



**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

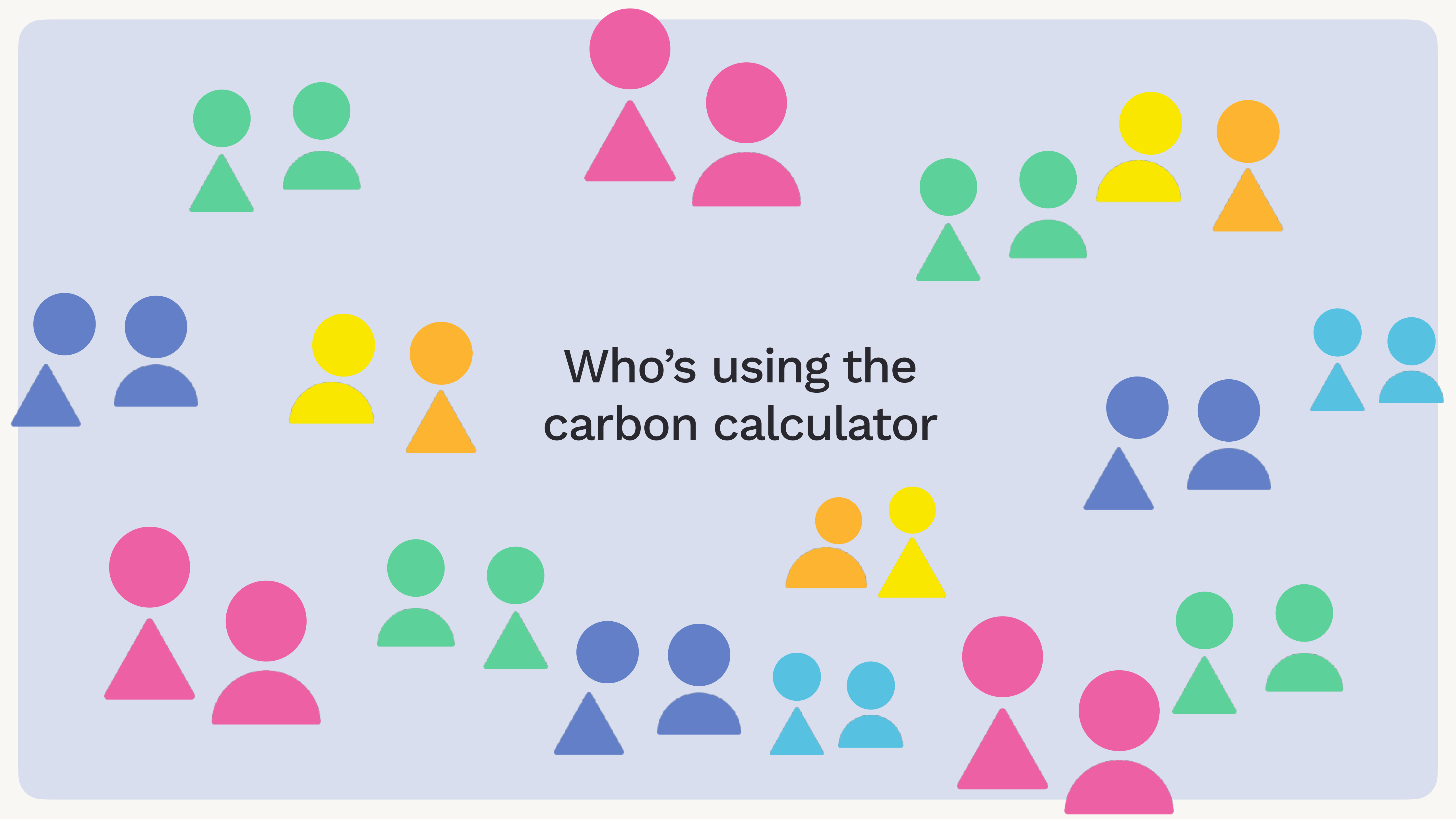
11:40 ~ Time for networking

Noon ~ Ends

Supported by

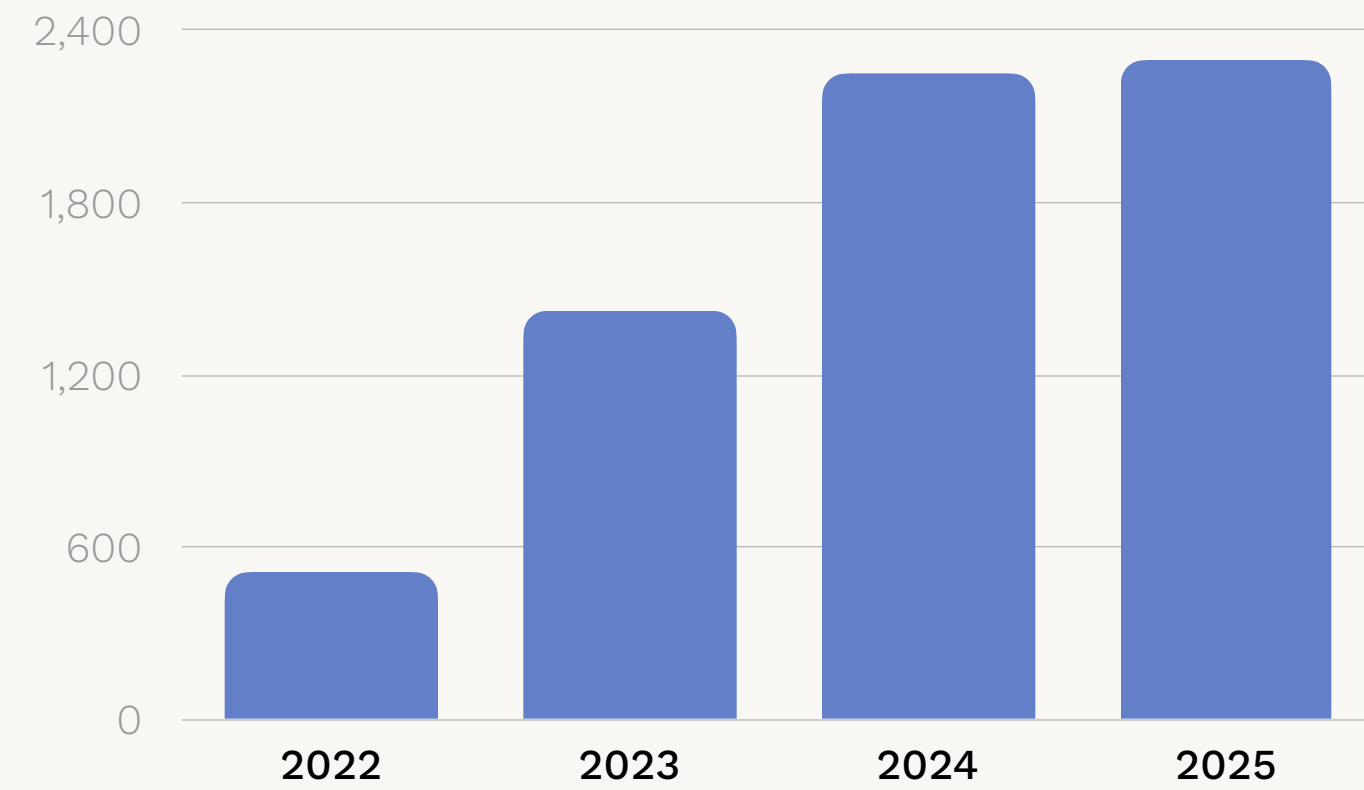


Who's using the
carbon calculator



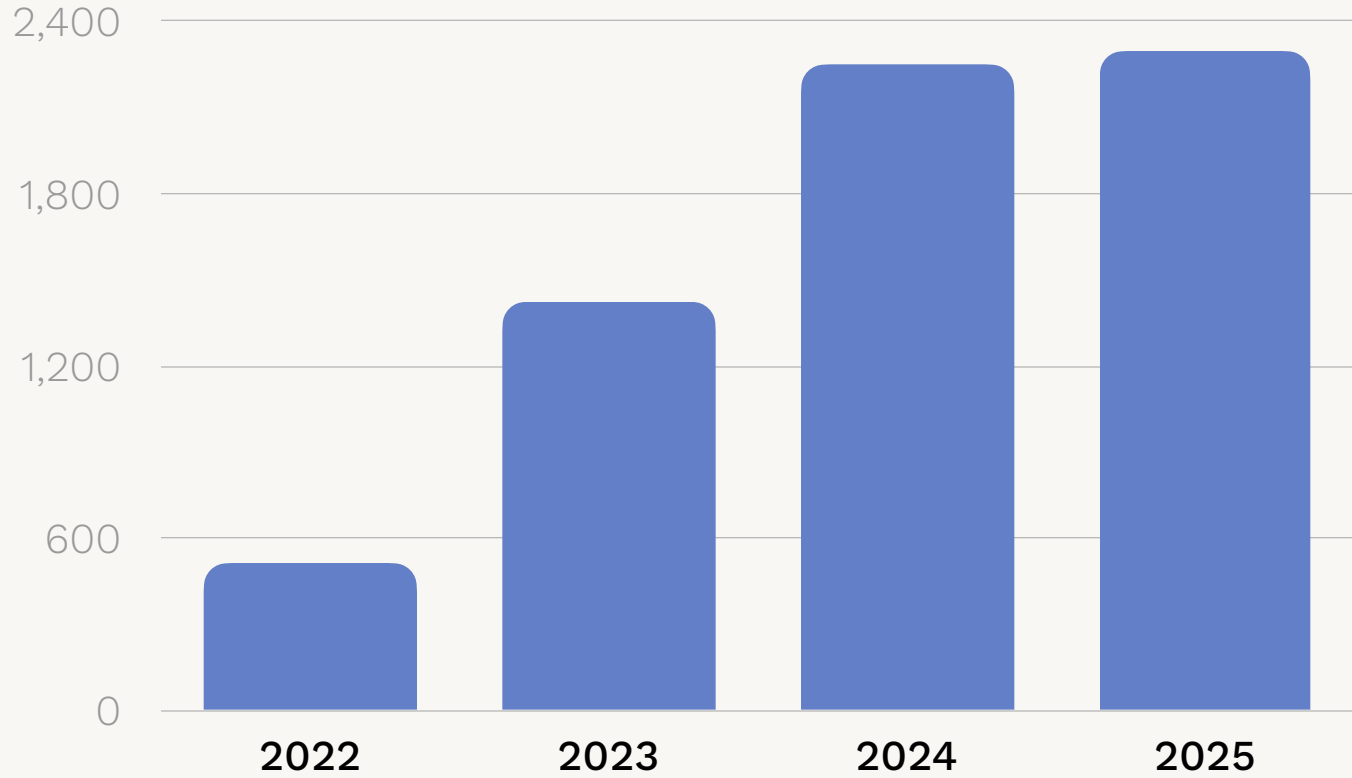
How much the calculator is being used, and how widely

of Final Footprints finished

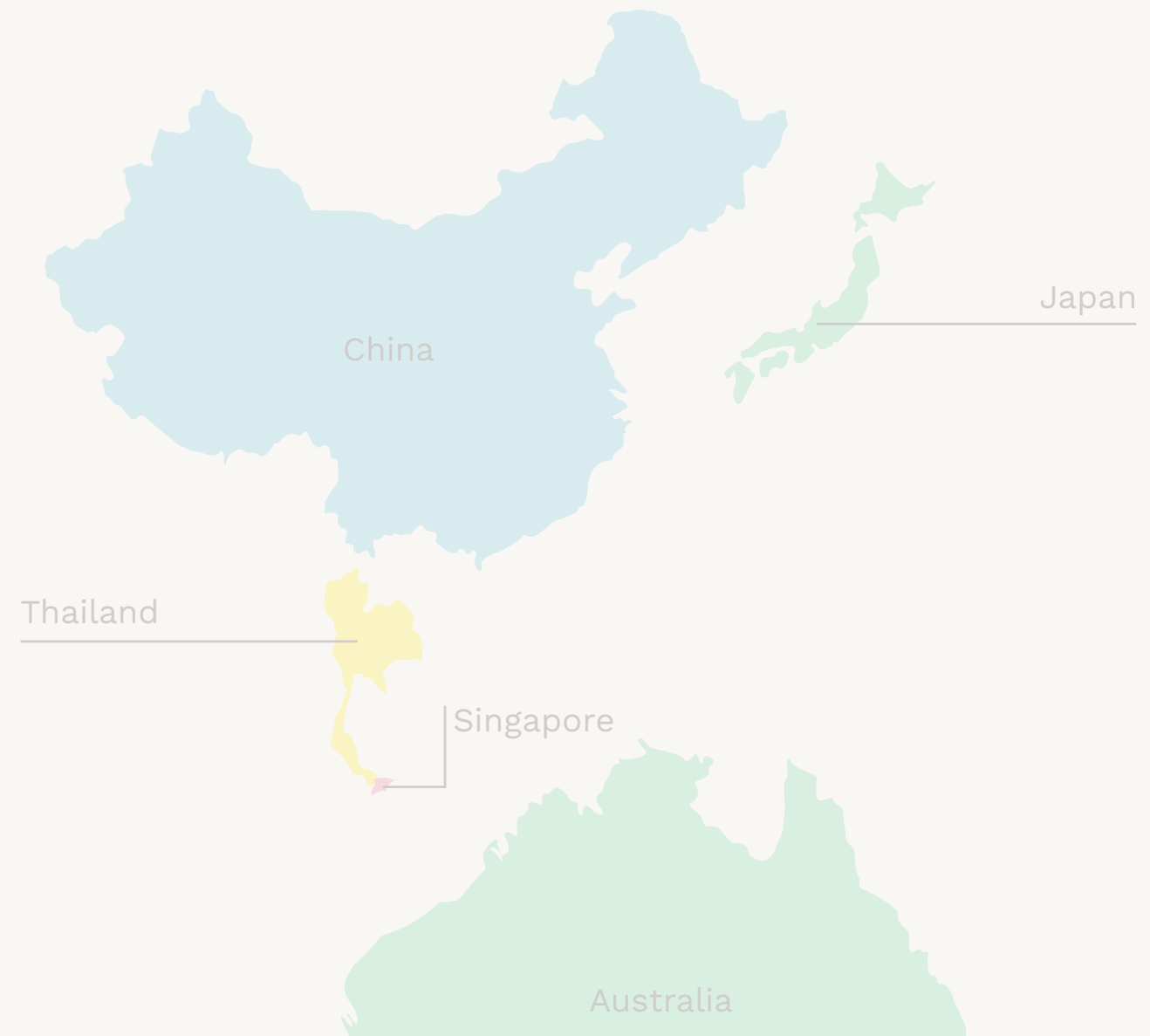
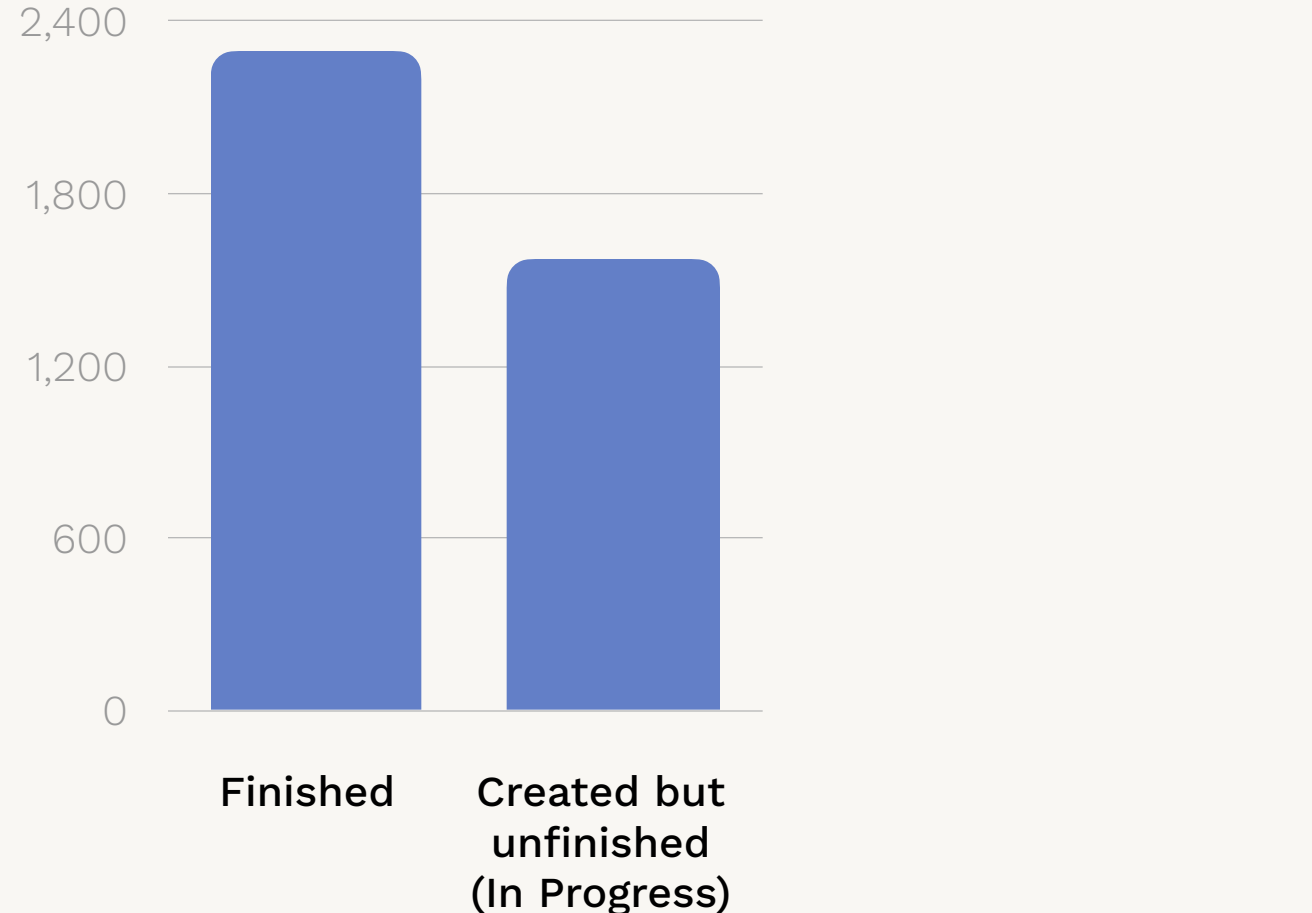


