



January - June

2023

Mid-Year Review

From Our Global Director



Jo Fenn
Global Director & Founder, AdGreen

2023 saw the publication of AdGreen's first Annual Review, where we shared data highlights from the 515 projects completed in 2022. These findings were the first step in understanding the sheer scale of emissions being generated by advertising production, and advising the industry on the high carbon items on which to focus their efforts. We predicted the average project footprint would continue to rise before it fell, and this six-month update has proved just that. However, this is unlikely to be due to an increase in polluting behaviour; rather, an improved dataset is helping move us towards a more accurate picture of what is happening day to day in adland.

The industry's engagement with the production carbon calculator has risen significantly so far this year, and we've been impressed by the speed at which organisations and individuals have risen to the challenge of measuring their footprints. We've seen almost the same number of projects completed in the first six months of 2023 as were completed throughout the whole of 2022. Through countless case studies, meetings, and calls we've heard examples of reduction efforts led by production companies, agencies, brands, and suppliers, and about the collaboration between them all which ultimately yields the best results. We'd like to applaud your effort, wherever you are on this journey, because by reading this review you are demonstrating your intent to instigate change.

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But we can't be complacent; as an industry we still have a long way to go. While 446 projects were completed between January and June, 1311 were created, which means that the data from only 34% of available projects is being shared here. While some uncompleted projects will have been created purely for test or assessment purposes, many others are shoots in progress and more still will be ready for submission. We'd urge you to complete these projects and enable us to add further depth and insight to our reports, as well as your own. It is only with these figures that you can make informed decisions, and we can consider the bigger picture together – and with our new reviewing process it is *even* quicker to get your projects completed.

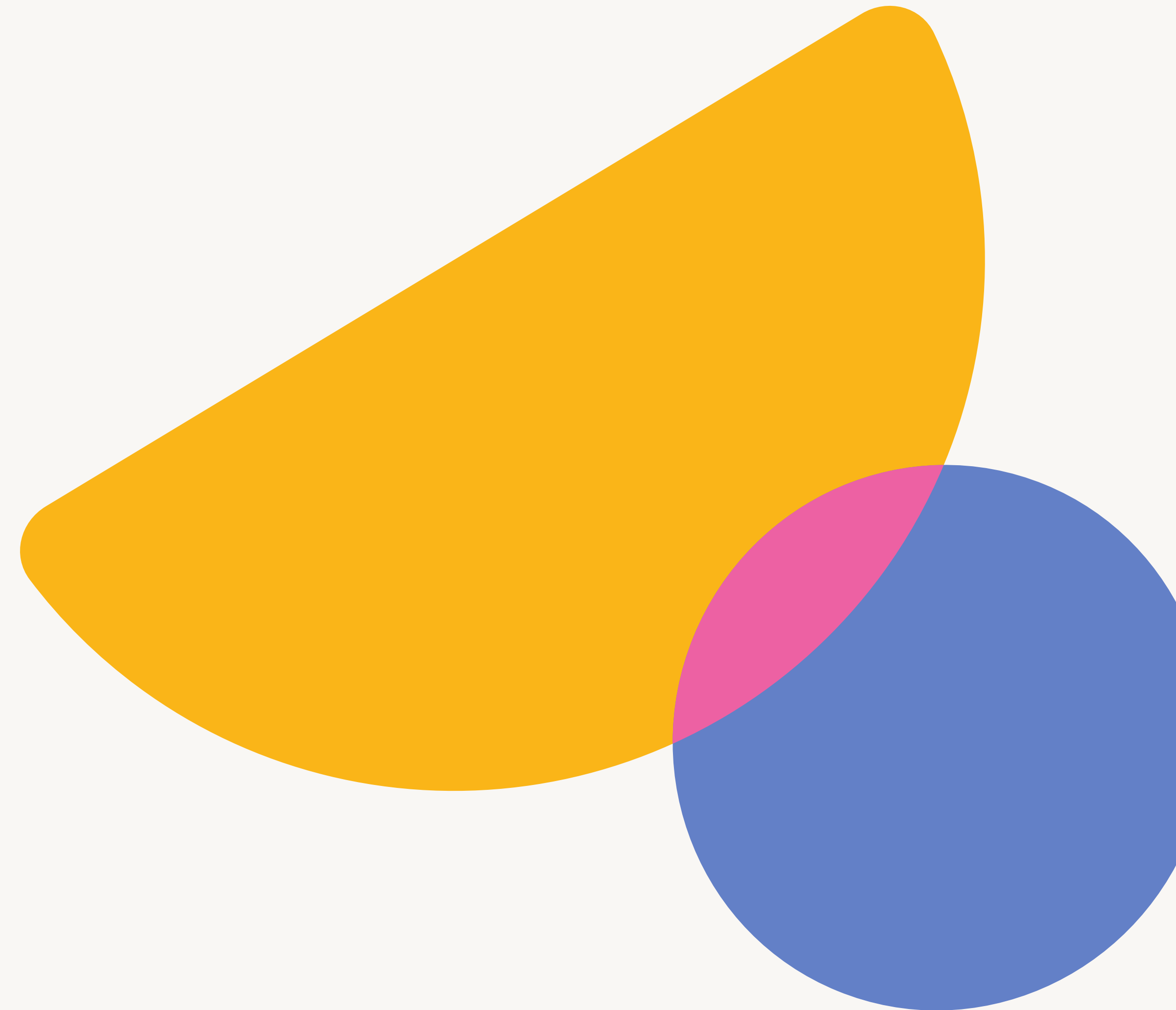
Which leads me to the activity area where we need to prioritise our reduction efforts: travel and transport. These activities are once again emitting the majority of CO2e across 2023's completed projects so far, making up 75% of emissions on average. You'll also see in this review that there is a clear correlation between project size and percentage of emissions resulting from travel.

