

ADGREEN

2022

Annual Review

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From Our Chief Executive



Stephen Woodford
Chief Executive, Advertising Association

Tackling the climate crisis can, at times, feel like too much discussion and not enough action. In a sea of meetings, proposed policies, and international conferences, AdGreen offers an immediate and practical solution for an industry ready to act. This review is a tribute to all those doing just that in the world of production – and the resulting data insights are an incredible step forward.

This decade we've already seen the advertising industry adapt in response to the pandemic and the cost-of-living crisis. It is my hope that 2023 will be the year when the industry makes a leap forward in responding to the climate crisis – in what we create and how we choose to produce it. Providing a baseline with which to compare future data gives those working in advertising production something tangible to reference when developing new scripts and planning upcoming shoots – a sense of what is 'low' or 'high', or how it compares to the carbon footprints of other campaigns.

Of course, significant and sustained reductions are needed to meet the targets required of our industry. We now have the ability to measure accurately the emissions from production and what you can measure, you can manage and reduce. This data will allow the emissions discussion to move right to the start of the process, rather than it being about mitigation at the end. We will all benefit from the clarity that good data and more accurate reporting brings, to understand the status quo and change it for the better. No decision is made

in isolation, and each time environmental sustainability is put on the agenda, it has the potential to ripple out and create wider change.

For those engaged with Ad Net Zero's five action points, using AdGreen's training, carbon calculator and resources can spotlight opportunities for change in other areas of your business. A travel policy created for a production team could be adopted by an agency to reduce operational emissions. Referencing renewable energy as part of the creative could influence consumer behaviour. And introducing a category for low carbon production at an awards show may initiate a conversation about the catering or the promotional materials being produced.

The knowledge which can be gained when calculating and understanding production emissions will have increasing relevance across all aspects of advertising, and AdGreen provides the opportunity for anyone in production to be at the forefront of this industry wide response.

Thank you to the pioneering people and companies who have given AdGreen a flying start and especially to our 'superuser' heroes who are logging multiple projects and seeing them through. I hope to see many, many more companies engaging with AdGreen in 2023, to build on the fantastic foundation that so many in the advertising production community has helped lay during 2022.

From Our Global Director



Jo Fenn
Global Director & Founder, AdGreen

AdGreen officially launched in 2020 when we joined the Advertising Association, but, as with many sustainability initiatives, this was years in the making. The publication of our first annual review is an opportunity to reflect on all that has been achieved so far.

AdGreen is here to support the industry, guiding organisations and individuals as they take their first step into carbon measurement. Our environmental sustainability training, carbon calculator, and reduction resources enable the advertising production community to understand the implication of each activity they undertake, and footprint they create.

Since AdGreen's inception in 2014 we have collaborated with ad agencies, agency holding companies, production companies, trade bodies, production consultancies and advertisers to create a bespoke solution for the industry, and we are delighted to share our achievements to date.

With the AdGreen carbon calculator launched in September 2021, and the subsequent support and adoption we have received from the advertising production community, we are now able to share insights from a full calendar year of completed projects. The data provided by the industry not only gives an indication as to where we are now but will be pivotal in informing our strategy going forward, ensuring we can best serve the different stakeholders who have a role to play in reducing emissions in this sector.

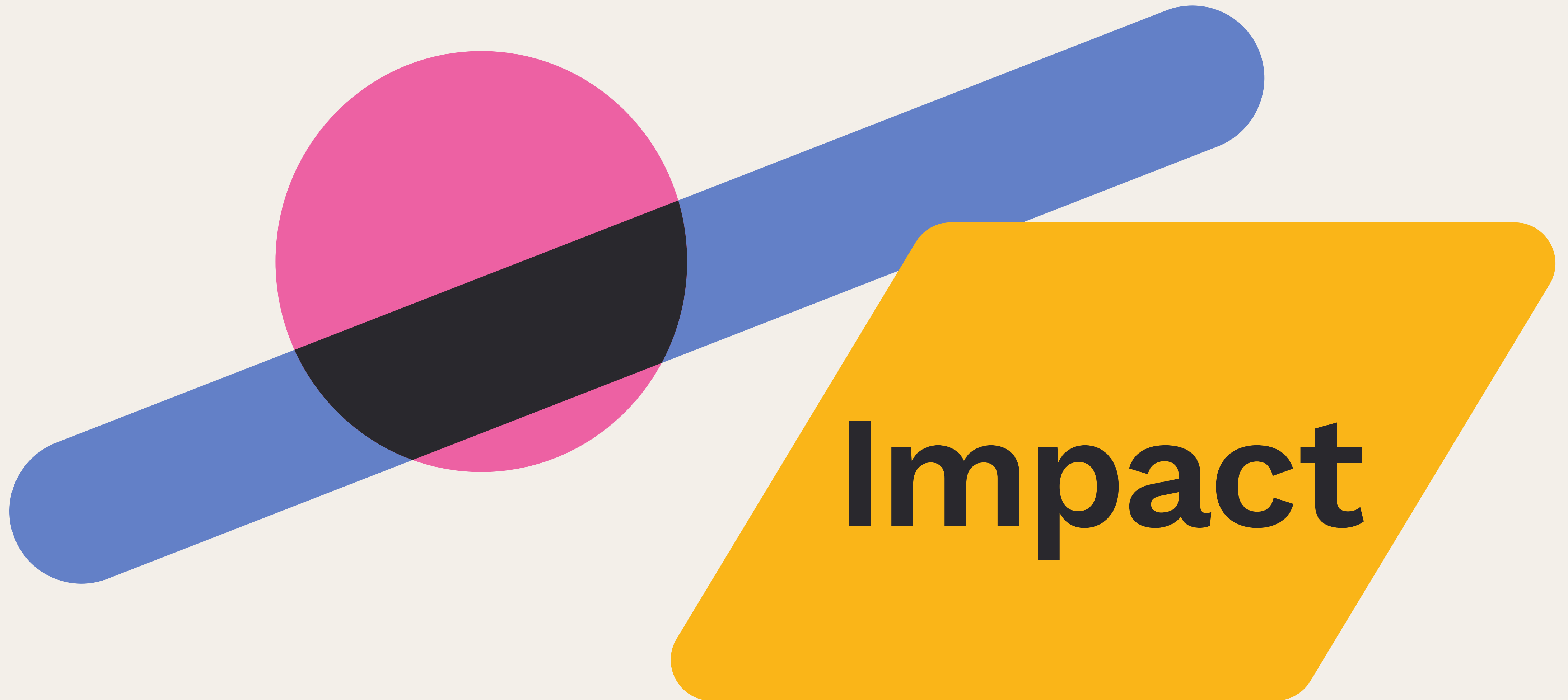
We believe data is the key to sustainable progress, and so this review marks a significant milestone for AdGreen. Now we can confidently answer the questions that so many of you have been asking; what's average? And where do most emissions come from?

Everyone using the tool can download their own project data and analyse it in exactly the same way as we have in this annual review. We hope that each company will see the business benefits in collecting and analysing this information and comparing their results with the industry dataset. From travel to disposal, there is always a low carbon option to help drive emissions down.

But this is only the beginning of our collective journey, and over the next year we will share how we intend to build on what we offer to the industry in the long term, and what we will ask for in return.

I would like to thank our advisory board, industry partners, close collaborators, and everyone who has taken our training, used the carbon calculator, attended our events, and engaged with our work. Sharing our progress – and the first dataset for the industry – would not be possible without each and every person who has taken action and put environmental sustainability on their agenda.

Industry



Impact

What you shared with us

This is the first time an insight into the carbon impact of advertising production has been available. During 2022, the advertising production community completed 515 motion, and/or stills projects, and 17 audio projects.

The insights included herein exclude the audio 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 2022's completed projects will give organisations a sense of the current industry baseline. Of course this is only the first year of data, and as use of the tool increases, so too will the insights available.

A FEW NOTES BEFORE WE GET STARTED

- **Completed projects** analysed are those with a last edited date between 1st January and 31st December 2022, 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
- **Data was exported on 30th January 2023.** N.B. Completed projects may be deleted by the project creator/Principal Production Partner (PPP) admin(s) at any time
- **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 31st December 2022
- **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 PPP
- **49 of the 51 projects** completed by our top contributor company during 2022 were attributed to one single brand, Mastercard, which was looking to establish a baseline, based on historical projects produced during 2021-2022. The projects were created by the US based production consultancy, Maidstone Films, who gathered activity information from the creative agencies and production companies who produced the work, and entered it on their behalf
- **All calculations in this annual review have been externally checked and verified**

10 facts about 2022's data

1 **2,446.1 tCO₂e**
WAS EMITTED AS A RESULT
of the **515 projects** completed
in 2022

2 **56%**
OF PROJECTS WERE
UNDER 1 TCO₂E
The combined impact of these
was **83.53 tCO₂e**, compared to
the 4 projects over 100 tCO₂e,
which totalled 459.7 tCO₂e

3 **34%**
OF PROJECTS WERE
BETWEEN 1-10 TCO₂E
In total, **90% (465) were
under 10 tCO₂e**

4 THE MEAN SIZE OF A
COMPLETED PROJECT WAS
4.7 tCO₂e
they ranged massively from
1.5 kg to 129.6 tCO₂e

5 **Travel & transport**
ACCOUNTED FOR THE MOST
EMISSIONS GENERATED
as a result of all activities recorded
(62.4%).
Energy and fuels used to power
spaces accounted for almost a quarter
(24.6%), **Materials for 12.4%**, and the
**activity area with the least impact
was Disposal**, at 0.6%



6

FOR THE 448 PROJECTS WITH SHOOT DAYS RECORDED, the mean impact per shoot day was

2.2 tCO2e

the mean budget per shoot day was

£71,868.30

Only 158 had **budgets above £50,000** per shoot day

8

75%

OF PROJECTS BOTH ORIGINATED IN THE UK

and had **budgets in GBP**

10

One organisation created 51

OF THE COMPLETED PROJECTS, the majority of which (49) were assigned to one single brand

7

THE MORE SHOOT DAYS,

the higher the tCO2e impact

Although larger sample sizes are needed for more confidence

9

87 companies

CREATED THE 515 PROJECTS, and **200** of them were created by just **5 organisations**.

39 companies completed just **1 project**

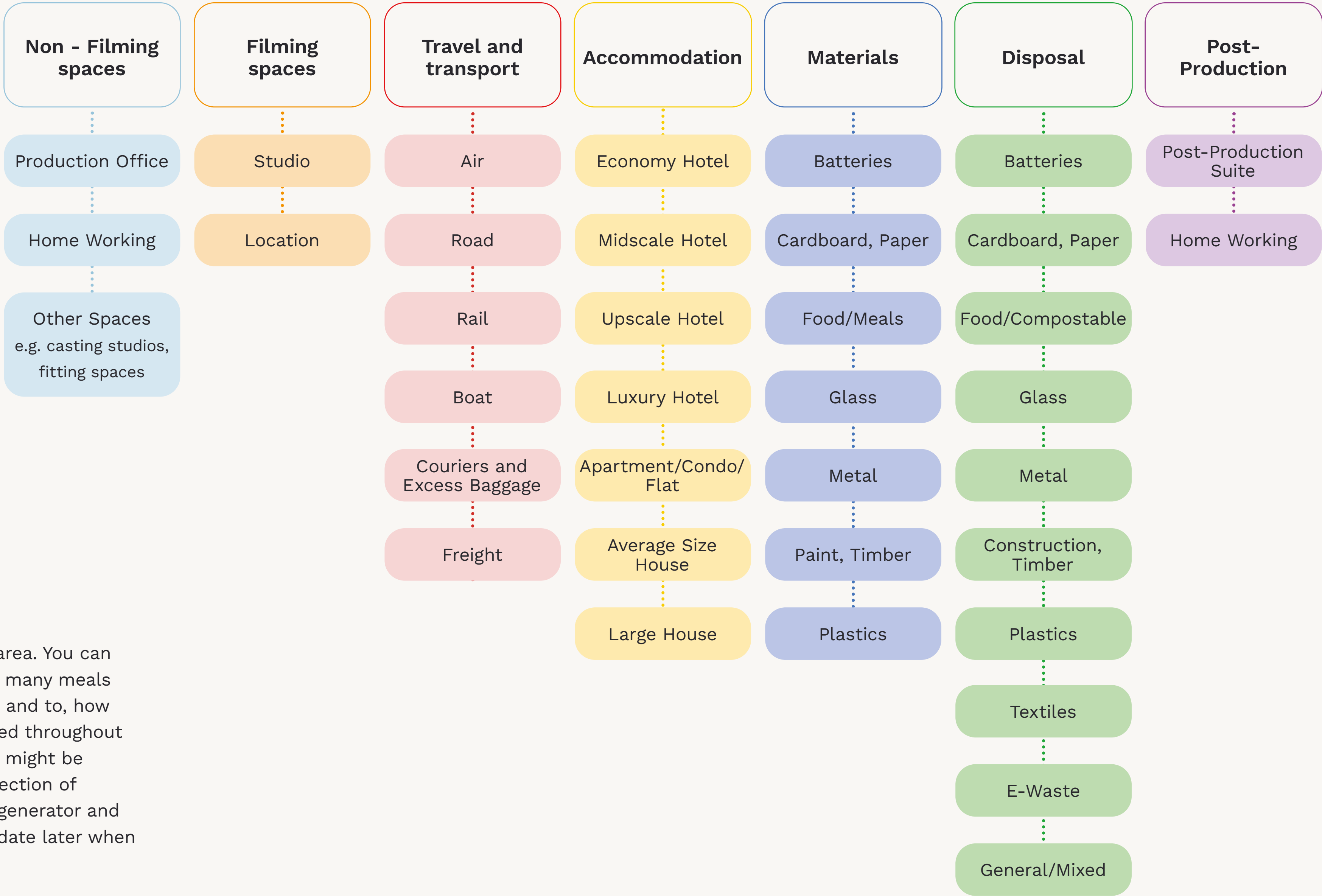
AND WHAT ABOUT NEXT YEAR?

Overall the 2022 data is skewed towards smaller projects, both in terms of material impact and also budget, meaning the averages are also skewed downwards.

From our own production experience, and insights from board members and industry bodies, we know that there are many more projects akin to those 50 tCO2e and above being produced across the industry both in the UK and beyond, which are not yet being recorded.

It's clear that engagement is needed from organisations working on larger scale productions so that we have a more even picture. Of course, as more of these larger projects are recorded in the tool, the average project size will rise, along with the other related datapoints. As you'll see later in this review, there is significant take up when it comes to registering to use the carbon calculator. Since it launched in September 2021, over 750 creative agencies, production and service companies signed up. We'd love to see these organisations embedding the recording of footprints into their production processes: creating projects and seeing them through to completion. However, we know this will take time, and further refinement of the tool to make it easier and quicker.

Activity areas



REMIND ME - WHAT GOES WHERE?

This chart shows which activities come under what area. You can easily enter information about things you know: how many meals you’re budgeting for, where you’re flying people from and to, how many days you’ll be in post. Benchmarks are also used throughout so you don’t necessarily need exact information that might be difficult to get hold of early in your production. A selection of activities can also be input by GBP spend, including generator and transport fuel, timber and flights. You can always update later when you have more details.

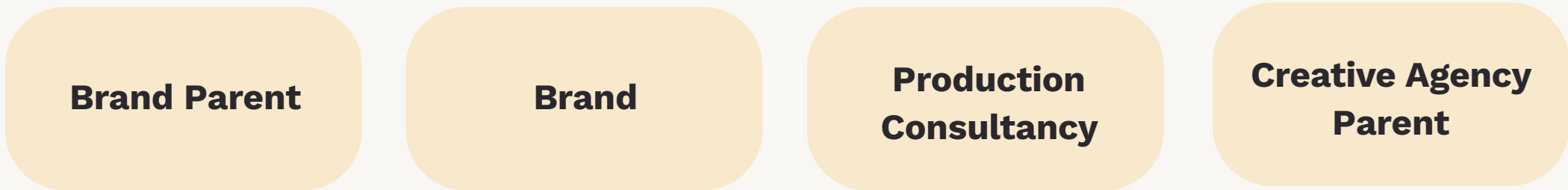
User Types

REMIND ME - WHO DOES WHAT?



CONTRIBUTORS

REVIEWERS



Principal Production Partners (PPPs) are a type of contributor.

They are the principal supplier of production services to the advertiser. Usually the **PPP** is a creative agency but it could also be a production company, if working direct to client.

PPPs set up new campaigns and assign reviewers: the brand, and production consultancy.

PPPs set up projects within the campaign, add the activity forms for the line items in their budget, and invite third party production companies (TPPPs) so that they can contribute too.

Third Party Production Partners (TPPPs) are another type of contributor.

They are not the principal supplier of production services to the advertiser. Usually the TPPP is a production company or production service company.

Once the TPPP has been assigned to the existing project by the PPP, they add activity forms for the line items in their budget. Not been assigned? Give them a nudge!

TPPPs can also assign other TPPP companies to the project, so that they can contribute too.

Reviewers are those not involved in organising any activities for the project.

Reviewers are assigned to campaigns by the PPP.

Reviewers do not create campaigns or projects, and do not add any activity forms. They solely view the footprint information, so that they can be part of the conversation.

The Insights

Carbon in context

As the idea of measuring carbon is relatively new to most people, here are a number of items and activities, and their relative carbon ‘cost’ to help put AdGreen’s data into context. All stats have been taken directly from, or derived from, the updated 2020 edition of How Bad Are Bananas? by Mike Berners-Lee.

10 gCO₂e

=
1 hour online meeting
(per laptop involved)



288 gCO₂e

=
An oat milk latte
(add 110 gCO₂e for a
disposable cup!)



270 gCO₂e

=
250g of local,
seasonal asparagus



522 gCO₂e

=
A cows milk latte
(add 110 gCO₂e for a
disposable cup!)



