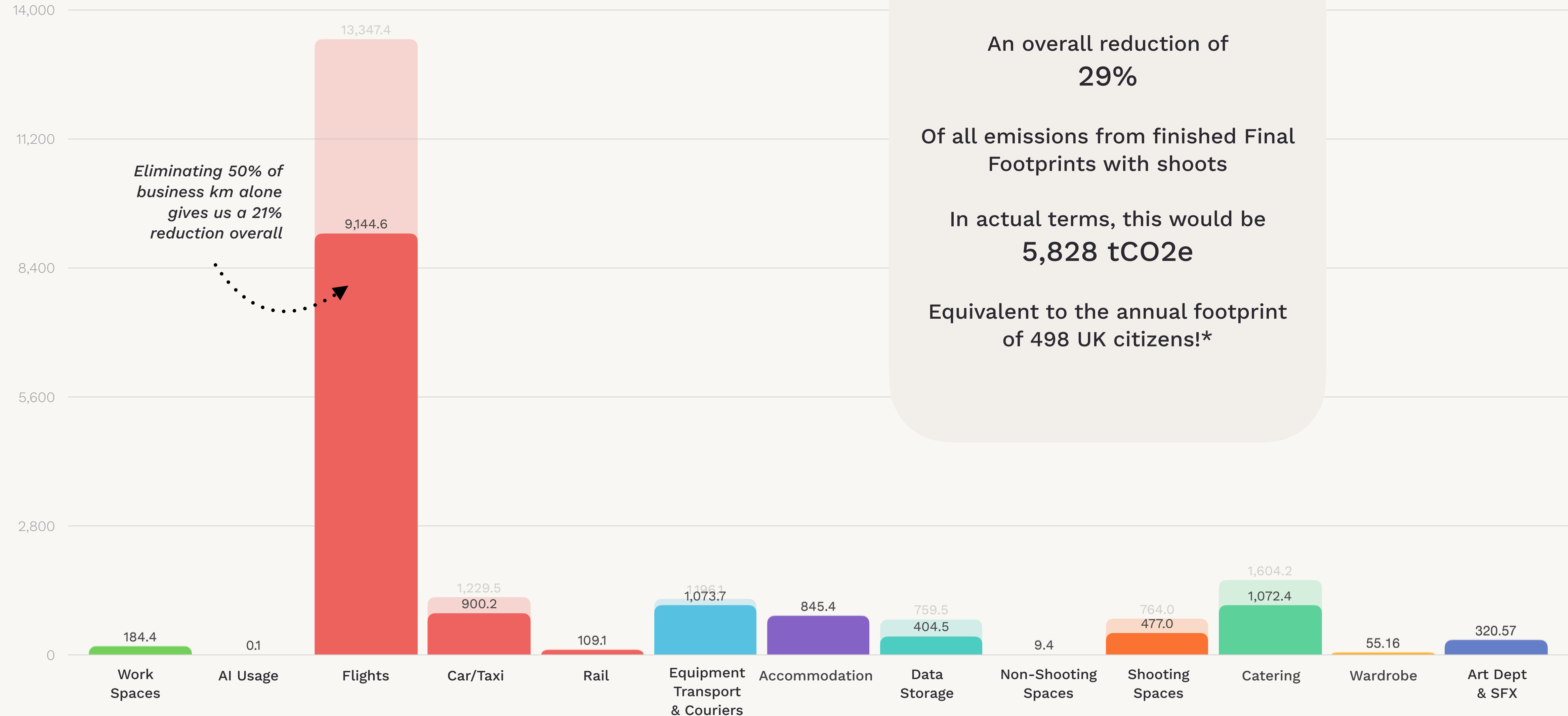
# Reducing the industry's footprint

Total tCO2e originally recorded



# Reducing the industry's footprint

Total tCO2e originally recorded / with reduction option