Whether we are travelling to a location, going on a recce, or attending a meeting, the default is to rely on air or road travel. As a sector we are so accustomed to using travel to fulfil a brief that it can prevent us from considering alternative options, but there are countless case studies with amazing examples of innovation which would support a reduction in this activity area.

These default behaviours need to be reassessed: can you be the person in the room who suggests a different approach? Could fewer agency and brand members travel to set but still feel included? Could the creative brief demand fewer locations but showcase places closer to home that we've not seen before? Could we hire local production crew and discover amazing new talent?

A new year brings a great opportunity to reset, and we'd urge you to take some time as we fast approach 2024 to reflect on your projects to date and identify opportunities for reduction next year. Set targets, and consider what is required of yourself, your organisation, and your production partners, in order to meet them.

Thank you for your continued support of AdGreen, and for being a driving force in advertising's move to a low carbon future.



What you shared with us

This review provides a snapshot of the data collected during the first half of 2023. In these 6 months, the advertising production community completed 446 motion, and/or stills projects, compared to 515 across 12 months in 2022.

The insights included herein exclude 25 audio only projects and have been analysed to explore the impact that budget, production scale and location had on the impacts from advertising production activities.

It is hoped that this snapshot of completed projects will give organisations a sense of how the industry baseline has shifted this year. Of course, this is only 6 months' worth of data, so is not directly comparable to our 2022 Annual Review.

A FEW NOTES BEFORE WE GET STARTED

- **Completed projects** analysed are those with a last edited date between 1st January and 30th June 2023, and which have been reviewed (and were returned for adjustment if necessary) by AdGreen for errors and omissions. These projects all have a brand assigned, and a budget recorded
- **The carbon calculator dataset** comprises of activity information provided by contributor companies (Advertising Agencies and Production Companies) about their productions
- **The carbon calculator presents** carbon output in Metric Tonnes (t) of carbon dioxide equivalent (tCO₂e), with 1 Metric Tonne (t) = 1000 Kilograms (kg). This is not to be confused with Imperial and US Tons. N.B. 1 Metric Tonne = 0.984 Imperial Tons = 1.102 US Tons)
- **Where budget averages have been given**, completed projects not originally recorded in GBP have been converted using rates from xe.com as of 30th June 2023
- **Mean average:** the number you get by dividing the sum of a set of values by the number of values in the set
- **Median average:** the middle number in a set of values when those values are arranged from smallest to largest
- **A project's origin** is defined by the country of the organisation acting as the Principal Production Partner