5 KgCO₂e

=
250g of asparagus
airfreighted from Peru



15 KgCo₂e

=
A low energy 5w bulb on
for a year in a UK house



300 KgCO₂e

=
A 100w Bulb on for a
year in a UK house



368 KgCO₂e

=
Return economy flight
from London to Glasgow



7 tCO₂e

=
The global average
annual footprint

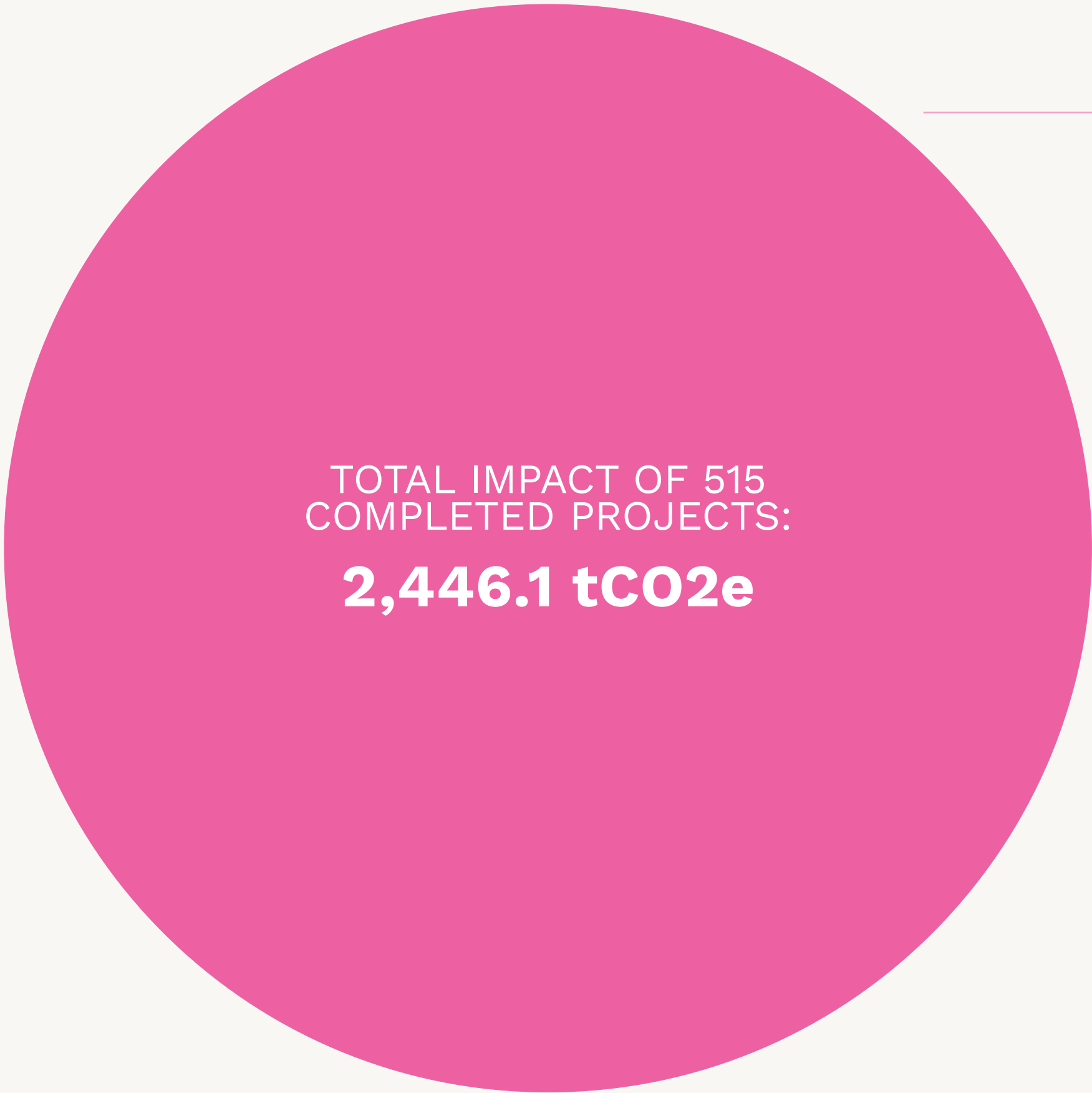


13 tCO₂e

=
The average annual
footprint of a UK citizen



The big picture



515
Total motion and/or
stills projects completed

Combined tCO2e impact



ABOUT THIS PICTURE

2,446.1 tCO2e was emitted as a result of the 515 projects completed in 2022

56% (289) of projects were under 1 tCO2e, although the combined impact was only 83.53 tCO2e, compared to the 4 projects over 100 tCO2e, which totalled 459.7 tCO2e

34% (176) of projects were between 1-10 tCO2e, meaning that in total, 90% (465) were under 10 tCO2e

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

Well, there is no 'normal', every project looks different. However, what can be said is that across the dataset the mean project size is 4.7 tCO₂e.

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



MEAN IMPACT

4.7 tCO₂e

MEDIAN IMPACT

708 kgCO₂e

RANGE OF IMPACTS

1.5 kg - 129.6 tCO₂e

MEAN BUDGET

£156,154.33

And for the 448 projects with shoot days recorded...

TOTAL SHOOT DAYS

1,099

MEAN IMPACT PER SHOOT DAY

2.2 tCO₂e

RANGE OF IMPACTS PER SHOOT DAY

3.1 kg - 43.2 tCO₂e

MEAN NUMBER OF SHOOT DAYS

2.5

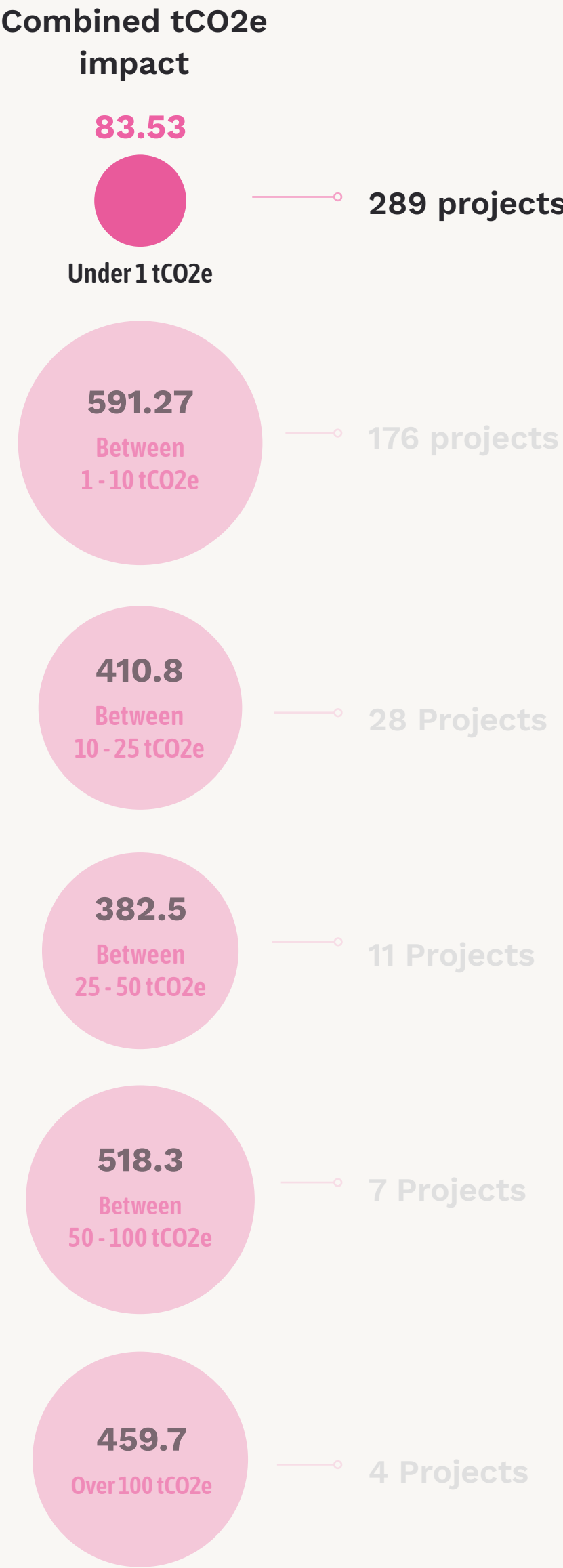
MEDIAN IMPACT PER SHOOT DAY

140 kgCO₂e

MEAN BUDGET PER SHOOT DAY

£71,868.30

Projects under 1 tCO2e



MEAN IMPACT

289 kgCO2e

MEDIAN IMPACT

187 kgCO2e

RANGE OF IMPACTS

1.5 - 998 kgCO2e

MEAN BUDGET

£34,950.55

And for the 227 projects with shoot days recorded...

TOTAL SHOOT DAYS

397.5

MEAN IMPACT PER SHOOT DAY

242 kgCO2e

RANGE OF IMPACTS PER SHOOT DAY

3.1 - 989 kgCO2e

MEAN NUMBER OF SHOOT DAYS

1.8

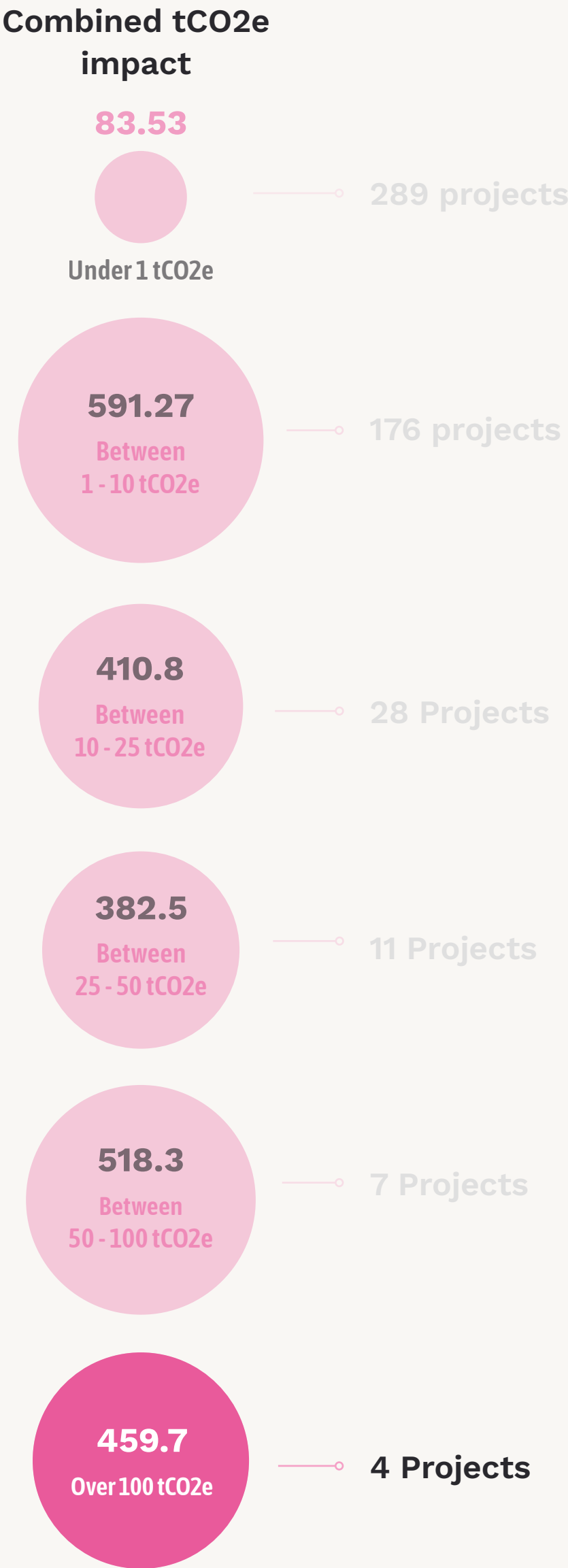
MEDIAN IMPACT PER SHOOT DAY

140 kgCO2e

MEAN BUDGET PER SHOOT DAY

£24,051.43

Projects over 100 tCO2e



MEAN IMPACT

114.9 tCO2e

MEDIAN IMPACT

114.1 tCO2e

RANGE OF IMPACTS

1101.9 t - 129.6 tCO2e

MEAN BUDGET

£1,472,088.66

And for the 4 projects with shoot days recorded...

TOTAL SHOOT DAYS

16

MEAN IMPACT PER SHOOT DAY

30.7 tCO2e

RANGE OF IMPACTS PER SHOOT DAY

21.8 - 43.2 tCO2e

MEAN NUMBER OF SHOOT DAYS

4

MEDIAN IMPACT PER SHOOT DAY

28.9 tCO2e

MEAN BUDGET PER SHOOT DAY

£390,922.02

What do the smallest and largest projects look like?

Combined tCO2e impact

83.53



Under 1 tCO2e

The smallest 289 projects

- **70% (209)** recorded 0, 0.5 or 1 shoot day
- **31% (91)** recorded a budget of £10,000 or less
- **23% (68)** were tagged with one or more of the following: Adaptation/localisation, Archive/stock, CGI/VFX, Hand drawn animation, Stop frame animation

591.27

Between
1 - 10 tCO2e

410.8

Between
10 - 25 tCO2e

382.5

Between
25 - 50 tCO2e

518.3

Between
50 - 100 tCO2e

459.7

Over 100 tCO2e

The largest 4 projects

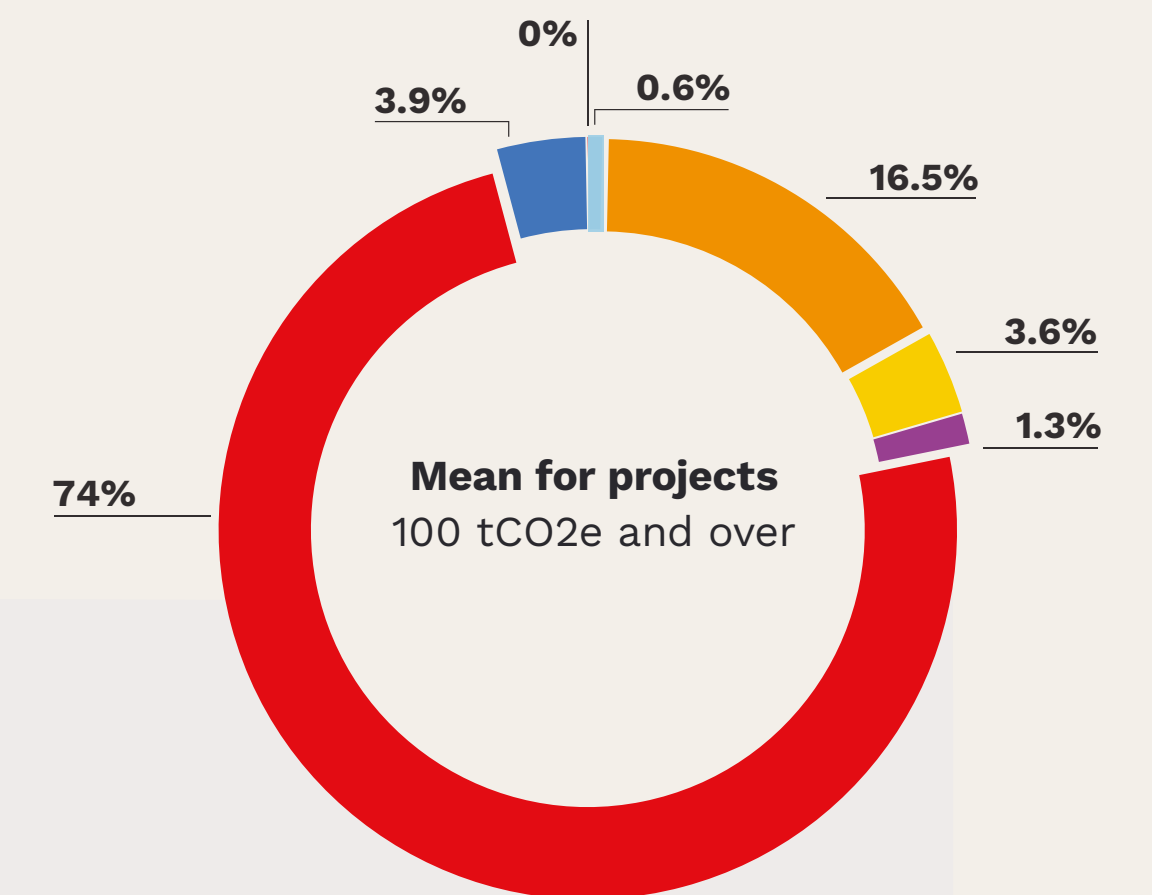
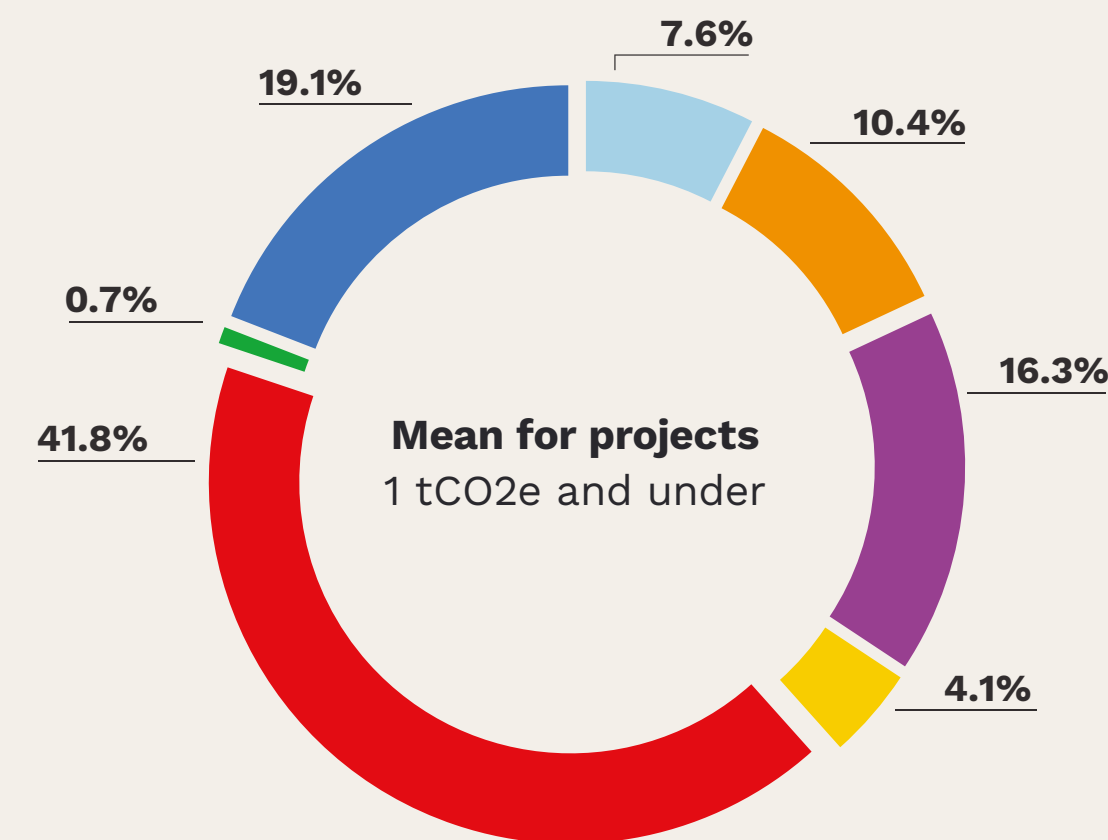
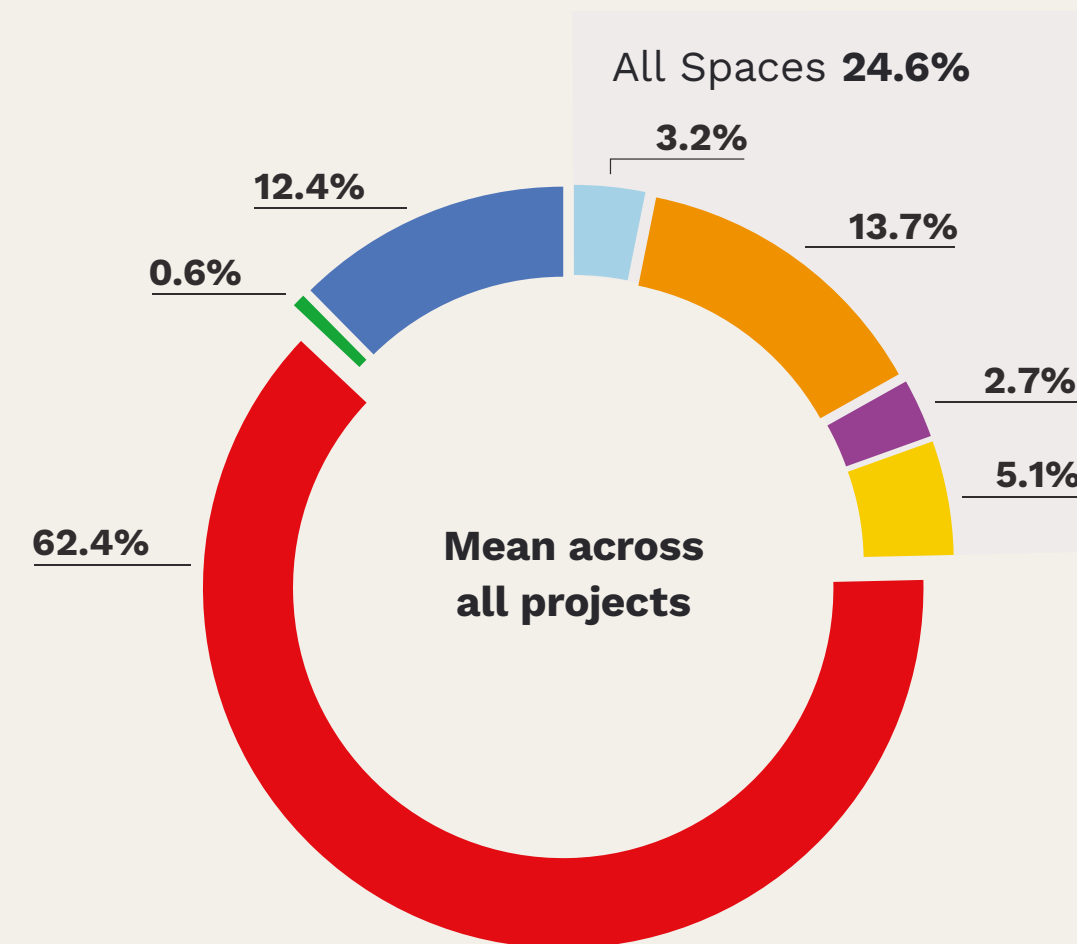
- **3 of 4 projects** recorded air travel, including business class flights, plus other forms of transport (road, and in one case, couriers and excess baggage)
- **The project without air travel recorded their diesel/ petrol fuel** for road travel by spend, which was around £30,000. This included crew, cast, art and costume departments, equipment, facilities vehicles, scouts and tech scouts
- **2 projects used both studio and locations**, and 2 used just locations. For one project, emissions from powering the location with a generator totalled over 40 tCO2e

Which activities have the highest impact?

