

About AdGreen

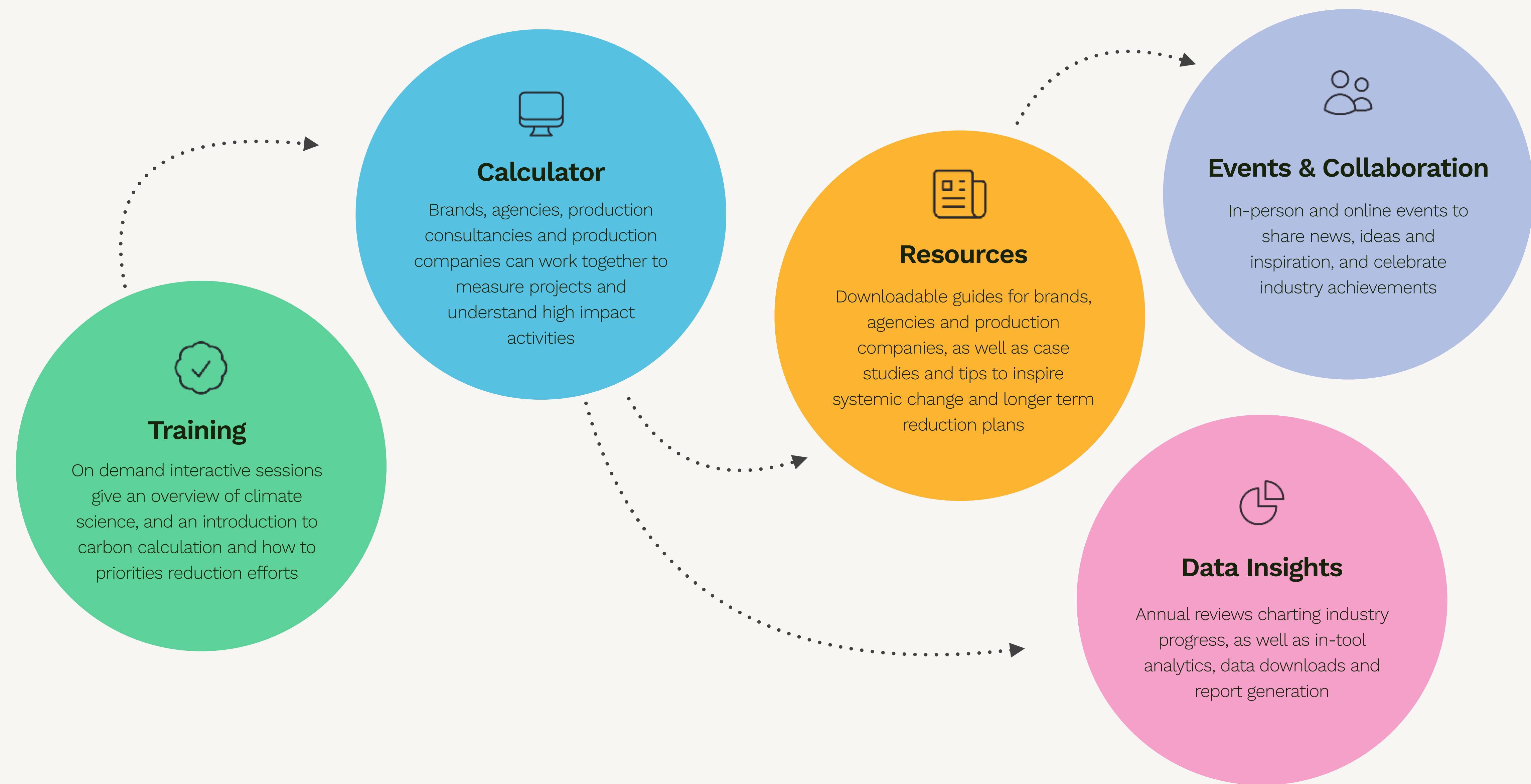


At AdGreen we unite and educate advertisers and production suppliers, enabling them to comply with policy and regulation, and reduce the negative environmental impacts of production.

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.

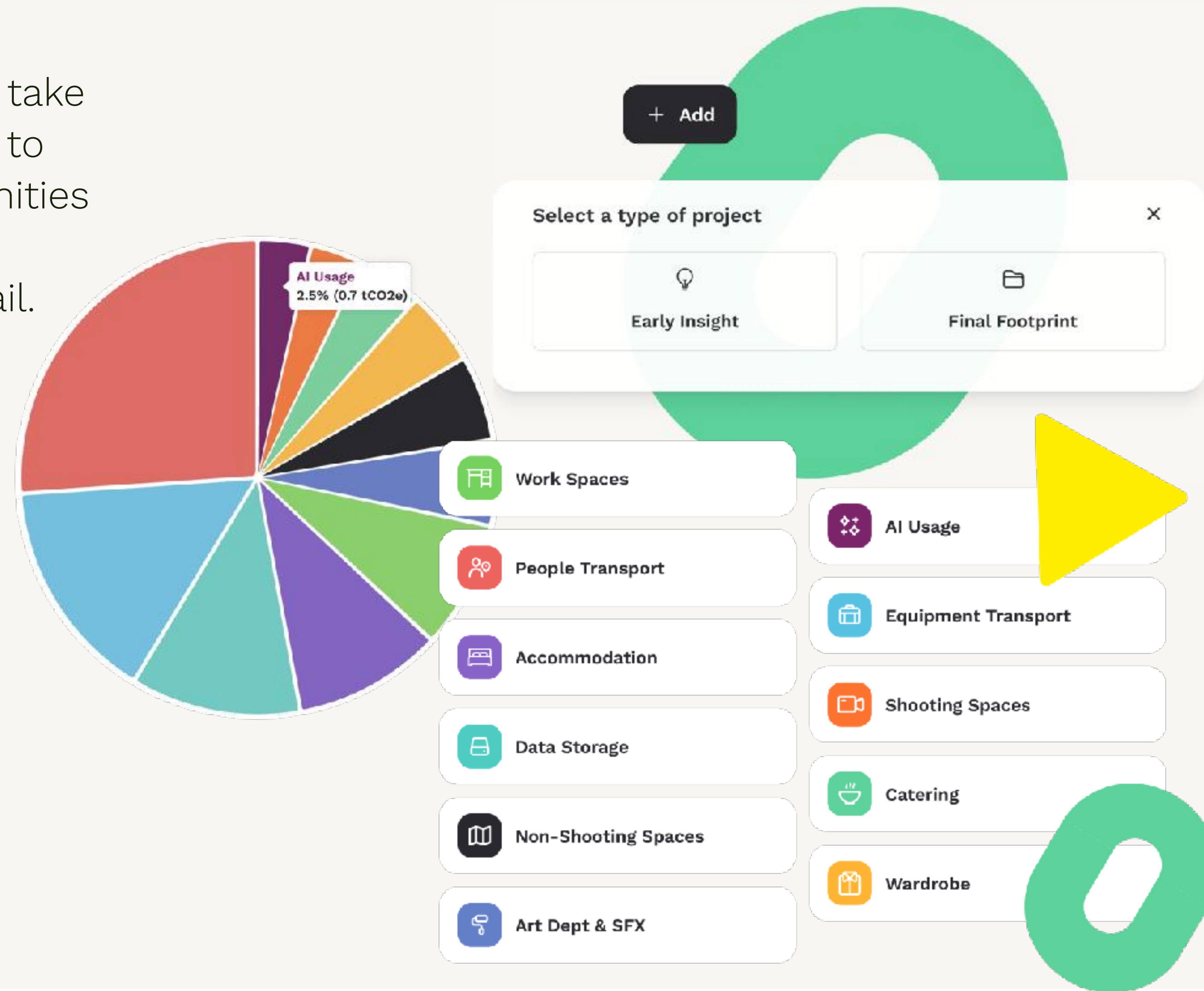
- ✓ The climate science expanded
- ✓ How AdGreen can support your low carbon aims
- ✓ A typical shoot for the ad industry
- ✓ The business case for sustainable production
- ✓ A practical demonstration of the carbon calculator where you'll learn how to use your budget as a guide