10 facts about 2023's data

1

2742.6 tCO2e

WERE EMITTED AS A RESULT
of the **446 projects** completed
between Jan - June 2023

2

58%

OF PROJECTS WERE UNDER
1 TCO2E,
and in total these projects
generated **70.87 tCO2e**

3

1%

OF PROJECTS WERE OVER
100 TCO2E,
and in total these projects
generated **711.14 tCO2e**

4

26%

OF PROJECTS WERE BETWEEN
1 - 10 TCO2E IN TOTAL,
84% were under 10 tCO2e

5

THE MEAN SIZE OF A
COMPLETED PROJECT WAS
6.1 tCO2e

They ranged massively from
1.75 kg to 181.15 tCO2e

6

75.16%

OF EMISSIONS WERE CREATED
BY TRAVEL AND TRANSPORT
- the most of any category.

Energy and fuels used to power
spaces accounted for **12.72%**
Materials for **11.80%**
And the activity area which
continues to have the least impact
is Disposal **0.32%**



7

FOR THE **372 PROJECTS** WITH SHOOT DAYS RECORDED, THE MEAN IMPACT PER SHOOT DAY WAS

3.3 tCO₂e

The mean budget per shoot day was **£124,946**

9

65% OF PROJECTS

both originated in the UK and had budgets in GBP

8

THE PERCENTAGE OF EMISSIONS GENERATED BY TRAVEL AND TRANSPORT ACTIVITIES INCREASES AS THE PROJECT SIZE INCREASES

For projects under 1 tCO₂e, travel and transport accounted for 32.6% of emissions

For projects between 1 tCO₂e and 10 tCO₂e, travel and transport accounted for 61.4% of emissions

For projects between 10 tCO₂e and 100 tCO₂e, travel and transport accounted for 76.3% of emissions

For projects over 100 tCO₂e, travel and transport accounted for 85.6% of emissions

10

88 COMPANIES

CREATED THE 446 PROJECTS, and 172 of them were created by 5 organisations. 35 companies completed just 1 project

DID WHAT WE PREDICT COME TRUE?

Even though we are only looking at the first 6 months of 2023, as we predicted in our 2022 Annual Review, the average project footprint size has indeed risen. This is to be expected with an increase in the number of ‘large’ projects included so far this year – i.e. those over 50 tCO₂e. Knowing there are many hero pieces of content being made, we are pleased to see increased engagement from existing organisations working on large productions – alongside new users – as this moves us closer to sharing a more accurate representation of the production landscape in the future.

We’ve also seen users becoming more adept at gathering information from suppliers and production partners. This often results in an increased number of activities logged across travel and transport, spaces, materials, and disposal. This means larger footprints overall, which may have also had an impact on the average project footprint size. Quick data gathering is demonstrated in our latest video, ‘How to Use Your Budget as a Guide’.

As we look ahead to 2024, when we will release the data on completed projects across the whole of this year, we anticipate that calculator updates released in August, as well as changes to our reviewing policy in October, will contribute to a further increase in completed projects, resulting in a larger dataset to analyse.

Updates include prompts which appear at different stages of the calculator process, designed to help users complete projects before freelance teams move onto new productions, and to do so more accurately. As an example, users are now asked if airport transfers and hotels were included in their budget if they have entered flights, ensuring these items aren’t overlooked.

In addition, we were able to update our reviewing policy due to the insights the team have gained from the past two years. As of the 9th of October, only projects which meet certain criteria are reviewed. Whilst we will still keep an eye on common inaccuracies, it allows us to immediately complete projects, safe in the knowledge that even unreviewed ones will give users the information they need to make reductions and form policies for longer term change.

In our 2022 Annual Review we shared our wish for organisations to embed the recording of footprints into their production processes: creating projects and seeing them through to completion. We understood that this would take time, and required further refinement of the calculator to make it easier and quicker. We hope the changes made so far demonstrate our commitment to support users through the measurement process, while continuing to find the balance between ease of use, and robust data collection.