You'll see that travel and transport activities emitted the most tCO₂e, followed by powering spaces such as studios, locations, hotels, and post production suites.

Materials comes next, and disposal is a very small piece of the pie. This trend follows across all of the different subsets we have looked at, albeit in slightly different proportions, as you can see here. Travel and transport was the highest impact area in 55% of all projects (282 of 515).

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

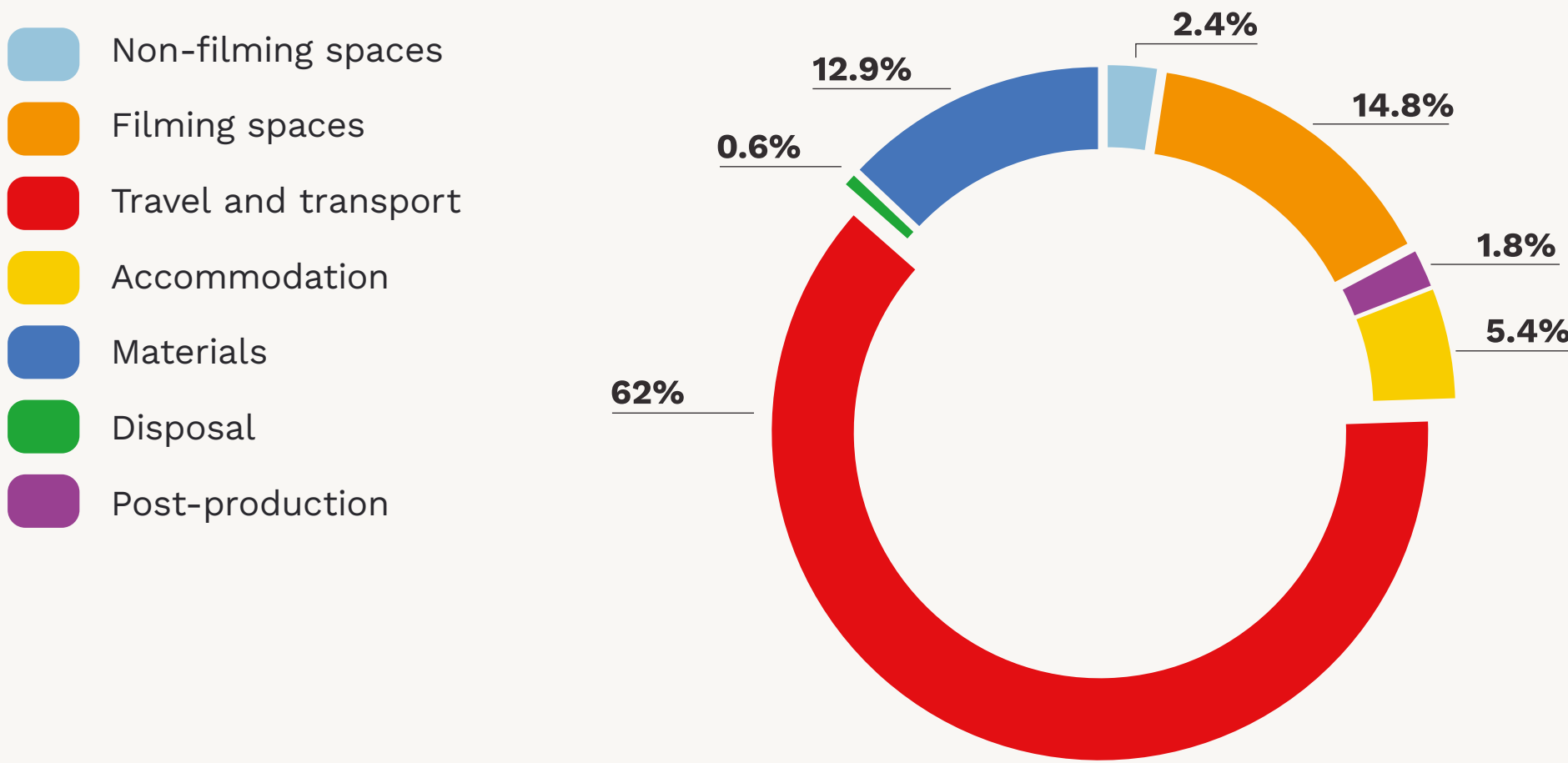


223 tCO₂e of travel and transport is due to air travel, almost 49% of the overall pie

What about projects over a certain budget?

For projects over £50,000 per shoot day (158), again the activity area breakdown shows travel and transport as 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

12.8 tCO2e

MEDIAN IMPACT

2.6 tCO2e

RANGE OF IMPACTS

66 kg - 129.6 tCO2e

MEAN NUMBER OF SHOOT DAYS

2.9

MEAN BUDGET

£416,976.10

TOTAL SHOOT DAYS

394

MEAN NUMBER OF SHOOT DAYS

2.9

MEAN IMPACT PER SHOOT DAY

5.1 tCO2e

MEDIAN IMPACT PER SHOOT DAY

1.9 tCO2e

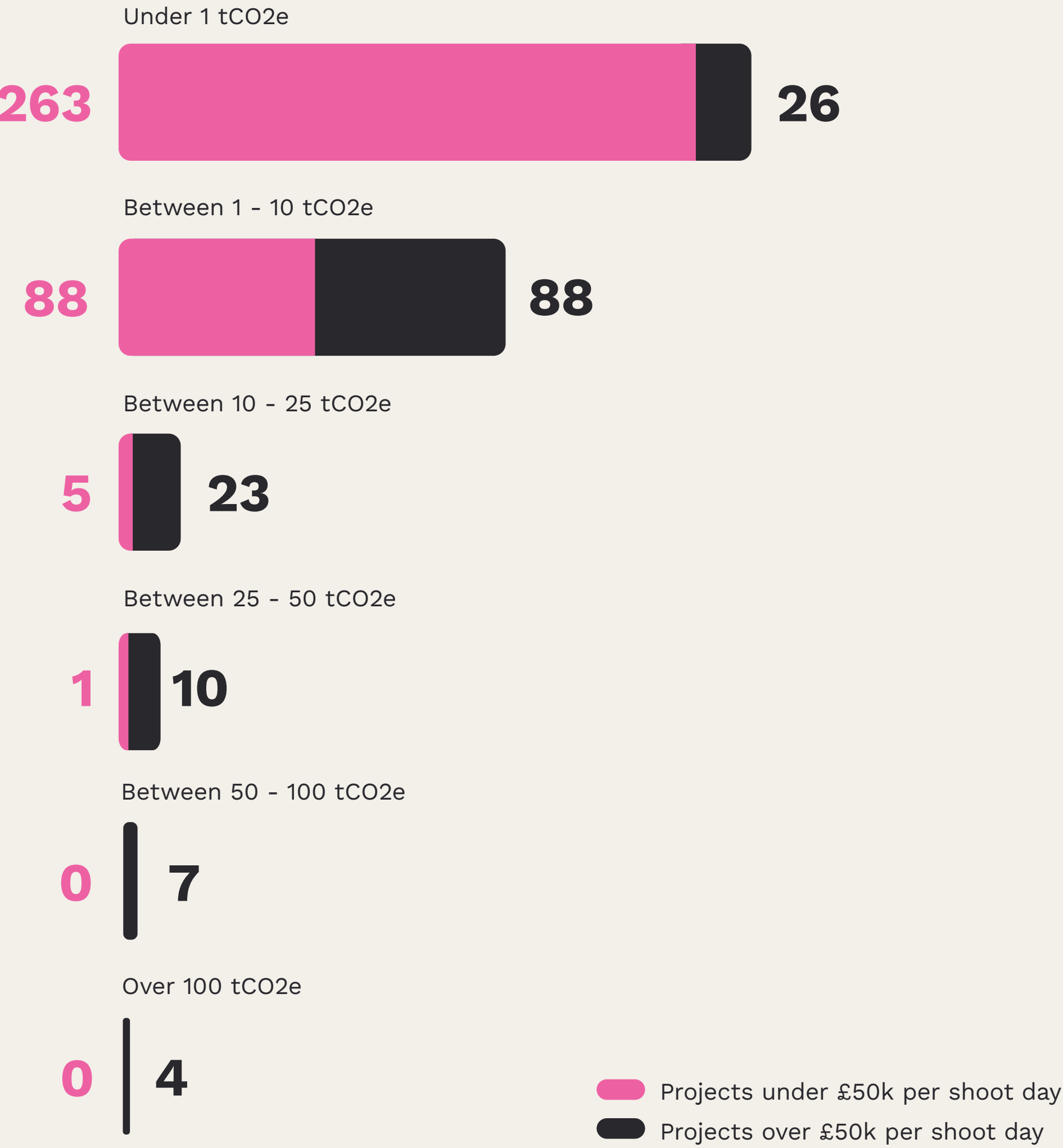
RANGE OF IMPACTS PER SHOOT DAY

65.5 - 43.2 kgCO2e

MEAN BUDGET PER SHOOT DAY

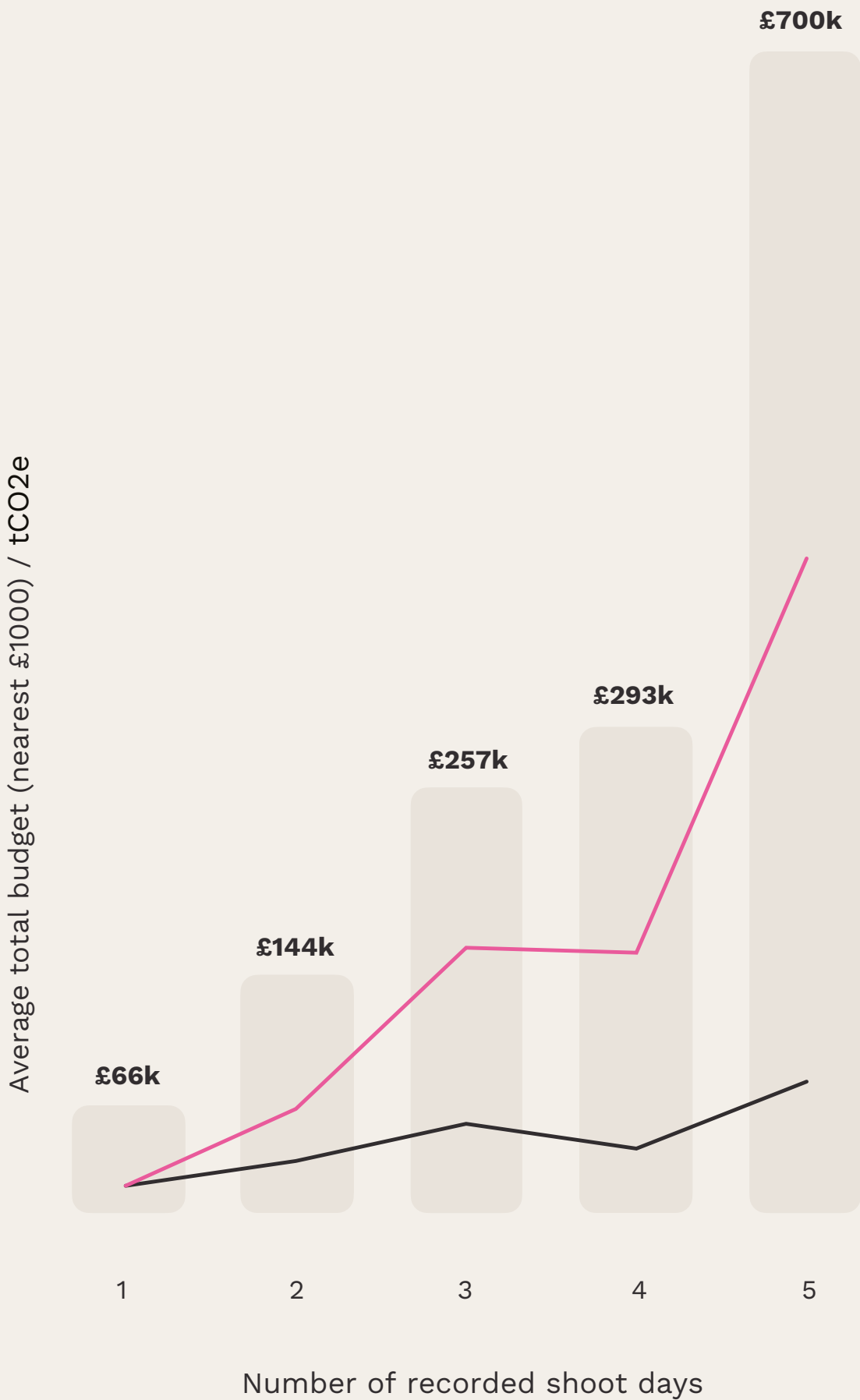
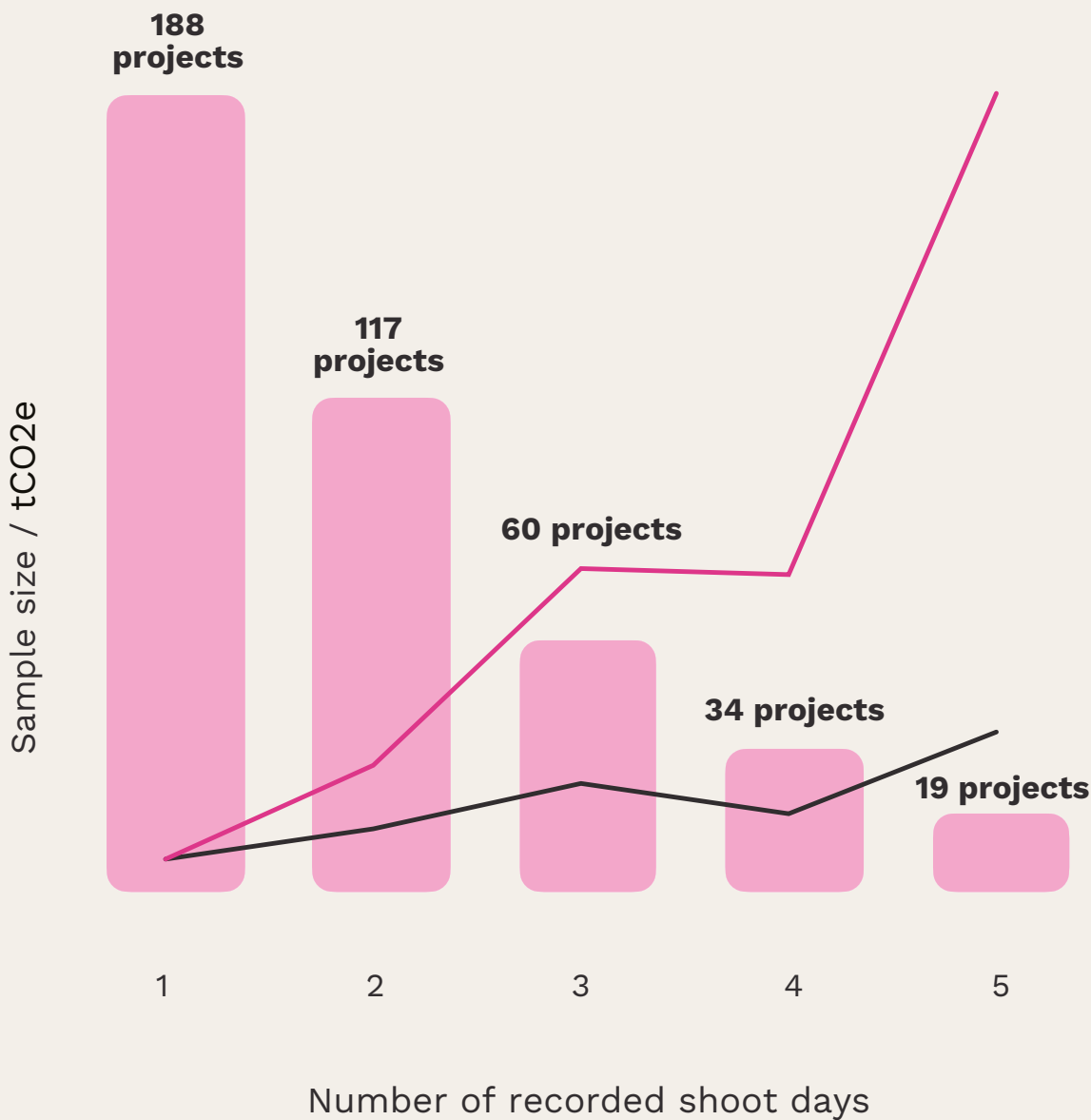
£175,353.92

WHERE DO 50K+ PER SHOOT DAY PROJECTS FALL IN THE DATASET?

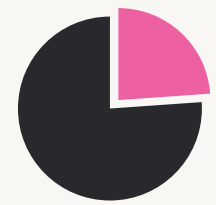


What happens as shoot days increase?

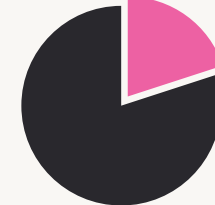
As expected, CO2e increased as the number of shoot days increased, although the sample size decreased, as you can see in the middle graph. Note that for this analysis only those projects which recorded 1, 2, 3, 4 or 5 shoot days have been included (418 in total).



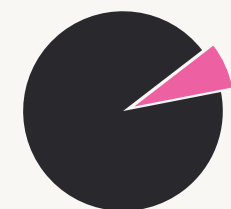
How much are organisations using the carbon calculator?