Calculator

[Sign up](#)[How To guide](#)

Sign up for a free AdGreen Carbon Calculator account to take control of your production emissions. Use **Early Insights** to understand your high carbon items and identify opportunities for reduction, and AI-powered **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](#)[How To 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

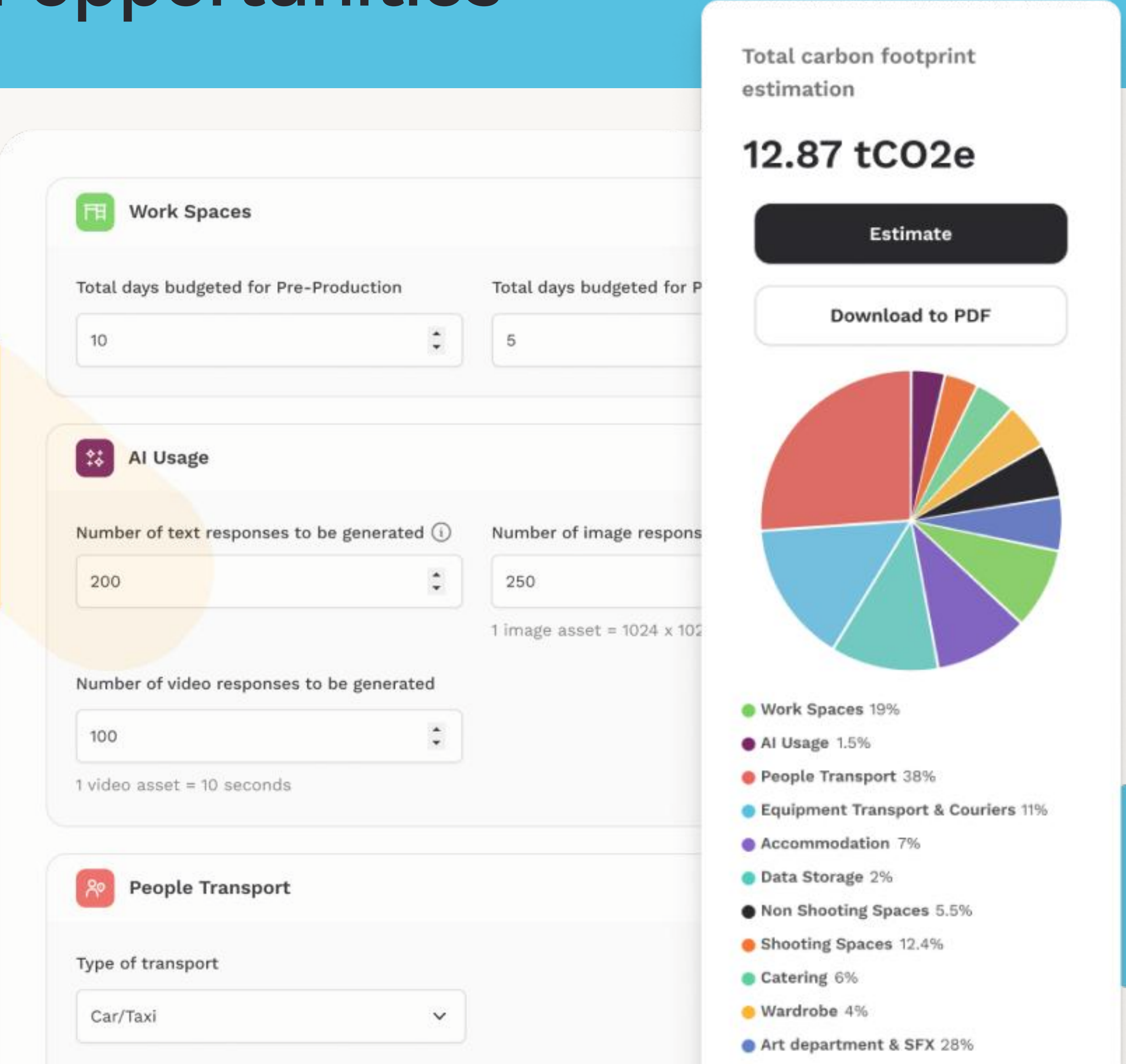


Final Footprints

- ✓ Use when wrapping
- ✓ An 'actual' picture of your production
- ✓ More detailed entry in the 11 areas, grouped in production stages
- ✓ AI-powered document reader for easy completion
- ✓ Visible to your company and those you add
- ✓ More detailed in-tool analytics, including reduction ideas for longer term plans
- ✓ PDF reports and excel exports
- ✓ 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 displays the Early Insights interface with three main input sections: Work Spaces, AI Usage, and People Transport. The Work Spaces section includes fields for 'Total days budgeted for Pre-Production' (10) and 'Total days budgeted for Production' (5). The AI Usage section includes fields for 'Number of text responses to be generated' (200), 'Number of image responses' (250), and 'Number of video responses to be generated' (100). The People Transport section includes a dropdown for 'Type of transport' set to 'Car/Taxi'. To the right, a 'Total carbon footprint estimation' section shows a result of '12.87 tCO2e' with buttons for 'Estimate' and 'Download to PDF'. Below this is a pie chart showing the breakdown of the carbon footprint by category.