Thank you all for your continued use of the carbon calculator, and for shaping its future by sharing both constructive feedback of where it could improve and positive reinforcement of what is already successful. These insights are truly invaluable as we plan ahead.

Cat Long
Carbon Calculator Manager

The all important question... what's 'normal'?

There is no 'normal', as every project looks different. However, what can be said is that across the dataset the mean project size is 6.1 tCO2e, which is an increase of 1.4 tCO2e from our 2022 data.

This doesn't mean that everything below this is 'good' and everything above this is 'bad', but it provides a point of reference to measure projects against as organisations in the advertising production community continue to build a dataset of their own.

The increase of the mean project size from 2022 does not necessarily equate to more emissions being created, or a growth in ad quantity or size. We believe it is the result of a larger number of projects being entered into the carbon calculator which more accurately reflect the adverts our industry is creating. We expect to see this rise again in our 2023 Annual Review, and for several years beyond that, before they hopefully start to fall.

TOTAL IMPACT OF 446 COMPLETED PROJECTS:

2742.6 tCO2e

MEAN IMPACT

6.1 tCO2e

MEDIAN IMPACT

316 kgCO2e

RANGE OF IMPACTS

1.75 kg – 181.15 tCO2e

MEAN BUDGET

£218,703.70

And for the 372 projects with shoot days recorded...