An overall reduction of **29%**







Of all emissions from finished Final Footprints with shoots

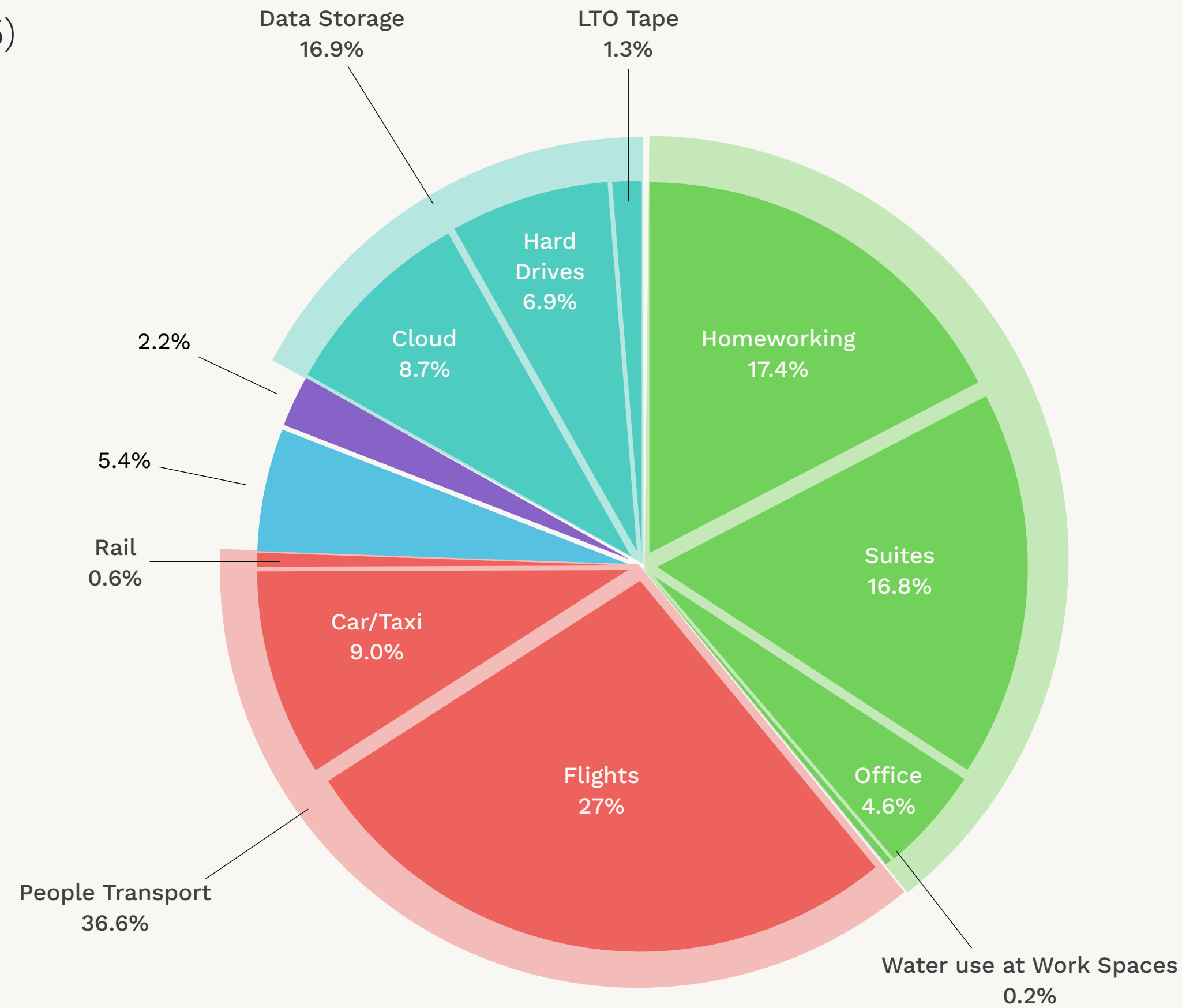
In actual terms, this would be **5,828 tCO2e**