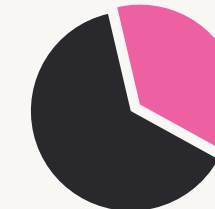
24% of projects (123 of 515) were contributed to by Top 100 UK Creative Agencies (as per Campaign UK School Report 2022)



20% of Top 100 UK Creative Agencies contributed to projects, including 11 of the top 20

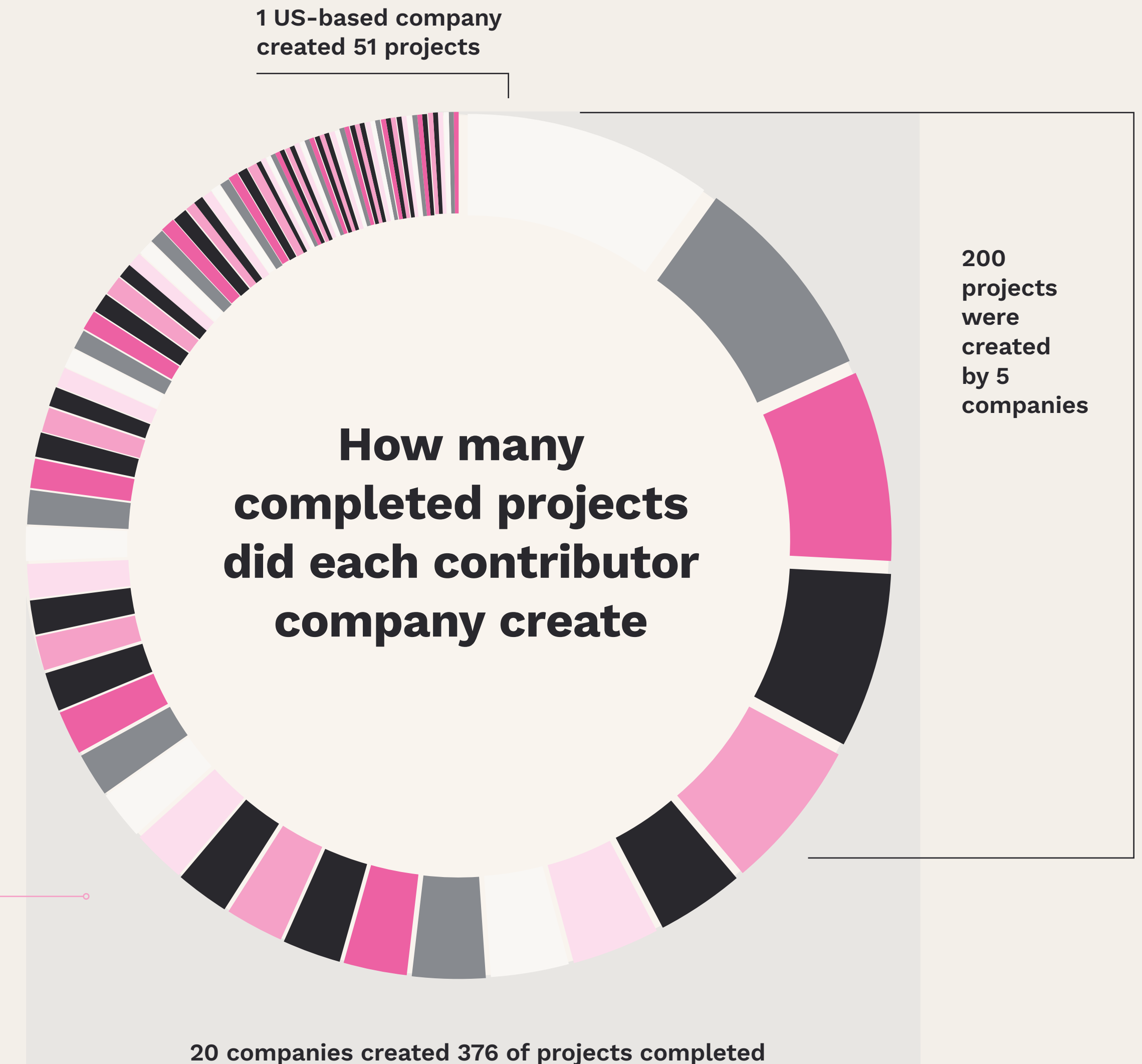


7% of projects (38 of 515) were contributed to by Top 30 UK Production Companies (as per Televisual UK Production Issue 2022)



11 of the Top 30 UK Production Companies contributed to projects, including 5 of the top 10

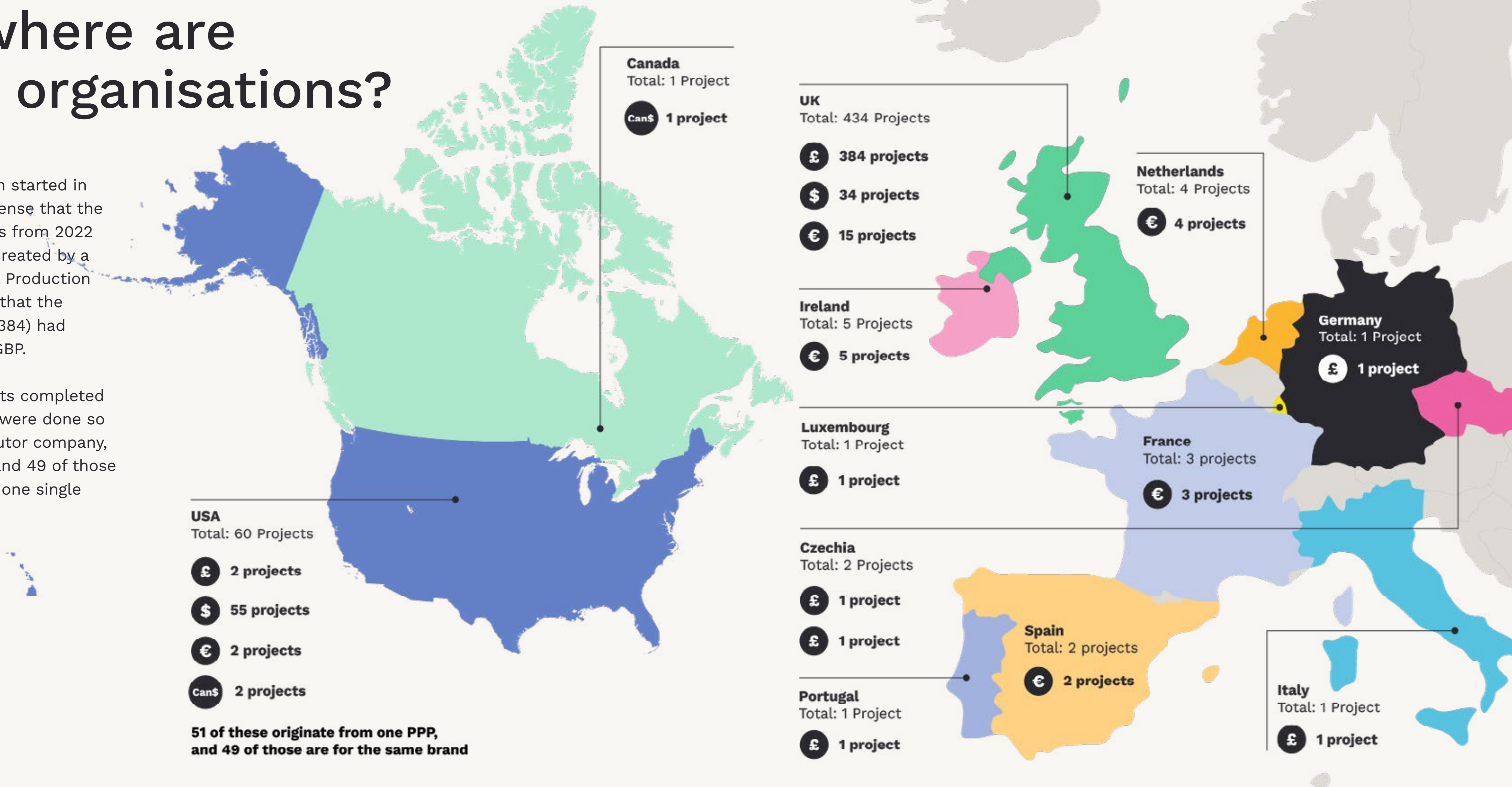
As you can imagine, usage varies amongst contributor companies (creative agencies production and production service companies). 87 companies were responsible for creating all 515 completed projects in 2022. 39 companies completed just 1 project, but at the other end of the scale, one company created 51 projects!



And where are these organisations?

Given that AdGreen started in the UK, it makes sense that the majority of projects from 2022 (434 of 515) were created by a UK based Principal Production Partner (PPP), and that the majority of these (384) had budgets noted in GBP.

51 of the 60 projects completed by US based PPPs were done so by our top contributor company, Maidstone Films, and 49 of those were attributed to one single brand, Mastercard.



Compare your own

Each organisation using the tool is able to download data about projects they are working on using the **‘EXPORT TO CSV’** button on the calculator’s project view. Organisations can then make the same analyses, to see how they compare.

[Learn how to export your data](#)



Your Projects

Here are all of the projects you're assigned to. Click on the project's name to see more detail. You can also search and filter to find what you're looking for more easily.

Search project name/ID

FILTERS:

NONE

Showing 1-10 of 27 projects

EXPORT TO CSV

Key

Achievements



2022



1450+
INDIVIDUALS
attended sustainable
production training



1
NEW MODULE
released as part of
our online training



500+
CONTRIBUTOR
COMPANIES
released as part of
our online training



1700+
CALCULATOR
PROJECTS
CREATED



1600+
DOWNLOADS
of the resources guide



12
HOSTED OR
EXTERNAL EVENTS
which featured
AdGreen speakers



580+
INDIVIDUALS
registered for
AdGreen events



1
NEW
INTERNATIONAL
PARTNERSHIP

34
NEW LEVY
COLLECTORS



23
WORKING
GROUP/
ADVISORY
MEETINGS



Highlights

Training

Creating a carbon literate workforce



Sophie Broadbent
Training Manager, AdGreen

Training is the first step we recommend for anyone embarking on measurement and reduction of their production related emissions.

In late 2022, our new training format was launched, offering the advertising production community interactive, online sessions which are also available globally at a time that suits the individual.

The update was born out of feedback from trainees, who requested shorter sessions, flexibility on when to attend, and the inclusion of more in-depth information about the new carbon calculator, all of which we could provide with the new platform. Moving to the online format was also more cost effective for AdGreen, and as a not-for-profit this meant that funds could be diverted elsewhere – such as for further calculator improvements.

The new platform allows trainees to assess their comprehension of the material along the way with relevant quizzes and further reading. In addition, electronic badges are issued to those completing a session, enabling individuals to demonstrate their carbon literacy and tool know-how to colleagues and future employers.

Our first revised module, Sustainable Production, provides an insight into the climate crisis with science-based carbon literacy education, an introduction to the impact of the advertising industry, and information on practical solutions for those wanting to act. It also includes a step-by-step walkthrough of the carbon calculator.

Free to access for all, our training is available on the AdGreen website, and supports each individual playing a role in producing advertising to become carbon-literate.

Further modules will be launched in 2023, to give those using the carbon calculator tips and tricks for speedy data gathering and data entry, as well as insight into how to analyse the resulting footprints.

[Take the Sustainable Production training module](#)

Training Success

1450+
individuals
attended
sustainable
production
training in
2022

“The AdGreen Sustainable Production Training should be mandatory for anyone who works in commercial production. Why? Because we can all make such a massive difference to the industry’s carbon footprint just by understanding the impacts of our decisions. And we will only truly succeed if we work end to end, from agency scripts, to productions, through post-production decisions and into delivery and media.”

Paul Goodwin

Head of Integrated Production, AMV BBDO

“Practical advice, easy to implement things for shoots e.g. changing catering to vegetarian/vegan. Thoroughly enjoyed it as it is very relevant to my work.”

Christine McLean-Thorne

Photography Manager, Macmillan Cancer Support

1
new training
module released
in 2022

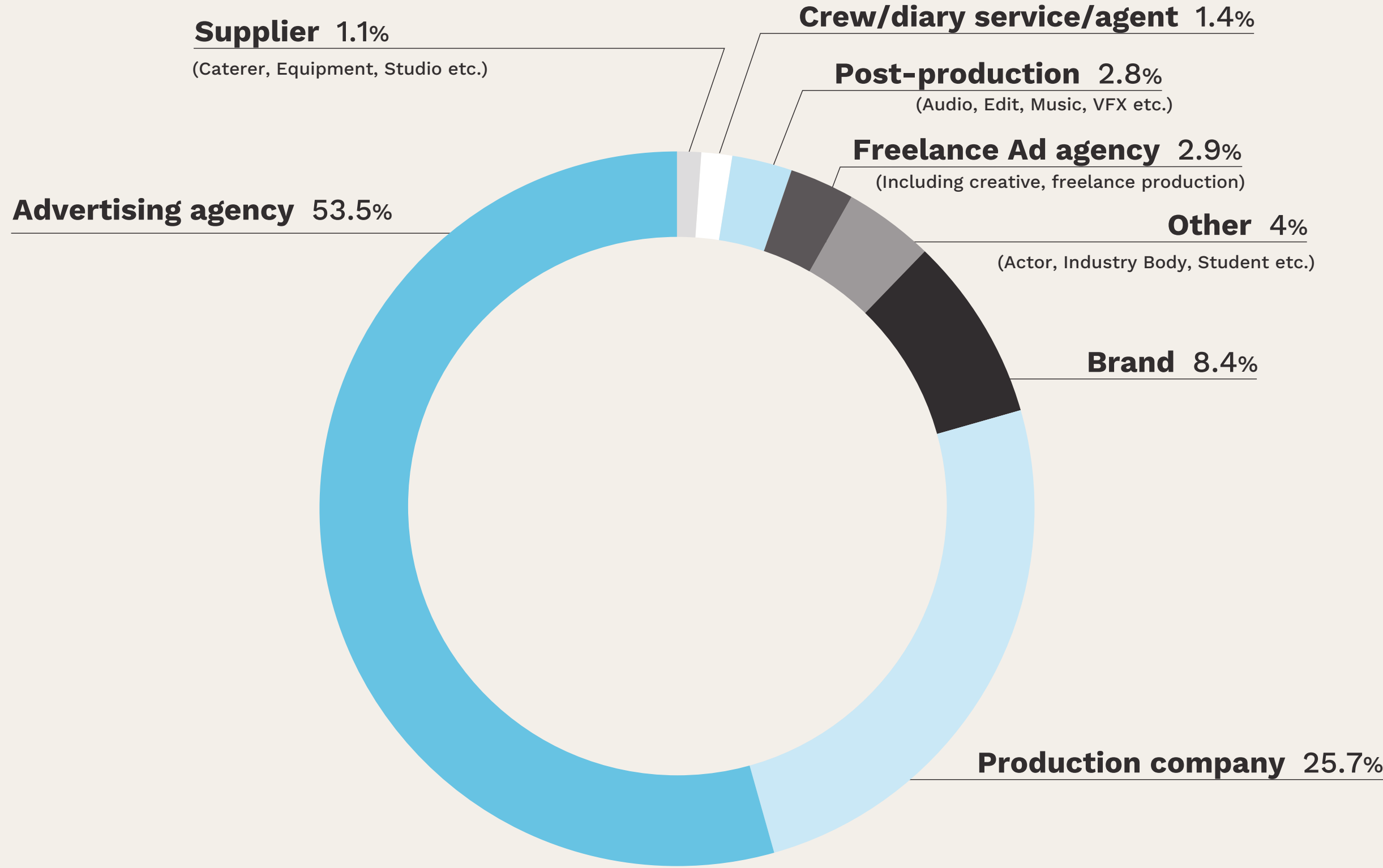
“A thought-provoking and smart way to keep the marketing industry engaged and informed about this very important global issue.”

Barry O’Sullivan

Digital Project Director, BBDO Dublin

Training Success

TRAINEES BY COMPANY TYPE



“Well designed, well delivered at a good pace.”

Angus Light
Producer & Co-Founder,
Locate Productions

“I found the training so impactful. I’ll be forever telling my colleagues and teams to join.”

Kristina Todoric
Operations Director, Girl&Bear, The Makers at VCCP

Carbon Calculator

Growing users and data



Cat Long
Calculator Manager, AdGreen

You can't manage what you don't measure. This is the message we champion within the production community, as we believe having a tangible way to see and understand your impact is the key to making long-lasting change.

Our aim for 2022 was first to encourage adoption, and then to support creative agencies and production companies to turn projects created, into projects completed. That we are now able to share so many data insights is a tribute to everyone who completed a footprint.

During the year, the AdGreen team have worked hard to understand and respond to the needs of our users. The quick start guide, along with the short 'how-to' videos, and FAQs, have given an ever-increasing number of creative agencies and production companies the confidence to register and add activity information about their upcoming productions.

We've also seen fantastic brand engagement, with key market leaders and production consultancies enthusiastic to understand the footprint data attributed to the campaigns they are commissioning – and how it compares to the wider industry dataset.

Just like the training modules, thanks to the support of our AdGreen levy payers, the carbon calculator is free at the point of use for reviewer companies (brands and production consultancies) and contributor companies (creative agencies, production and service companies).

500+
contributor
companies
registered to use
the tool in 2022

The AdGreen team are constantly seeking to improve the user experience, with regular development visible within the calculator, and annual carbon factor updates happening behind the scenes.

Going forward, we will work to expand the user base both in the UK and in other key markets such as the US, France and the Netherlands, and further close the gap between projects created and projects completed. By increasing the dataset, we can better understand where the industry is at, and what changes are needed to support further reduction.

A wholehearted thank you to every company who has completed a project: you are true pioneers who have helped generate the first ever baseline of carbon emissions for the advertising production industry.

[Register for a calculator account](#)

1700+
projects created
by principal
production partners
in 2022



Comms & Events

Celebrating success and sharing progress



Lauren McGee
Comms & Events Manager, AdGreen

Throughout 2022, we shared the latest company news, key insights, and industry developments with our community, providing encouragement and support as they embraced a sustainable production approach.

The launch of our annual review marks a significant achievement, not just for AdGreen, but for every company that has engaged with us so far, and we'd like to thank all our users, trainees, and followers for their ongoing support. Each case study that is shared offers a fresh perspective on the traditional production approach; each question asked initiates a conversation about improvements to our resources; and each event we host connects us to current and potential users, to better understand the needs of the industry as we take action against the climate crisis.

Participation in several key industry events across the year, including at Cannes, Ciclope in Berlin, and the Ad Net Zero Summit in London, cemented AdGreen's place as a trusted and valued industry initiative. These external events provoked thoughtful discussion among panellists and attendees, while hosted Breakfast Briefings provided an opportunity for users to hear about the latest development from our team. We are incredibly grateful to have partnerships with Get Set Hire and Travlrr, who have supported us in delivering these events. AdGreen has also been referenced and featured in several industry award criteria, allowing us to spotlight and celebrate incredible creative which is delivered using planet conscious processes.

1600+
Resources Guides
downloaded in 2022

12
hosted or external
events which
featured AdGreen
speakers in 2022

The release of an on-demand AdGreen Overview video aimed to give the unfamiliar a 25-minute introduction. It covers the project’s history, founding supporters and funding, and the available resources, before walking viewers through the carbon impact of a typical shoot.