How much the calculator is being used, and how widely

of Final Footprints finished

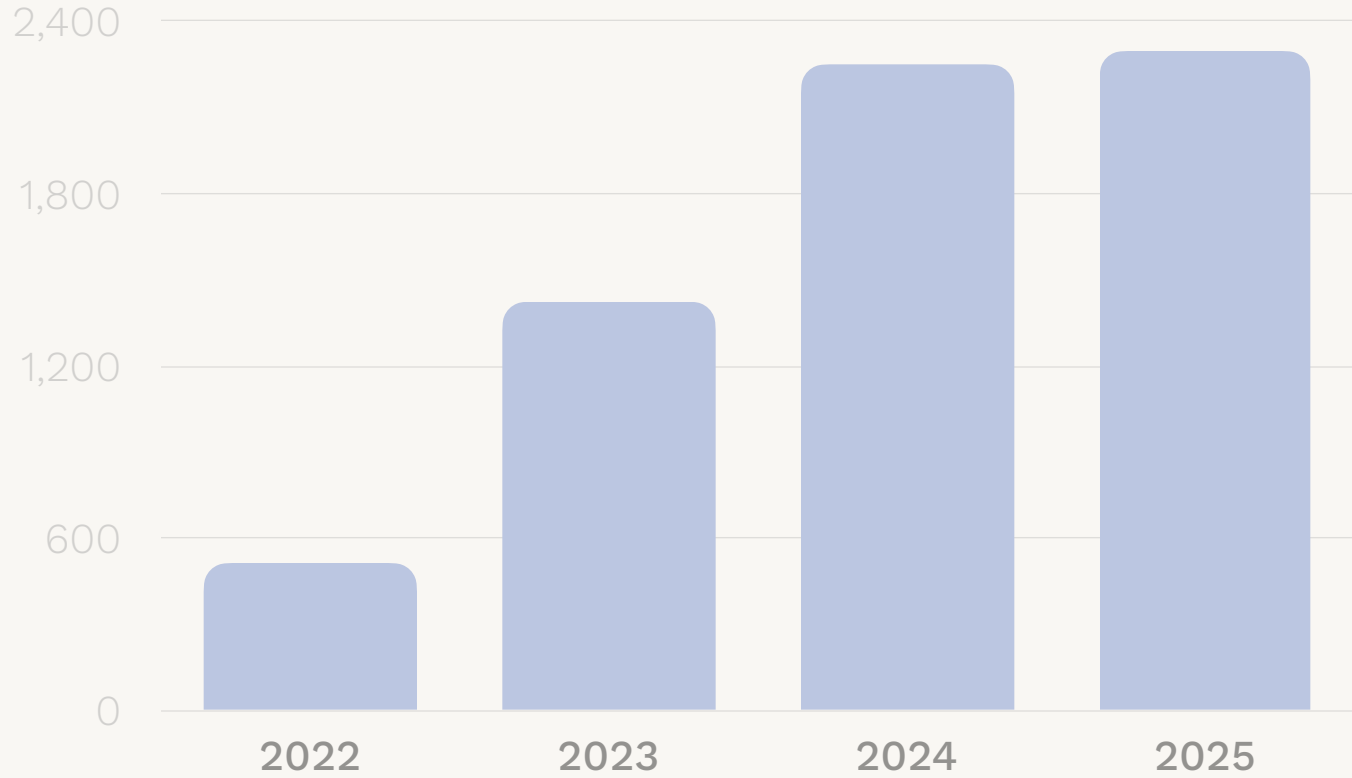


of finished Final Footprints, vs created and unfinished

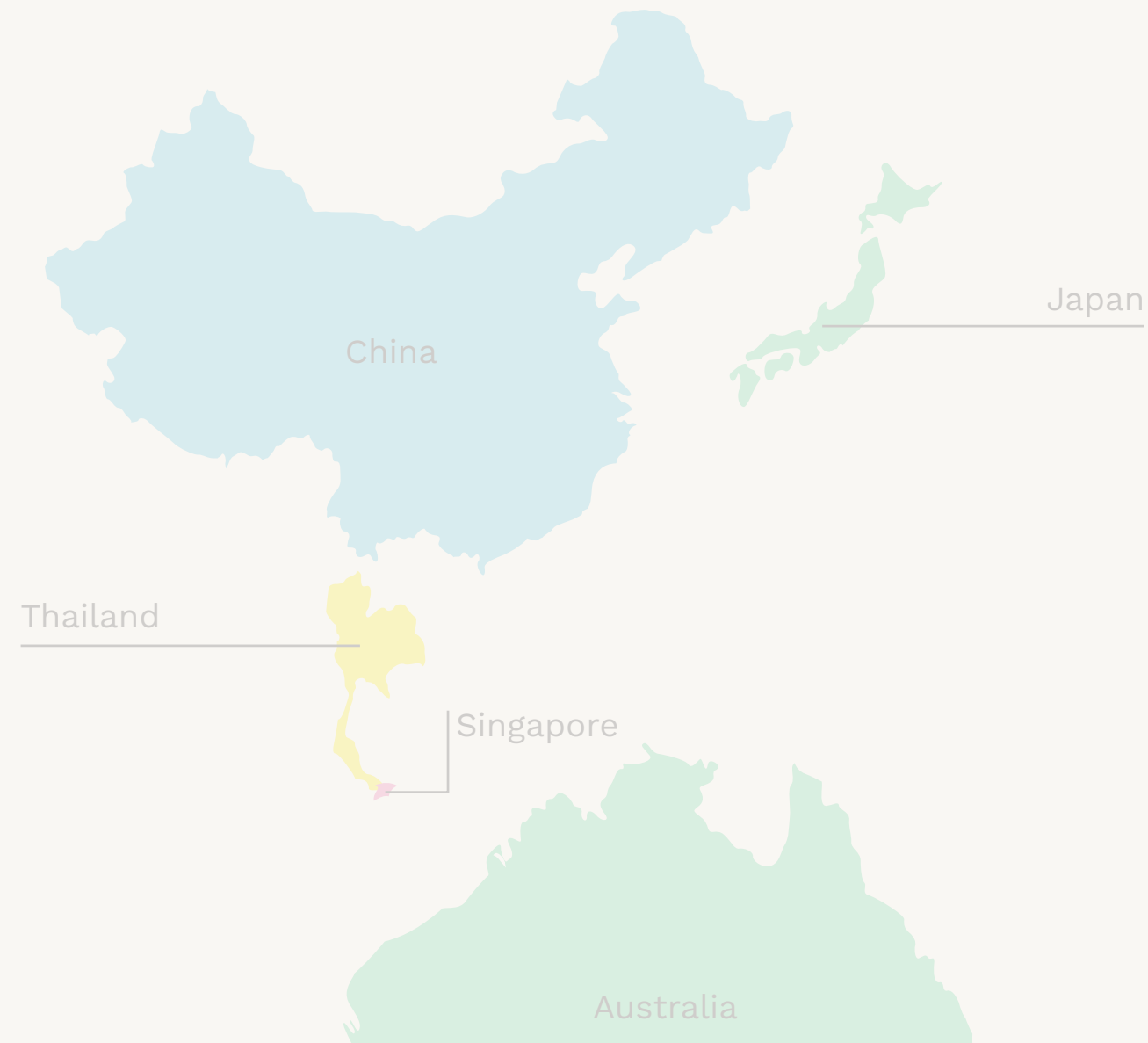
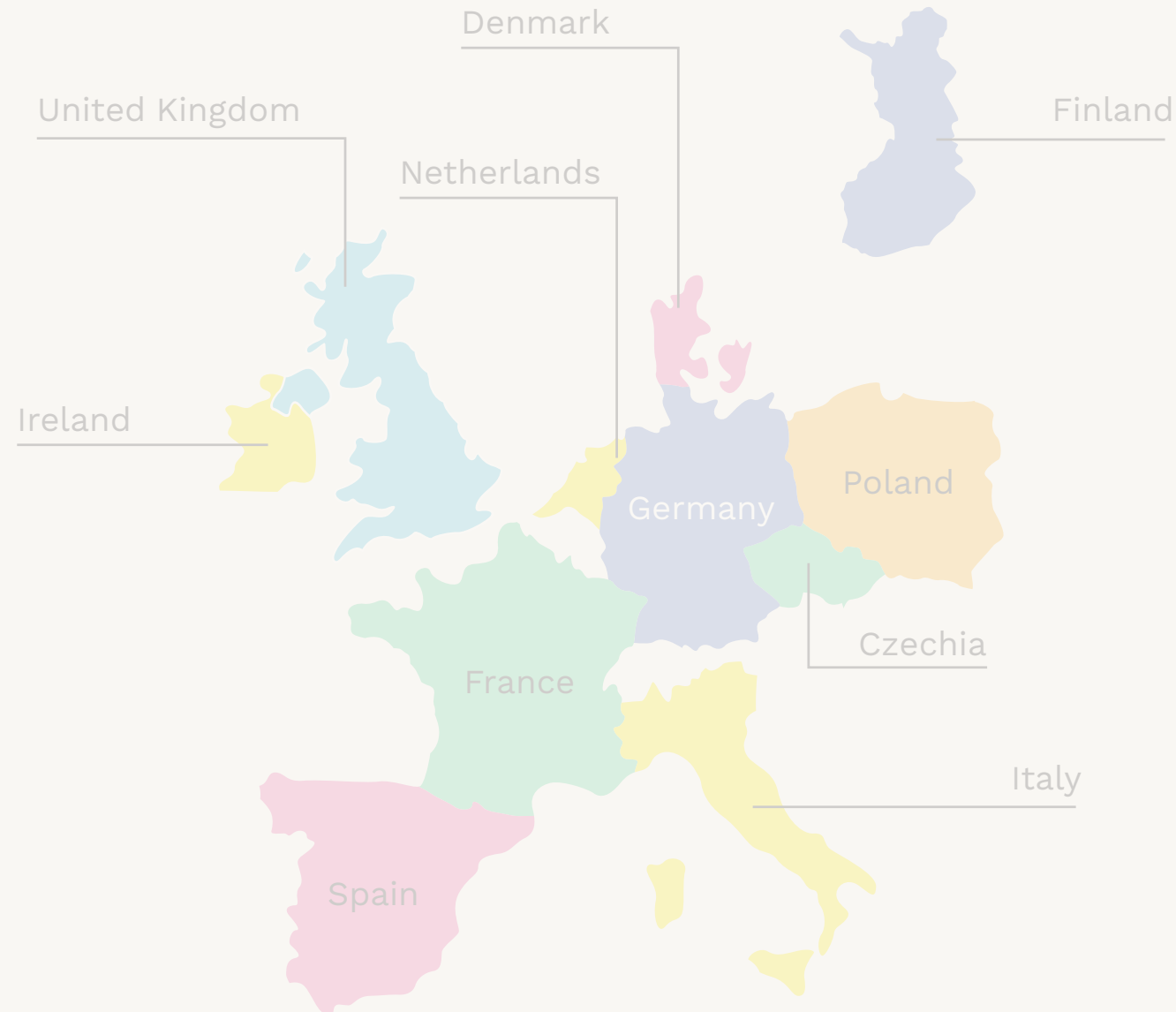
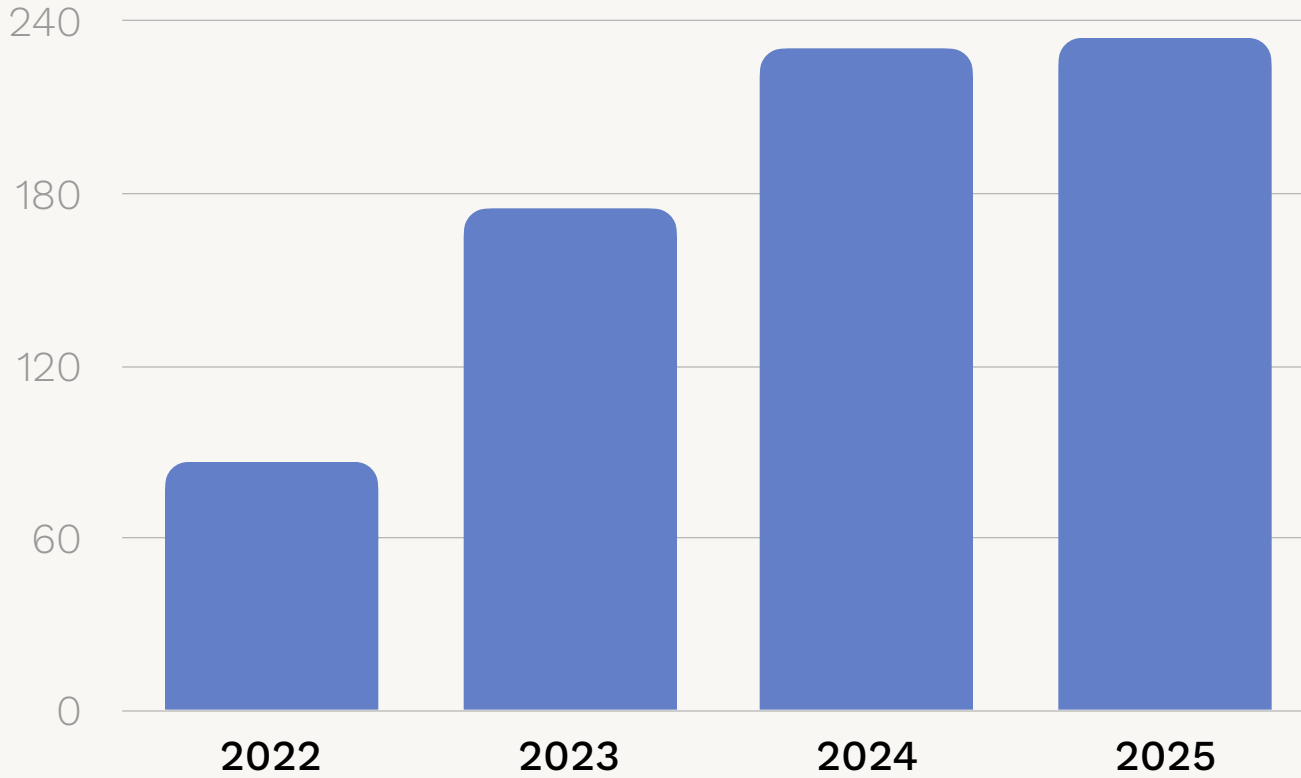