Equivalent to the annual footprint of 498 UK citizens!\*

\*11.7 per UK citizen per year, as mentioned previously

# Activity breakdown: Projects with a shoot

-  Work Spaces
-  AI Usage (only introduced Dec 2025)
-  People Transport
-  Equipment Transport & Couriers
-  Accommodation
-  Data Storage



CO2e coming from Work Spaces:

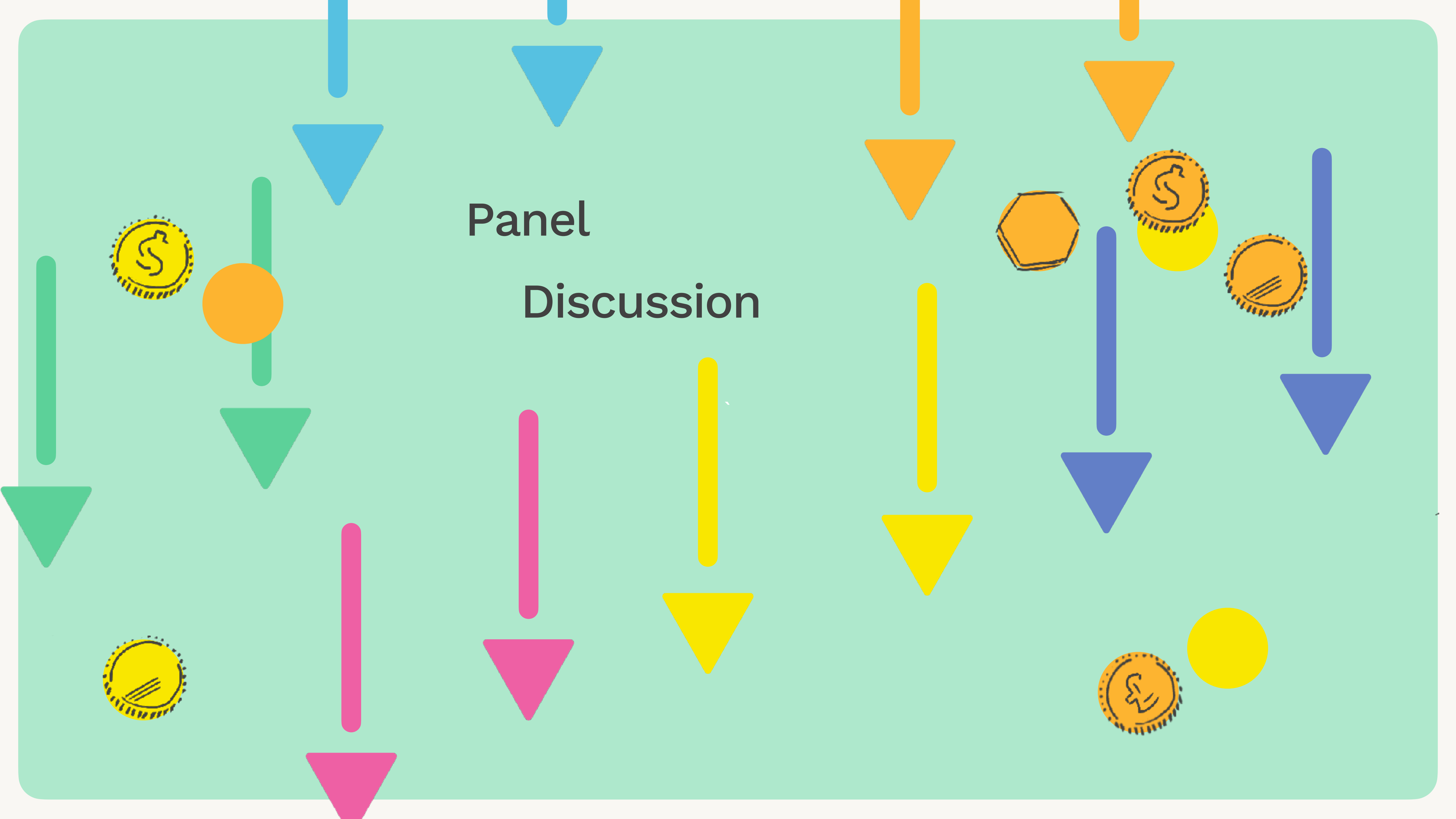
**39%**

of all emissions from finished Final Footprints without shoots in 2025 (30 tCO2e)