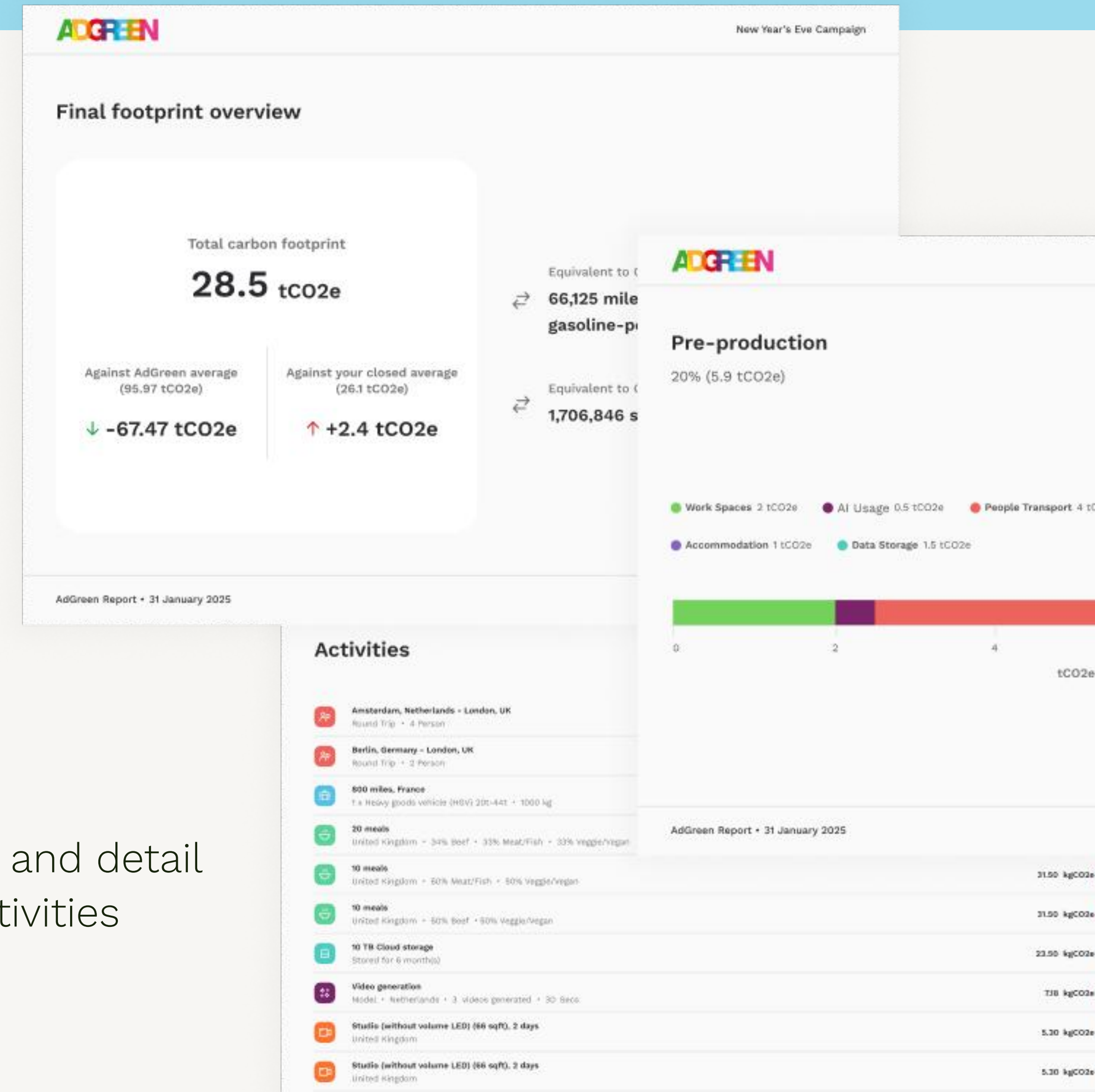
Category	Percentage
Work Spaces	19%
AI Usage	1.5%
People Transport	38%
Equipment Transport & Couriers	11%
Accommodation	7%
Data Storage	2%
Non Shooting Spaces	5.5%
Shooting Spaces	12.4%
Catering	6%
Wardrobe	4%
Art department & SFX	28%

Calculator: Methodology

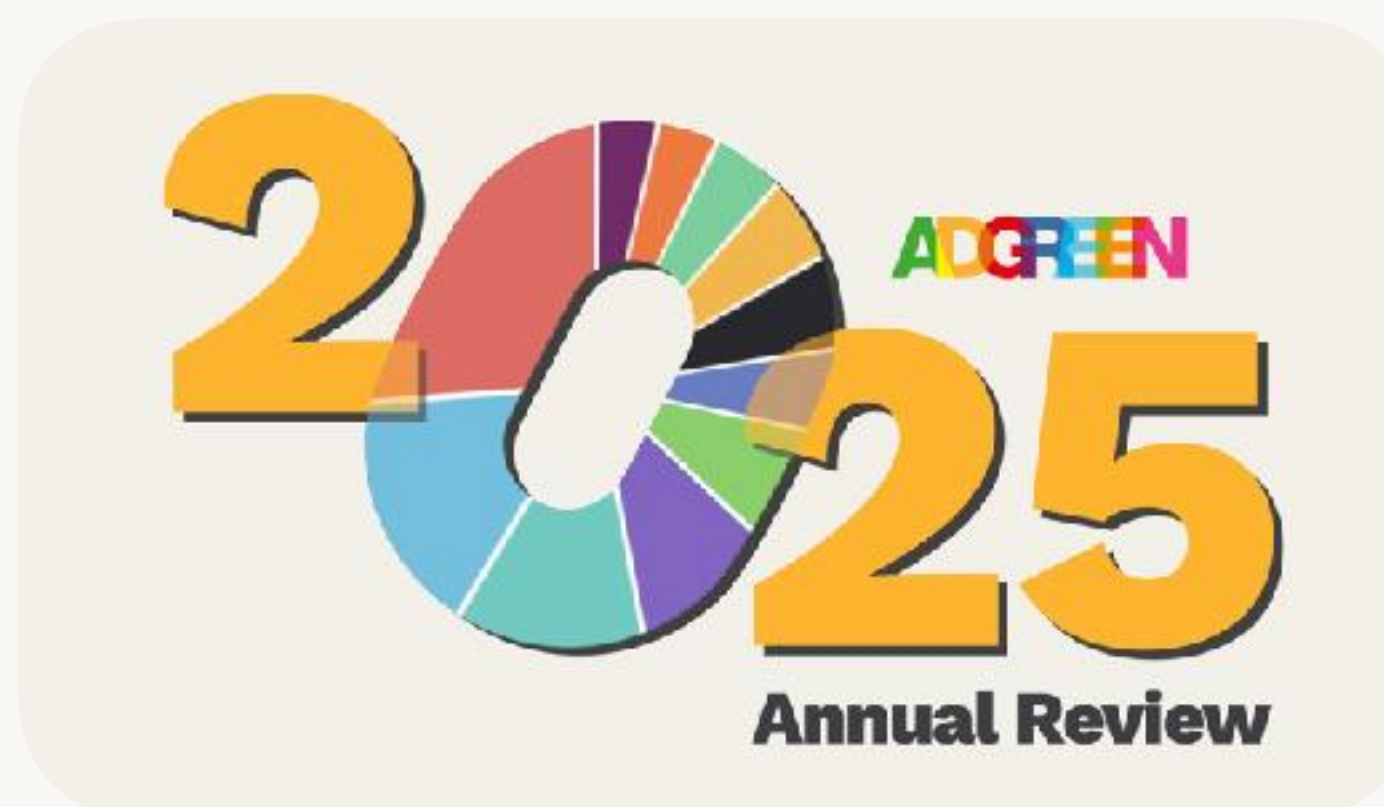
[Learn more](#)

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



Providing information, support and inspiration in reducing carbon emissions from advertising production, these are available to everyone working in advertising.