In August we shared a rebranding of our digital assets, previewed in the new training modules, which will be rolled out across the website and resources in the coming months.

Looking ahead, we intend to expand on our hosted events programme, targeting notable points in the global advertising calendar. Providing a platform for our users through events and case studies is a priority, as we continue to share ground-breaking work being created with carbon reduction at its core.

[Watch the AdGreen Overview video](#)



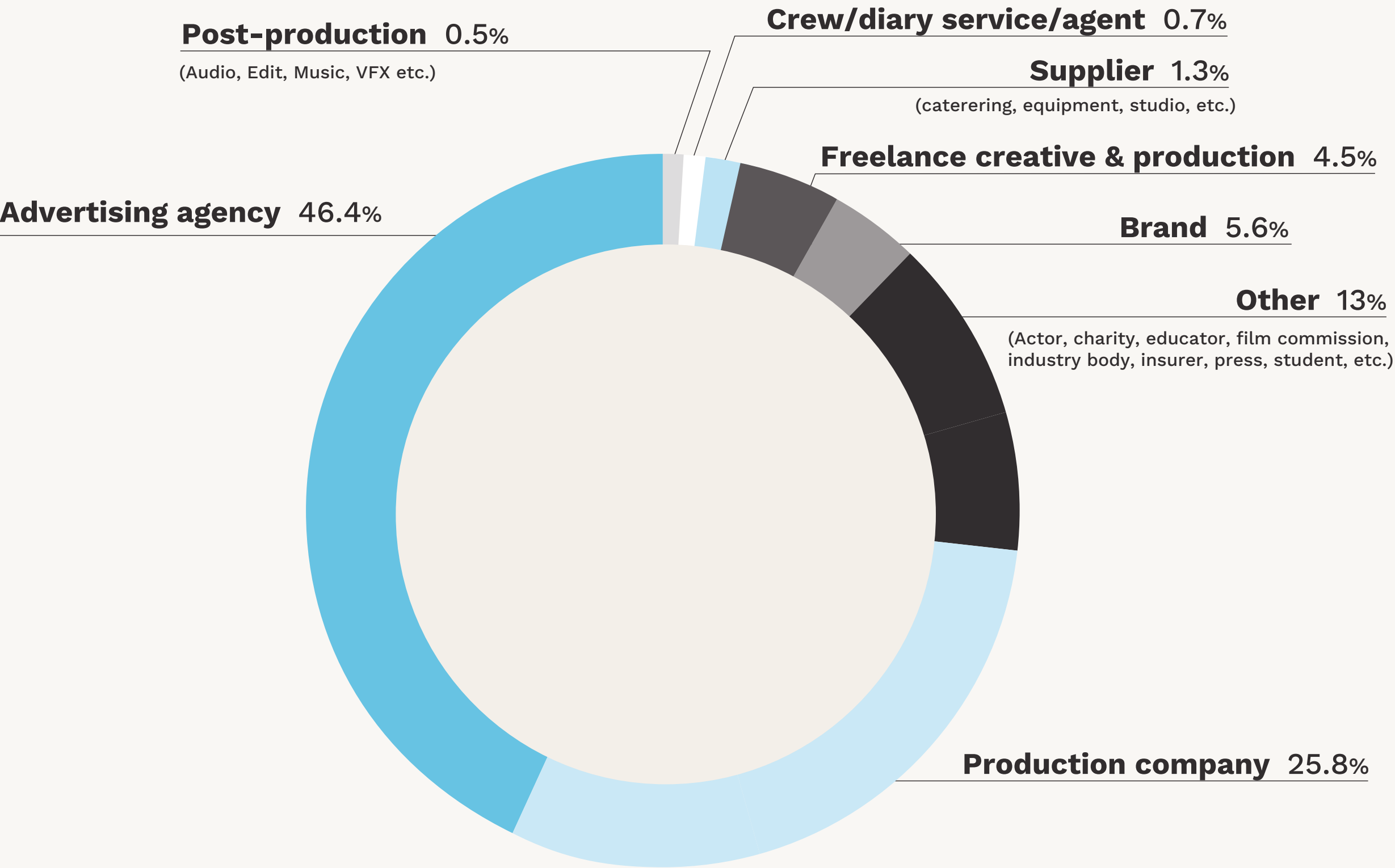
Putting learning into action and empowering the community

After training and measurement, the final recommend step is to use the available resources to support the reduction of emissions.

2022 saw a 53% increase in users accessing the resources guide compared to 2021. The resources guide includes advice for all departments involved in a production, from the creative team to the director of photography. Advice for each role is grouped by activity area, so individuals know where they can focus their attention to achieve the largest reductions, relative to their footprints in the calculator.

In addition to the guide, there are other insightful resources available, such as case studies, which are updated and expanded on regularly, in response to the needs of the community. You'll find links to a selection of these in this review.

ADGREEN HOSTED EVENT BOOKERS BY COMPANY TYPE



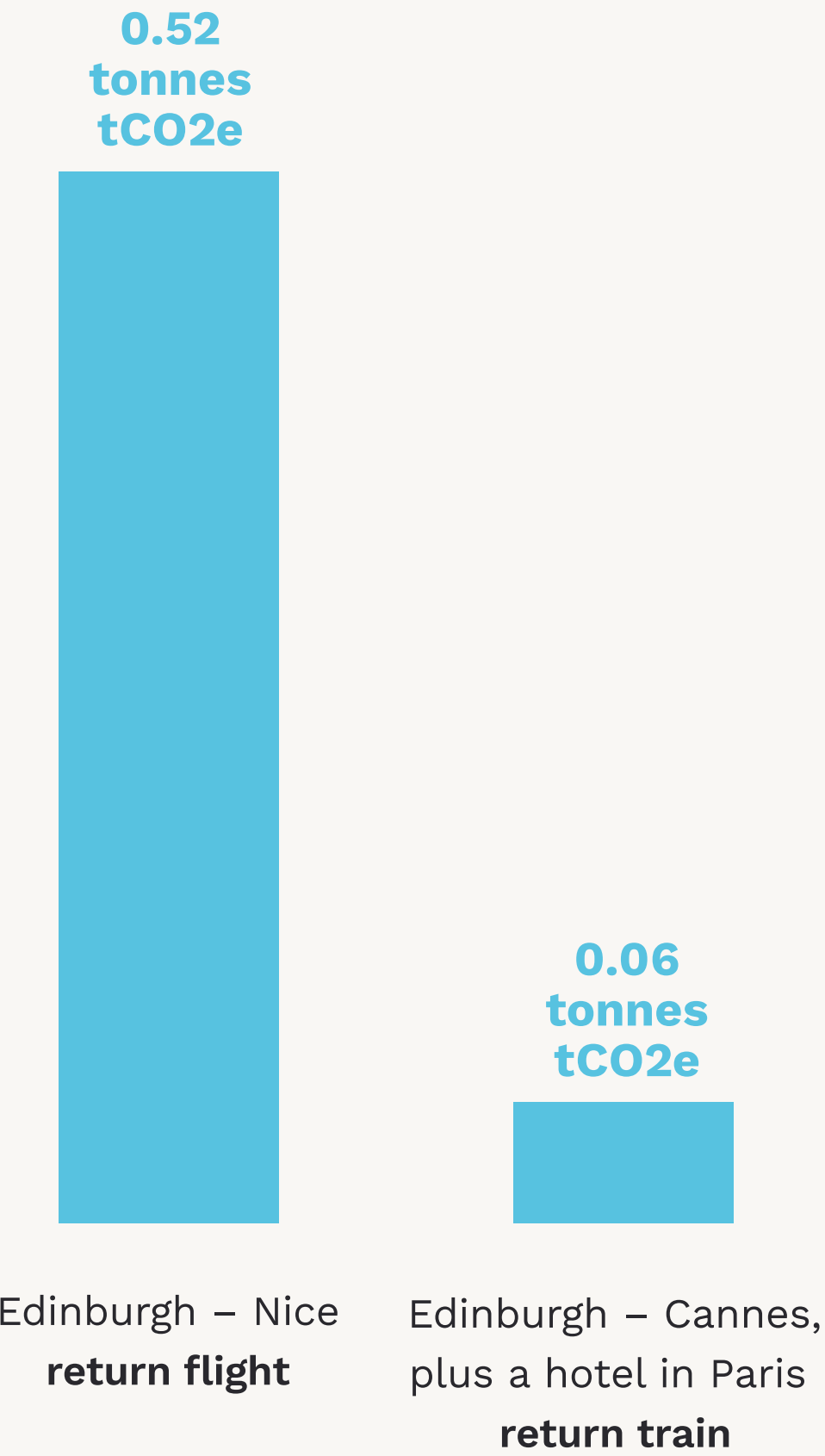
Keeping the travel policy on brand

During 2022, the team travelled across Europe to deliver the AdGreen message.

In June, Jo, Global Director, went to Cannes to participate in several events. She completed the journey by train, travelling from Edinburgh to London, then taking the Eurostar to Paris, and after an overnight stop, made the final journey to the south of France by TGV. All in all, the trip took approximately 28 hours. In comparison, there was a flight available from Edinburgh to Nice which would have taken 2 hrs 45 minutes.

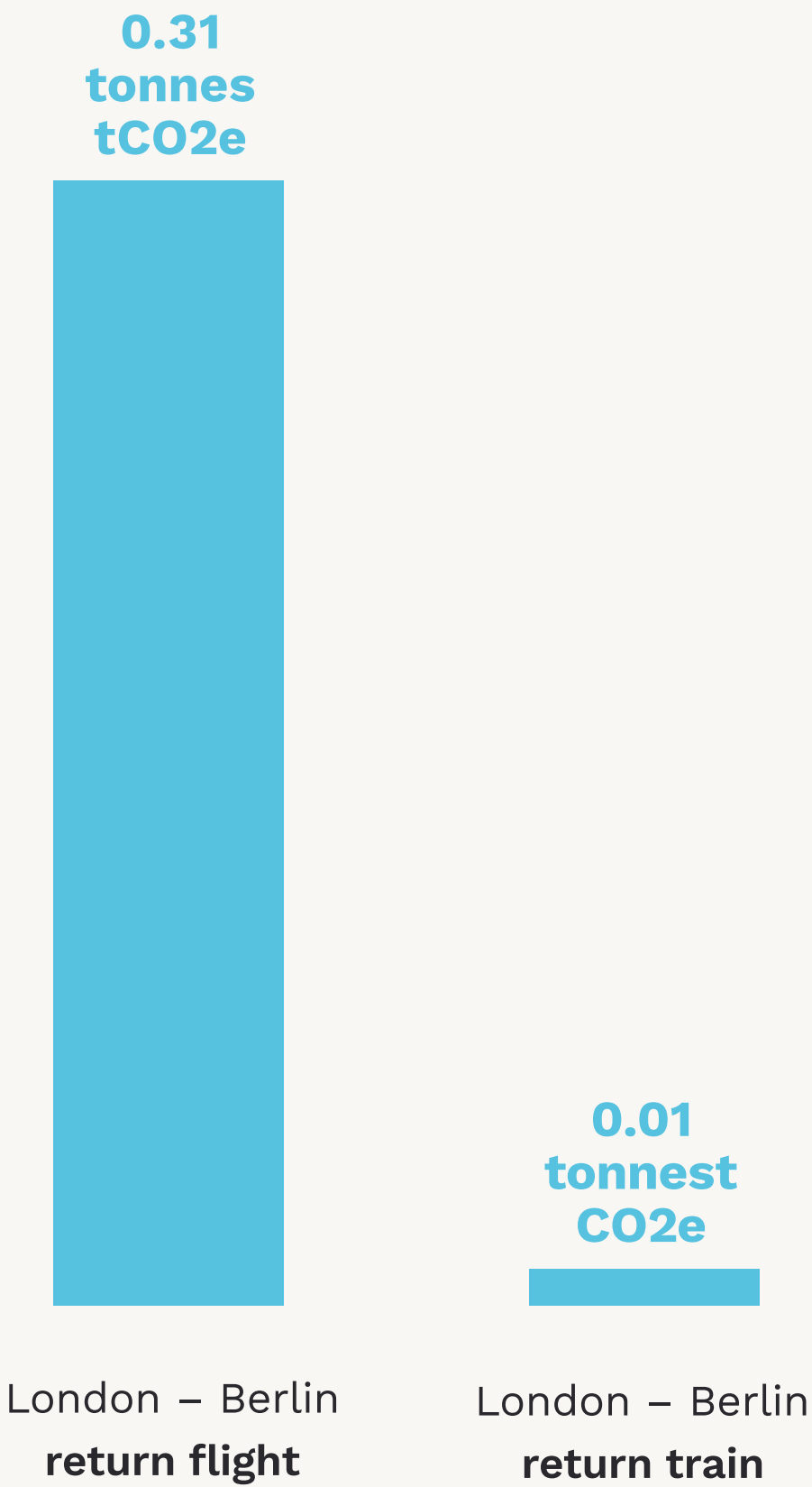
As the data shows, the largest contribution to tCO2e emissions on a production is often travel and transport, and using the carbon calculator, the emissions generated by each travel option, and therefore the opportunities for reduction, could be easily understood.

Taking the train reduced Jo's individual tCO2e travel emissions by 88%



Following in October, Sophie, Training Manager, departed London for Berlin. The journey took 11 hours door to door, and cost around €80 more than a flight, but the difference in the carbon is clear:

Taking the train reduced Sophie's individual tCO2e travel emissions by 97%



As an industry, reducing the impact of travel and transport for events, shoots, recces, and meetings is essential. Remote working has become a much more viable alternative, however there are times when being in the room is valuable. AdGreen is embracing the increased time and cost which may come with the lower carbon option, knowing that it is imperative that the actions match the messages being communicated across training, the carbon calculator, and resources.



Growing the global community

2022 saw the launch of AdGreen NL, the first international branch of the organisation. Amsterdam based AdGreen NL provides support to the local advertising production community to accelerate sustainable change in the market. The team have gained support from global brands and are bringing the AdGreen message to a new audience.

Across the pond, AdGreen have also been working with Green the Bid to localise the current offering, making it even more suitable for an American userbase. While the carbon calculator includes international electricity factors which make it suitable for global use, nuances in ways of working in the US mean collaborating with Green the Bid will give the US market the extra support they need to quickly transition to a more sustainable production approach.



Service Companies

Production Companies

Across the industry

Brands

Creative Agencies

Consultancies

Suppliers

Freelancers

Production and service companies



Production and service companies

A word from the APA



Steve Davies
Chief Executive, APA

At the APA, we have been delighted to support AdGreen over the last few years. What Jo Fenn has created and driven forward, now with the support of a great team and the Advertising Association, is incredible.

AdGreen has a clear goal: enable the advertising industry to measure and understand carbon impacts of advertising production. This is made possible through a clear and comprehensive website, and complementary tools and training.

With the support of the Advertising Association and the endorsement of the IPA and ISBA, AdGreen is perfectly positioned to be an industry wide solution to the universal challenge of climate change.

This is important because it is vital that the whole industry is working to a common goal. Advertisers, creative agencies, and production companies need to understand how carbon reduction will work on each shoot, and any solutions that are adopted need to be based on a recognised methodology to ensure there is confidence in the calculation.

As with our work on diversity and inclusion, now is the time for action on the environment, rather than just talk, but we need to constantly evaluate what we are doing, and realign actions based upon learning what is effective, and understanding the challenges we encounter.

To get buy-in from production companies is crucial, but while many are concerned about the environment, they are also short of time and resources. They often rely on freelance staff, who leave a production shortly after the shoot is complete, so drilling down into the minutiae of the production is challenging.

The most critical part of the measurement process is for those creating the work to provide carbon information up front, so that a client can see the potential environmental impact of their commercial, before committing to shoot in a certain location or in a certain way. To do this, the agency and production company can use the information available at that stage to draft a carbon footprint. Knowing the size of the crew will provide catering numbers, the number of studio and/or location shoot days will give an idea of energy use, and any proposed travel can be entered too – flights will be particularly relevant at this stage.

That will enable advertisers, with their own environmental and social responsibility goals, to make decisions. If air travel is involved, it will likely lead them to conclude that they should shoot locally, work with a local crew on location, or shoot remotely.

The release of this annual review is a great opportunity for all of us in the advertising production community to pause and reflect on how we have been working (as well as the emissions that has generated) and decide how we want to move forward, to achieve our collective sustainability goals.

Production and service companies

Superusers

Production and service companies are at different stages of their sustainable production journey, and it is early days for many. However, this is an opportunity to celebrate those who have started to make measurement part of their process.

The organisations listed here completed the most projects in the tool during 2022. They have been leading the charge in collating and measuring their production activities, to provide insightful data for the industry and feedback to support future calculator development, which will benefit the entire AdGreen community.

Do you want to be featured next year? It’s all about getting projects not just created, but completed. Read through the available resources, and in-tool help text if you need some guidance.



Big Sky Productions Ltd



Biscuit Filmworks



Coffee & TV



Econ Films



Gramafilm



Hurricane Media



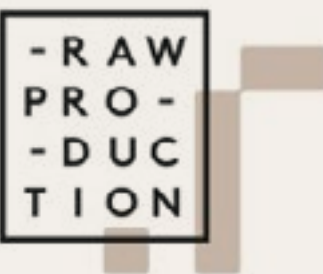
Odelay Films



Park Village



Perma Collective



Raw Production



Root



Spindle

Production and service companies

“We feel honoured to be in the top 15 and are excited to see the results for the first year! With all the amazing tools and resources that AdGreen provides, it makes it easier and easier to work in a more sustainable way.”

Lou Greenaway
Raw Productions

“The calculator tool has been an essential part of our sustainability journey, enabling us to quantify our activity data and use this to inform behaviour change, focus efforts on areas with the biggest potential for reduction and to share impact and learnings with others.”

Jessica Gage
Perma Collective

“We are proud to be making a commitment to reduce the impact of our productions, and AdGreen has been instrumental in helping us along the way. As a B-Corp, Carbon Neutral production company, we believe it’s all about taking small steps towards a better future for our industry.”

Jack Wylson
The Big Sky Productions

“Building sustainable business practices is part of our long-term commitment to reducing PV’s impact on the environment. It is integral to the future of our industry, and planet, that all production companies take action – for us AdGreen plays an instrumental role in our commitment.”

Jake Bishop
Park Village

“Whilst we believe in making the most of our planet, at Gramafilm we don’t believe our younger generations should pay the price for our actions today. Working with AdGreen we’ve been able to measure our emissions, to support our 7 #GramafilmGoesGreen commitments. Together, we’re helping recognise our own place & responsibility in climate change. Thank you!”

Cedd Mumby
Gramafilm

Production and service companies

“The AdGreen Calculator is an incredible free tool for the Ad industry. It has its challenges, but, as a B Corp, it’s important for us to take responsibility for our impact and help our clients and partners to do so too. We hope that other businesses within the industry invest time and resources into using the tool to make production carbon reporting an industry norm. We look forward to sharing our Production Impact Report very soon.”

Holly Arnold
Coffee & TV

“AdGreen perfectly compliments our greener way of making advertising campaigns. It enables us to measure carbon pre-shoot and make informed decisions as to how we can create more responsibly. Always focussing on measuring, not offsetting, to mitigate carbon and act with less damage to our environment. The AdGreen team are so encouraging, accommodating and have enabled a very smooth transition into the world of calculating carbon; a now non negotiable system that slots into our day to day operations within our agency.”