Total CO2e recorded per activity area for projects with shoots shown as a percentage, with additional breakdowns for People Transport, and flight class

Panel

Discussion



# Taking the report findings into the future



**Sophie Broadbent**  
Senior Account Manager  
AdGreen



**Kristina Todoric**  
Head of Business Ops  
Girl & Bear



**Jamie Gamache**  
Co-Founder  
Lowkey Films (B Corp)



**Glykeria Antonaki**  
Sustainability Lead  
MurphyCobb



**Carley Pettiford**  
Production Operations Director  
WPP Production



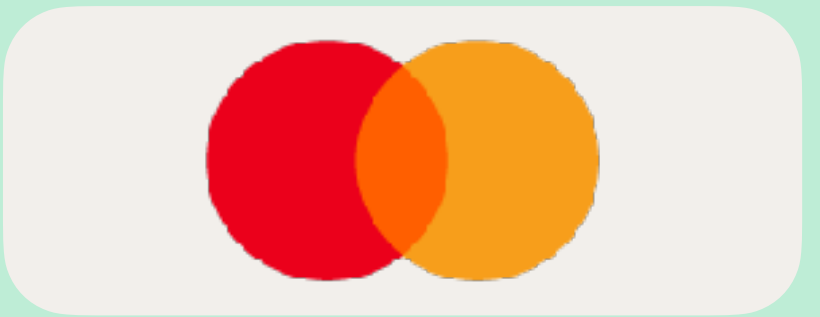
Superuser

Time!





Brands: Top 5



The Superusers are listed alphabetically by category, not by ranking.



## Production Consultancies: Top 10

**THE Address.**  
PRODUCTION CONSULTING FOR PEOPLE AND THE PLANET

  
ECOSCOPE

**GREENSPARKGROUP**  
Changing the climate of entertainment

**GREEN  
SCREEN**  
ENVIRONMENTAL  
PRODUCTION

 Maidstone

 **MRA**

 **murphycobb**



**precious**

**TRANSPARENCY**  
ADVERTISING CONSULTANT

# Creative Agencies: Top 20

adam&eve\TBWA

AMV BBDO

Born Social

droga | Accenture Song

Ireland

elvis

GOTHAM

HAVAS  
London

IMMEDIATE  
a Burda company



.krow

Leo

MAVERICK  
A KEYWORDS STUDIO

McCANN

Canada

McCANN

New York

McCANN

Paris

New Commercial Arts.