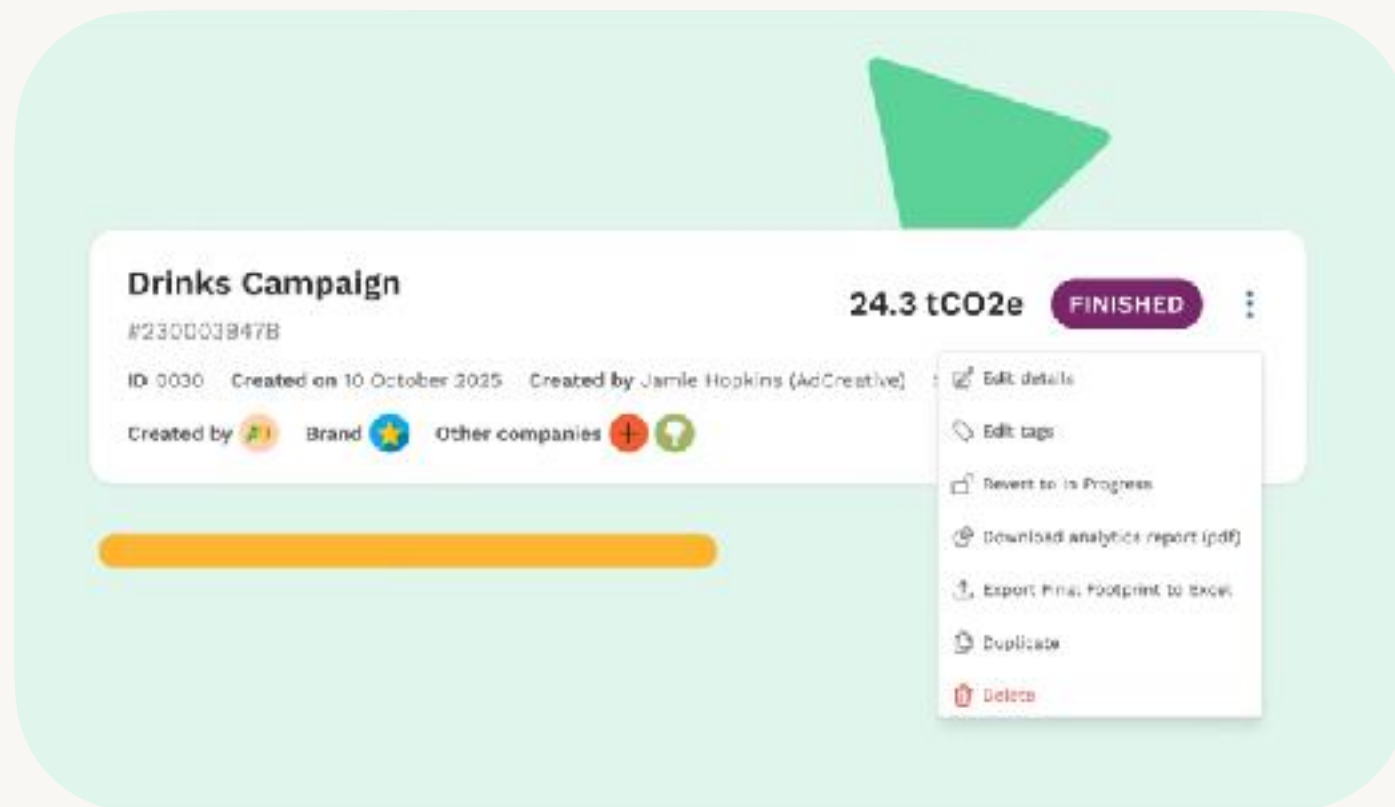
Industry Dataset Reports

Annual Reviews detail highlights from the industry datasets each year, including what the average footprint looks like for productions with and without shoots. These also showcase who's using the carbon calculator the most.



Case Studies

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



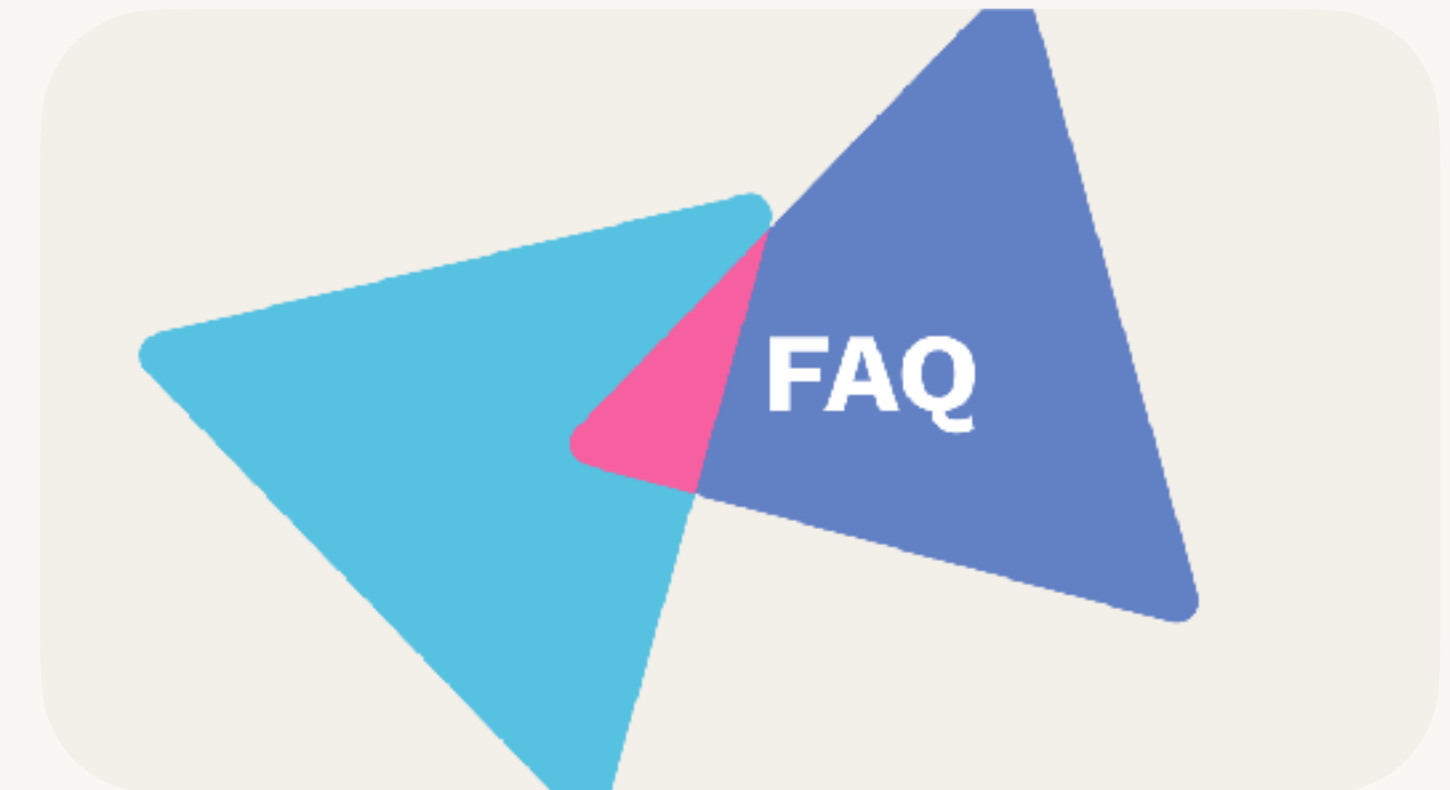
Reduction Guides

Tailored for brands, agencies and production companies, these guides provide an overview of how to use the carbon calculator collaboratively, questions to ask those you're working with, and steps you can take to reduce the footprint of your next production.