Mollie Skeffington
Root Creative Global

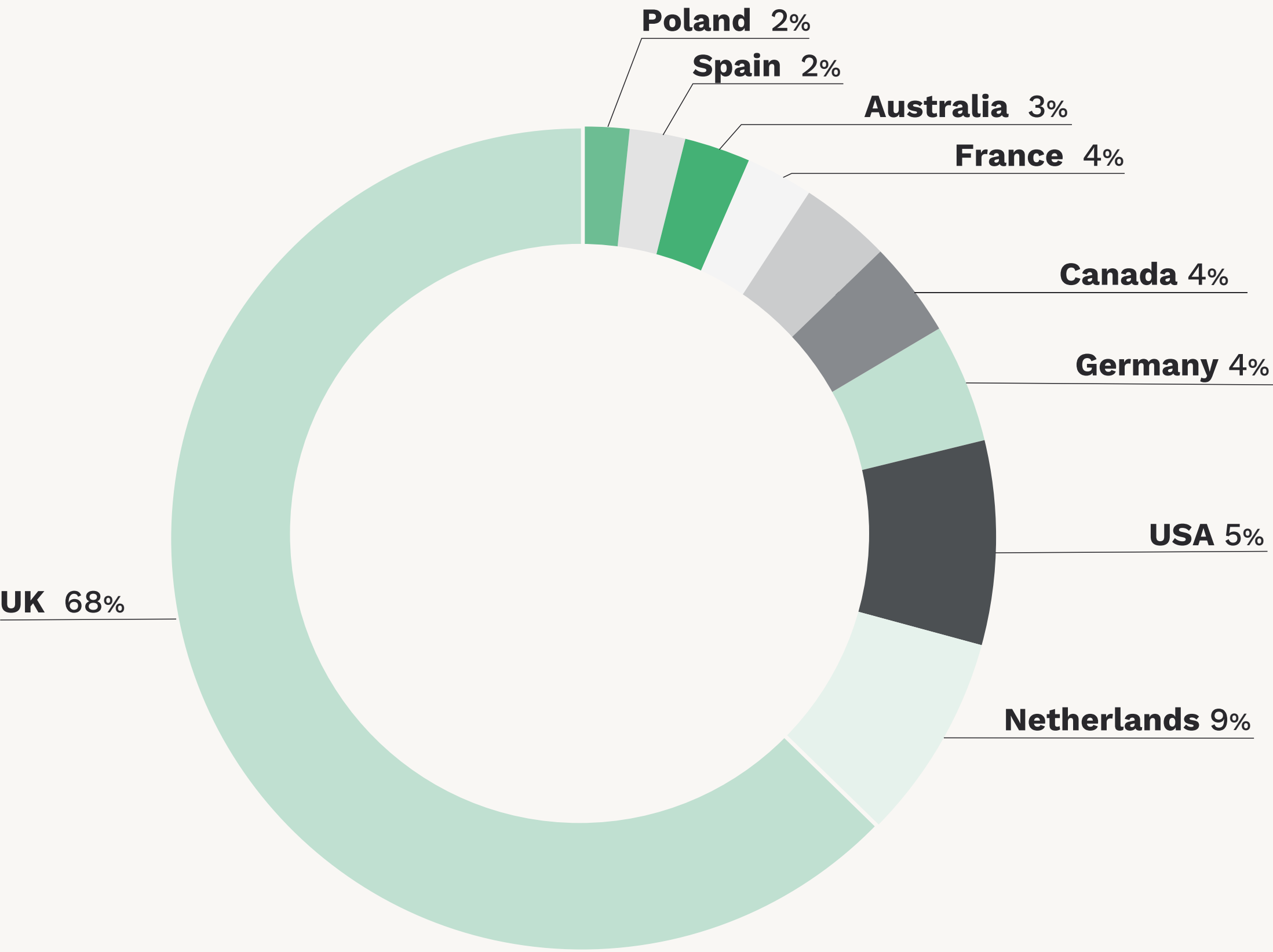
“The AdGreen carbon calculator has really helped us as a company to put our carbon footprint at the forefront of everyone’s minds ,and think about how we can reduce it. It’s a much more accurate measure than anything we’ve used before and has had a big impact on our industry.”

Sam Chitty
Biscuit Filmworks

Production and service companies

Where are the production and service companies based?

TOP 10 COUNTRIES LISTED BY NEW REGISTERED COMPANIES IN 2022.



Production and service companies

Case Study: Spindle

Spindle

Ella Gancarz

Executive Producer, Spindle

As soon as we received the ‘Shark’ brief from Greenpeace, we knew that the subject would require a special creative treatment. The campaign needed to reach global audiences and raise awareness about disappearing shark populations in the Atlantic. It was a huge subject to approach, but the campaign production couldn’t cost the planet.

Through the whole process, from the creative development to final delivery, we produced 0.73 tCO₂e - that is less than one European flight for a crew member. If we had chosen to execute the film differently, for example by flying 3 crew members abroad and serving meat meals on set, that would have produced almost 15 times more CO₂e!

We reduced our carbon footprint by working remotely and not using cars and taxis, or renting offices and hotels. The music track was licensed from the artist, hence no new recording was needed, and we used 3D animation and archive footage from Greenpeace which helped us to keep our carbon footprint to an absolute minimum. All our files were then exchanged digitally, without the need for hard drives and couriers.

No sets were built so our material output was low, and to top it all the production process didn’t generate any waste, with no materials or catering for the crew to dispose of. Our production was paperless and plastic-free!

Throughout the process we relied on the AdGreen carbon calculator to estimate our potential footprint. Based on the information, we could make informed decisions on how to reduce our carbon emissions. All of our producers had previously joined AdGreen training, hence we had the entire team fully aware of the impact that choices at different stages of production could have on the planet.

At Spindle we are making a concerted effort to reduce our impact on the environment, and we hope this campaign case study will be the first of many we share with AdGreen.

[Watch the ad](#)



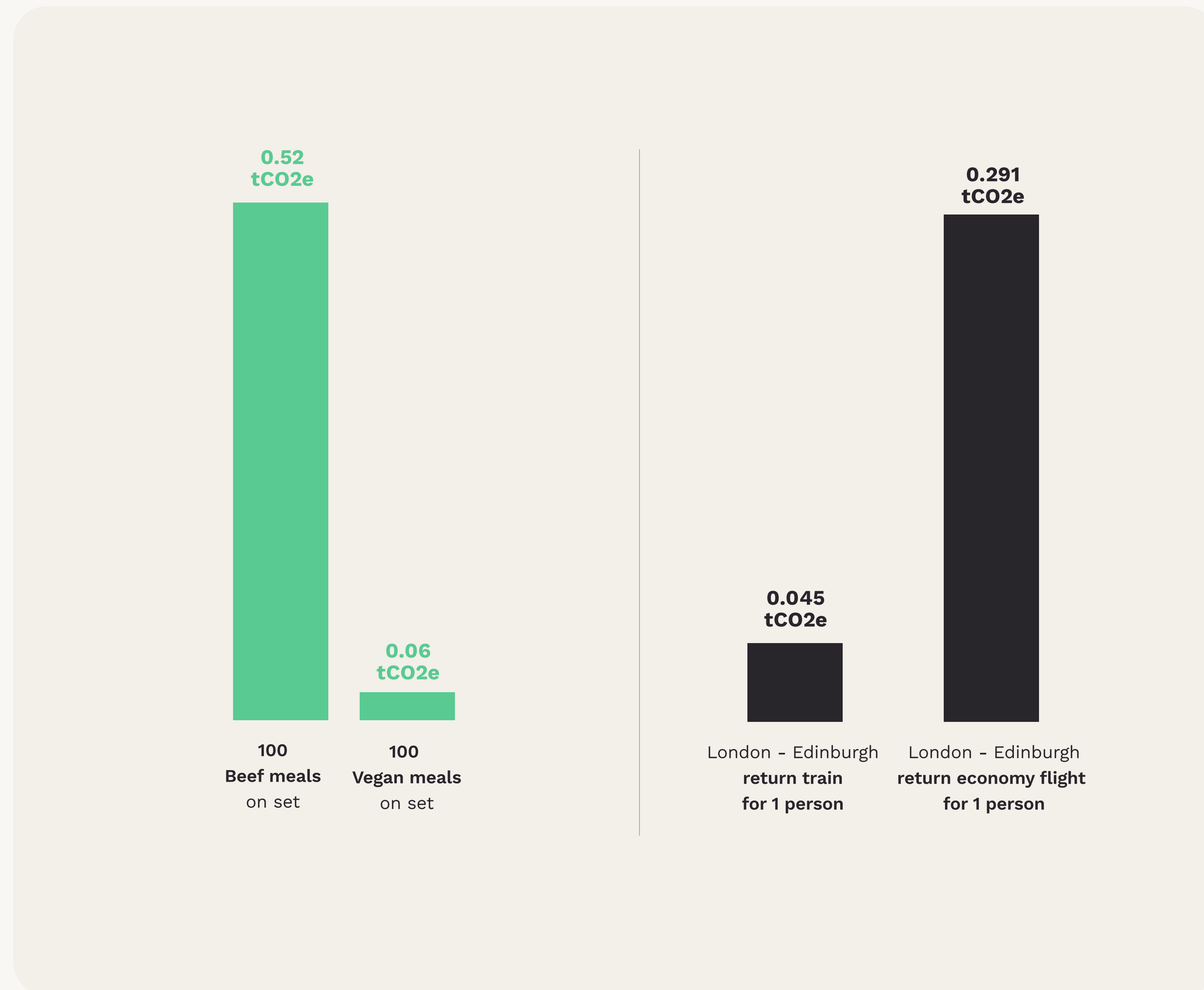
Production and service companies

Get the most out of the carbon calculator

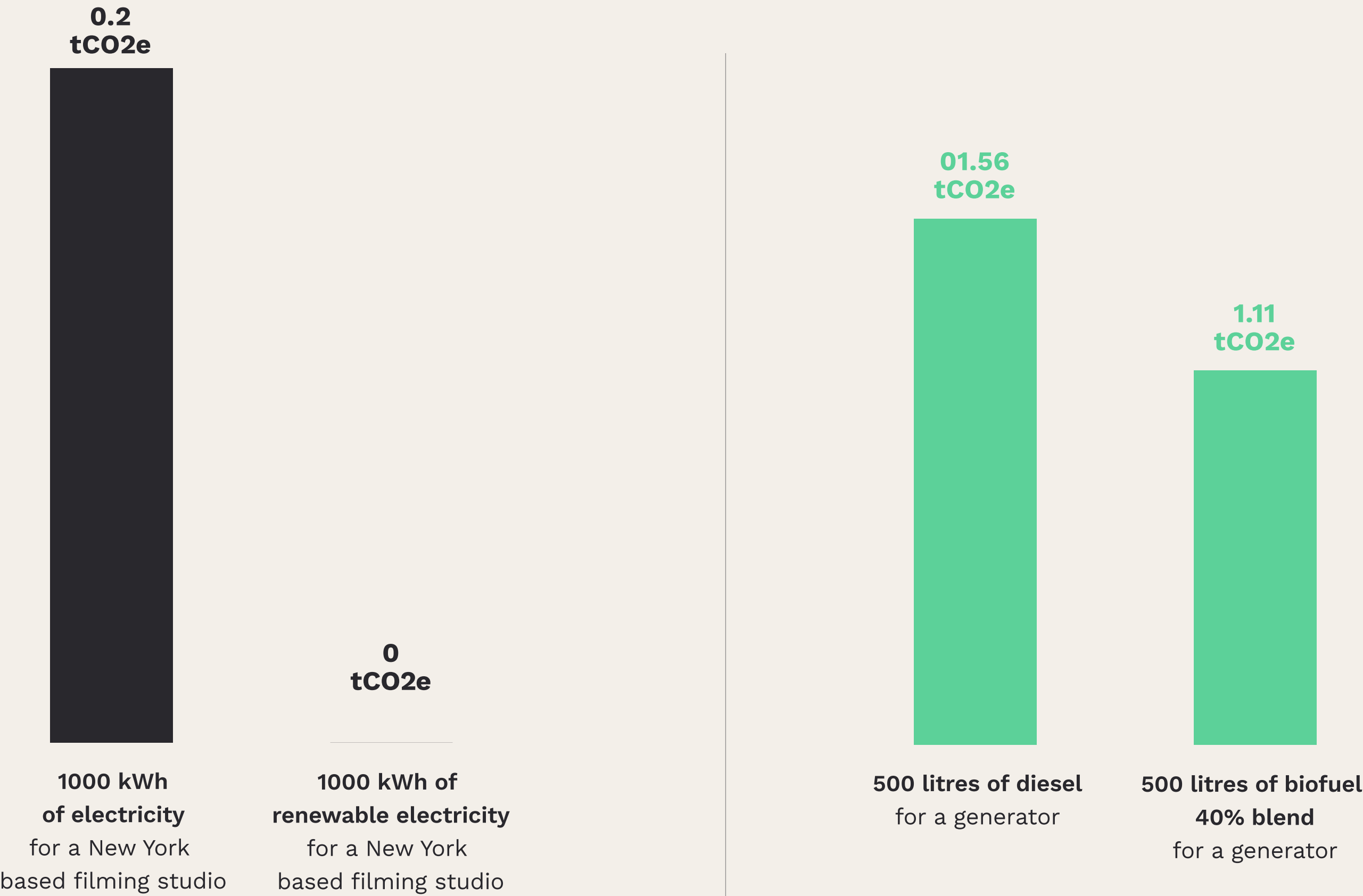
Did you know, you can use the carbon calculator at different stages of your production?

- Check the impact of one activity option against another to see which has the lower impact e.g. beef vs vegetarian catering
- Draft a production footprint using information from your budget to establish a rough overall picture e.g. number of catering heads budgeted across the shoot
- Complete a project with finalised details from your production to build your company's dataset e.g. actual number of catering heads per food option

To illustrate comparing one option's impact against another, here are some activity examples which might be relevant to a production and/or service company.



Production and service companies



Each swap was calculated using the AdGreen carbon calculator.
[Read more about the methodology behind it](#)

Further ideas

Remember you can check the impact of each activity in the carbon calculator, and find more tips relevant to your role in the resources guide.



TRAVEL

- Use local talent (cast and crew) and remote monitoring to reduce/remove air travel
- Hire/use electric and hybrid vehicles over petrol and diesel transport
- Encourage facilities drivers to avoid fuel waste by having a no idling policy



SPACES

- Use low energy lighting to reduce the amount of power required - and turn things off when they're not in use
- Use mains power before diesel generators, or see if there are rechargeable battery options
- Switch off aircon and heating when not in use



MATERIALS

- Work with creatives and directors/photographers to remove or rework carbon intensive script elements, such as wet downs
- Use reusable location protection such as mats, rather than disposable items
- Supply water coolers instead of individual bottles to cut down on plastic

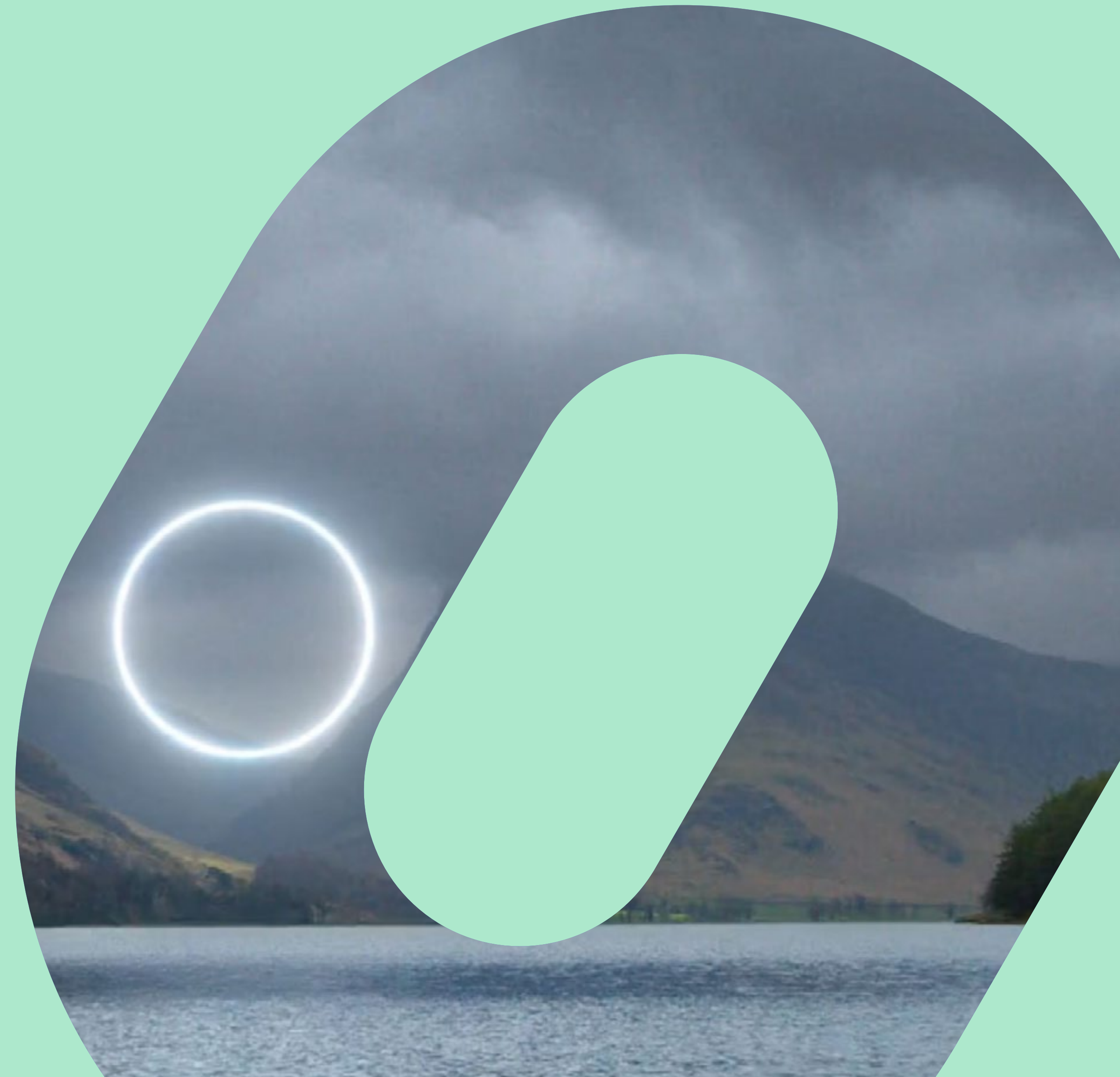


DISPOSAL

- Discuss reuse and rehoming plans for any set build items such as timber, as well as costume, and food - aim for zero waste in the first place
- Recycle and compost where possible - landfill should be a last resort

[Read our resources guide for production and service companies](#)

Creative agencies



Creative agencies

A word from the IPA

**Eliot Liss**

Head of Production, IPA

From my background in advertising agency production, I know that agency producers are a responsible, passionate, and solutions-focussed bunch. So, I was delighted to be asked to help represent agencies on the AdGreen Advisory Board when I started at the IPA in 2022, as I know we can and will be a key partner in the journey towards sustainability.

When I was a working producer, we all had an awareness that climate change was a problem, and that long-haul flights to shoots were carbon intensive. But in the absence of routine measurement, behaviour change was minimal. This is why AdGreen and carbon calculation are essential.