Ogilvy

SAATCHI & SAATCHI

T&P

VCCP

VML

## In House Agency / Production: Top 15



**BBC CREATIVE**

**create.**

**GIRL&BEAR**



**McCANN**

*Manchester (formerly Craft)*

**OLIVER**

**OMNICOM PRODUCTION**

*Canada (formerly Craft)*

**OMNICOM PRODUCTION**

*Spain (formerly Craft)*

**PPP**

*France*



*(formerly Prodigious London)*

**stv Creative**

**tag**

**WPP Production**

*Brazil (formerly Hogarth)*

**WPP Production**

*Spain (formerly Hogarth)*

**WPP Production**

*UK (formerly Hogarth)*

# Production Companies & Production Service Companies: Top 29

**AMAZED**

 **Another**

AUDIO · Z

the **BIGSKY**

**Biscuit.**

**DEFT**  
TOUCH

**DOBO**

*FURTHER*

**hazazaH**

**|||||**

LEMON

**Lobster**

 **Locate  
Productions**

**LOWKEY** 

**MERMAN**

**NM**  
productions

 **OUTSIDER**

**Palomina.**

**PAPAYA  
FILMS**

**Pensara**

**plastic  
pictures**

**QUET  
STORM**

**-RAW  
PRO-  
DUCTION**

**shutterstock**  
studios

Spindle

**TAILWIND.**

**T W I N**

 **WING**

**worldmark**



# The Super-est users...



**Calyn Fynn**  
Worldmark Films