TOTAL SHOOT DAYS

956.5

MEAN NUMBER OF SHOOT DAYS

2.3

MEAN IMPACT PER SHOOT DAY

3.3 tCO2e

MEDIAN IMPACT PER SHOOT DAY

560.56 kgCO2e

RANGE OF IMPACTS PER SHOOT DAY

1.75 kg – 73.39 tCO2e

MEAN BUDGET PER SHOOT DAY

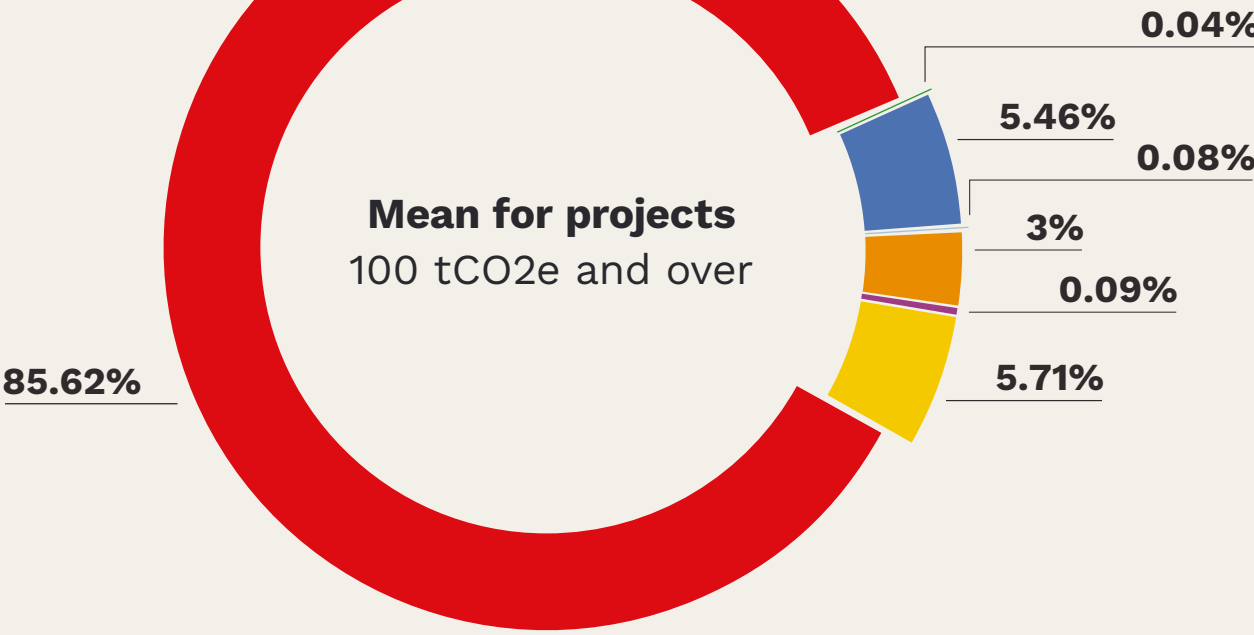
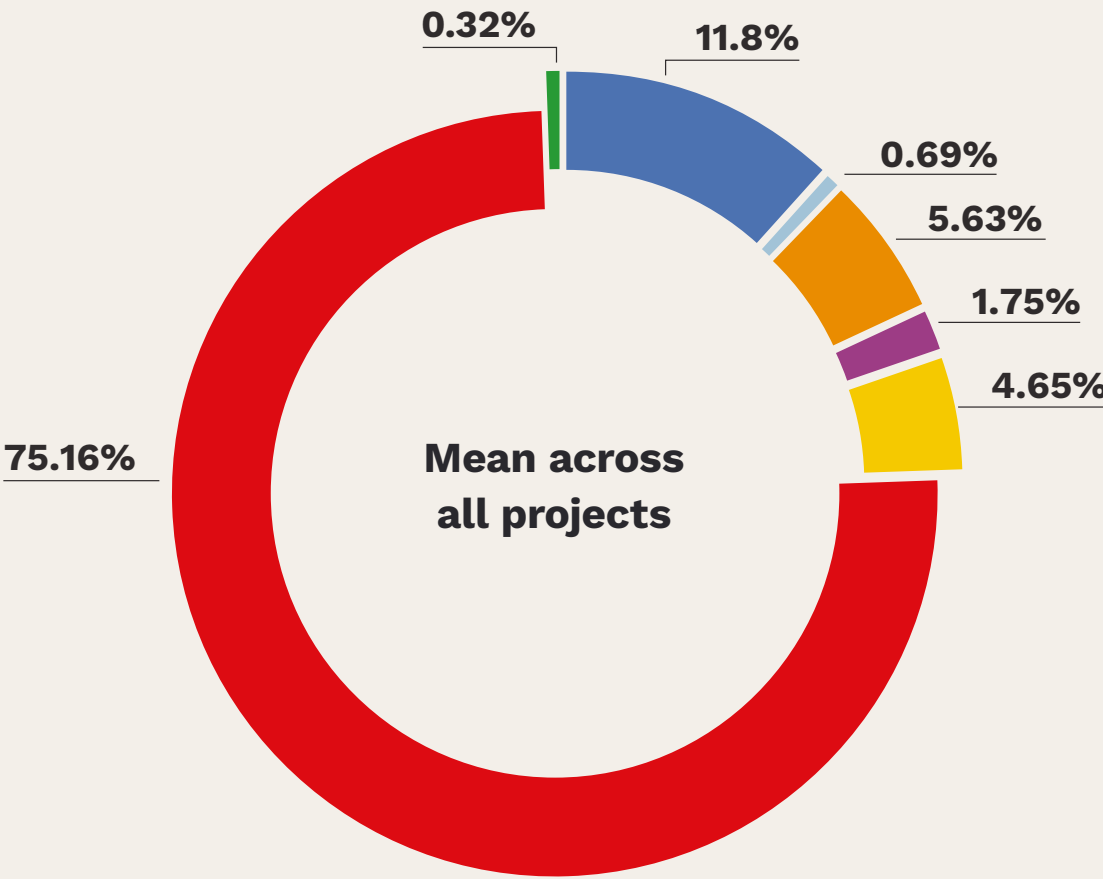
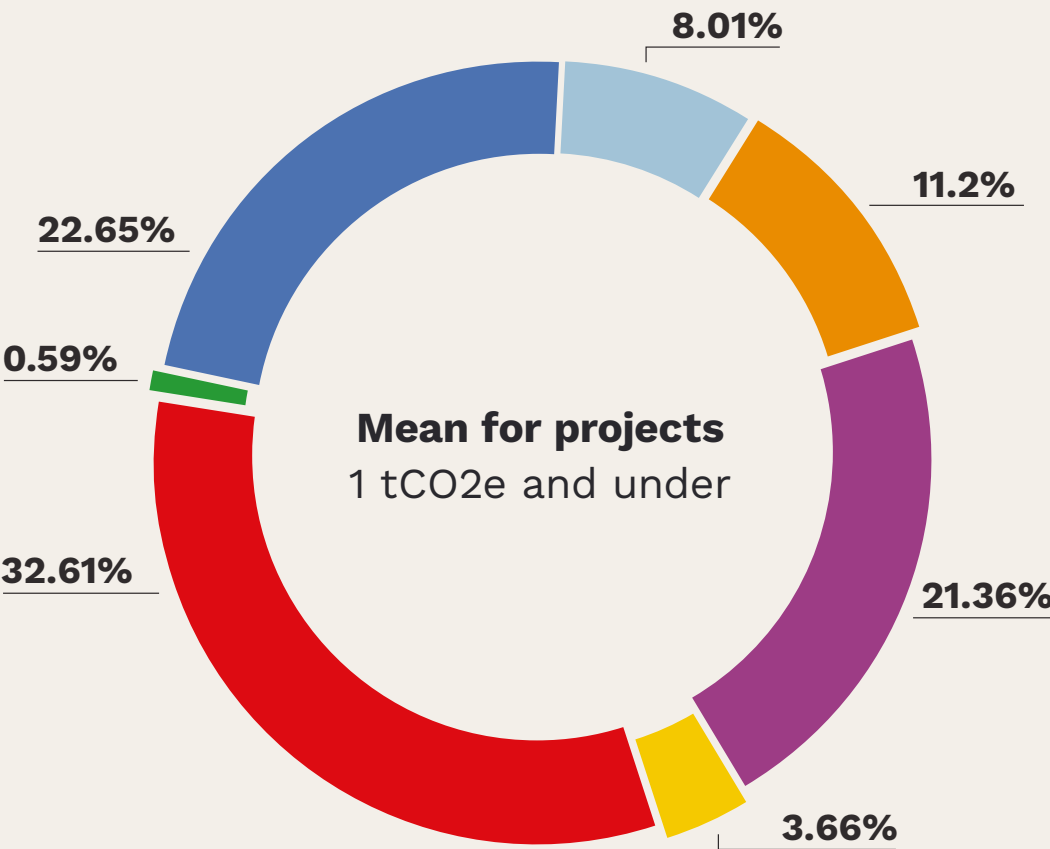
£124,946