How much the calculator is being used, and how widely

of Final Footprints finished

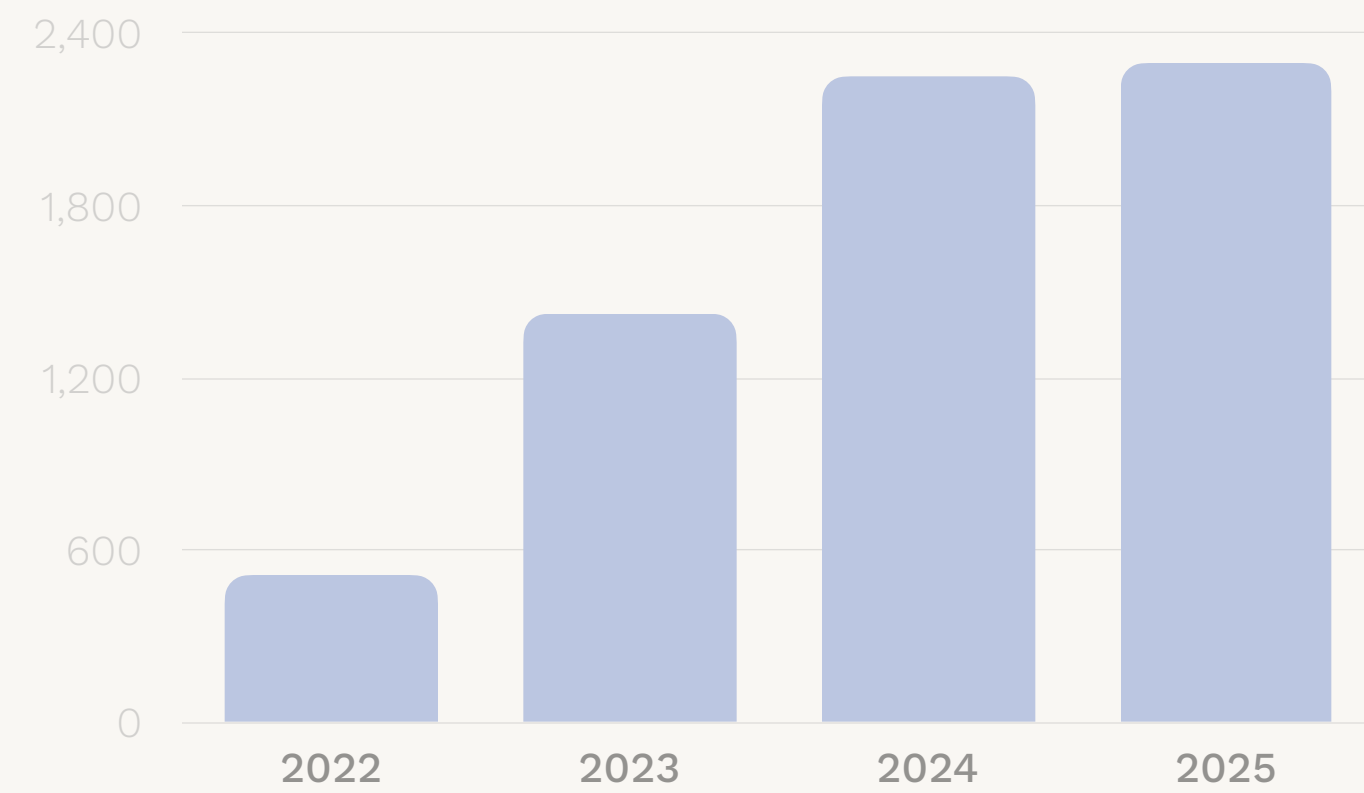


of organisations creating the finished Final Footprints

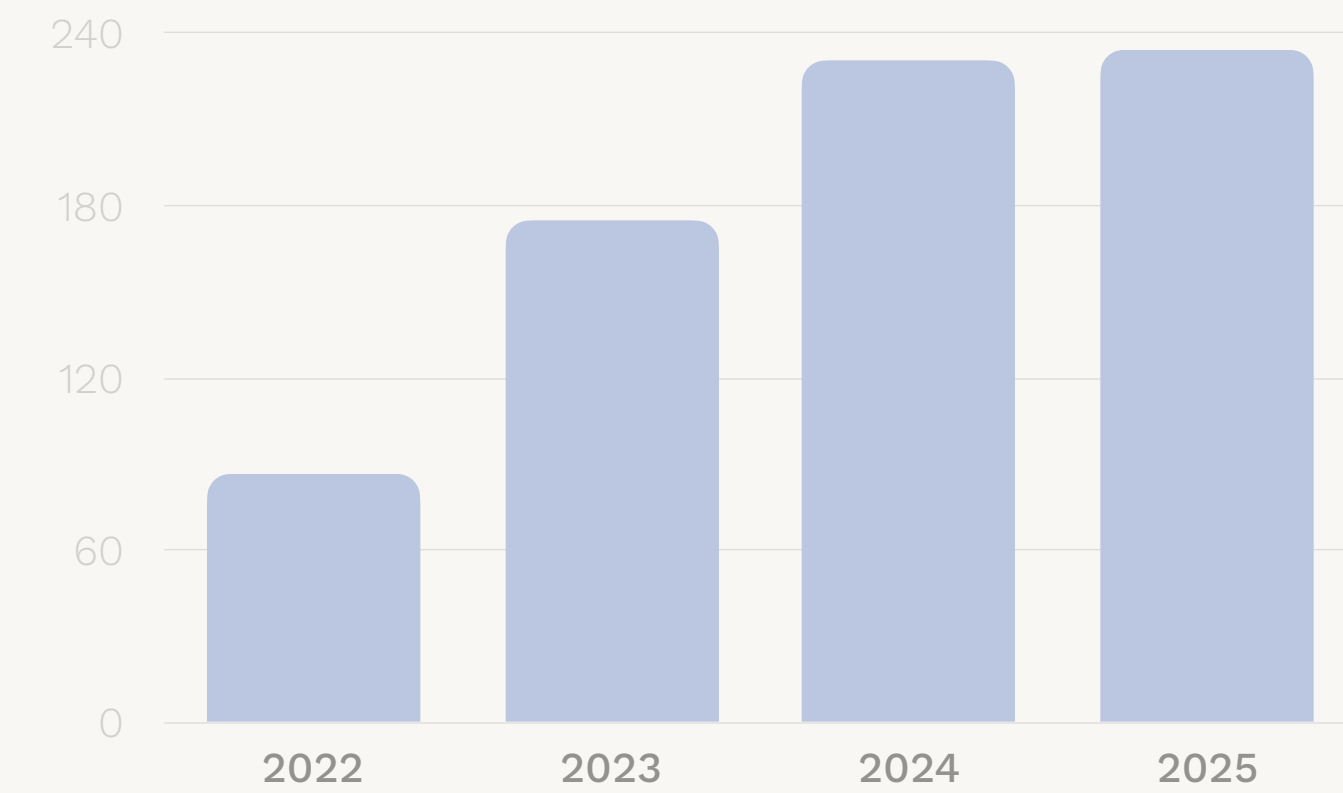


How much the calculator is being used, and how widely

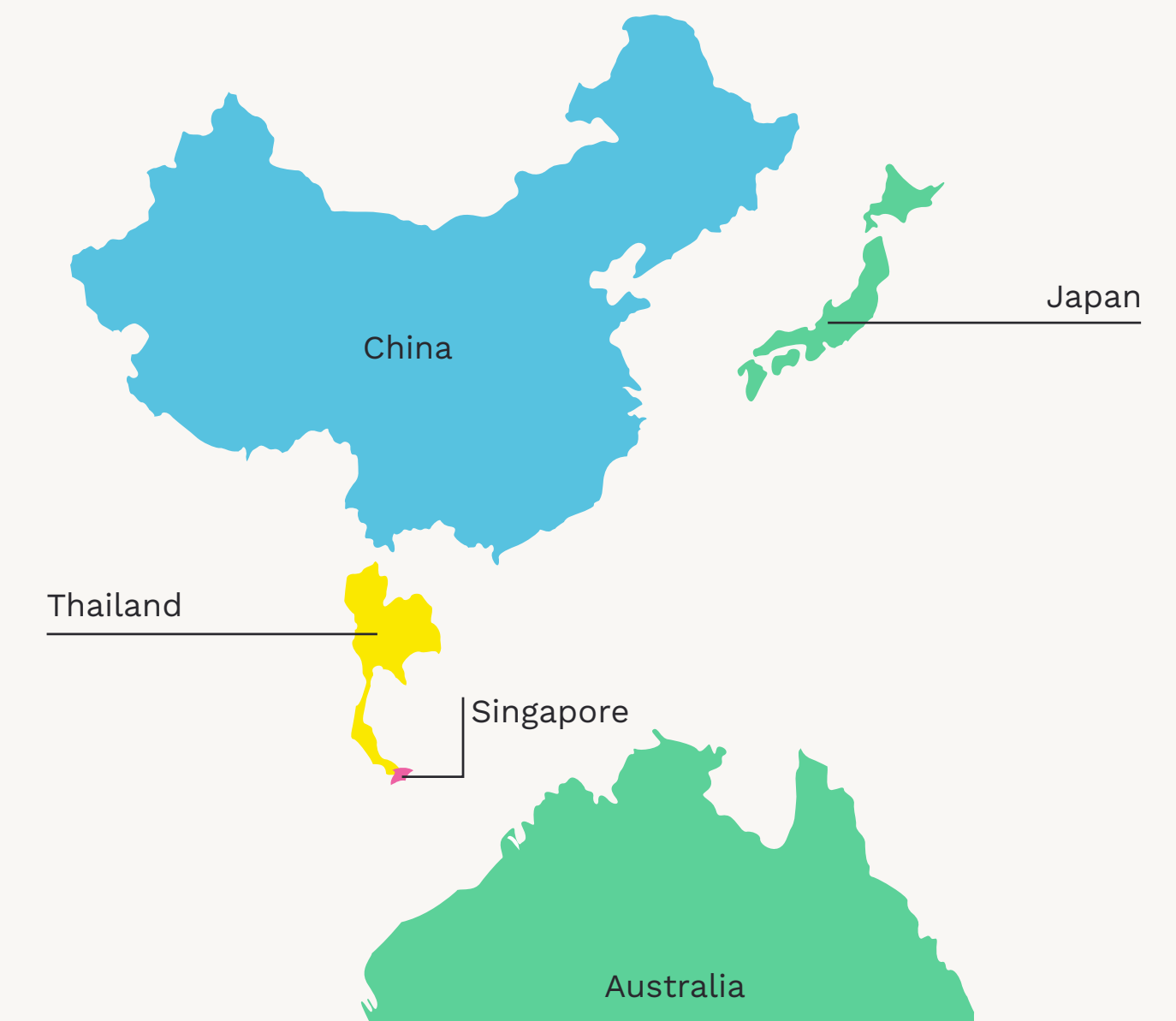
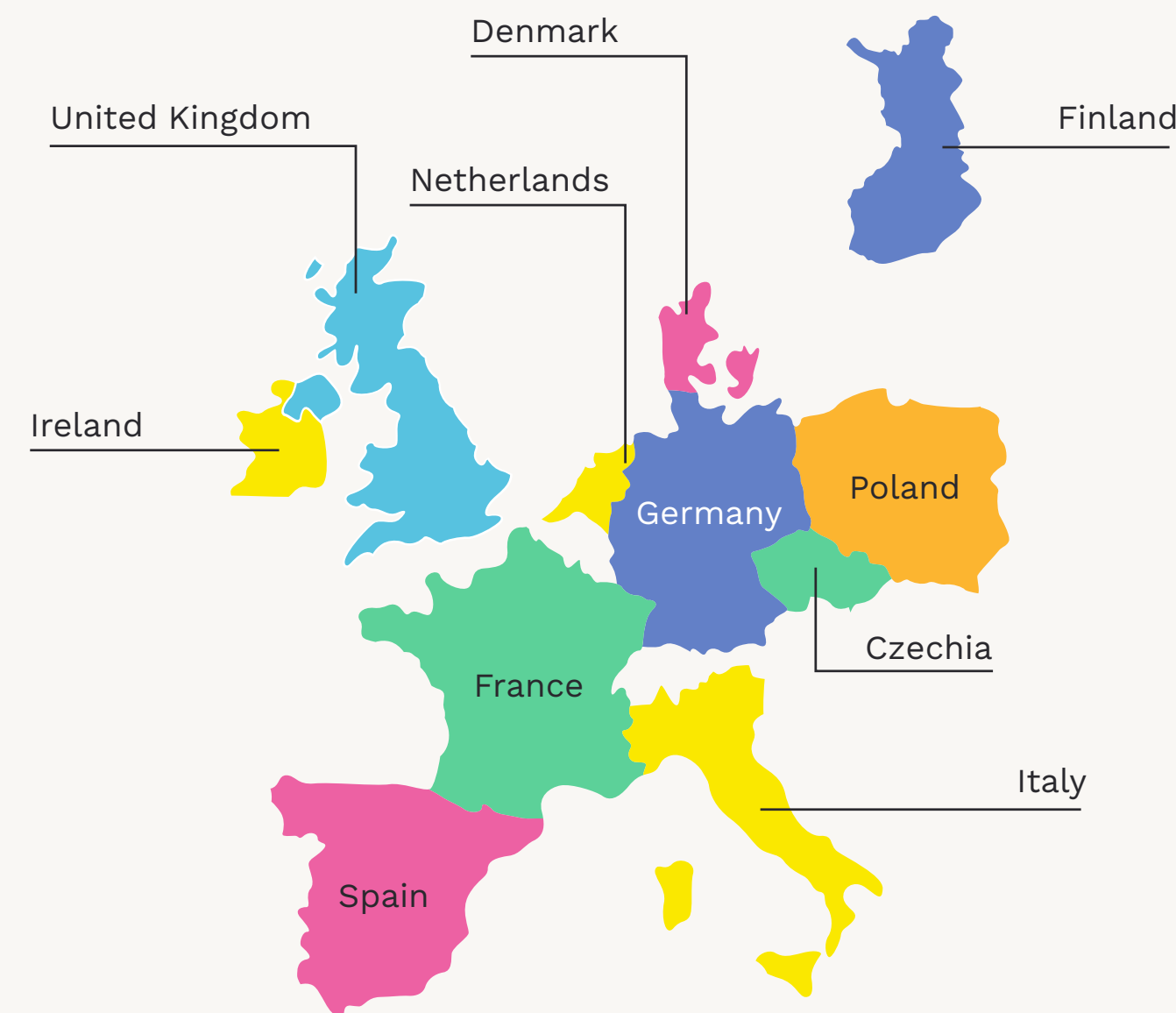
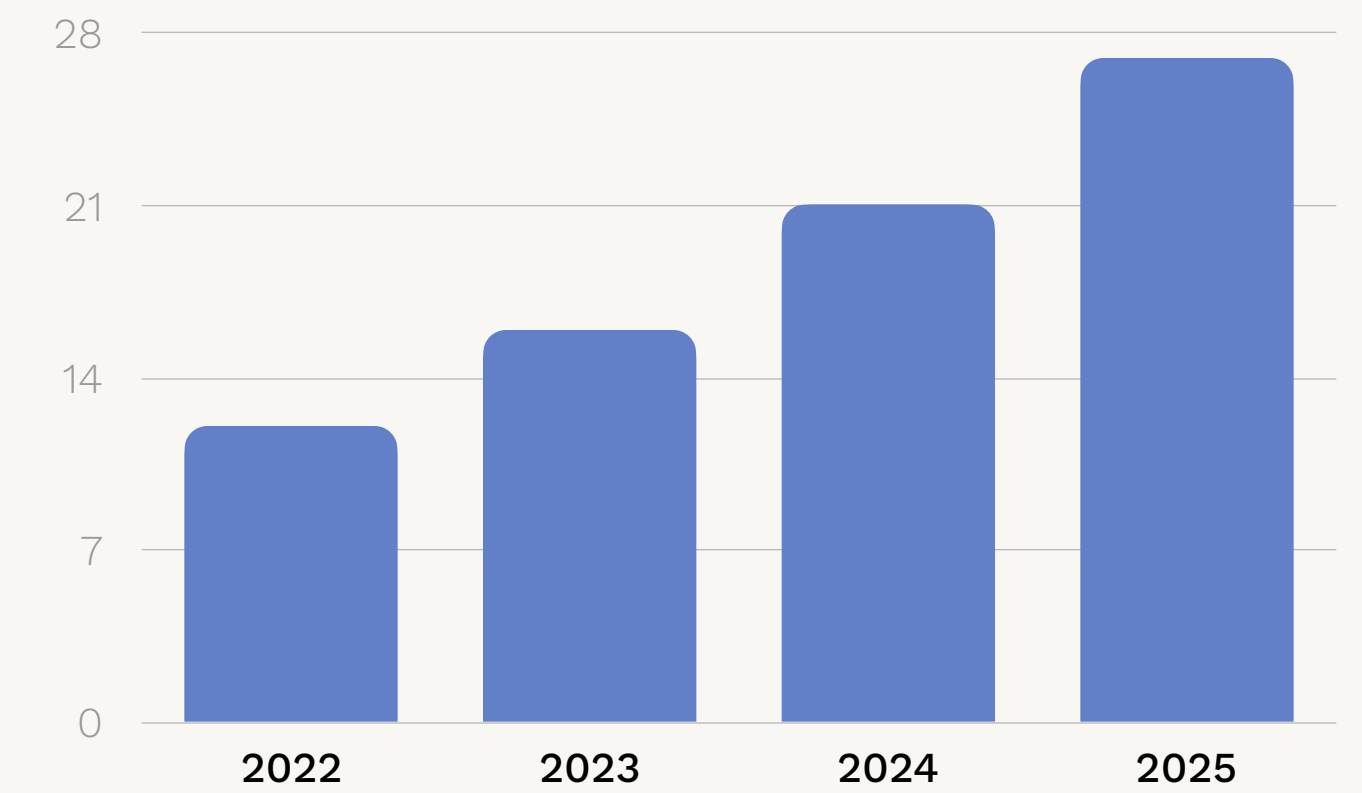
of Final Footprints finished



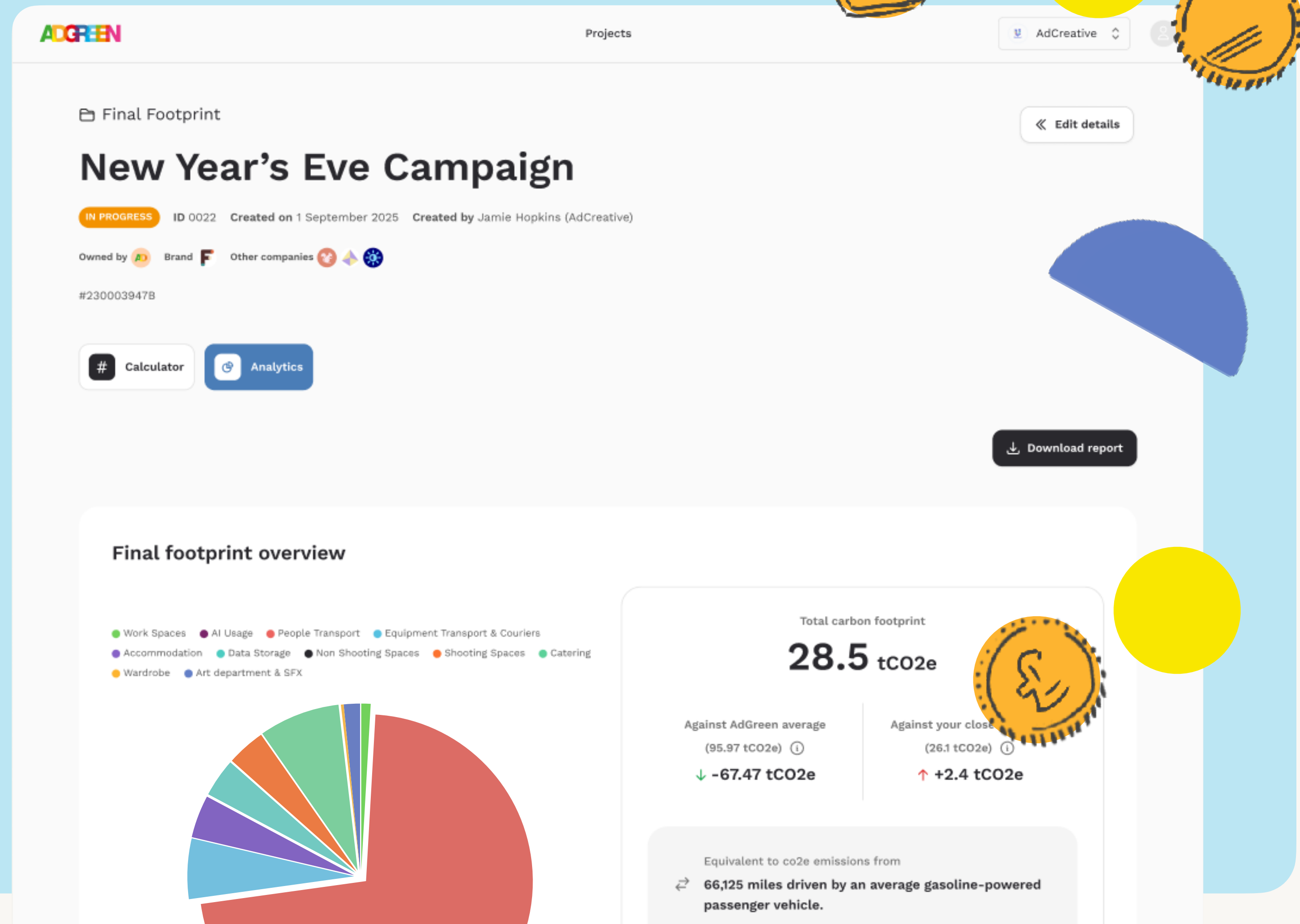
of organisations creating the finished Final Footprints



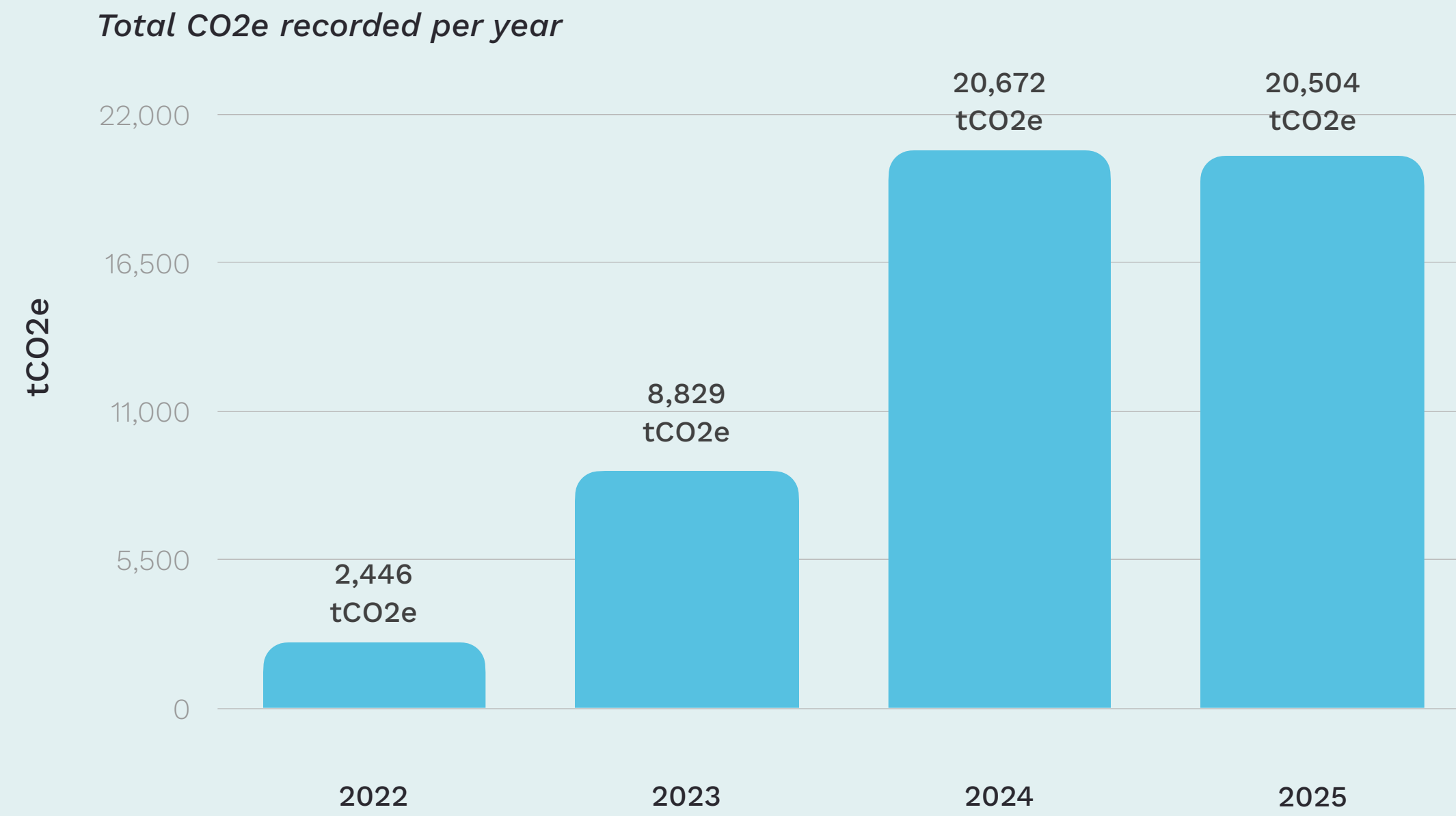
of countries these organisations originate from



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



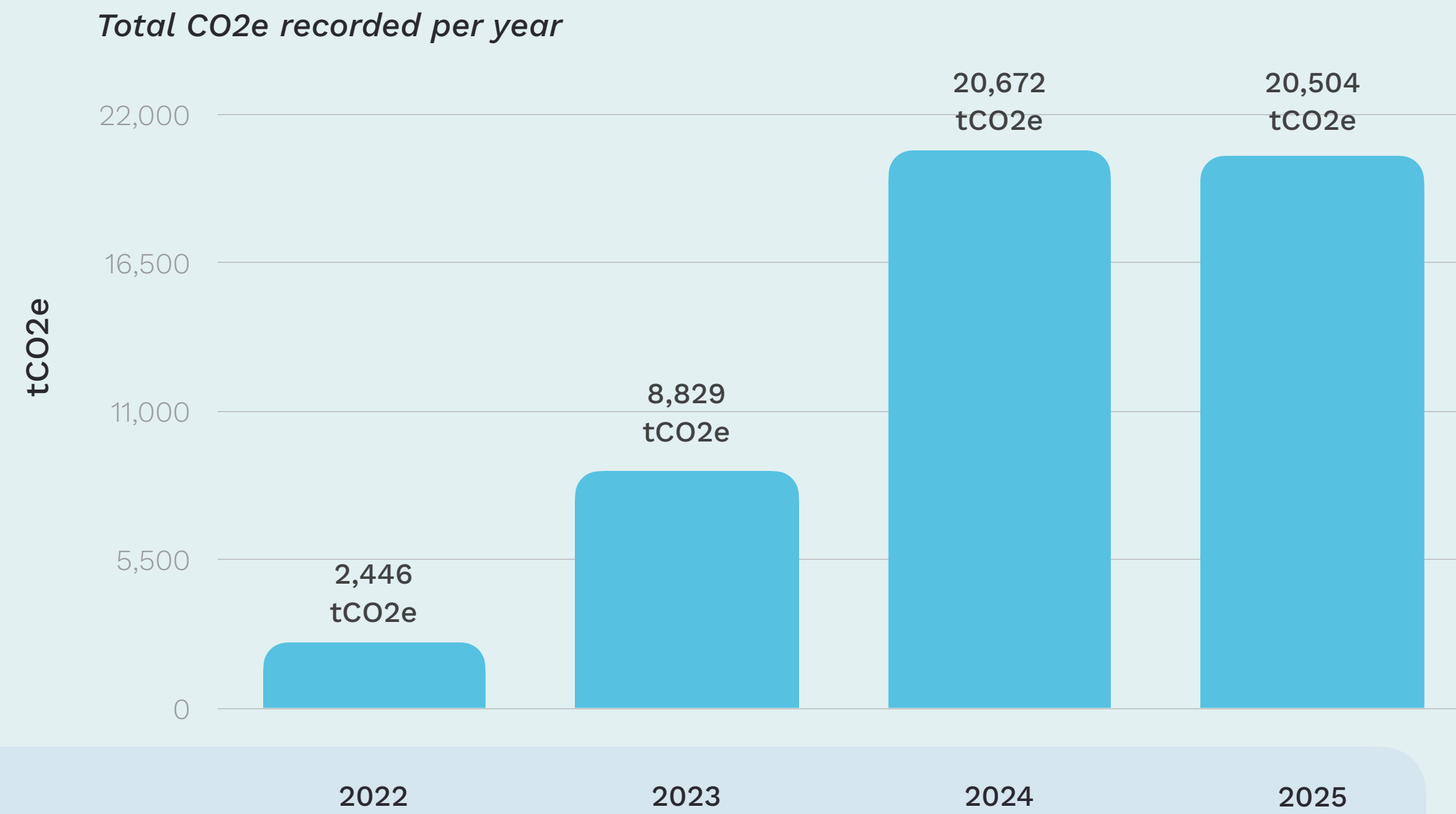
The headlines



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

*Source: UK Government

The headlines



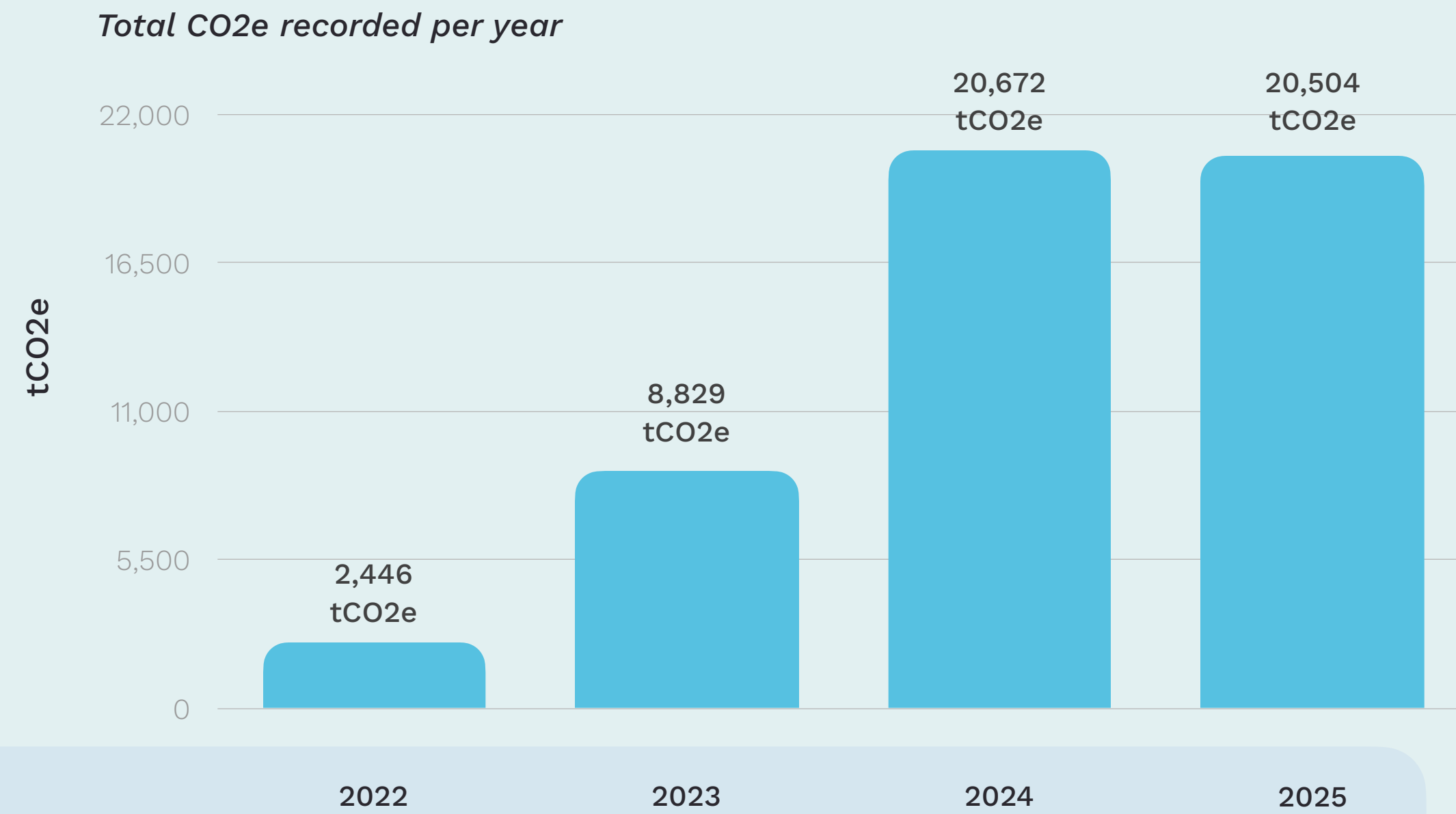
Average Final Footprint size (tCO2e) per year