We need to be as accountable on sustainability as we are on budgets, airdates and creativity. In a world of exploding deliverables and imploding schedules, the collaboration we have through the IPA's Production Policy Group, with AdGreen and the APA, is key in moves to streamline the time and resources required to make worthwhile carbon data capture widespread and practical.

Roundtables and workshops to share learnings have proved very productive, and the great unity on feedback and further potential solutions served to show how much good-will and determination there is out there. It was also a testament to how strong the relationships are, and need to be, between clients, agencies, and production suppliers, as a base to build on.

Some of our industry's most creative work has developed in response to constraints and the channelling of evidence and insight, so I know sustainability is another opportunity to be grasped. Only through enhanced viability and visibility of carbon measurement can we galvanise buy-in, change and upstream impacts on the creative dev, planning and pitching phases of projects.

Creative agencies

Superusers

Creative agencies are at different stages of their sustainable production journey, and it is early days for many. However, this is an opportunity to celebrate those who have started to make measurement part of their process.

The organisations listed here completed the most projects in the tool during 2022. They have been collaborating with brands and production companies to measure activities and provide insightful data for the industry.

Do you want to be featured next year? It’s all about getting projects not just created, but completed. Read through the available resources, and in-tool help text if you need some guidance.



CNNIC Create



CraftWW EMEA



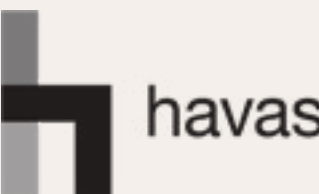
CULT LTD



Dyson [In-house Agency]



Gleam Studios



Havas London



Havas Studios



Jump



Makerhouse



Oliver



Saatchi & Saatchi London

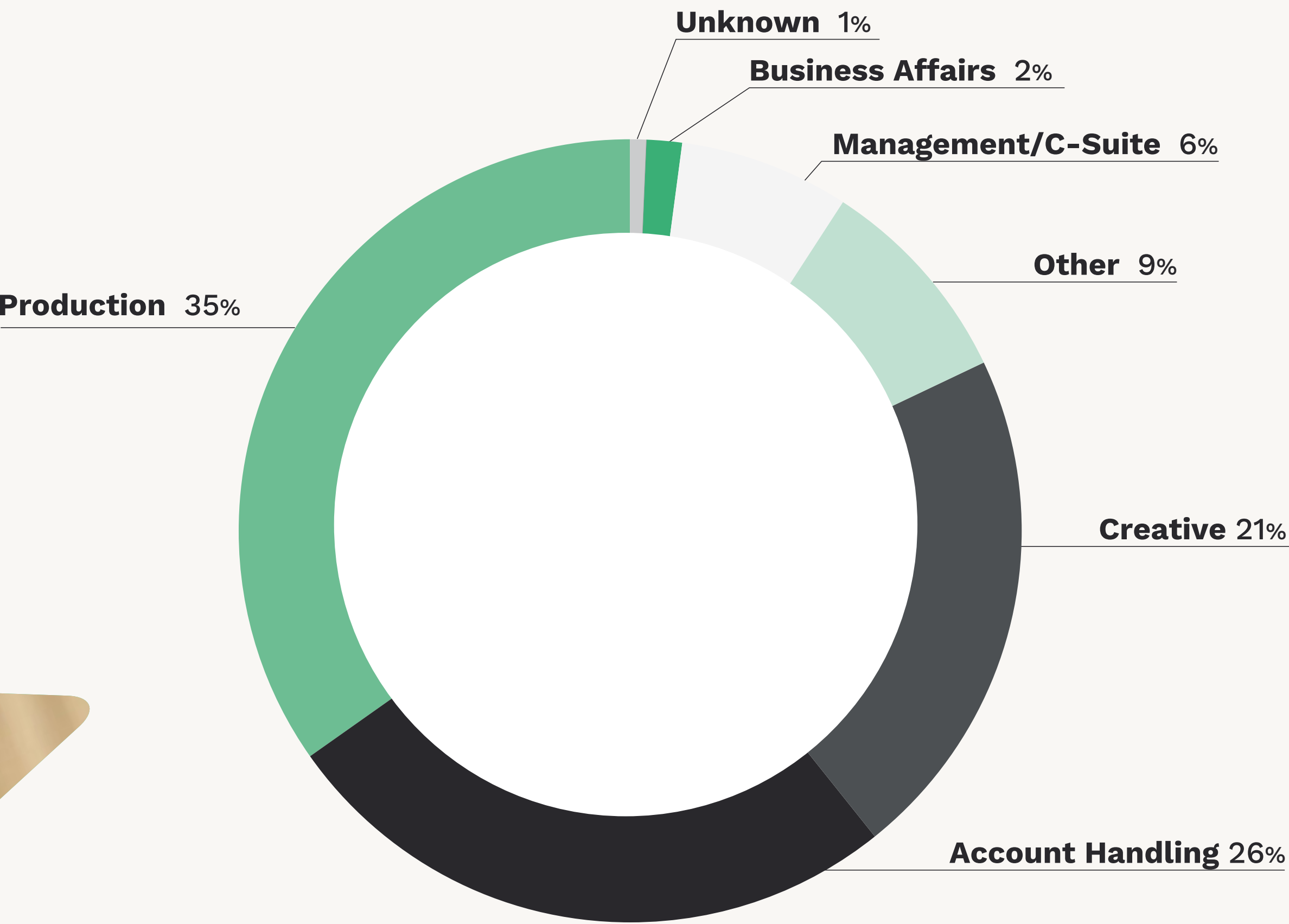


STV Creative

Creative agencies

Who completed our Sustainable Production training in 2022?

CREATIVE AGENCY BY ROLE



Creative agencies

“CULT has always had a passion for sustainability and AdGreen has been responsible for bringing this passion to life! Collecting Co2 data from each shoot, month and year and sharing that internally and with clients has been a true eye opener! We are now able to work on yearly targets and constantly improve the way we produce.”

Jose Sel de Felipe
CULT

“The AdGreen calculator has been a great tool for us here at CNNIC Create. Running our productions through the tool has built our awareness of how our choices impact the environment. Having this knowledge has led us into making more informed decisions and to look into more sustainable alternatives much earlier on.”

Patience Chitiyo
CNNIC Create

“Using AdGreen could not be easier for a fast-paced busy production company, with it’s user friendly layout, we can be confident that we are doing our bit for climate change with them supporting us all the way.”

Charlotte Chinn
Gleam Studios

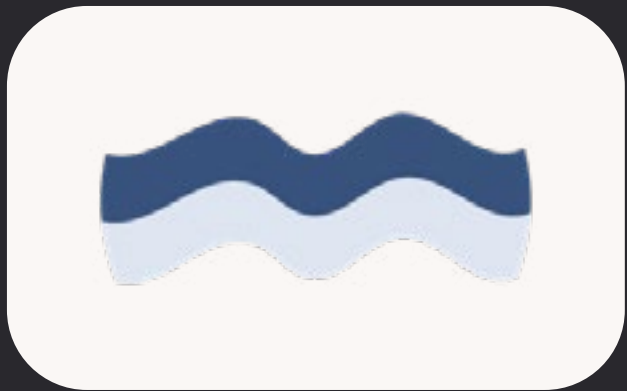
“AdGreen’s in-depth training & tools have proved integral to our production team as we take those vital steps towards net zero. The team are always there to support on questions and the carbon calculator has helped highlight the key areas for improvement, which in turn has helped us educate clients on how we can contribute to their own sustainability goals.”

Ellie Lambert
OLIVER

“Dyson produce a wealth of film and imagery productions primarily inhouse and we are therefore shooting almost weekly. Partnering with AdGreen has enabled our producers to interrogate, monitor and ultimately help reduce, our carbon footprint across the entire production process. The AdGreen carbon calculator is a great tool with clear simple summary reports and is not complicated to use. Adgreen also offer training and tutorials to help educate everyone who wants to behave more sustainably in production”

Jason Ayers
Dyson

Creative agencies



We want to take a moment to spotlight Maidstone Films...

49 of the 51 projects completed by our top contributor company during 2022 were attributed to one single brand, Mastercard. The projects were created by the US based production consultancy, Maidstone Films, who gathered activity information from the creative agencies and production companies who produced the work, and entered it on their behalf

Congratulations to the Maidstone team for being our top user!

“The calculator has opened our minds to the type of questions we should be asking. Productions are no longer about creative, cost and efficiency alone; it brings our carbon footprint to the forefront of the decision-making process, making the impact we have on the world finally feel tangible. Put simply, it’s a conversation starter. Sustainability is now on everyone’s agenda, from Agency to Client and Production to Heads of Department. Prior to the calculator, I’m not sure I would have witnessed a Gaffer boasting about their new battery-powered, LED lights!”

Adam Javes
Havas Studios

“I’m pleased to see how well our agencies have integrated the carbon calculator into a new way of doing business, and how supportive our clients have been of our efforts to track and lower our emissions, and I’m delighted to see Saatchi & Saatchi is a top agency user. The tool is the first step. The next step is for us to build on our learnings and work together as an industry to move production towards genuinely sustainable solutions.”

Clare Donald
Publicis Groupe UK

“Reducing our environmental impact is a key priority at Saatchi & Saatchi, but doing so effectively isn’t a straightforward process. AdGreen’s Carbon Calculator, which allows us to consistently measure our output and reevaluate our strategies for reducing impact, has become an absolutely essential tool and one that we use at each stage of production. We encourage everyone in the industry to get involved; the more data we can capture, the more we can do as a collective to bring about meaningful change.”

Rebecca Williams
Saatchi & Saatchi London

Creative agencies

Case Study: adam&eveDDB

adam&eveDDB®

Ben Sharpe

Head of Integrated Production, adam&eveDDB

Sustainability is critical to Quorn, and at the heart of their business operations strategy – so it is important that the agency’s production approach acts as an extension of their overall sustainability strategy. To achieve this, outside of any specific production, account management and production leads at the agency worked with leadership at Quorn to review their sustainability policies and create a production strategy, which includes actionable targets and stretch goals for individual productions.

At the start of the production process for this campaign, we shared our intentions with our production partners to ensure everyone entered the bidding phase with a carbon efficient mindset. Our chosen partner, MindsEye, factored sustainability into their budgeting process, and engaged in meaningful conversations about how various production approaches effect the budget and the carbon footprint.

The AdGreen Carbon Calculator was incredibly helpful as we worked through this production. We went in knowing that travel and energy sources are two of the main carbon drivers, but the calculator helped us understand how each individual aspect of the production contributes to the overall carbon footprint. With this clear breakdown we were able to minimise emissions with decisive actions on all fronts for the shoot – from using a real location which didn’t require any set build, to vegan catering.

The decision to hire a biodiesel generator came after learning about the carbon impact of traditional diesel generators, which are still more widely available. While upgrading to a lower carbon energy source was more expensive, this was deemed a worthy investment by Quorn and was a decision which dramatically lowered the emissions generated by our shoot.

AdGreen’s training and resources are valuable tools which allow everyone to properly engage in the process of minimising the carbon impact of production. Our recommendation is to set intentions with your clients prior to production, consider carbon drivers when reviewing creative work, engage with like-minded production partners, start early when measuring, and collaborate with your brand clients and production partners to find solutions throughout the process.

[Watch the ad](#)

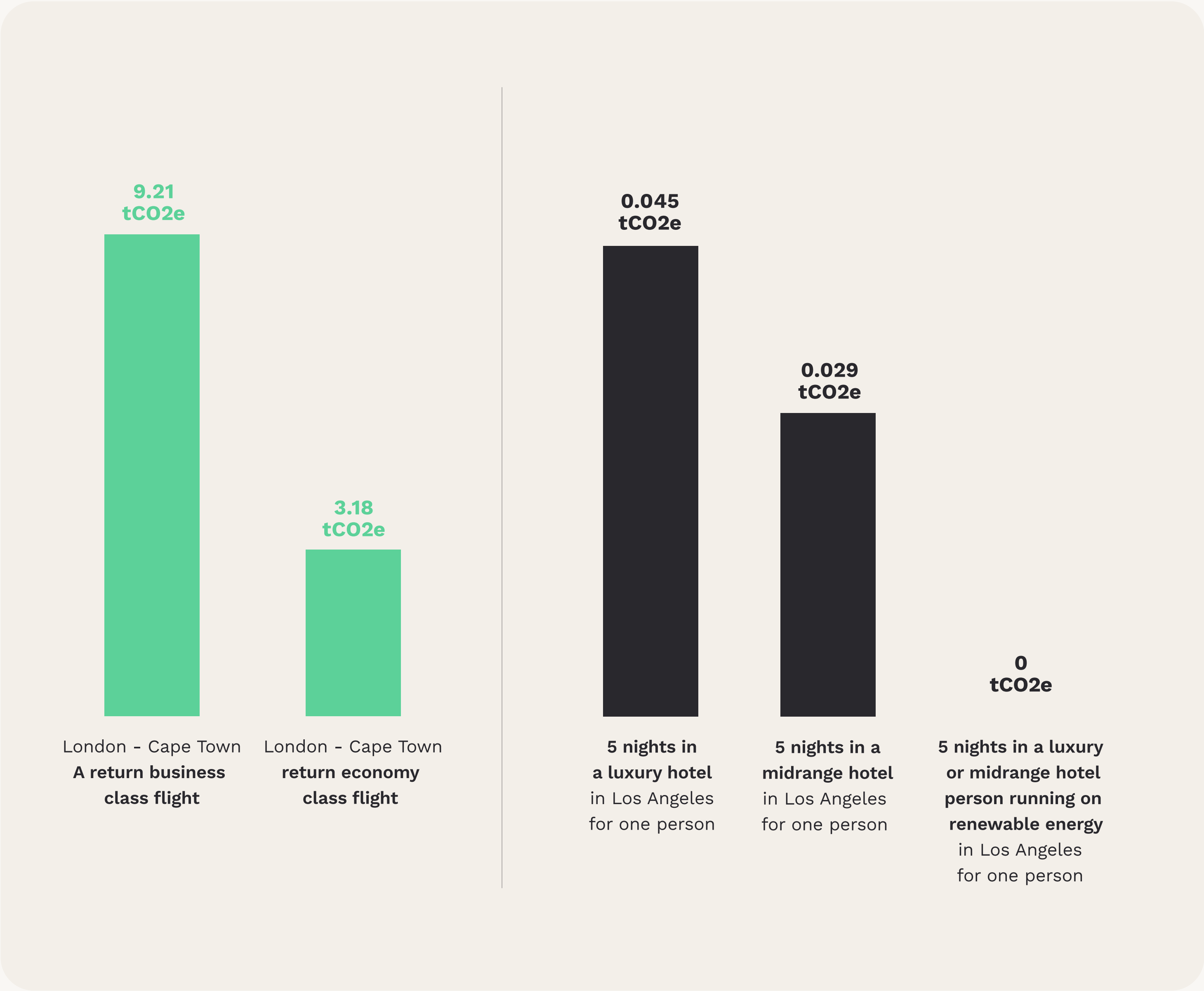
Creative agencies

Get the most out of the carbon calculator

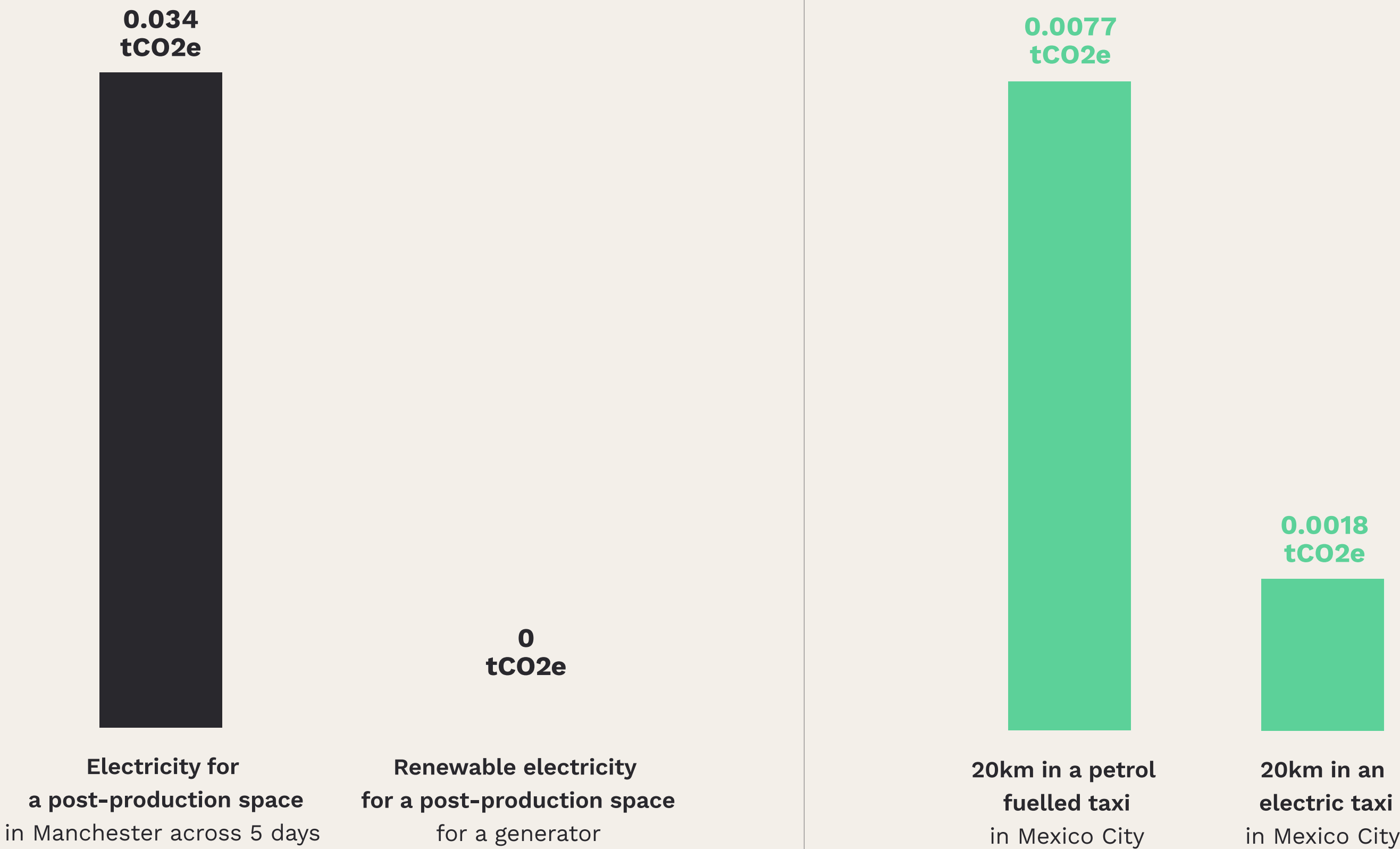
Did you know, you can use the carbon calculator at different stages of your production?

- Check the impact of one activity option against another to see which has the lower impact e.g. non-renewable vs renewable powered post-production house
- Draft a production footprint using information from your budget to establish a rough overall picture e.g. number of days budgeted for post-production time
- Complete a project with finalised details from your production to build your company’s dataset e.g. actual number of days spent in post-production and the fuel used to power the space

To illustrate comparing one option’s impact against another, here are some activity examples which might be relevant to a creative agency.



Production and service companies



Each swap was calculated using the AdGreen carbon calculator.
[Read more about the methodology behind it](#)

Further ideas

Remember you can check the impact of each activity in the carbon calculator, and find more tips relevant to your role in the resources guide.