Event Recordings

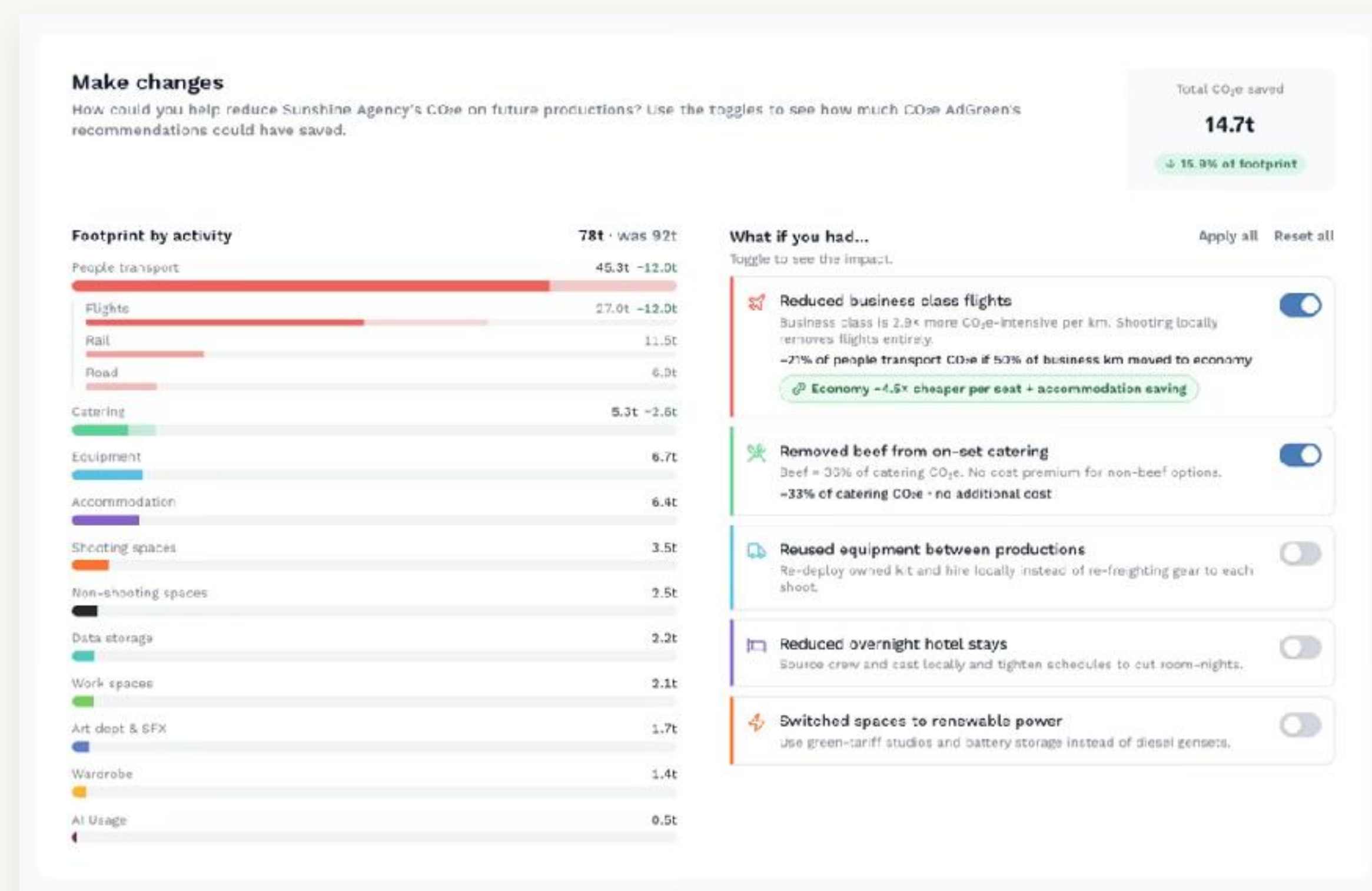
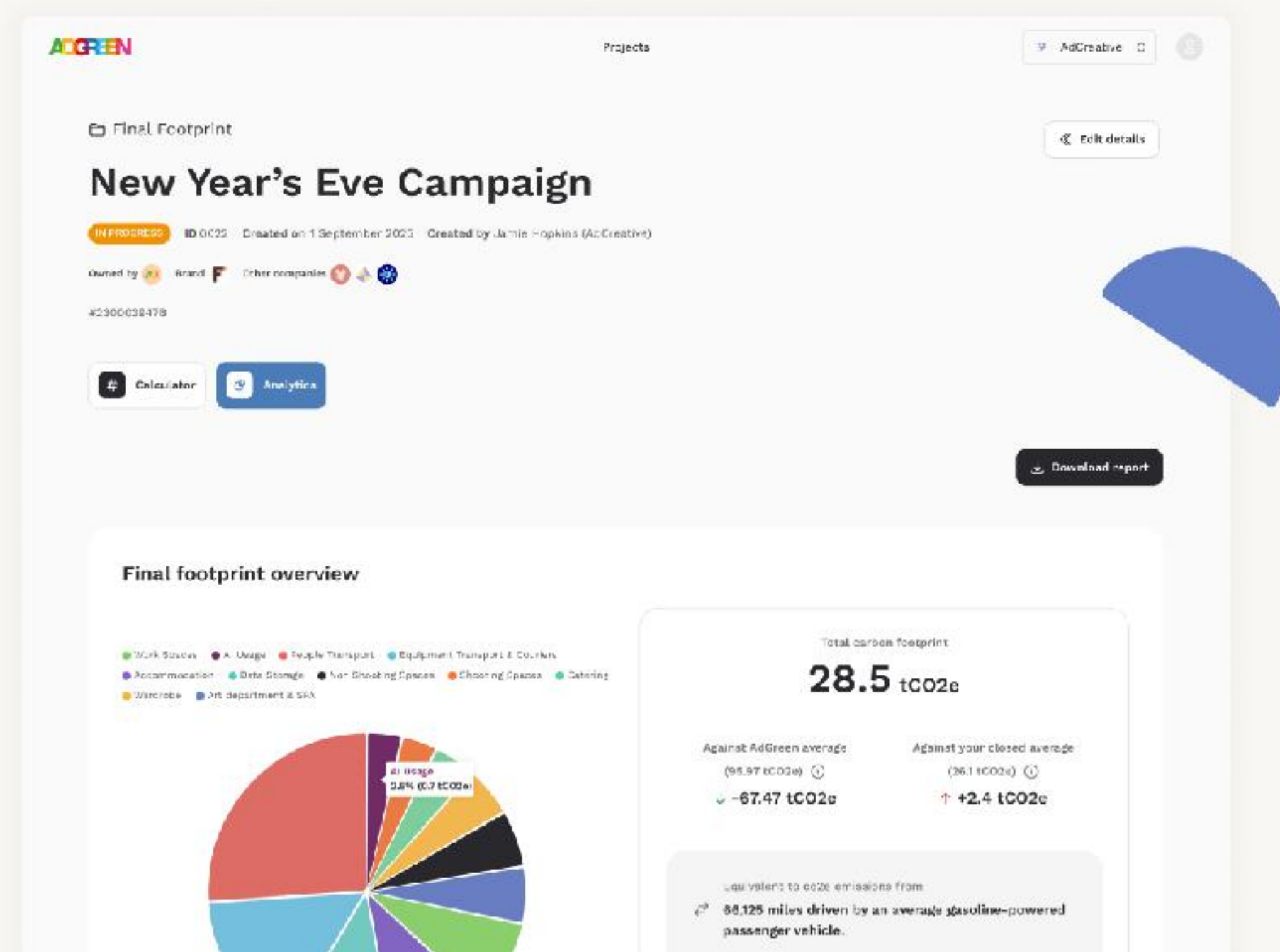
Watch a selection of recordings from past events, both AdGreen hosted and external, which share data, insight and inspiration.