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

*Source: UK Government

The headlines

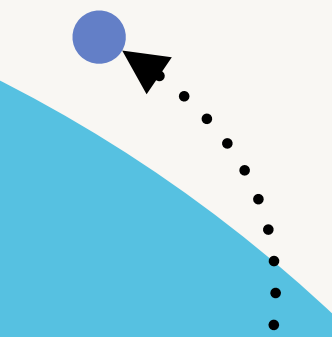


Average Final Footprint size (tCO2e) per year



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

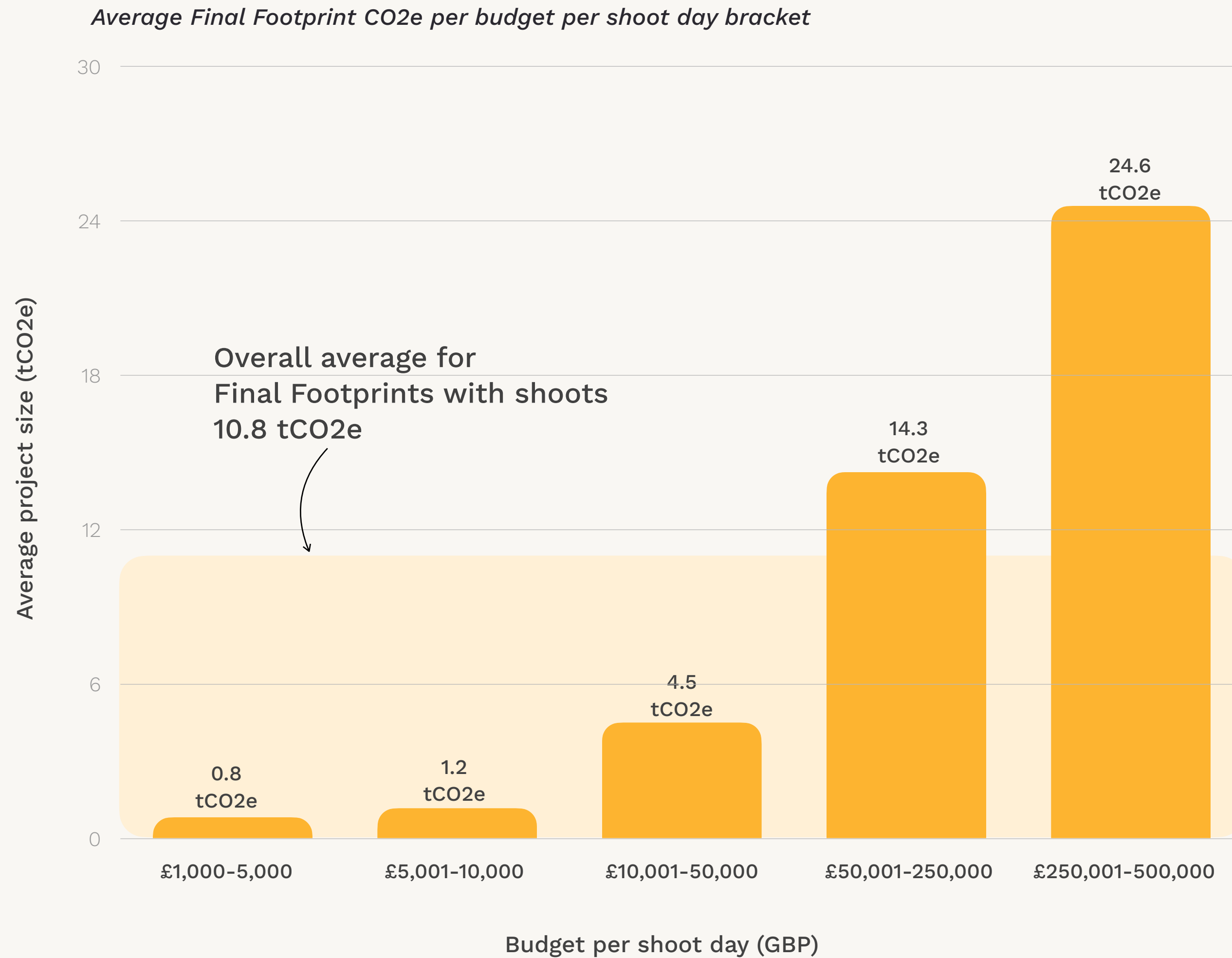
Equivalent to this big circle!

Average size of Final Footprints with a shoot

10.8
tCO2e

*Source: UK Government

What about in relation to budget?



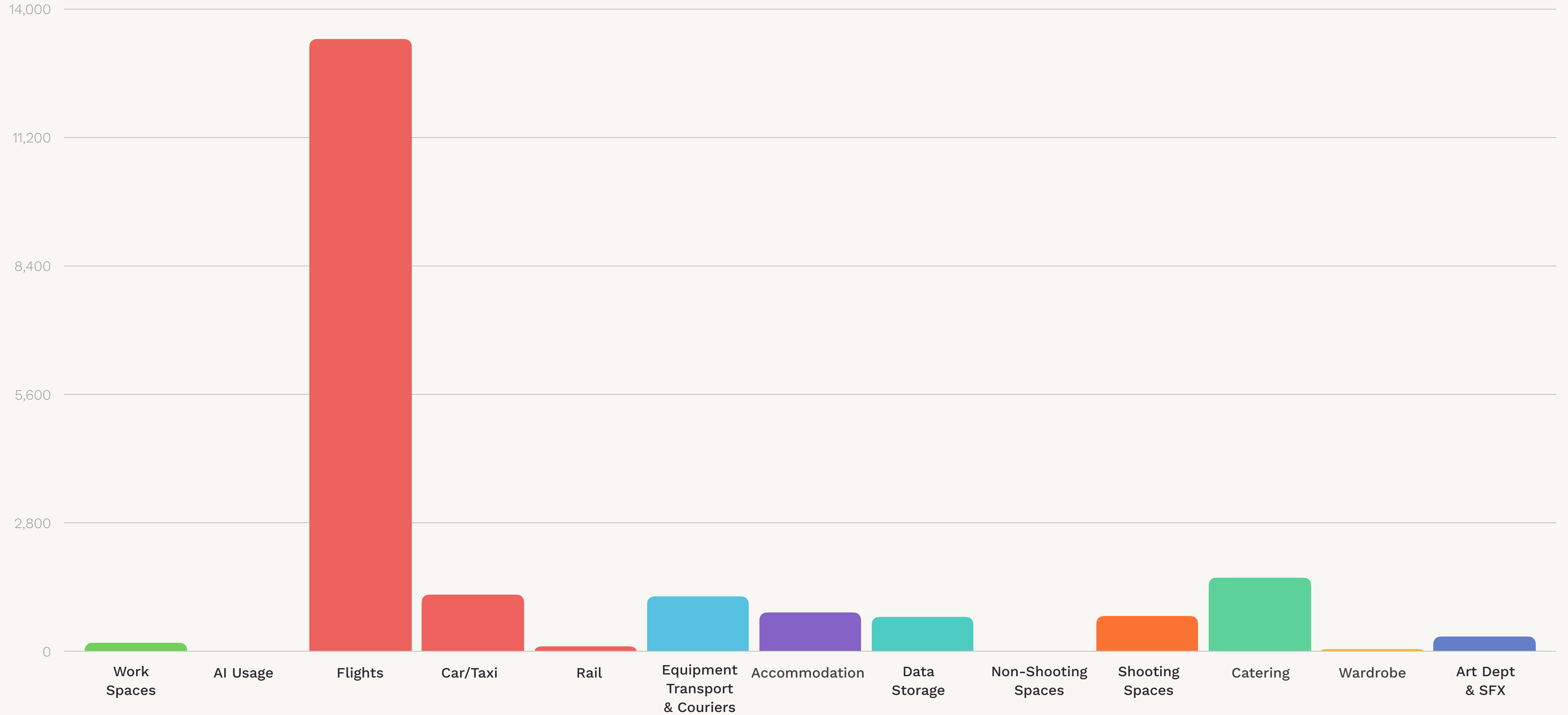
Average size of Final Footprints with a shoot, and budget of £50-200k per shoot day

14.3 tCO2e












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

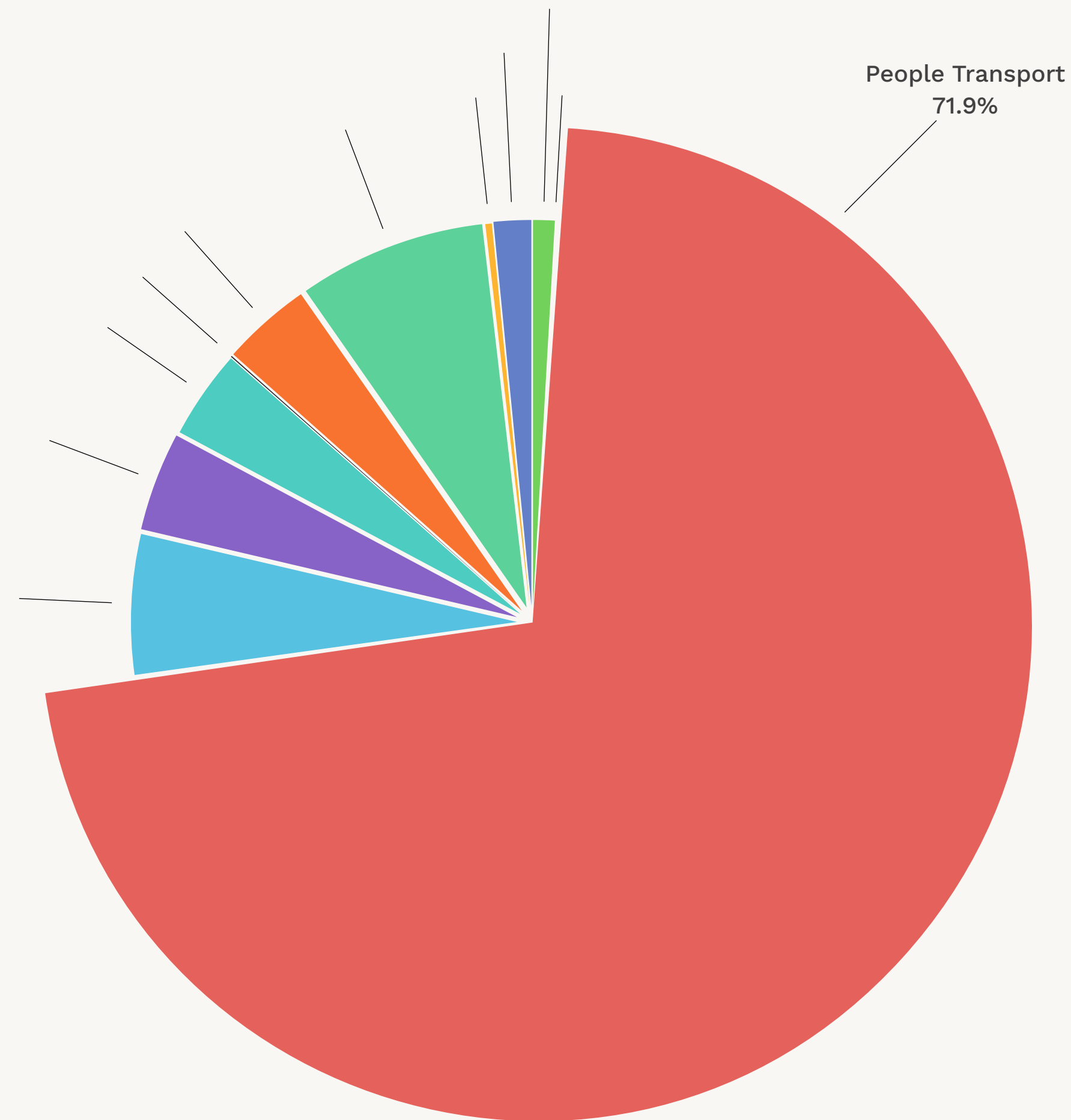
The industry's footprint: Projects with a shoot

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

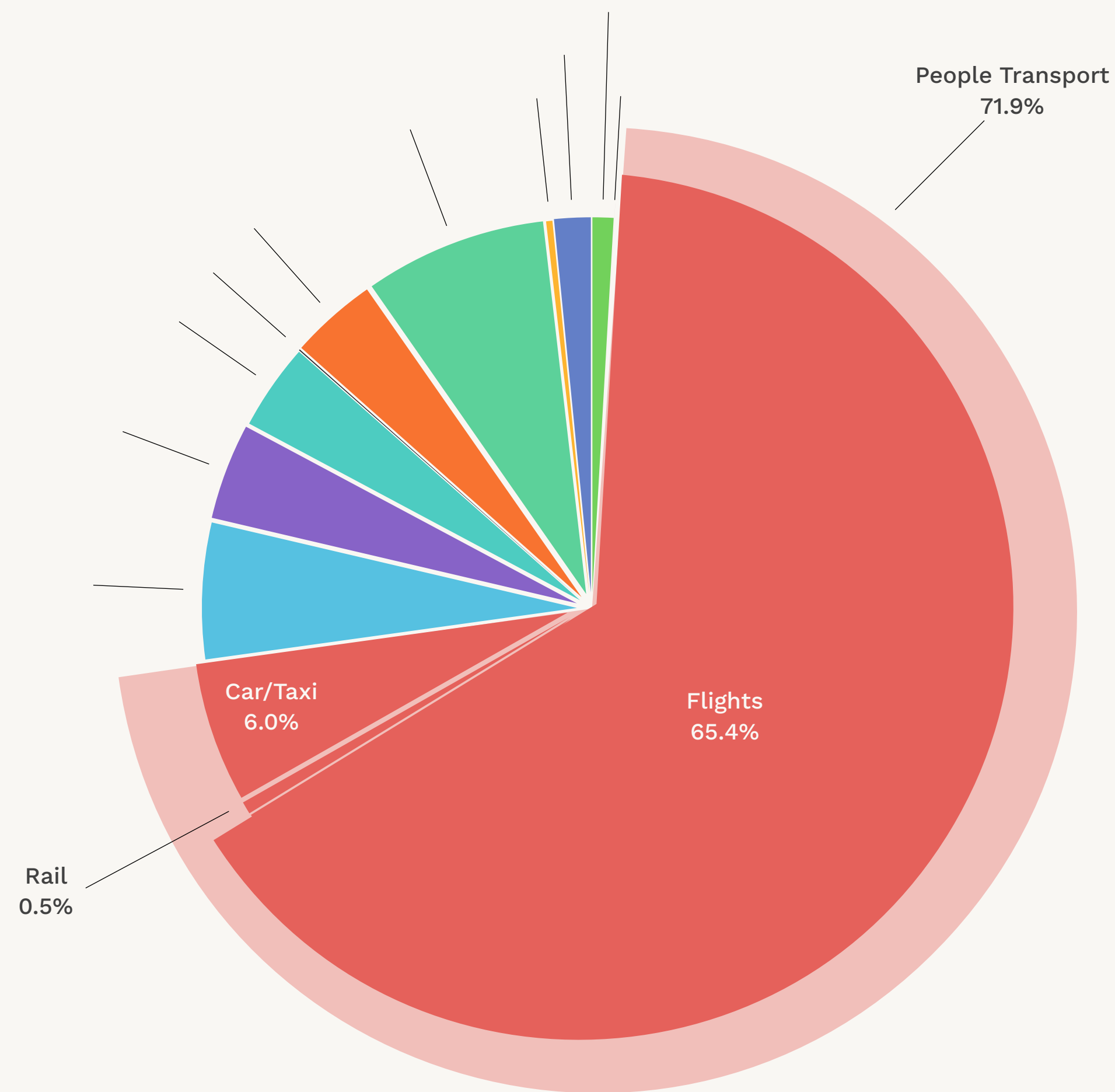


CO2e coming from
People Transport:
71.9%
of all emissions from
finished Final Footprints
with shoots in 2025

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

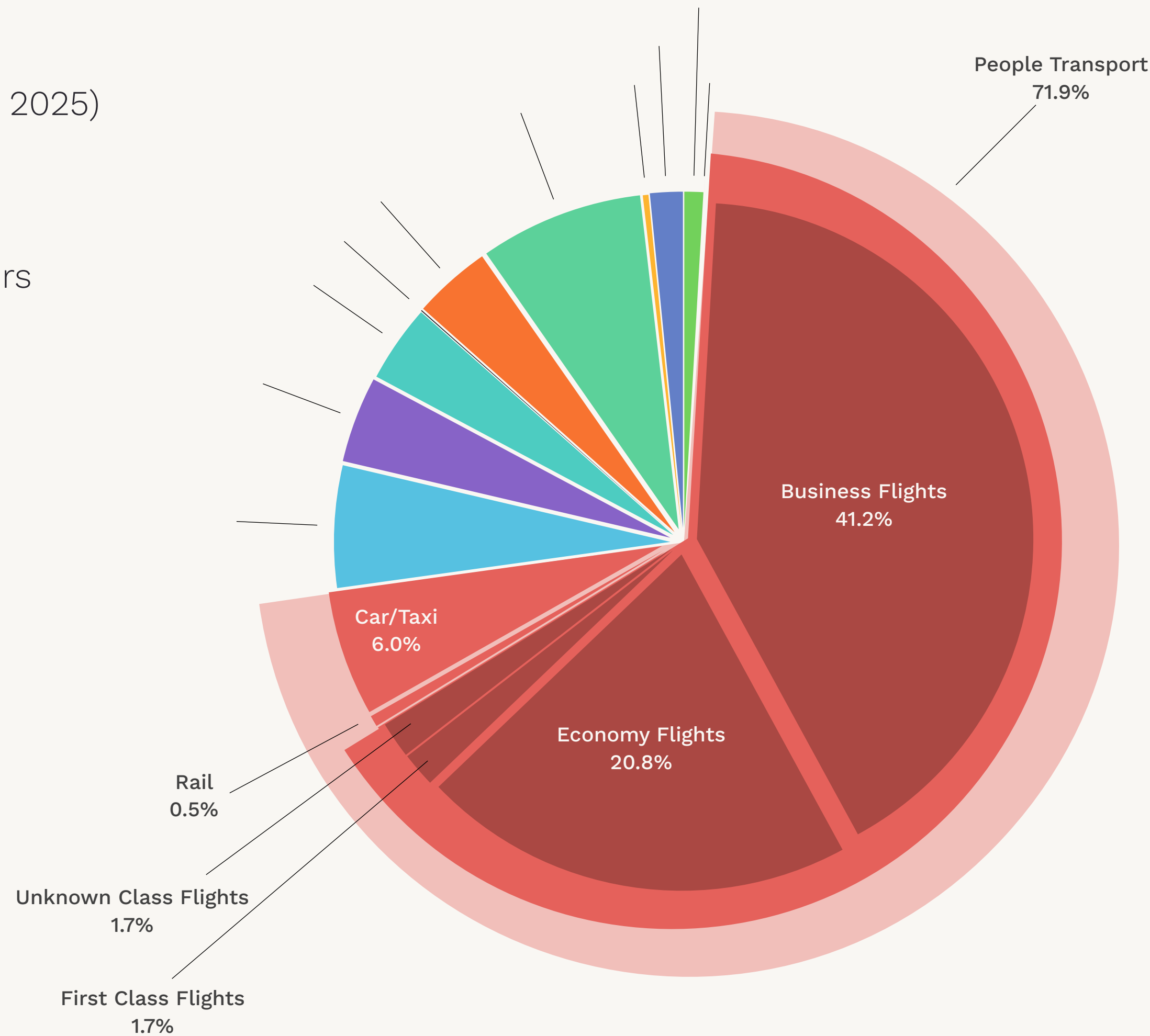


CO2e coming from Flights:
65.4%
of all emissions from finished Final Footprints with shoots in 2025