TRAVEL

- Develop scripts which can be shot locally, or by using CG/VFX, and allow for seasonal weather advantages, to avoid baking air travel activities into the production
- Take public transport to the shoot, and reduce the number of people attending, where possible with remote monitoring
- Consider VFX before live product shots to avoid the impact of shipping hero items



SPACES

- If office space is a line item in your production budget, make sure it's renewably powered
- When selecting other production partners and suppliers, choose those running their spaces on renewable tariffs too



MATERIALS

- Remove or rework material heavy script elements, such as wet downs, intricate set builds, and multiple costume changes
- Discuss how food shoots can be achieved with as little food waste as possible
- Encourage those staying in overnight accommodation as part of a production to choose evening meals with less impact



DISPOSAL

- Ensure client product is returned, rehomed or goes to a food waste collection service

Brands and Production Consultancies



Brands and Production Consultancies

A word from ISBA



Rob Newman

Director of Public Affairs, ISBA

At ISBA, we bring together a powerful network of marketers from across sectors and disciplines to share challenges, workshop solutions, and show thought leadership. Our hope is that by doing so, we can speak with one voice on behalf of our members to address the key issues that our industry needs to tackle.

Nowhere is that more important than in the field of climate change and sustainability. Quite simply, it is the great economic, political, social, and moral challenge of our time. Advertising in general, and brands in particular, have to play their part in meeting it. The public, legislators, regulators, and companies' own employees demand it.

Balancing short-term demands and campaign delivery while tackling long-term, fundamental subjects like this can seem like an impossible task – and when it's an issue on the scale of climate change, then it might feel intractable. But that's where initiatives like AdGreen come in: enabling brands to make granular, project-by-project judgments on how they can push down carbon emissions in production, and improve the sustainability of their marketing operations.

ISBA is proud to be an AdGreen founding advisory board member, and to have supported its development since

2020. Over 500 projects have now been completed, with the AdGreen carbon calculator giving brands, creative agencies and production companies an unprecedented picture of their productions' environmental impact. This review gives us a useful summary of where the biggest issues lie: in how production sites are travelled to and from, and how they are managed while the business of ad creation is underway.

Those brands who are already engaged with AdGreen are the early adopters who are reaping the benefits of this analysis, and who consequently are able to think more intelligently about the impact of their production work and the changes that they can make. For many, this will be essential as they seek to draw up and meet their own businesses' sustainability goals. Those supporters are making a financial contribution in the form of the AdGreen Levy, but the wider benefits of the initiative – from resources guides to training modules – are freely available.

At ISBA, we're looking forward to seeing AdGreen go further as it builds out its network of supporters. With more projects moving through the calculator we will be able to extrapolate trends and find far-reaching solutions. It is never too late for brands to join this journey; indeed, the worsening climate emergency only underscores the need. While reminding us that there is serious work to be done, this review highlights the potential for positive change.

Brands and production consultancies

Is there data waiting for your brand?

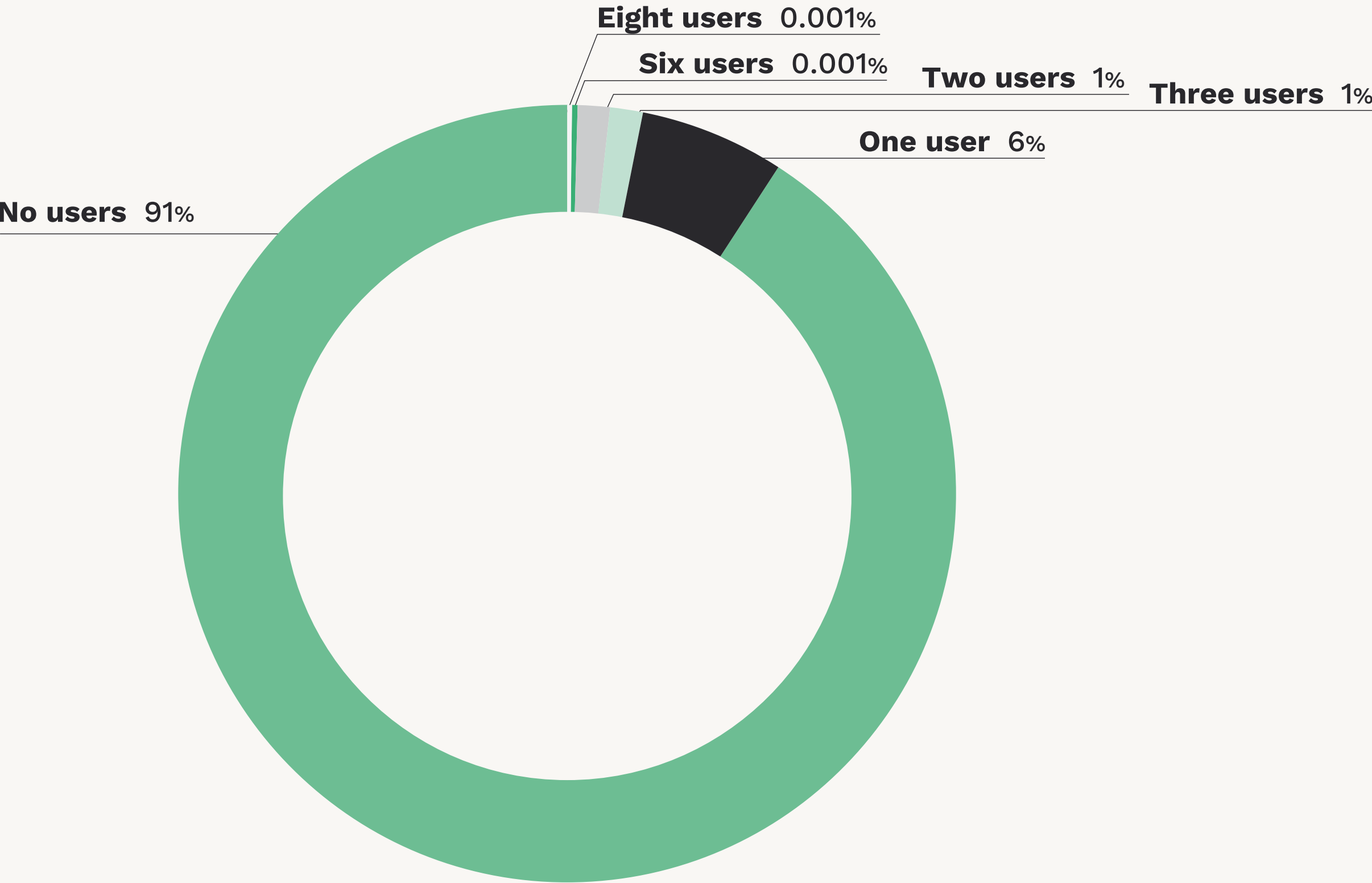
Before projects are sent to AdGreen to review, a brand must be attached. This has resulted in a large number of brand accounts without a user, but with valuable data.

From 2022 alone, there are over 500 new brand accounts in the carbon calculator waiting to be claimed. The largest number of projects assigned to an unclaimed brand account is 69!

Take a moment to find out if your organisation has an unclaimed account. Here's how...

1. Visit the carbon calculator using the link below.
2. Input your details and select your company name in the drop down box.
3. If you company name is displayed you can request access to the account. If it does not exist you can input additional information to create a new account for your company.

[Claim or register for a carbon calculator account](#)



Brands and production consultancies

Case Study: APR



Traci Dunne

Global Director of Industry Relations,
Advertising Production Resources

At APR, we support marketers to transform and optimise their content production ecosystems. Alongside the more traditional areas we are asked to support on, we have seen an increased interest in environmental sustainability reporting, and an ambition to embed more sustainable production practices.

“Creating a more sustainable world is one of Diageo’s key ambitions as part of our ESG action plan, Society 2030: Spirit of Progress. To be in a position where we can drive this agenda, we need to understand what our existing impact actually is. AdGreen’s carbon calculator is a critical tool that we’ve begun to embed across our business to help us understand what our Scope 3 carbon impact is across our creative productions. With APR as our partners, we’ve started to baseline our existing emissions and to use that to begin to apply reduction targets. Whilst we have much more to do on addressing our emissions, the carbon calculator has firmly supported our drive to delivering more sustainable creative productions.”

David Akeredolu

Global Lead – Creative Production, Diageo

While there may be an organisational desire to implement sustainable practices, in reality most brand teams are at the beginning of their sustainability journey. Often lacking the capabilities or knowledge around how to get started, brands are turning to partners who can help them navigate this new area of corporate responsibility.

A large part of a consultant’s role is to help our clients move past theory and put learning into action. Most importantly we must also be able to measure the results and provide a clear assessment of where progress is being made, and the further work required. For many brand teams, taking on the challenge of creating a carbon reduction strategy on top of an existing workload is impractical. We step in to join the dots between corporate sustainability targets set at an organisational level, and what the marketing and production arms of the organisation can do to practically support them.

Data is a key component of any reduction strategy, and this is where the AdGreen carbon calculator plays a pivotal role. The ability to measure the various activity areas of a production, and analyse the impact, is what will enable us to drive fundamental change. We advocate for the use of the calculator across our client base to provide us with the data we need to create a roadmap, but to also drive that crucial behaviour change amongst brand teams and their creative partners.

For organisations to meet their Net Zero targets, scope 1, 2 and 3 emissions need to be measured, reported, and validated. As production consultants we see it as our role to ensure clients are aware of their responsibility for their scope 3 emissions, which includes marketing and production, and to help them take a considered approach to tackling them. We believe the key is to start gathering data as early as possible, both in the context of individual

Brands and production consultancies

productions but also as an organisation; those who have embraced the use of the calculator at this early stage will be able to access the data they need to report on their carbon footprint, and more importantly will be able to demonstrate reductions as a result.

As consultants we can also bridge the gap between our clients and AdGreen supporting the implementation of calculator usage across brands, markets, and creative agency partners. Through a combination of anecdotal feedback from partners and personal involvement in measuring campaigns, we can support the team as they make improvements and adjustments to optimise the user experience across their production eco-system.

Increasing the number of projects which are measured (and completed) in the calculator will provide a more representative and robust dataset for the production community, which is what will allow us to make informed change. It is our collective responsibility to provide the individual campaign and project data which will come together to show the bigger picture. Our hope is that data capture for production will ultimately become second nature to agencies and production companies, but we are cognisant of the fundamental changes required of us all which will have a significant impact on traditional working practices. We are here to support this industry-wide transition to a low carbon future.



Traci (right) taking part in AdGreen's event at Cannes in June

Freelancers and Suppliers



Freelancers and Suppliers

A word from the AOP

AOP**Isabelle Doran**

CEO, The Association of Photographers

With a significant majority of the Association of Photographers' members operating as freelancers, in both stills and moving images and frequently commissioned by ad agencies, our relationship with AdGreen is both important and influential when it comes to providing practical support and advice to aid delivery of sustainable image production.

We were thrilled to host our first hybrid event in spring 2022 on Sustainability in Stills and Short Form Film. It was coordinated with the help of Locate Productions and Creative Zero, with contributions from AdGreen, Gripvan, BadStar Studios, Perma Collective, The Styling Bank, the Advertising Association, and hosted by Big Sky Studios. It was a truly collaborative event aimed at freelancers, which reviewed best practice and the business case for sustainability. We took a closer look at the statistics generated from AdGreen's calculator and discussed how to reduce our carbon footprint. The buzz created from the sharing of knowledge and practical approaches was truly inspiring.

What has also been really beneficial from our members' perspective is the support provided by AdGreen through

their range of events, guides and training. AdGreen's Sustainable Production training and accompanying resources, along with badges to display with their marketing comms has proved popular with our members. There is something for everyone to take away and apply to their own shoot production, whatever the size.

As we anticipate the coming year to have an increasing focus on sustainable production, and as the urgent necessity for a low carbon future grows, the cost-of-living crisis freelancers face will undoubtedly present challenges. However, we're hopeful that this challenge will spur freelancers working with production companies, advertisers and brands, to think more creatively about how to deliver sustainable productions. From clever recycling and upcycling techniques with props and styling, to recreating locations in a studio setting using CGI, finding greener ways to travel, and of course using AdGreen's carbon calculator. With freelancers now able to register for a personal calculator account, as well as being added to projects by production companies to input data, there are even more opportunities for individuals to engage with the measurement and reduction process and be a part of this industry wide change.

Freelancers and Suppliers

Case Study: The Freelance Photographer

Sarah Cresswell

Photographer



Within the boundaries of shoot production, my team and I can use our influence and position to make changes in order to reduce our carbon emissions.

There are several choices I can make which do not require external approval, for example reducing the need for couriers by collating kit in advance. As I know from AdGreen's training, travel and transport are often the largest contributors to carbon emissions on a shoot. My photographic equipment can be difficult to transport, but I've opted for a rolling camera bag and buy from suppliers such as Profoto, who have a range of battery powered flash lighting, which allows me to travel by train. When I do need additional items to be delivered, I will opt for companies such as Grip Van who have an electric fleet, and Pedal Me, a cargo bike courier service (they can even take a 9-foot boom)!

While I do not always have the choice, due to short turnaround or limited budget, I will often opt for studios that use renewable energy. It is often worth having this conversation with the agency and client, even if they don't ultimately choose the renewable studio, as it starts the conversation and can plant the seed for the next production.

I am conscious of the materials we use and the impact they have. I ensure we don't over order on lighting, and if the lighting can come from a studio who has it on site, all the better. An impactful way to be sustainable is to be conscious about clothes styling on a shoot. Often piles of fast fashion are ordered by a stylist for a campaign to save on budget, but also because of the tight turnaround as it is quicker to get the garments delivered. But these garments often can't be returned and end up in landfill or donated to charity shops. Styling banks and loan studios are available and offer an alternative option, and just require forward planning.

Lastly, we have disposal. Saying no to plastic bottles on set is a small thing in comparison to transport but it helps to create an ongoing sustainable mindset, as does offering recycle stations.

I have observed that short timelines often result in the job not having the breathing space it needs. Difficulty managing a client's expectations can result in last minute changes, and this can translate to multiple couriers delivering yet more fast fashion or props, or various set changes.

As a photographer ensconced in the Ad world, I am always aware that my crew are up against something much bigger than us- a line of people and opinions that ultimately pay our bills. If the industry is to make the required shift, change needs to come from the top, with the client and advertising agency on board from the very start. Covid proved to me that I can successfully shoot worldwide campaigns with 5 clients on a Microsoft teams call, with comments led by the creative agency.

Instead of asking what the client's budget is, we should be asking about the client's carbon budget. I will continue to make ad production as sustainable as I can, whilst being part of the wider discussion about adapting the way we work to make lasting change. There is strength in numbers, so I hope as the awareness grows, so does the conversation, and we all feel empowered to be part of this low carbon future.

Freelancers and Suppliers

Case Study: Get Set Hire

**Bryony Harrison-Miller**

Communications & Sustainability, Get Set Hire

At Get Set Hire we provide behind-the-scenes equipment rental for advertising productions. We have built sustainability into our company ethos, and it has been a driving factor for many companywide changes we have made over the last 10 years. We are continuously searching for innovative ways to decarbonise the production process and set a precedent for how advertising content is created.

Our most recent development has been the transition of all owned vehicles to run-on Green D+, a Hydrotreated Vegetable Oil (HVO) diesel substitute fuel made from certified waste material. This fuel reduces a van's carbon emissions by around 90%. Data from the 8 months leading up to January 2023 showed us that this transition had resulted an incredible 52% reduction in CO2 emissions across the whole fleet of owned and hired vehicles!

An unexpected outcome of having the fuel on site has meant that we are saving a considerable amount of time when refuelling. While the cost of HVO is approximately 20% greater than diesel, there is cost saving in the new refuelling process, as well as in the lower offsetting cost for the organisation for our remaining carbon emissions.

We know from working with AdGreen that travel and transport is often the largest part of a production's carbon footprint, and is therefore an area where we knew we could focus our efforts to provide an alternative solution for our customers.

There are other initiatives that we are equally proud to share, including powering our warehouse with renewable energy, promoting the use of battery powered electric generators, supplying 100% compostable cups and water coolers on set to reduce plastic bottle use, and pioneering the use of Ram Board, a recycled and sustainable temporary floor protector, within the industry.

Achieving a low carbon footprint on a production is a collaborative process, and as a supplier we want to ensure we can deliver, and potentially even surpass, the sustainability aims of the production teams we work with.



What

Next

5 things to do next

1 Watch the 'AdGreen Overview' video

[Watch now](#)

2 Book a 'Sustainable Production' training session

[Book now](#)

3 Register for a carbon calculator account

[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

[Read resources](#)

A final word from us



The AdGreen Team

The progress being made by our industry to better understand the impacts of advertising production on the environment is to be commended. Tackling advertising's contribution to the climate crisis is no small feat, and the countless examples of how organisations and individuals have made sustainability a priority when planning, scripting, and executing shoots, is a clear indication of where the industry is heading.

It is becoming increasingly clear that considerate production does not mean a compromise on the quality of the work, but an opportunity to rethink the traditional, utilise technology and expand creative networks.

Change never happens in isolation. The creativity, knowledge and skills contained within the advertising community is monumental, and if we chose to come together to tackle our industry's impact on the climate, we can make substantial progress - especially as we now have a baseline from which to measure change.

Now is the time to go further, if 2022 was about taking the first steps in adoption and understanding, 2023

is about embedding this into production processes. From our sample size we have been able to share the mean tCO2e generated per production, and although we'd love to see this number reduced, further engagement is needed to get more evidence and better understand the true picture.

We predict that there will be an initial rise in the average emission figures we share year on year, before there is a fall, in tandem with more companies adopting the measurement process and larger projects (which are more representative of our industry) are calculated. But sharing these numbers is reliant on users completing projects in the calculator, as it is only when all activity is tracked that the scale of a project can be understood.

2023 could mark a seismic shift for the advertising production community, as new companies reflect on their project emissions and work collaboratively to address high carbon activities. Everyone is welcome! Will you join us?

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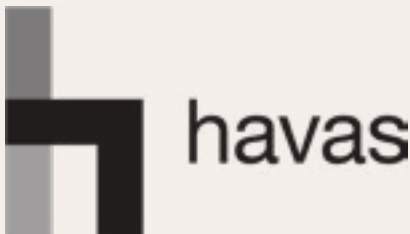










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- Jasper Fraikin**
- Johanneke Hagenbeek**

Advisory Board

					
					
				<p>AdGreen would like to thank their advisory board for their support throughout 2022</p>	

Industry Partners



Providing behind-the-scenes equipment to TV commercials, dramas, film productions, photoshoots, and events, Get Set Hire have an extensive range of high-quality, useful shoot essentials - all delivered with a helpful and friendly round-the-clock delivery service.

Get Set Hire offer sustainable alternatives to industry norms and their warehouse is powered with solar panels along with 100% renewable energy and their operational carbon footprint is offset yearly. Get Set Hire are ambitiously working towards an entirely electric fleet of delivery vans by 2025.



Remote production network, Travlrr, delivers creative production and technology-led workflow solutions for in-house brand studios, agencies, production companies, and rights holders, with the purpose to reduce the carbon footprint of the advertising and production industry.

Travlrr enables businesses to create premium bespoke content, plates, ads and shot lists in over 100+ countries via their high quality private curated production network - faster, cheaper and greener. It operates across a variety of industries including beauty, automotive, travel, luxury, health, hospitality, fashion, tech, government industries.

Image credits

Front cover page image credits: Odelay films with Aptamil

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For more information, please contact info@weareadgreen.org