Frequently Asked Questions

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

Along with annual reviews, users of the AdGreen Carbon Calculator can access analytics within the tool for both single and multiple Final Footprints, including a chance to review activities which are contributing the most co2e to their project, compare their dataset to the wider industry's, and understand reduction opportunities which will have the biggest impact. These can also be downloaded to PDF - perfect for sharing with clients and production teams.

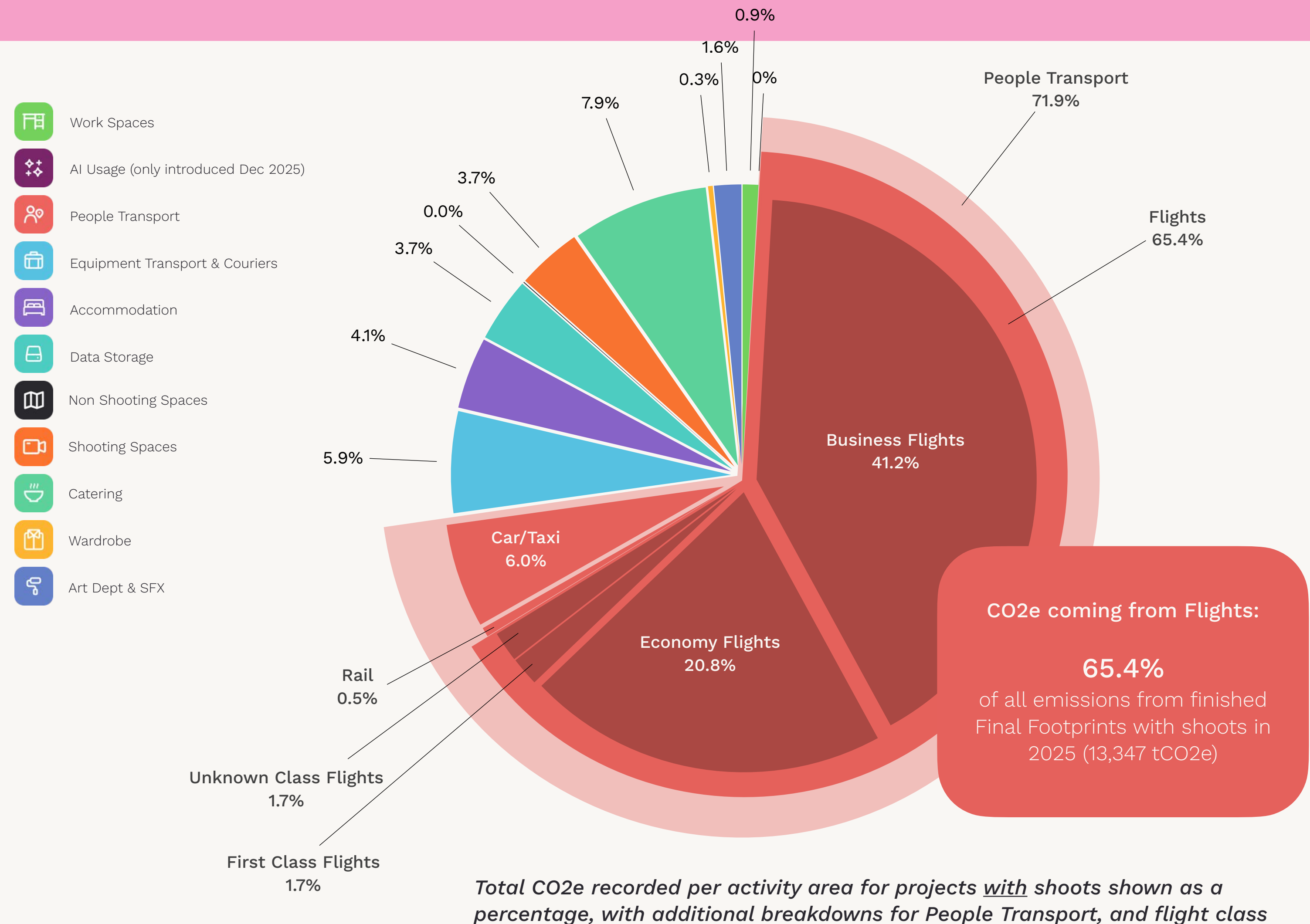


Data Insights: 2025 Dataset

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.

The logo for AOP, consisting of the letters 'AOP' in a bold, black, sans-serif font.The logo for APA, featuring the letters 'APA' in white, sans-serif font inside a red square.The logo for APR, featuring the letters 'APR' in white, sans-serif font inside a purple circle.The logo for adam&eve\TBWA, with 'adam&eve' in black and 'TBWA' in yellow, sans-serif font.The logo for the Advertising Association, with the words 'ADVERTISING ASSOCIATION' in black, sans-serif font.The logo for dentsu, with the word 'dentsu' in a bold, black, sans-serif font.The logo for Diageo, with the word 'DIAGEO' in a bold, black, sans-serif font.The logo for Google, with the word 'Google' in its multi-colored, sans-serif font.The logo for Havas, featuring a stylized 'H' icon followed by the word 'havas' in a lowercase, sans-serif font.The logo for IPA, with the letters 'IPA' in a black, serif font.The logo for ISBA, with the letters 'I S B A' in white, sans-serif font inside a dark blue rectangle.The logo for L'Oréal, with the word 'L'ORÉAL' in a black, sans-serif font.The logo for msq, with the letters 'msq' in a blue, lowercase, sans-serif font.The logo for Omnicom, with the word 'OMNICOM' in a bold, black, sans-serif font.The logo for Publicis Groupe UK, featuring a crest icon above the words 'PUBLICIS GROUPE UK' in a small, black, sans-serif font.The logo for sky, with the word 'sky' in a colorful, lowercase, sans-serif font.The logo for Unilever, featuring a stylized 'U' icon above the word 'Unilever' in a blue, sans-serif font.The logo for WPP, with the letters 'WPP' in a blue, sans-serif font.

How is AdGreen funded?