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
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-  People Transport
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-  Wardrobe
-  Art Dept & SFX



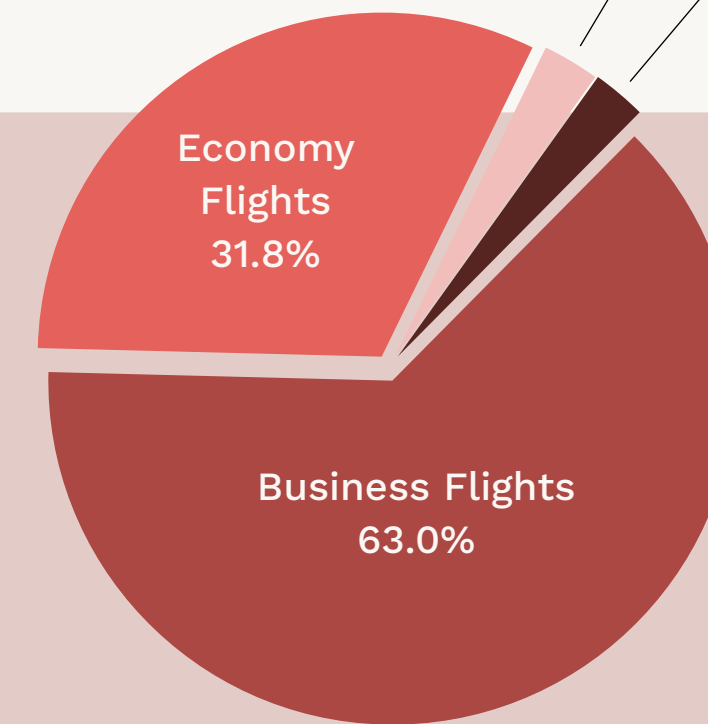
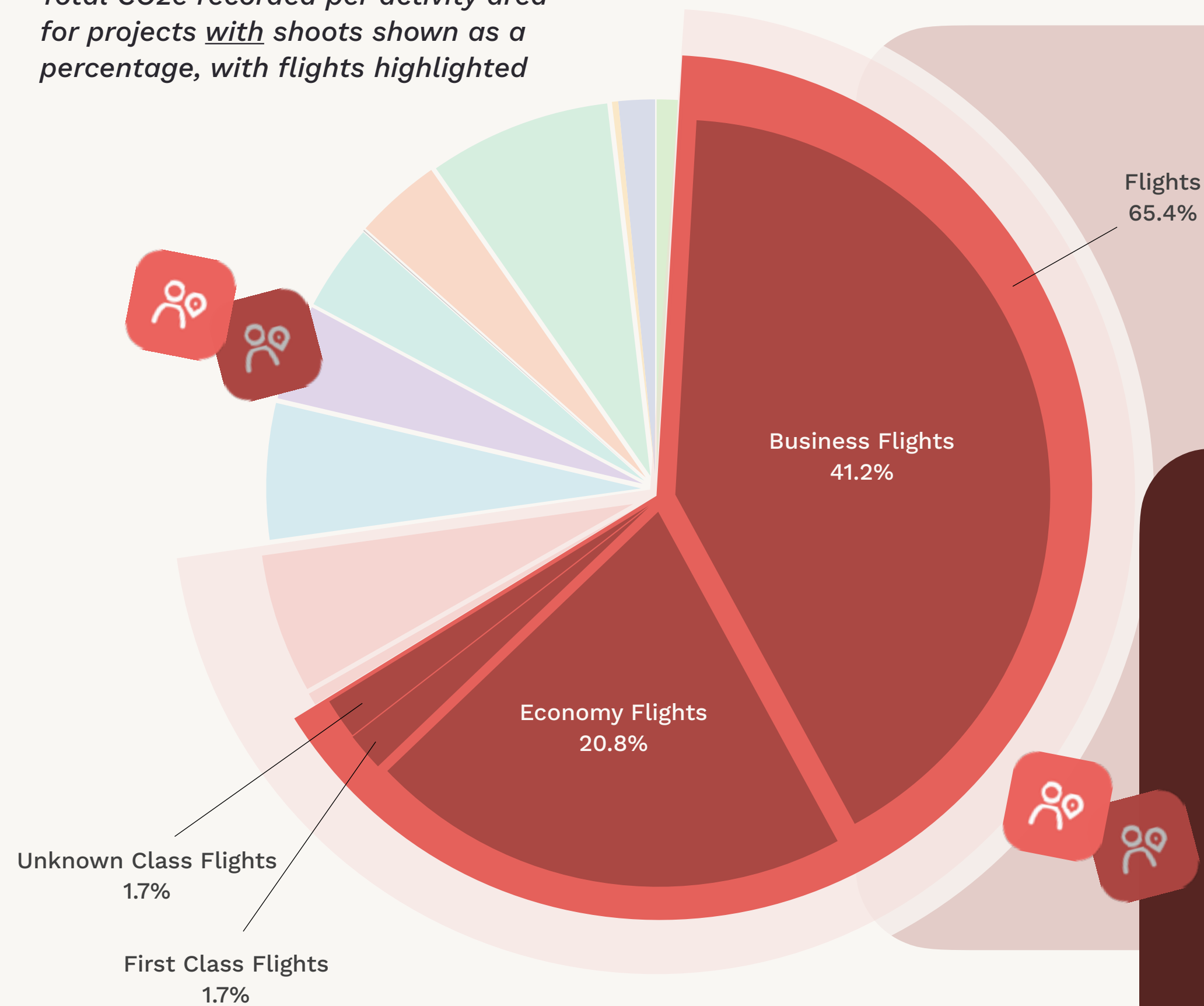
CO2e coming from Business Class Flights:
41.2%
of all emissions from finished Final Footprints with shoots in 2025

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

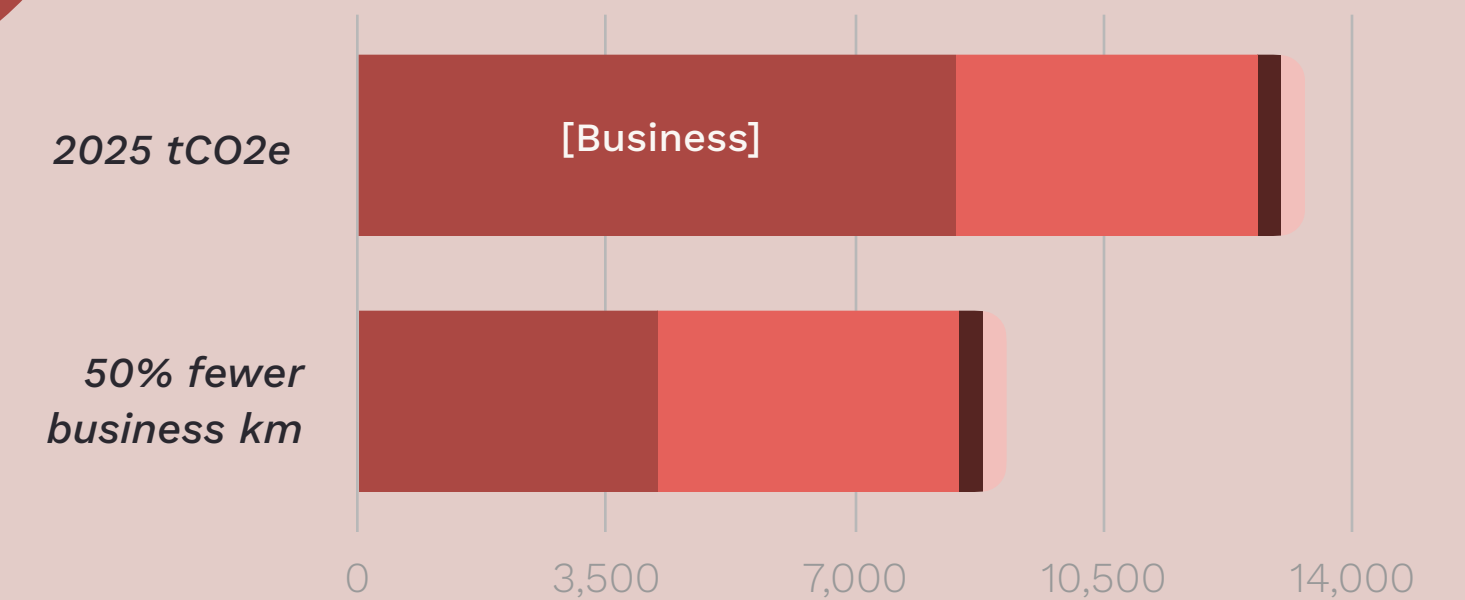
1. Reducing CO2e from flights

CO2e of flight classes as a % of the Flight total

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



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

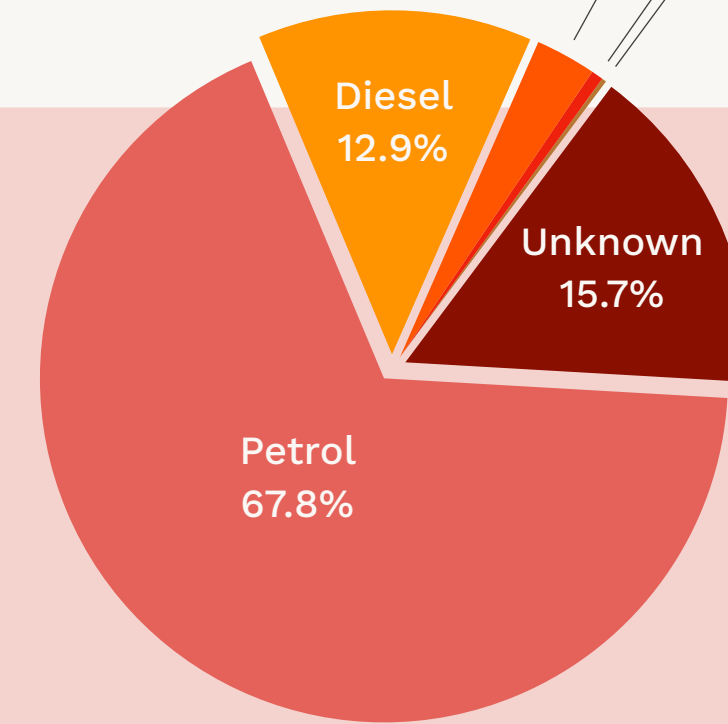


tCO2e for Flights, with reduction option

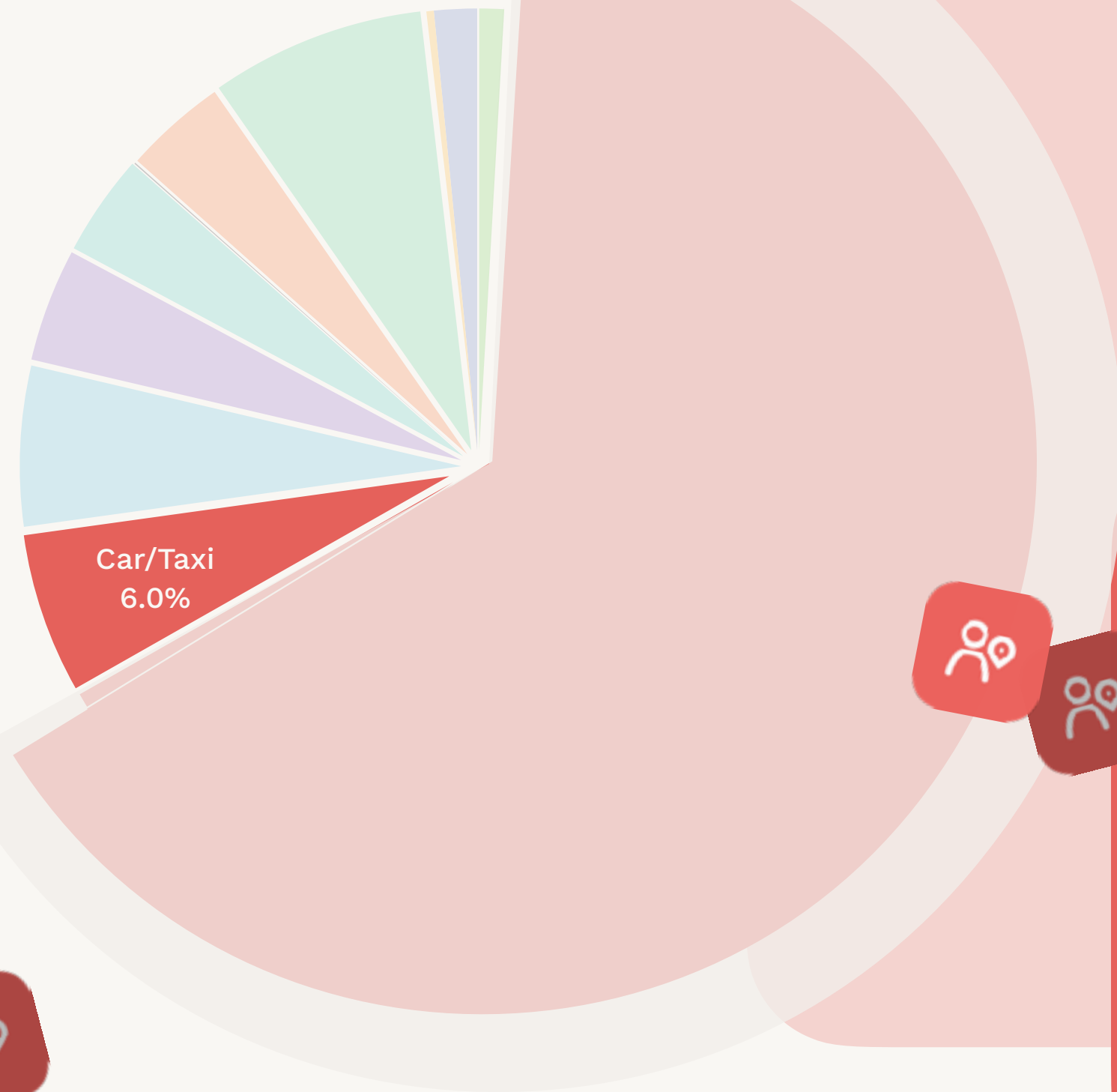
Why is business worse than economy?
 Business class seats occupy roughly three times more floor space than economy. Since fewer passengers share the plane's total emissions, their individual CO2e share increases proportionally.

2. Reducing CO2e from Cars & Taxis

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

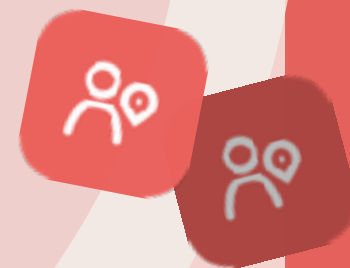
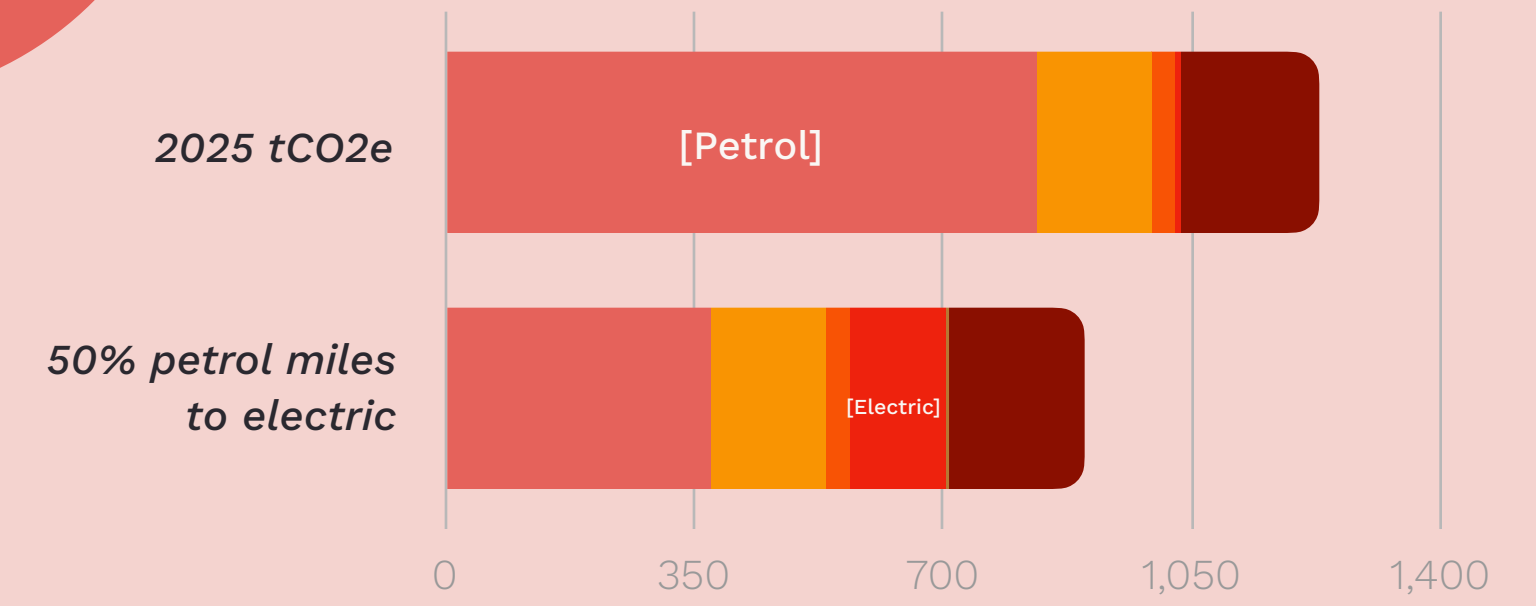


Total CO2e recorded per activity area for projects *with* shoots shown as a percentage with Cars & Taxis highlighted



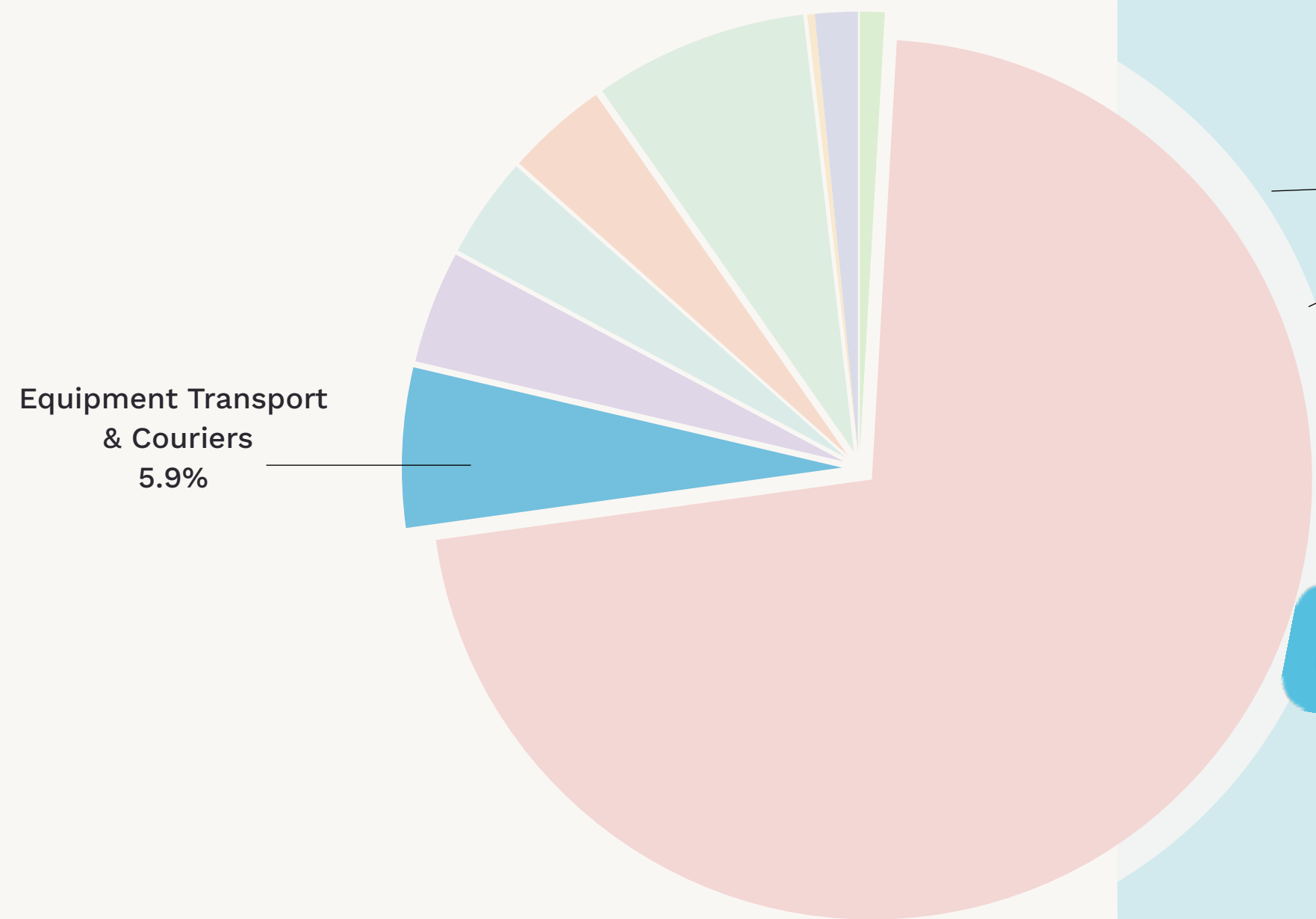
If 50% of petrol miles were spent in an electric car instead:

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

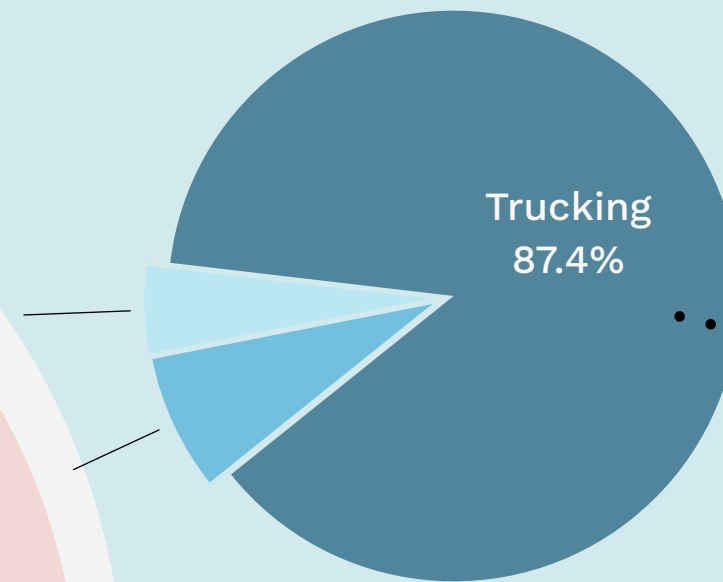


3. Reducing CO2e from Equipment Transport

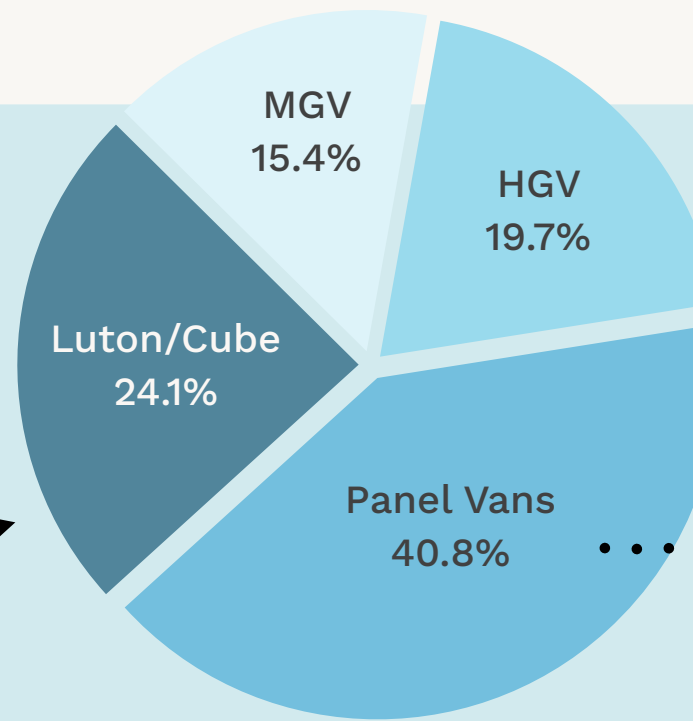
Total CO2e recorded per activity area for projects with shoots shown as a percentage with Equipment Transport & Couriers highlighted



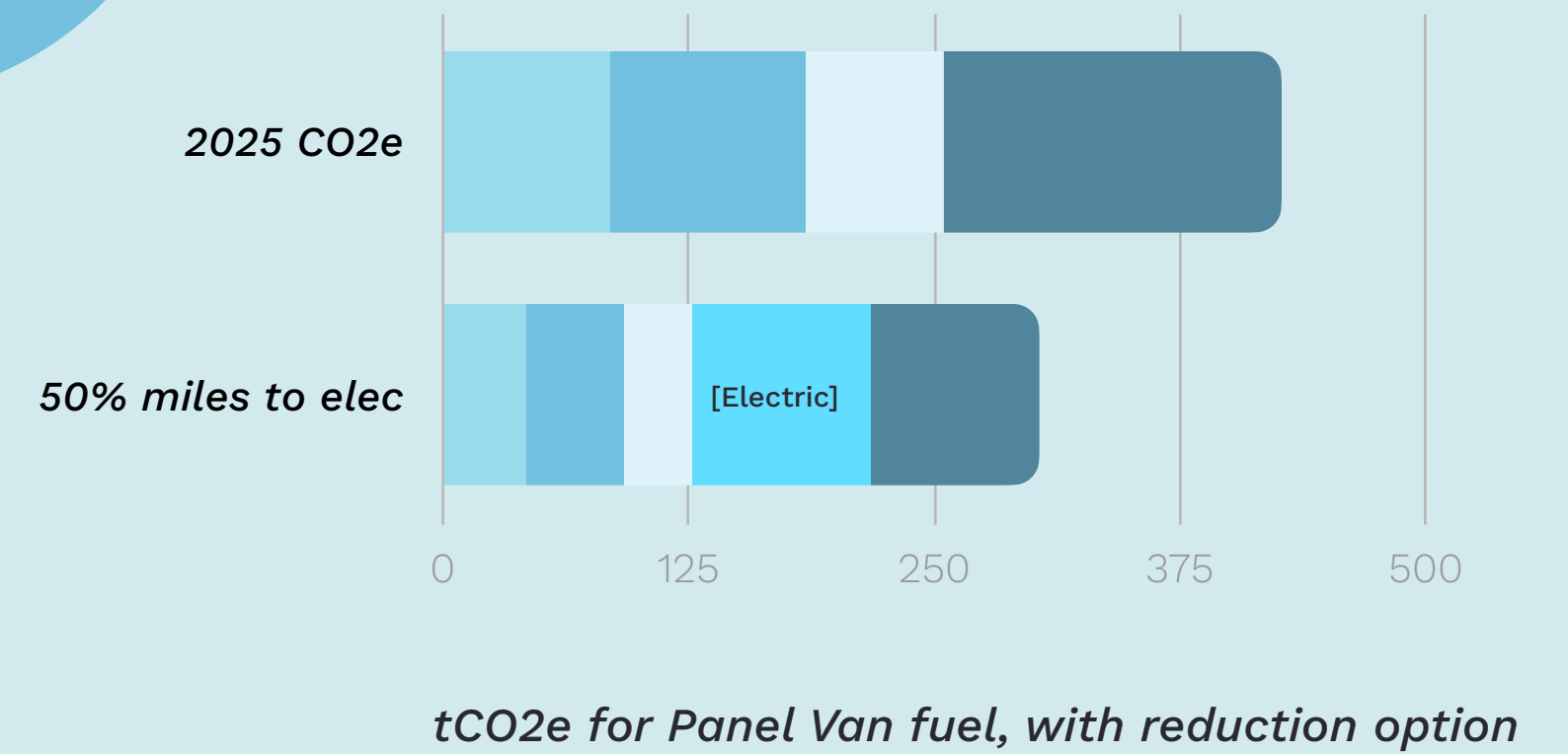
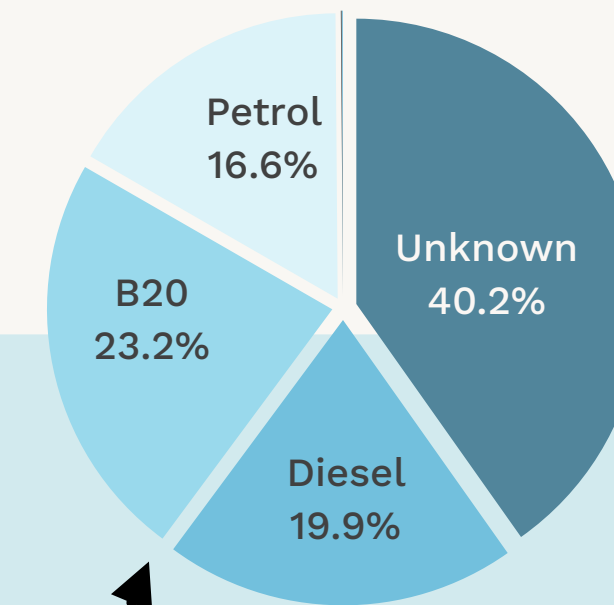
CO2e of Equipment Transport types as a % of the Equipment Transport total



CO2e of trucking types as a % of the Trucking total



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

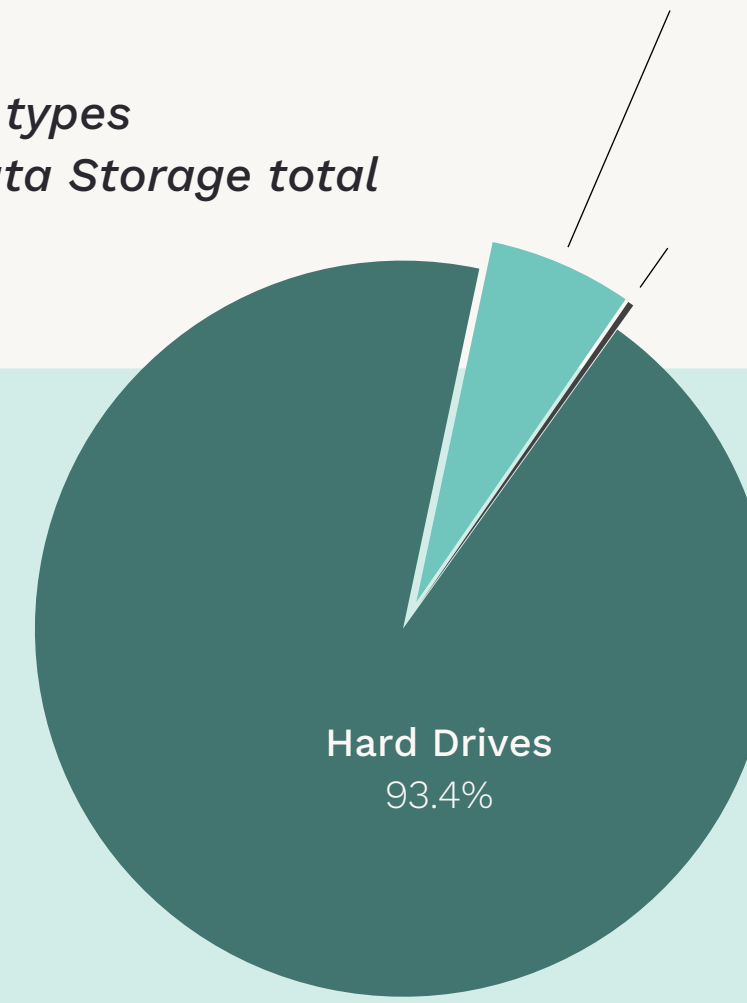


If 50% of Panel Van non-electric miles were spent in an electric van instead:
 On average, productions with a shoot could reduce Equipment Transport & Couriers CO2e by **10%**

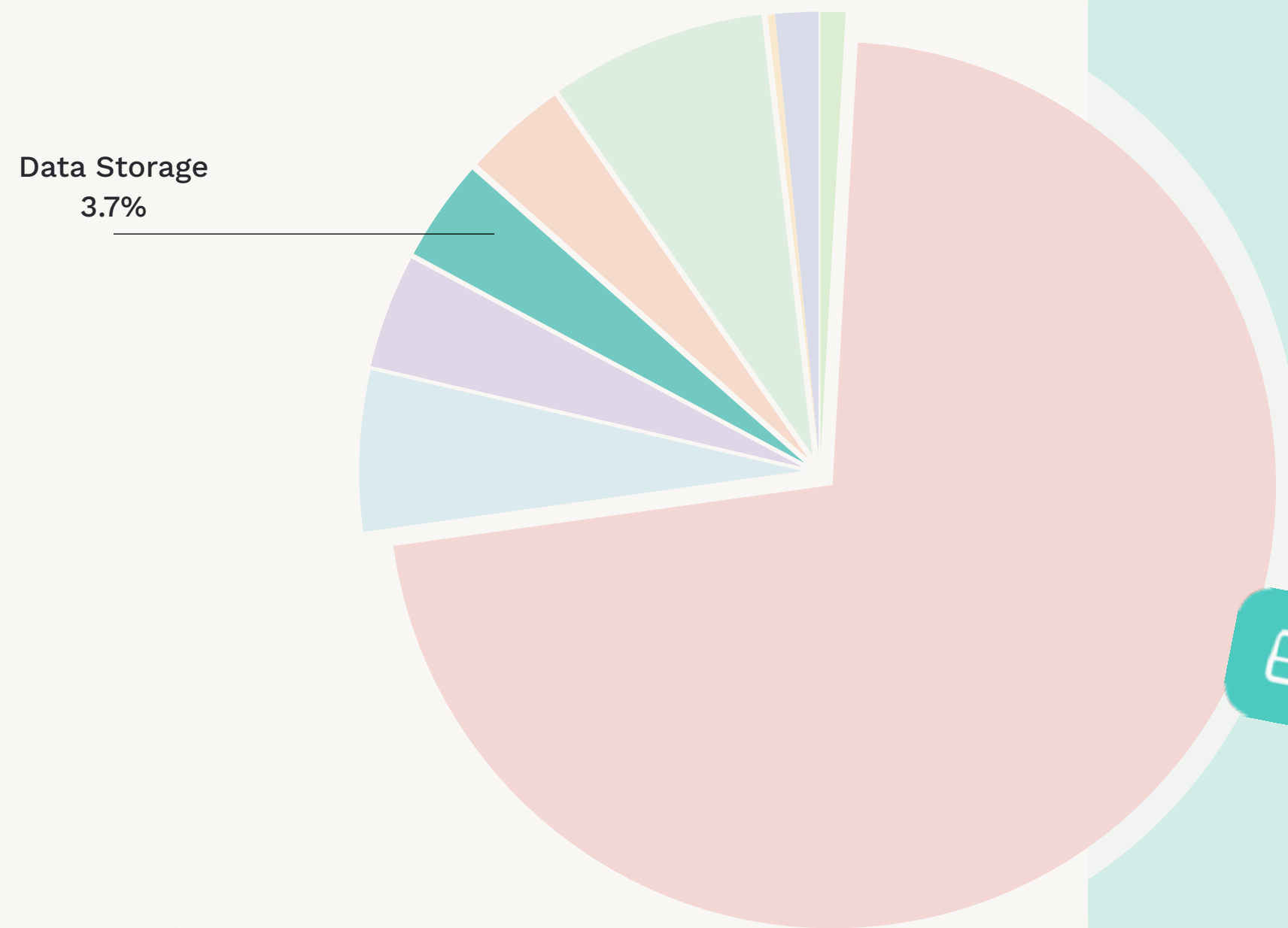


4. Reducing CO2e from Data Storage

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

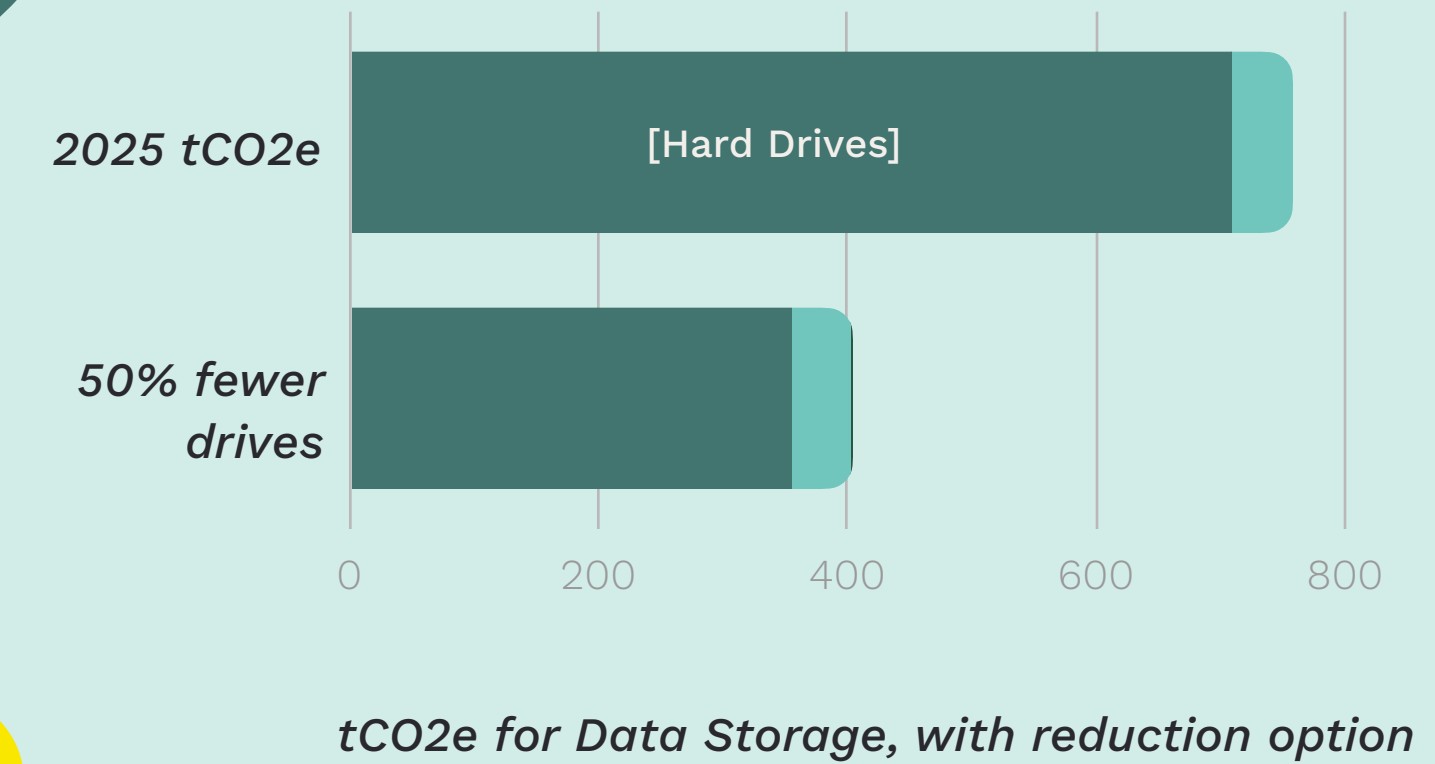


Total CO2e recorded per activity area
for projects *with* shoots shown as a
percentage with Catering highlighted



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%

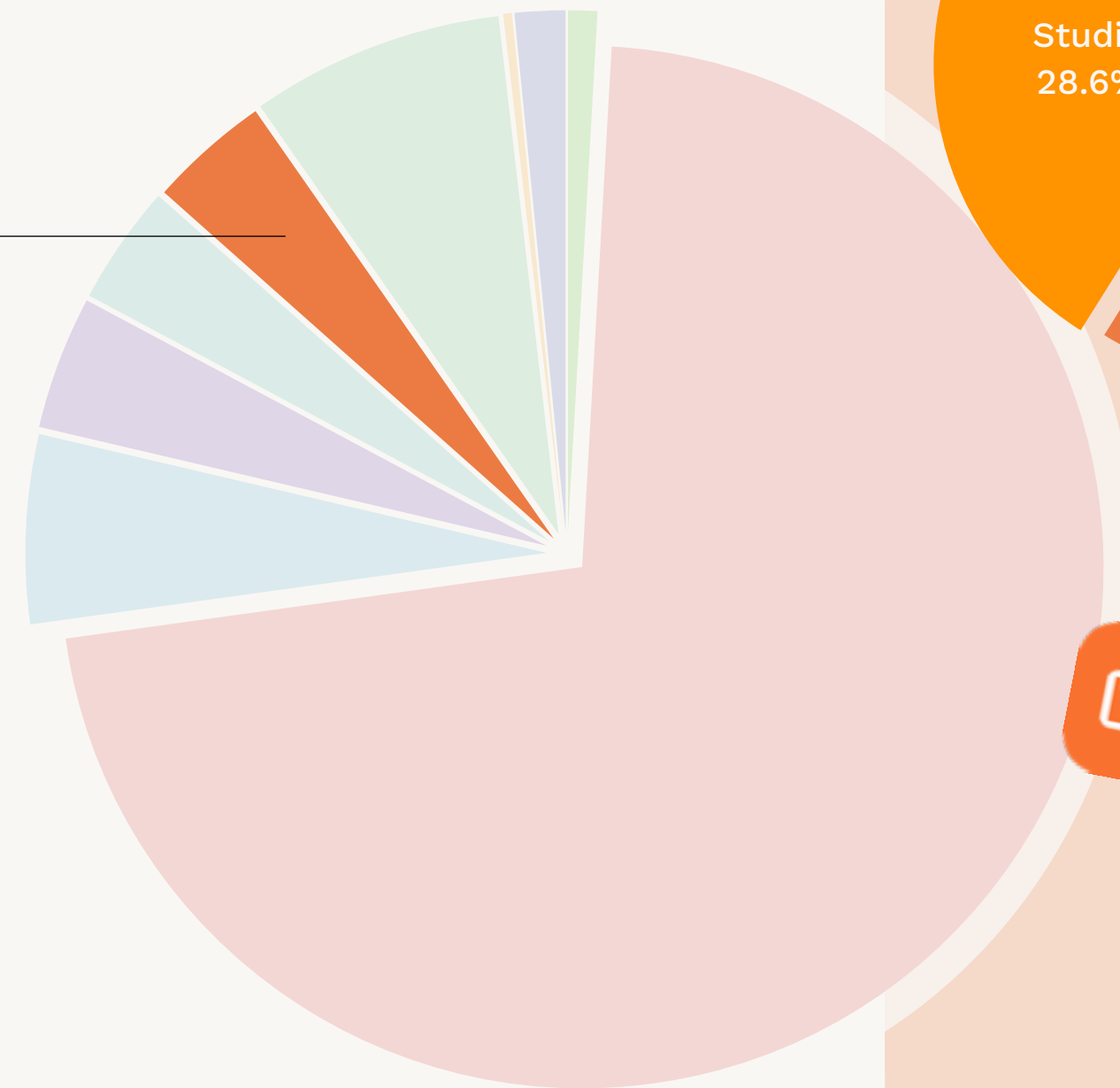


*Based on 3.7 drives per production, at £499 per drive.