**Phoebe Rahmatallah**  
Further



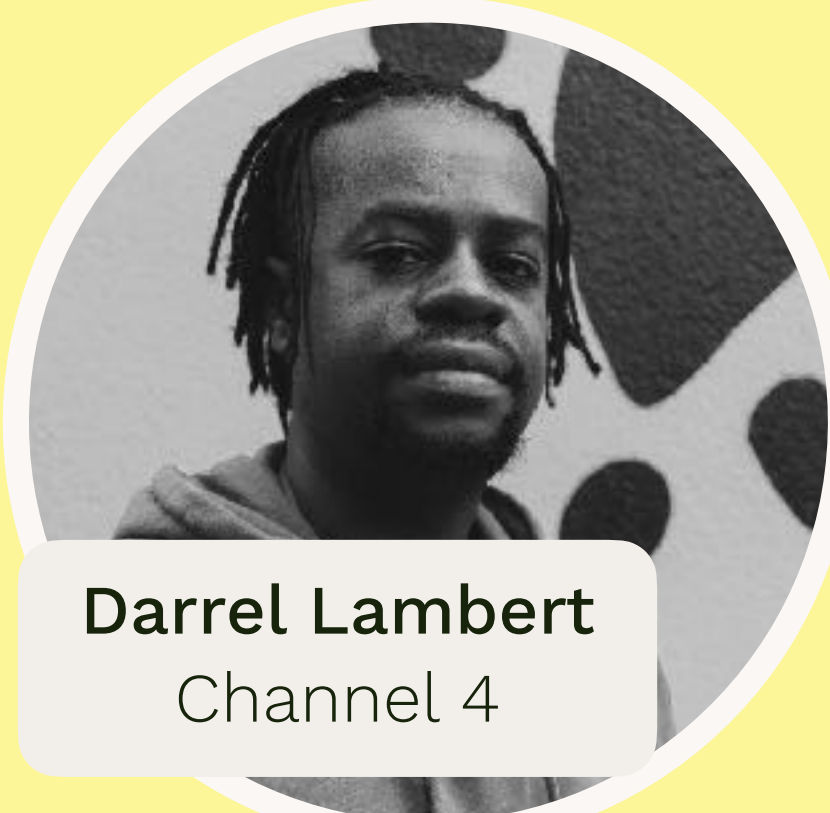
**Tom Breheny**  
Outsider



**Graham Curry**  
WPP Production



**Glykeria Antonaki**  
MurphyCobb



**Darrel Lambert**  
Channel 4



**Mariia Brega**  
Plastic Pictures



**Suzanne Crombag**  
ITCH



**Jeska Hayter**  
RAW Production



**Sarah Braga**  
WING

# The Super-est users...



**Calyn Fynn**  
Worldmark Films



**Phoebe Rahmatallah**  
Further



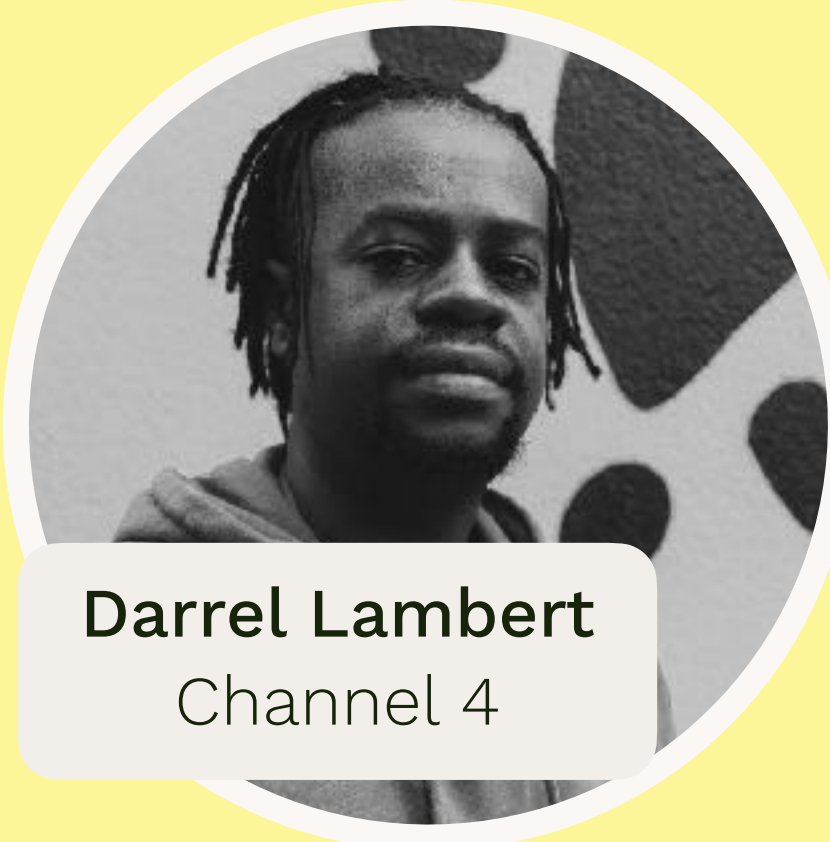
**Tom Breheny**  
Outsider



**Graham Curry**  
WPP Production



**Glykeria Antonaki**  
MurphyCobb



**Darrel Lambert**  
Channel 4



**Mariia Brega**  
Plastic Pictures



**Sarah Braga**  
WING



**Suzanne Crombag**  
ITCH

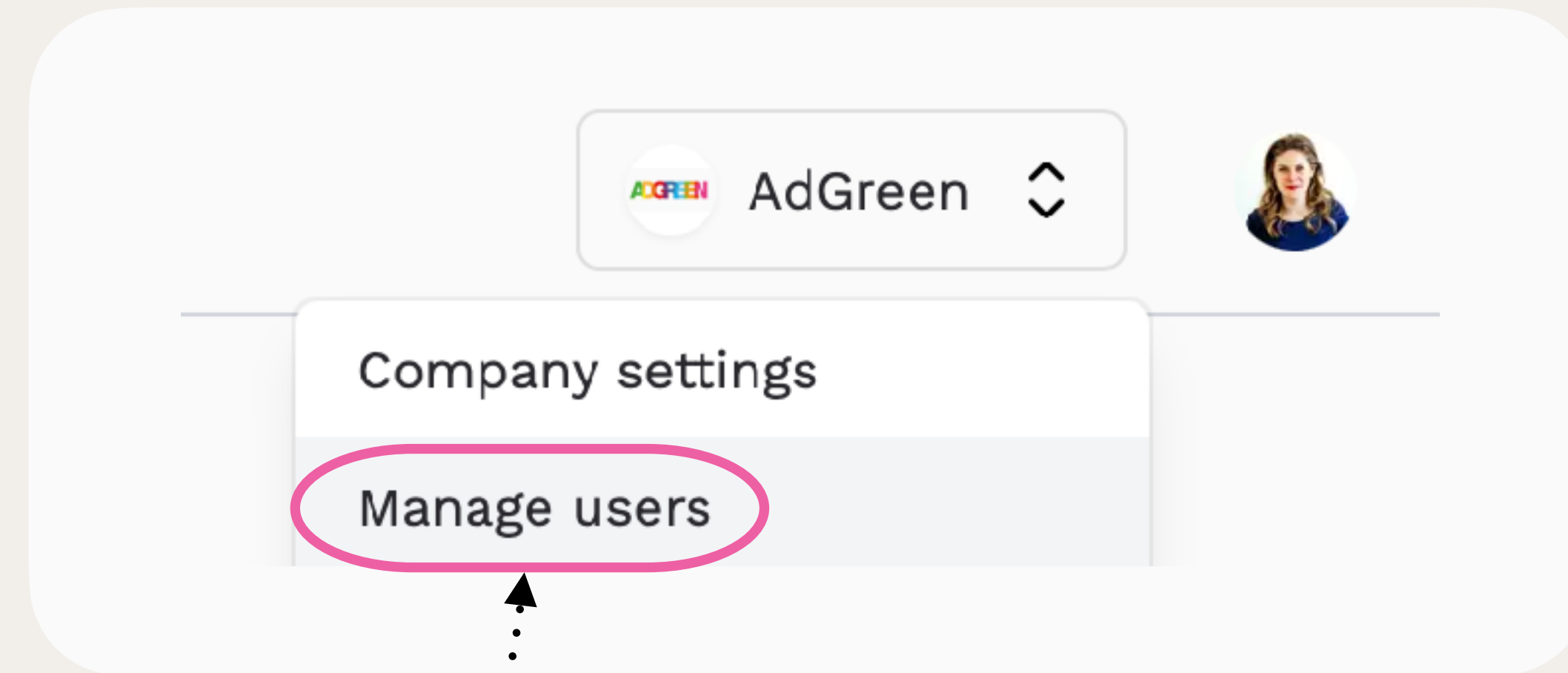


**Jeska Hayter**  
RAW Production



**Caitlin MacDonald**  
WPP

# Who's your company's super-est user?



## Login

Click on your company name top right

Navigate to **Manage users**

# Who's your company's super-est user?

## Manage users

Active (11)

Invites (2)

Requests (0)

Search by email

Invite users