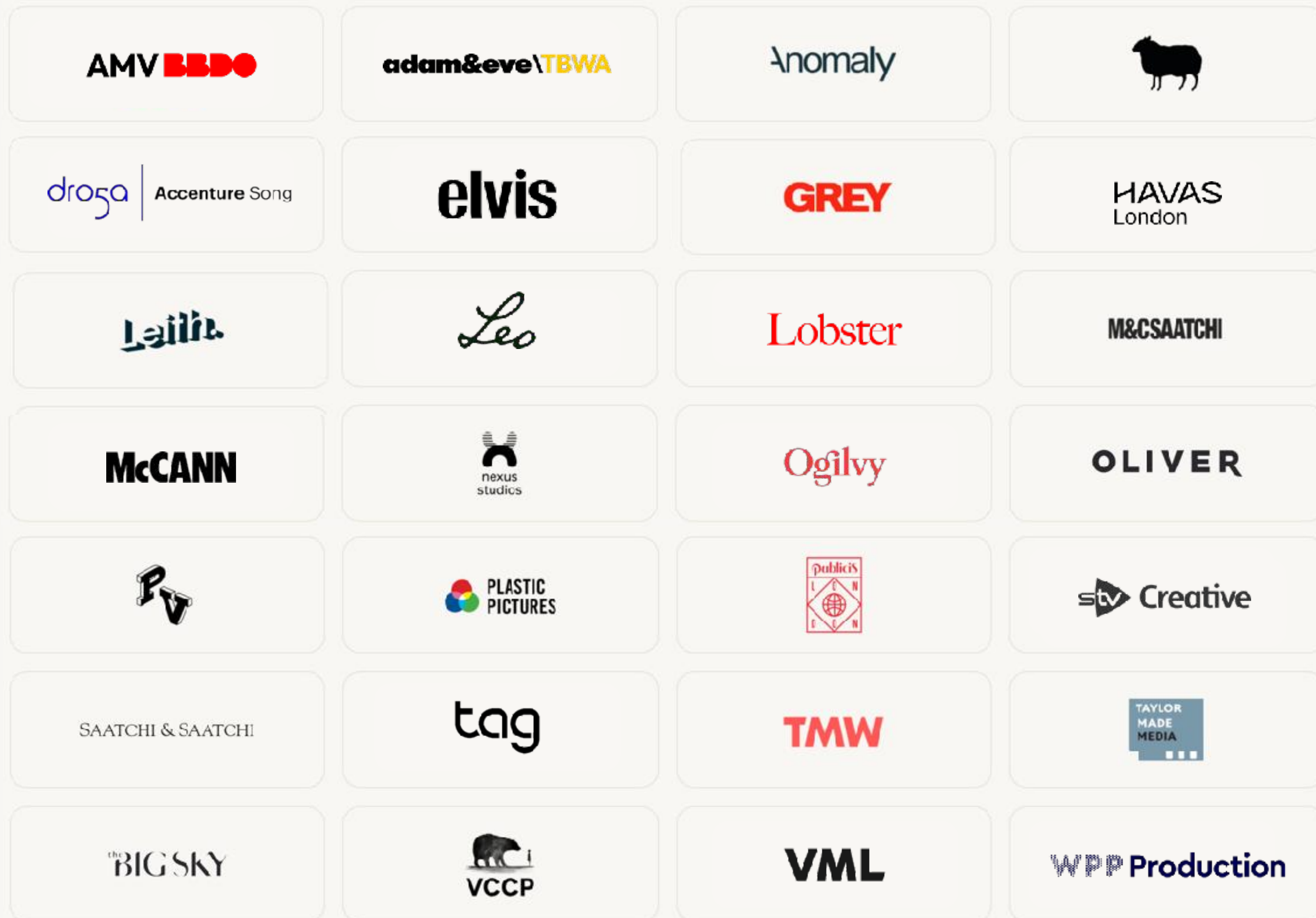
All services are provided for free.

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](#)



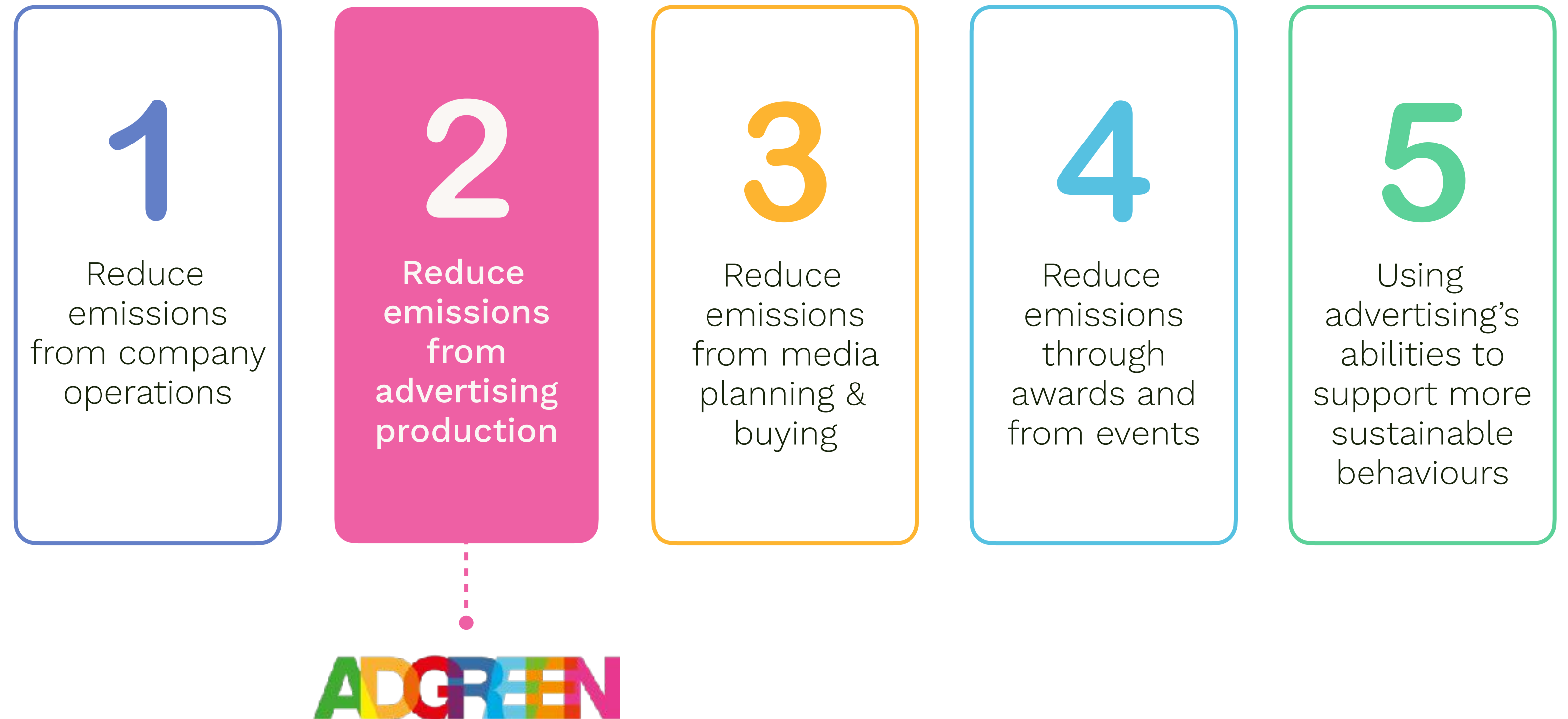
A selection of our levy supporters

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.