5. Reducing CO2e from Shooting Spaces

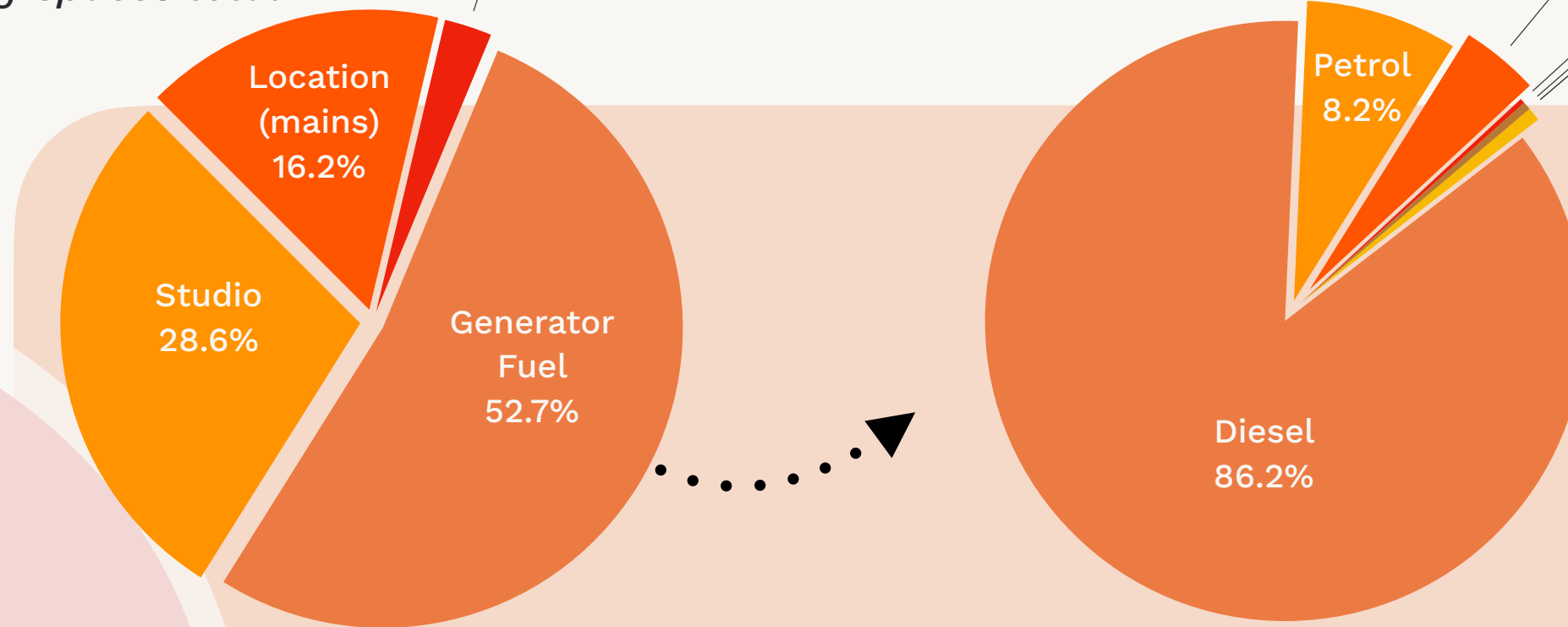
Total CO2e recorded per activity area for projects *with* shoots shown as a percentage with Shooting Spaces highlighted

Shooting Spaces
3.7%

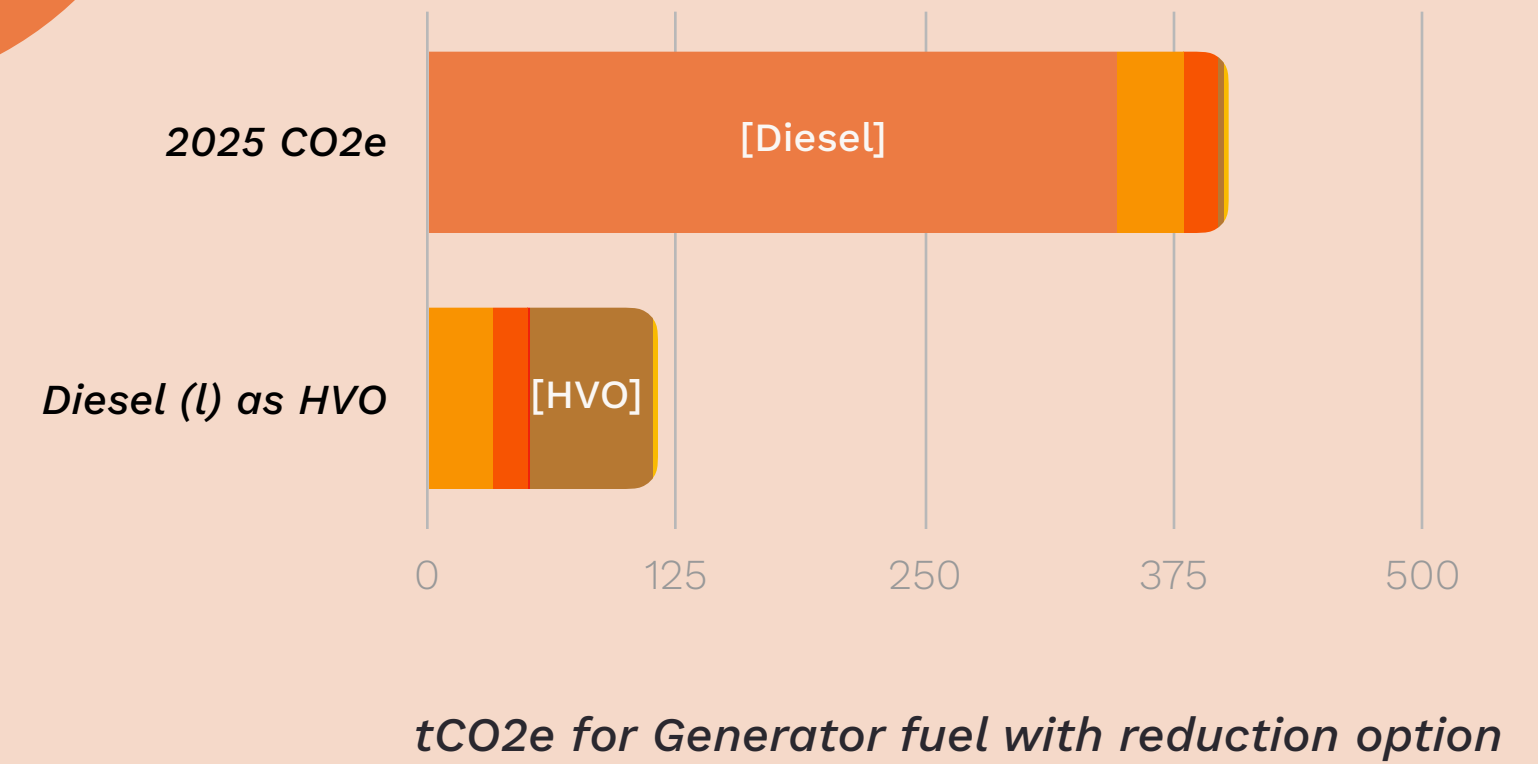


CO2e of space types as a % of the Shooting Spaces total

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



If diesel fuel used for generators was swapped for HVO instead:
On average, productions with a shoot could reduce Shooting Spaces CO2e by **38%**

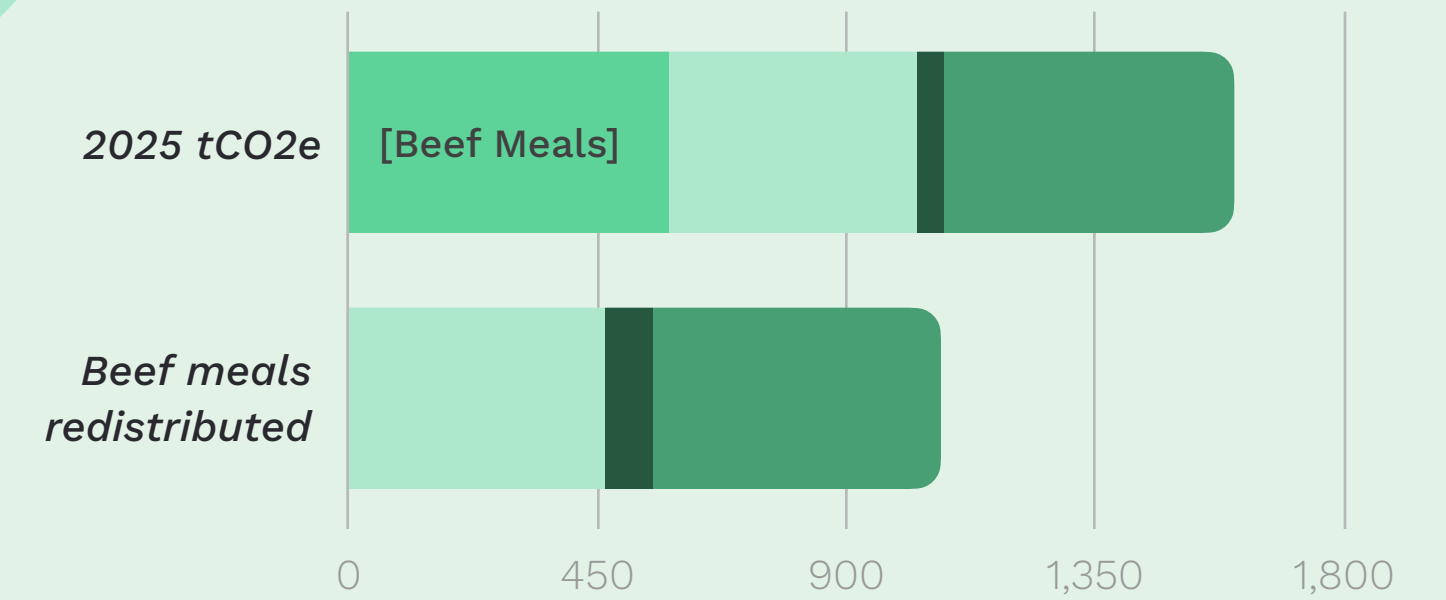
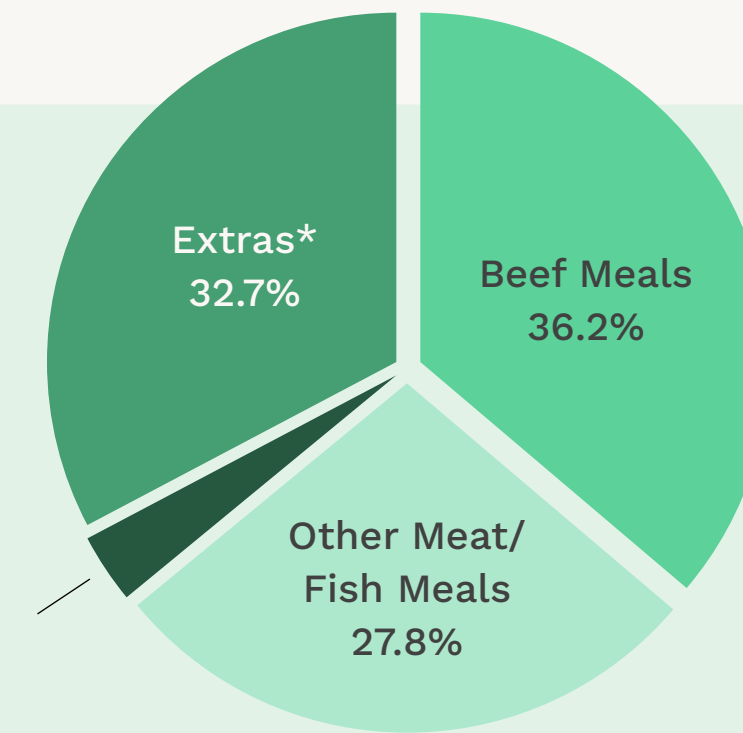
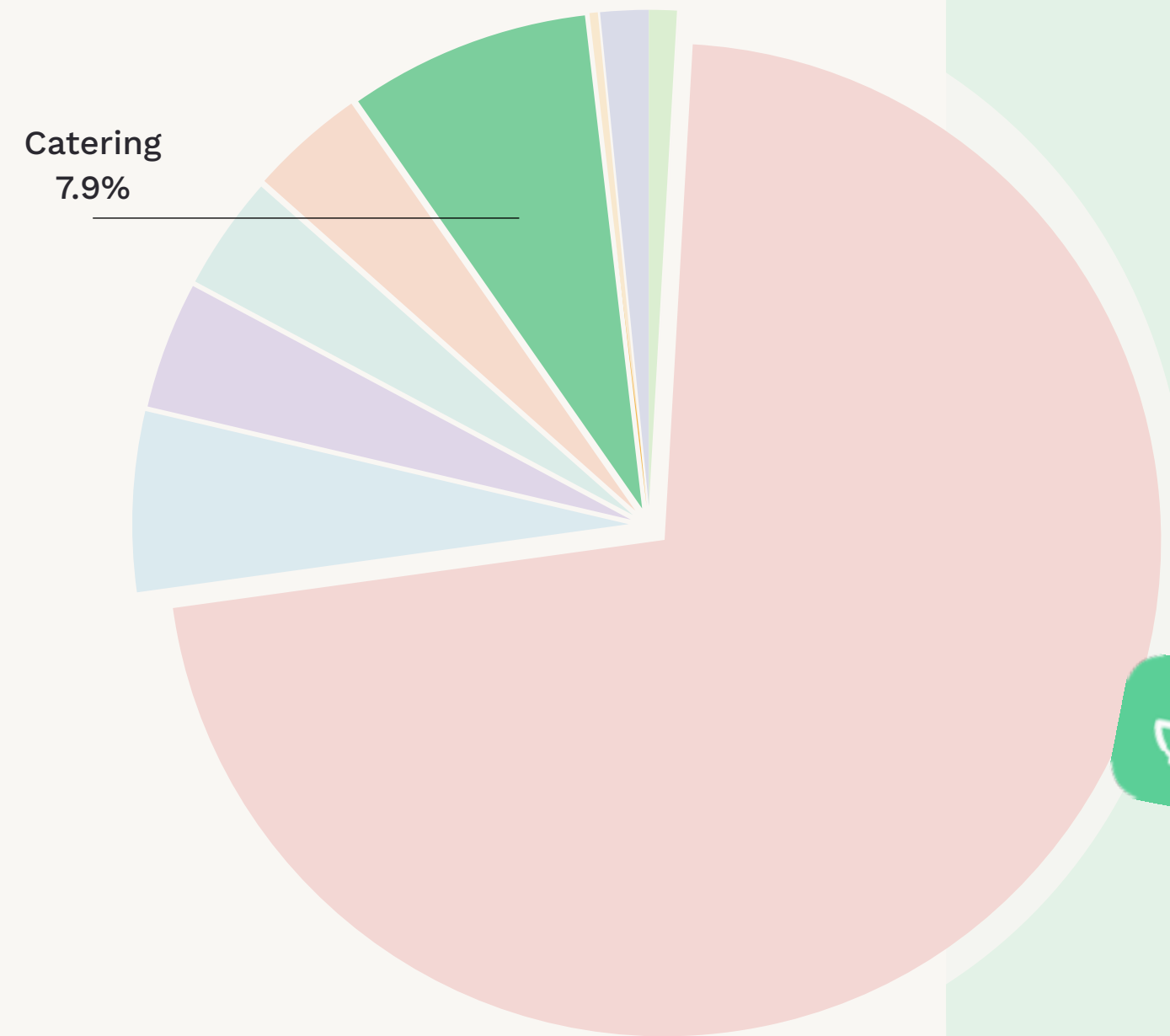


Get to know HVO: HVO is a "drop-in" paraffinic fuel, whose chemical structure is almost identical to fossil fuel diesel. This means suppliers can mix HVO and diesel in the same tank in any ratio - so your generators can be HVO fuelled with no modifications needed. Get lobbying!

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%**

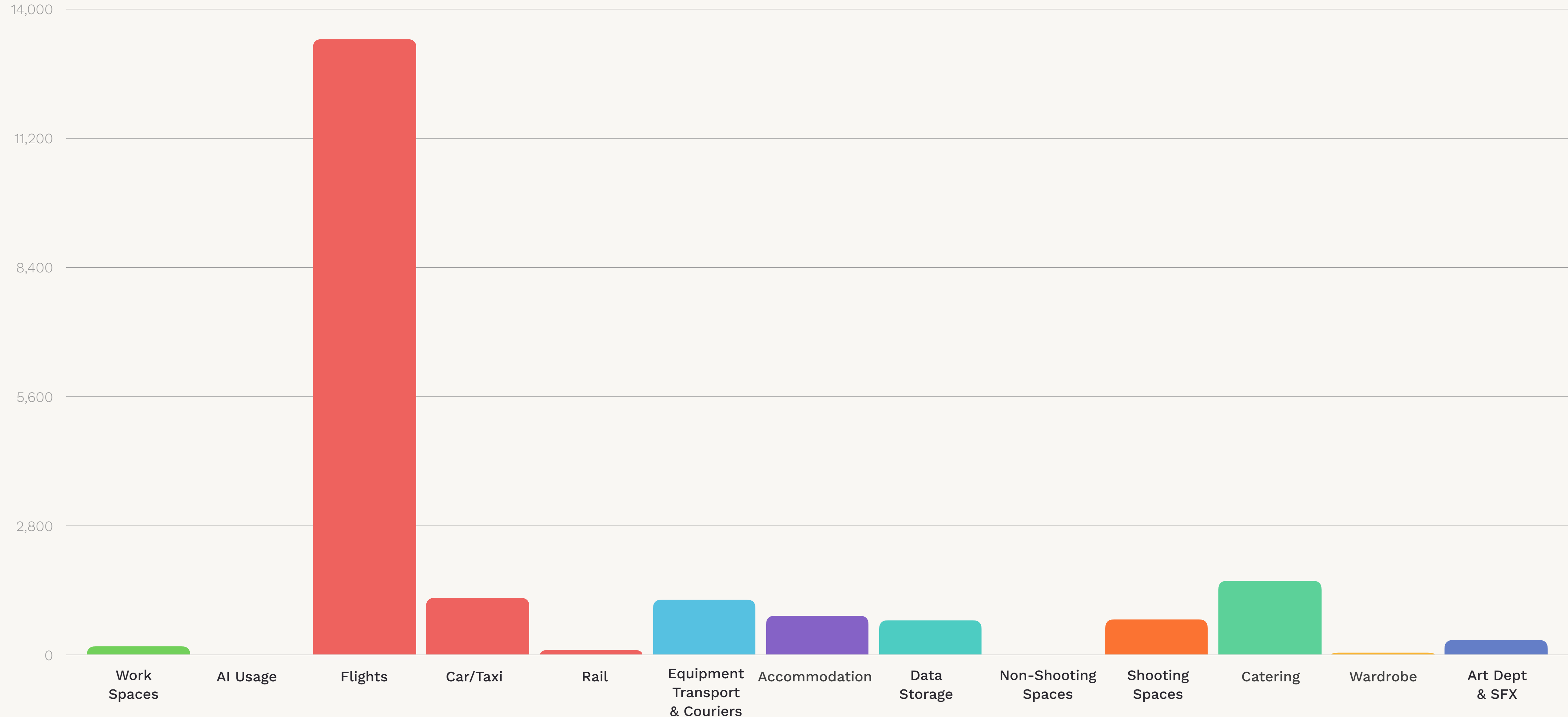


*Extras: Drinks, drinks packaging, eating utensils and related waste, and meal waste as per what has been provided by the production.