Which activities have the highest impact?

Just as in 2022, you'll see that travel and transport activities emitted the most CO₂e, followed by powering spaces such as studios, locations, hotels, and post production suites.

Materials come next, with disposal making up an even smaller percentage than in 2022. In the same way as before, this trend holds true across each subset we have looked at, albeit in slightly different proportions. Travel and transport had the largest impact in 54.04% of all projects (241 of 446).

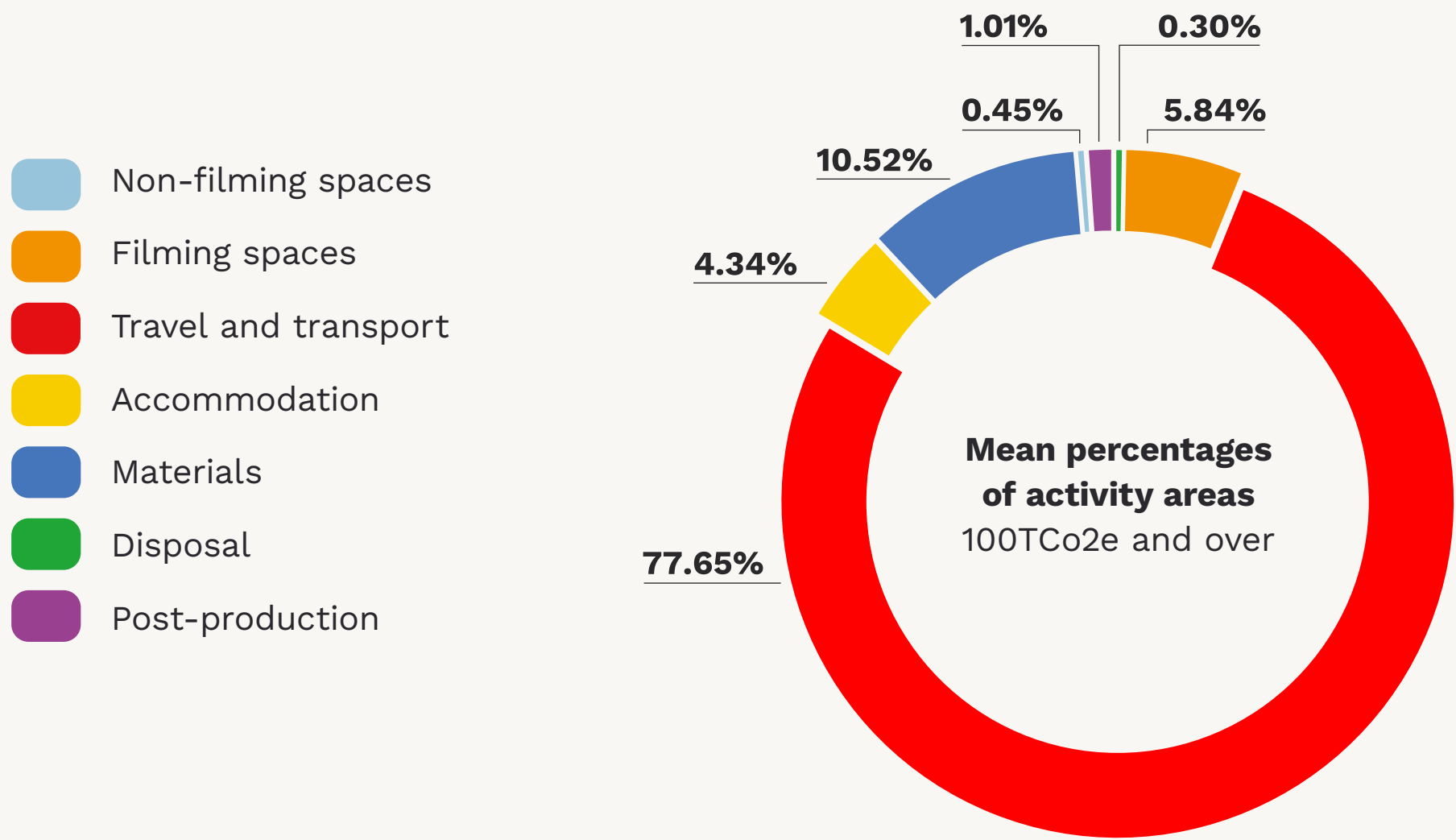
- Non-filming spaces
- Filming spaces
- Travel and transport
- Accommodation
- Materials
- Disposal
- Post-production



What about projects over a certain budget?

For projects over £50,000 per shoot day (167), again the activity area breakdown reveals travel and transport to be the most impactful area.

As you would expect, the mean overall, and per shoot day, is much higher than when looking at the full dataset.



MEAN IMPACT

14.0 tCO2e

MEDIAN IMPACT

2.44 tCO2e

RANGE OF IMPACTS

10.55 kg – 181.15 tCO2e

MEAN NUMBER OF SHOOT DAYS

2.24

MEAN BUDGET

£521,293.18

TOTAL SHOOT DAYS

374

MEDIAN IMPACT PER SHOOT DAY

2.44 tCO2e

MEAN IMPACT PER SHOOT DAY

6.16 tCO2e

MEAN BUDGET PER SHOOT DAY

£267,787.01

RANGE OF IMPACTS PER SHOOT DAY

10.55 kg – 73.39 tCO2e

5 things to do next

1 Share this report with your team and production partners

Put sustainability on the agenda of every production meeting, and ensure that everyone involved is aware of your carbon reduction aims.

2 Book a free 'Sustainable Production' training session

[Book now](#)

3 Register for a carbon calculator account

[Register now](#)

Or if you already have a carbon calculator account, complete any outstanding projects which are ready to submit

[Register now](#)

4 Download your data

[Watch this quick video to find out how](#)

5 Read the resources guide best suited to your company and role, or follow our step-by-step guide

[Read resources](#)

[Follow the step-by-step guide for your role](#)



For more information, please contact info@weareadgreen