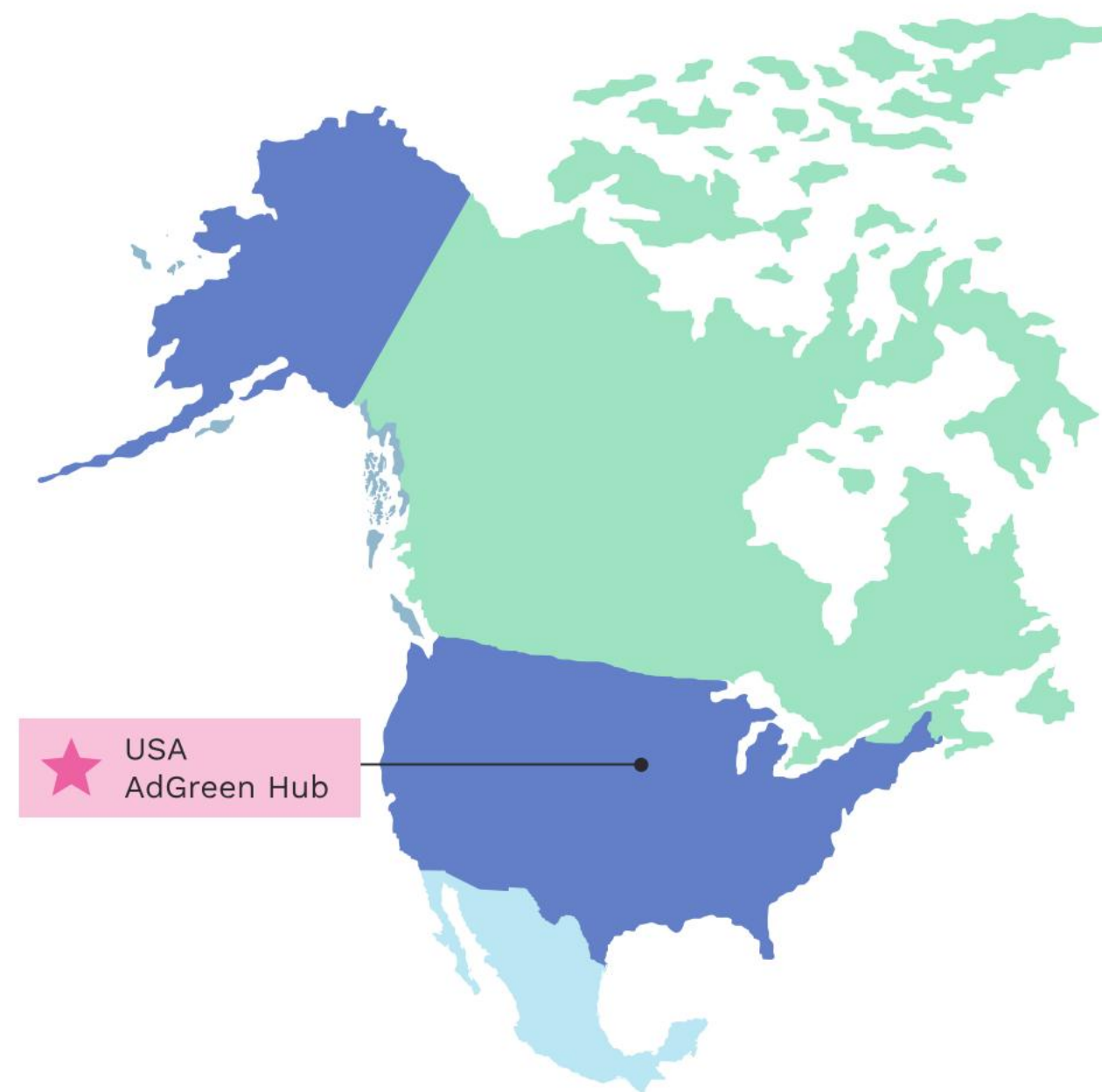


Where is AdGreen?

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.

Contact us



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.

Who is in the AdGreen team?

Contact us



Stephen Woodford
Chief Executive,
Advertising Association



Jo Fenn
Global Director



Sophie Broadbent
Senior Account Manager



Tom O'Brien
Carbon Calculator Exec



Emily Plunkett Fleischer
US Director



Marty Keizer
Founder, AdGreen NL

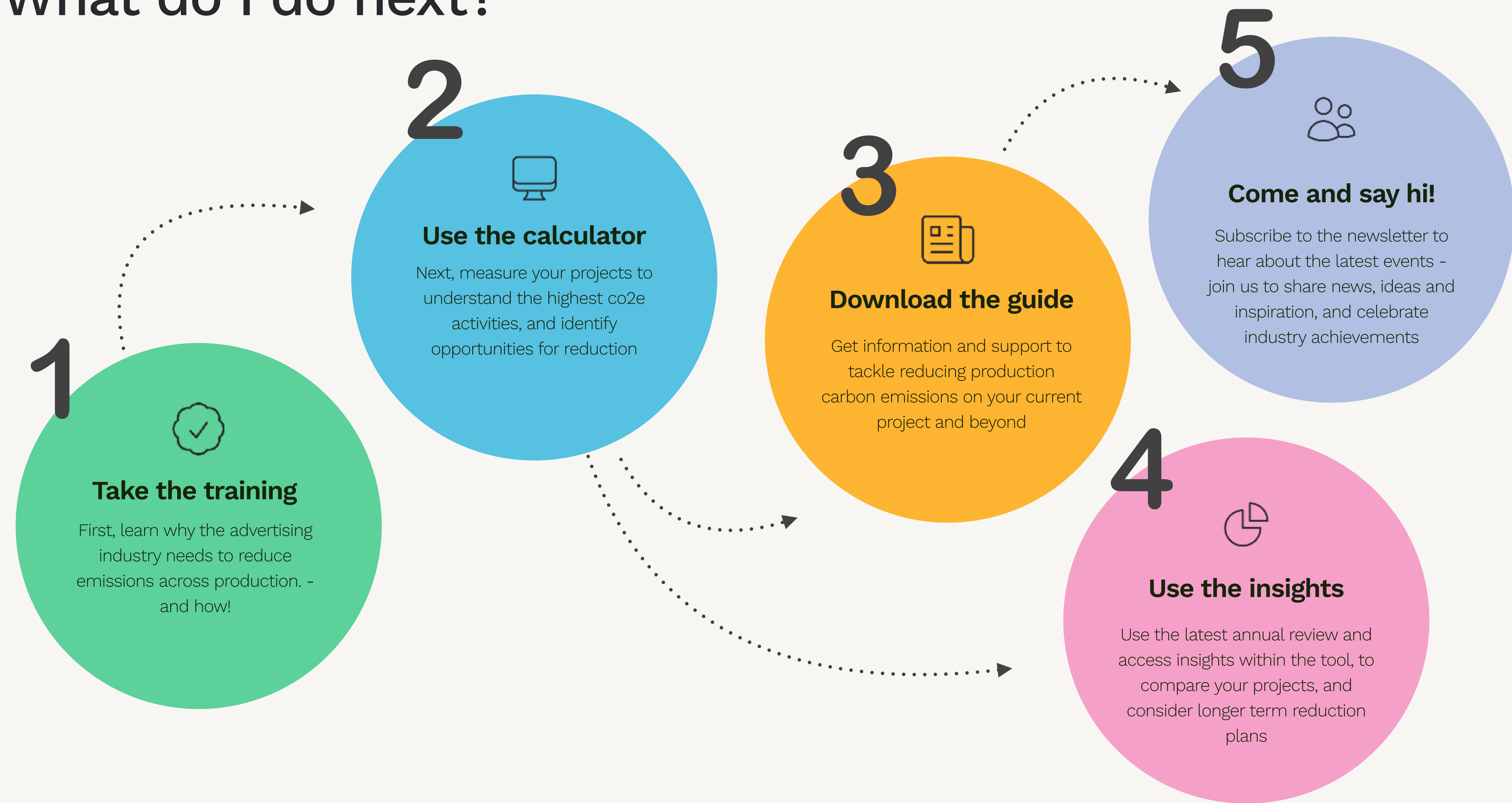
We're here to help
Carbon calculator users can access technical help by emailing support@weareadgreen.org.

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!



What do I do next?





Get in touch or find out more
weareadgreen.org