tCO2e for Catering, with reduction option

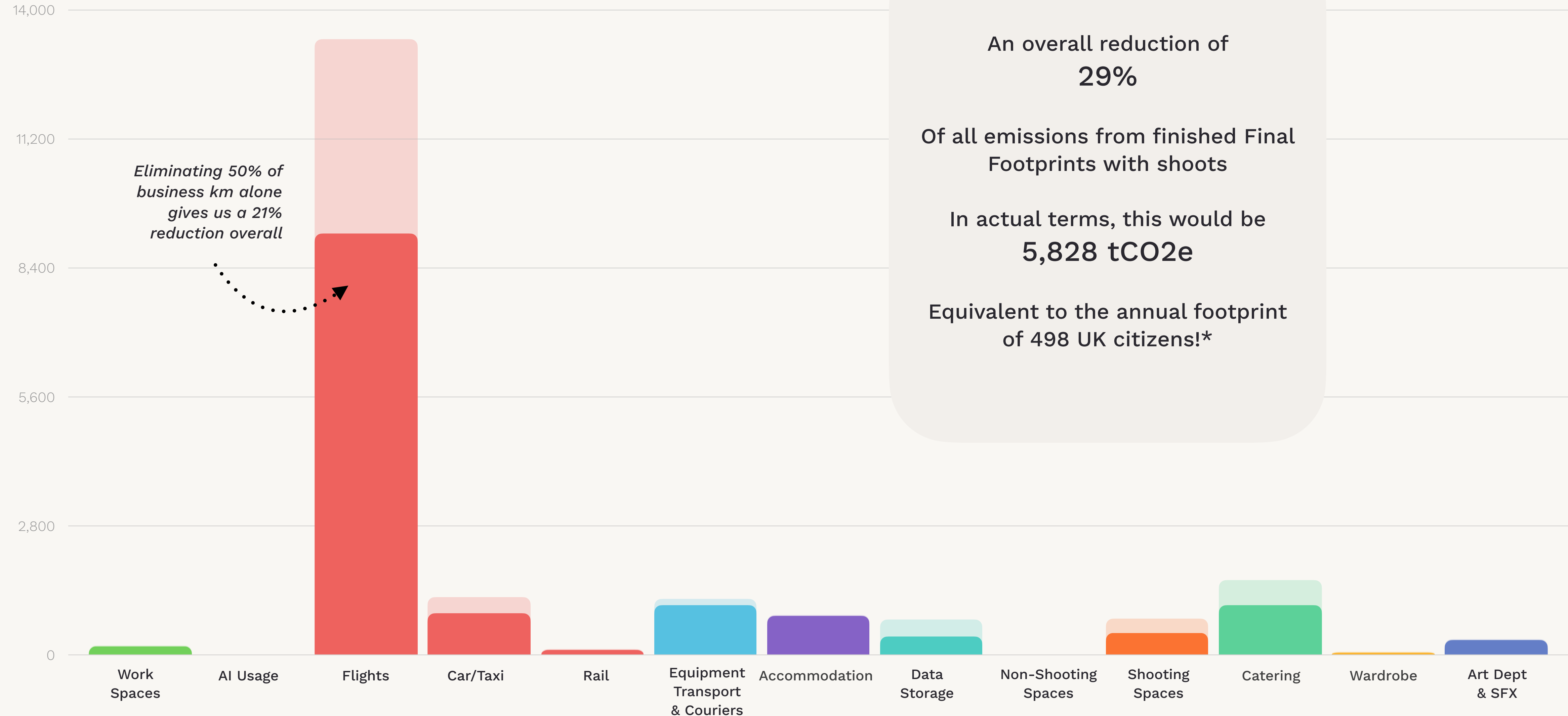
Reducing the industry's footprint

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



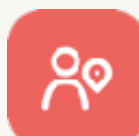



In actual terms, this would be **5,828 tCO2e**

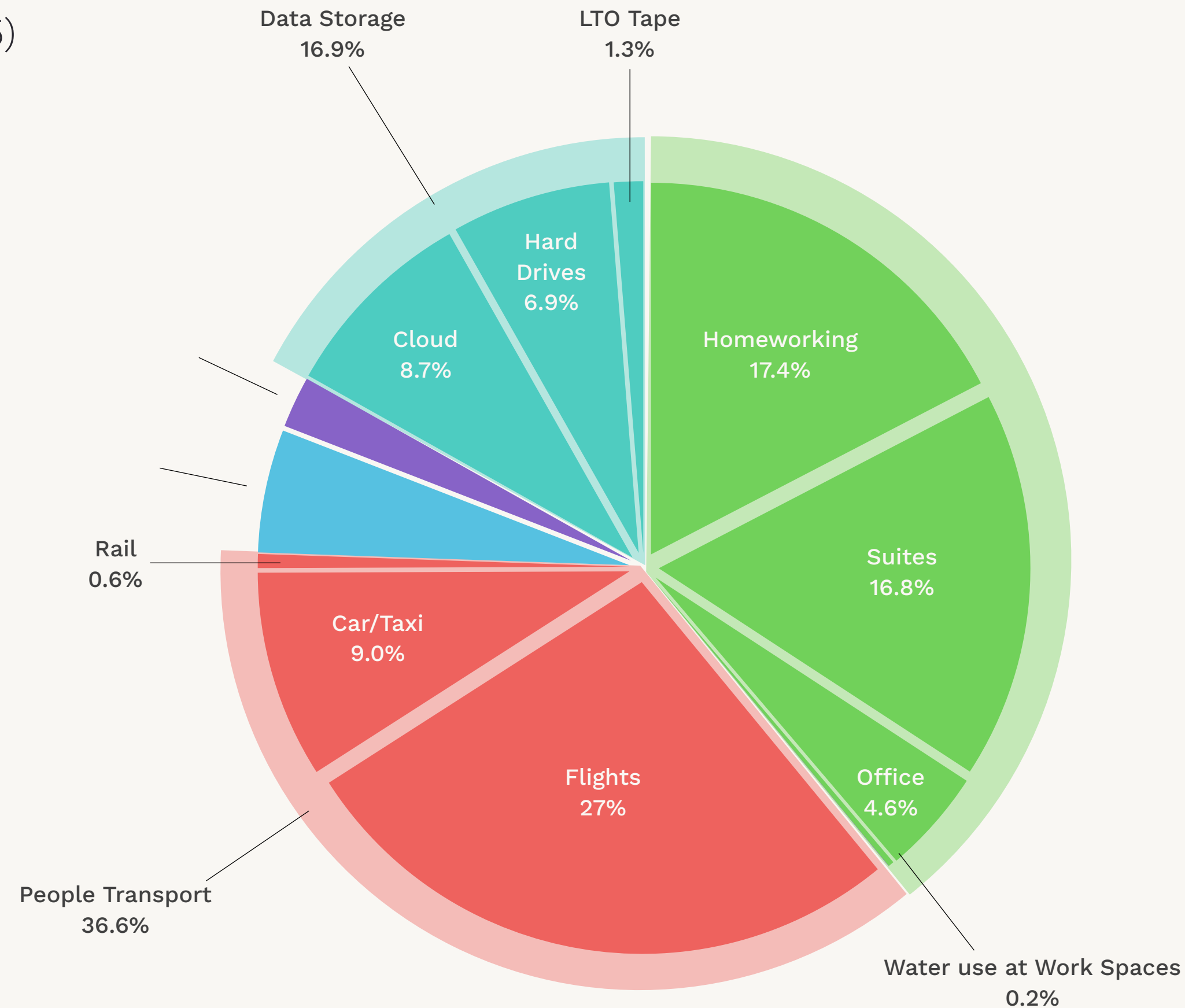
Equivalent to the annual footprint of 498 UK citizens!*

Eliminating 50% of business km alone gives us a 21% reduction overall

*11.7 per UK citizen per year, as mentioned previously

Activity breakdown: Projects with a shoot

-  Work Spaces
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-  Equipment Transport & Couriers
-  Accommodation
-  Data Storage

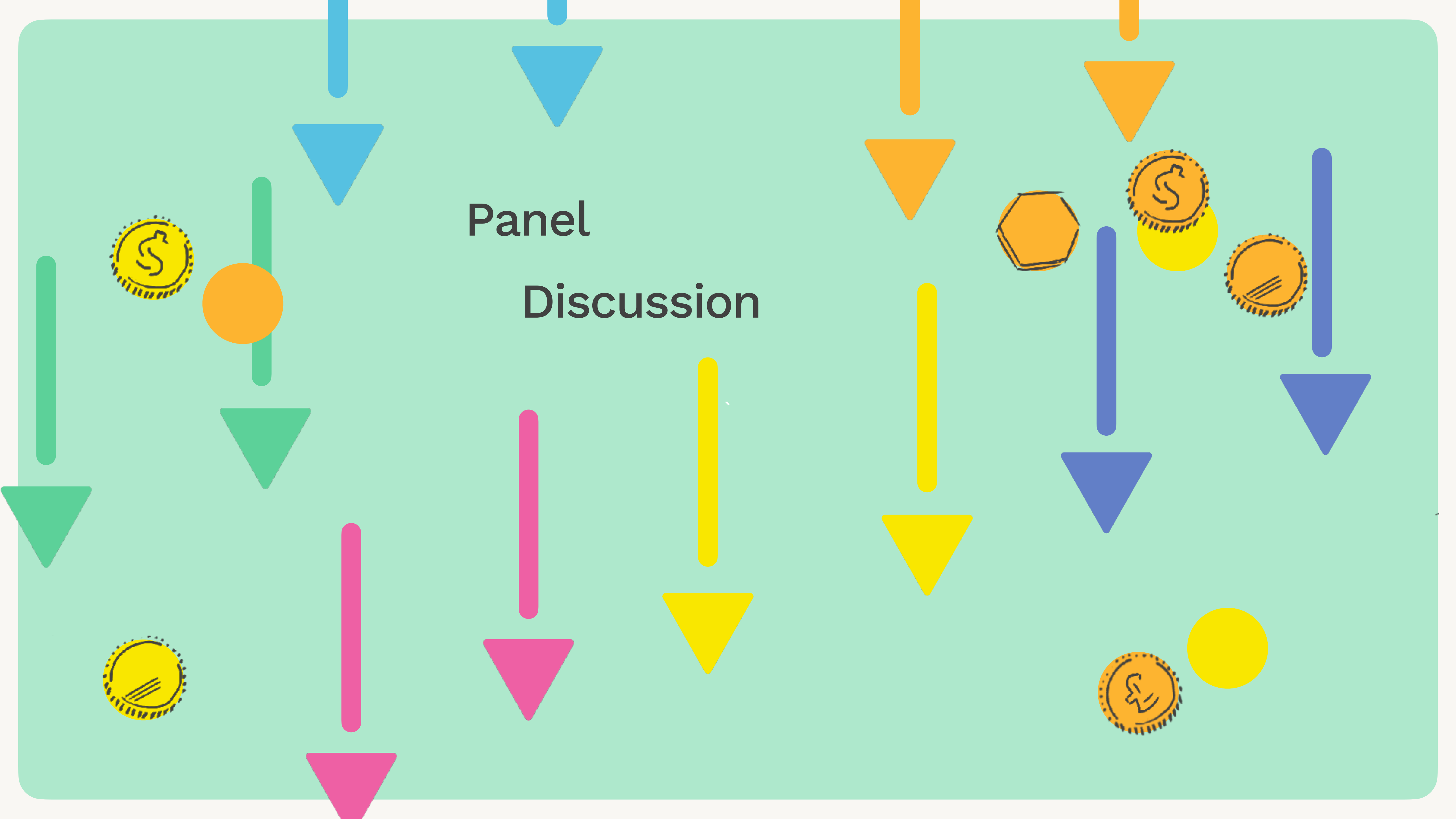


CO2e coming from Work Spaces:
39%
of all emissions from finished Final Footprints without shoots in 2025 (30 tCO2e)

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



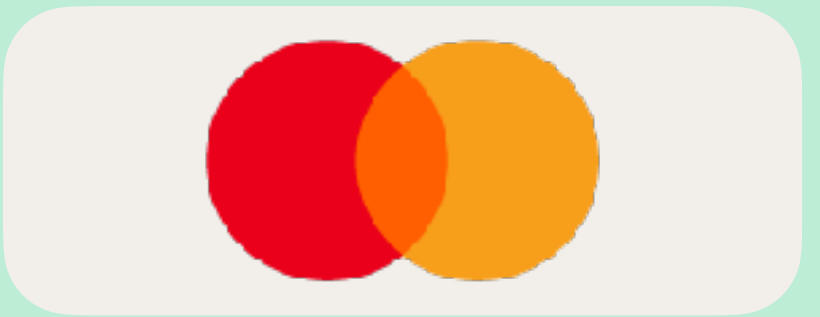
Superuser

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.

TWIN

 **WING**

worldmark



The Super-est users...



Calyn Fynn
Worldmark Films



Phoebe Rahmatallah
Further



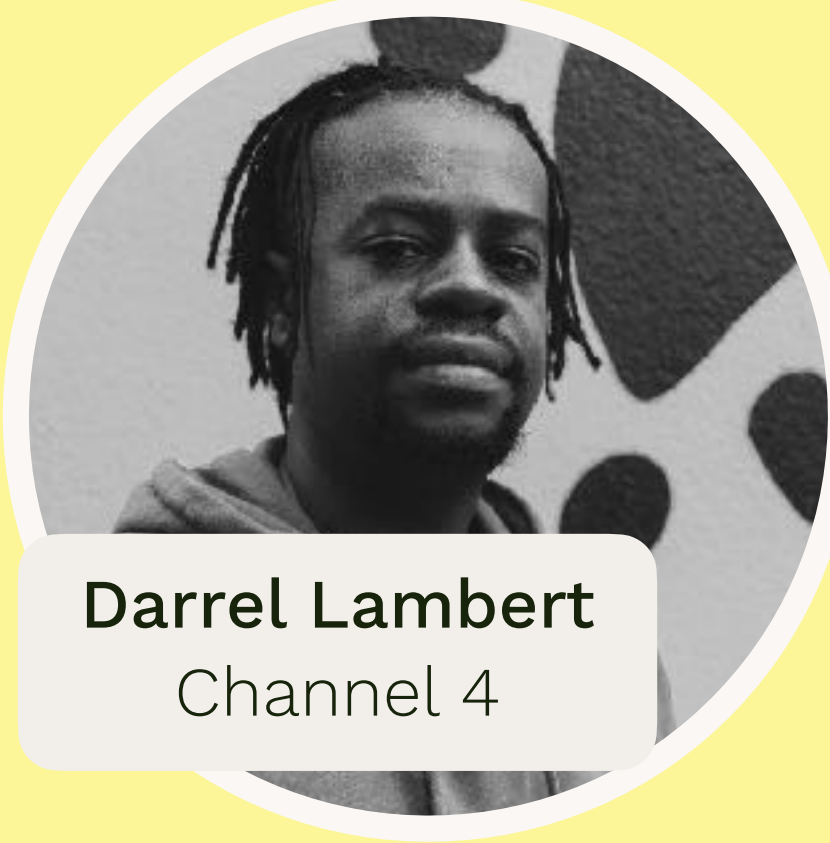
Tom Breheny
Outsider



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

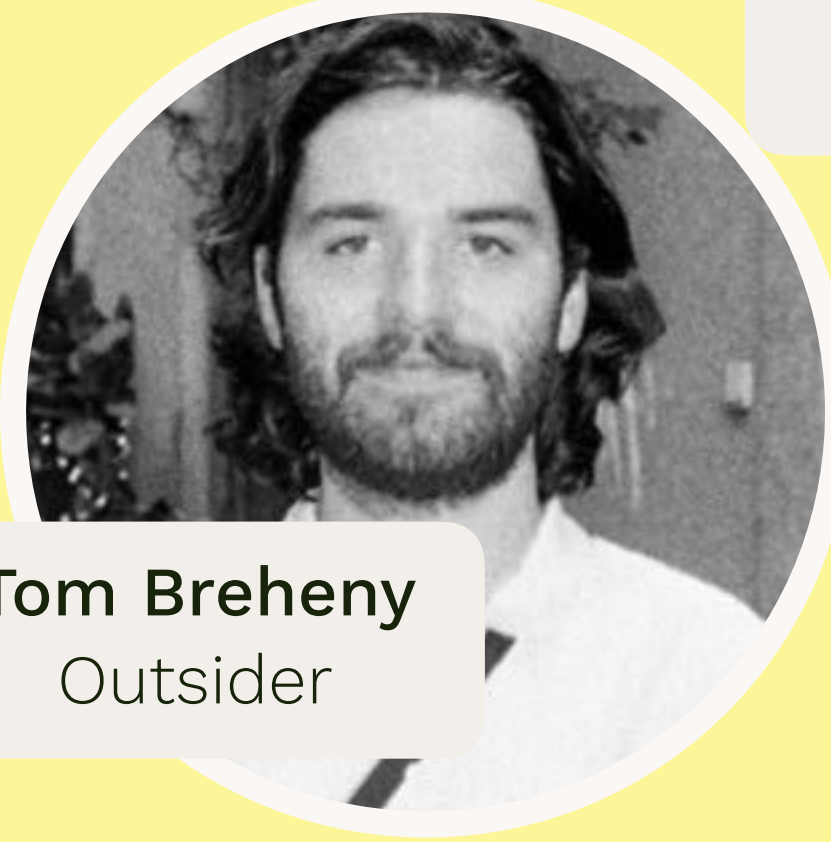
The Super-est users...



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

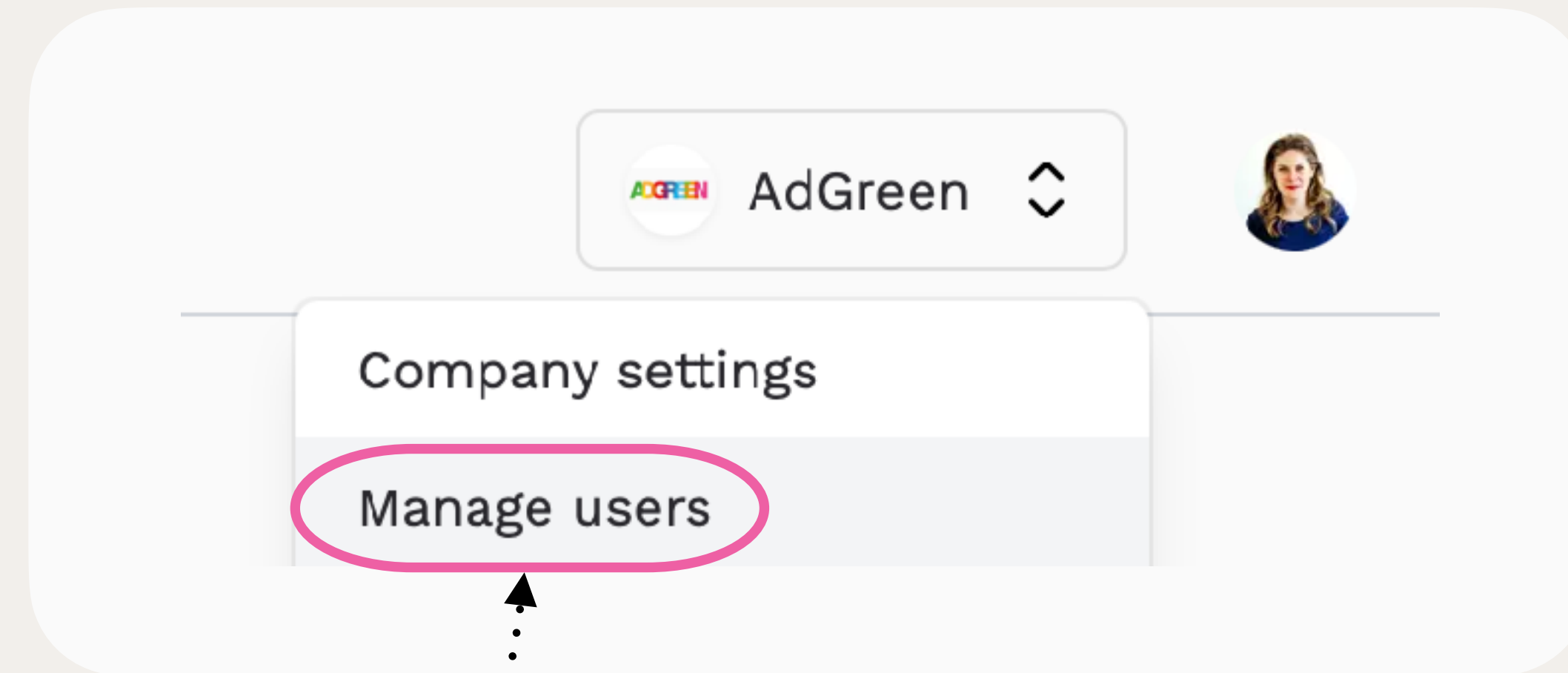


Jeska Hayter
RAW Production



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...



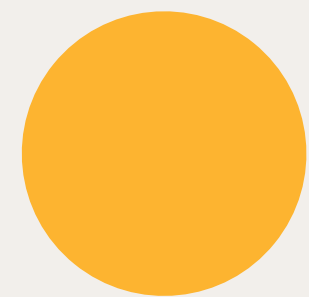
Duplicate Final Footprints

Including all activities - or just yours



Duplicate Final Footprint activities

On a single Final Footprint



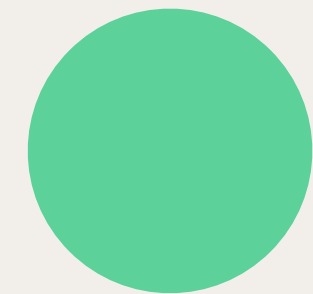
Use the generator benchmark

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!



Annual Review
Superuser Celebration



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