Name ↑↓	Email ↑↓	Role	Date Added ↑↓	Last Logged In ↑↓	Projects ↑↓	Activities created ↑↓	
Tom O'Brien	tom@weareadgreen.org	User	28 April 2025	17 April 2026	18	87	...
Emily Fleischer	emily@weareadgreen.org	Admin	17 July 2024	05 March 2026	4	63	...
Jo Fenn	jo@weareadgreen.org	Admin	16 July 2024	21 April 2026	9	31	
Sophie Broadbent	sophie@weareadgreen.org	Admin	16 July 2024	16 April 2026	2	27	...

# Before you go, a reminder that you can...



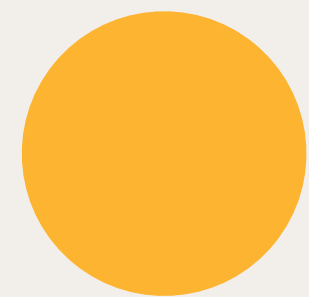
## **Duplicate Final Footprints**

Including all activities - or just yours



## **Duplicate Final Footprint activities**

On a single Final Footprint



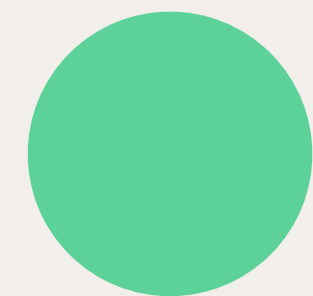
## **Use the generator benchmark**

If you're unsure how much fuel was used



## **Invite collaborators to your Final Footprint**

Directly during the setup process



## **Tag your projects and filter them**

For easier grouping and sorting



## **Reopen finished Final Footprints**

If you've forgotten something\*

\*Just don't forget to mark it as finished again!



ADGREEN



**Annual Review  
*Superuser Celebration***

Supported by

