

2025

ADGREEN

Update

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2024

2247

Final Footprints finished in 2024, up 57% from 1424 in 2023

2000+

previous and new users signed up to use the upgraded carbon calculator

230+

organisations finished Final Footprints in 2024, up from 175 in 2023

21

countries finished Final Footprints in 2024, up from 16 in 2023

Almost 1000

people completed our online on-demand sustainable production training

1900+

people attended live workshops, events and panels

1

new carbon calculator relaunched. Upgraded, simplified and free for the whole advertising production industry to use

1

new website delivered. Showcasing the upgraded carbon calculator and methodology, along with AdGreen's other offerings

Highlights

A note from our founder



Jo Fenn
Global Director &
Founder, AdGreen

A year of key new insights and big changes for our carbon calculator

Welcome to the AdGreen 2025 update, where we have pulled together the key learnings from our 2024 data. Not only is the new dataset full of rich insights, but this document suggests ways that you can use this data to drive your own progress and results.

2024 was a year of massive improvement for arguably the most crucial element of AdGreen's offering. Taking on board a myriad of user feedback, and using levy funds, the carbon calculator was completely redesigned and relaunched, along with its supporting methodology, which was reviewed by PwC and MediaSense. The upgrade saw projects renamed 'Final Footprints', ahead of the introduction of the 'Early Insights' feature, along with new analytics.

Our growing community of calculator users can now use Early Insights at concept and bid stage, combining educated guesses with broad benchmarks to estimate their project's carbon impact. This means production teams can compare different production options, such as shooting locally or abroad, and make informed carbon reduction decisions right from the start. Final Footprints offer collaboration with other companies on the production and allow for more detailed footprints, using information available when wrapping and generate fuller analytics and reports. Once finished, they go into your dataset - and AdGreen's - enabling us to support more users with more insights to learn from.

On behalf of the AdGreen team, I'd like to thank you once again for your valued support of our ambition to make sustainable production simple.

Reflections from our Advisory Board

Early Insights is a game changer for us.

Céline Largy
Digital Sustainability Director at L'Oréal Group

We've leveraged scientific data from our own AdGreen benchmarking to inform new production methodologies that actively reduce emissions on set. Our goal is to ingrain sustainable habits that become 'business as usual' for Hogarth producers.

Carley Pettiford,
Production Operations Director at Hogarth, part of WPP

We have more users registering and more projects completed than ever before: this is a testament to AdGreen's commitment to continual improvement.

Stephen Woodford,
Chief Executive, Advertising Association

The upgraded tool carbon calculator is a monumental step forward for our photography members.

Isabelle Doran,
CEO, AOP

AdGreen's carbon calculator, along with training and resources, empowers brands to take a leadership role and supports their scope 3 reporting needs.

Rob Newman,
Director of Public Affairs, ISBA

The insight from our advertising agency members resulted in big improvements. Having a user-friendly tool which balances easy inputs with accuracy is crucial for scaling uptake.

Eliot Liss,
Head of Production, IPA

AdGreen's enhanced carbon calculator makes tracking environmental impact more accessible and robust for production companies.

Steve Davies,
CEO, APA

Thank you to our advisory board for their continued support

AOP

APA

APR

adam & eve

ADVERTISING ASSOCIATION

dentsu

DIAGEO

Google

HAVAS
London

IPA

IPG

I S B A

L'ORÉAL

msq

PUBLICIS GROUPE

sky

Unilever

WPP

Calculator

Data

Our industry data

Our third annual dataset is our largest yet! Before getting into the insights from **2024's finished Final Footprints**, and how you can compare your own datasets, here is some additional information you might find helpful.



What are the data analysis improvements?

For 2024, due to the bigger and broader dataset, we have included additional segments in our data, with 5 categories instead of 3:

- No shoot
- £50k equivalent and under per shoot day
- £50-100k
- £100-500k
- over £500k



Is data from the original carbon calculator obsolete?

Absolutely not! Projects finished in the original version of the carbon calculator during 2024 have been combined with those finished in the relaunched version to form the 2024 dataset.

This has then been compared with the previous datasets from 2022 and 2023 to provide the stats in this document.



How have the updated activity area categories been taken into account?

The original 7 activity areas have been reworked into 10, for more accurate tracking of production-related emissions. The following changes were made:

- Travel and Transport became People Transport and Equipment Transport.
- Materials were distributed between Catering, Wardrobe, and Art Dept & SFX
- Work Spaces now includes Post-production Spaces
- Disposal was removed as a standalone category and distributed into other relevant material categories
- A new category, Data Storage, was added.

To enable year-on-year comparisons around these various areas, activity data for projects finished prior to the relaunch has been recategorised to match the new structure.



What might be missing from AdGreen's data?

The improvements mean it's easier than ever to add information about production activities to both Early Insights and Final Footprints.

However, we know not every wrapped project is being measured, and that gathering information is not always easy, especially for art department and location power. This means that despite best efforts, projects can be incomplete, even though production teams have marked them as finished.

Towards the end of this section we've noted where this might impact the data, and have given guidance as to how information going in can be improved.

More about the carbon calculator's methodology [here](#), and information about the activity areas [here](#)

Email us to request a copy of your refactored original carbon calculator data

2024's

Final Footprint data at a glance



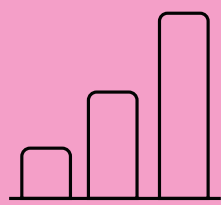
9.2 tCO₂e

The average size of a Final Footprint across all budget ranges, up from 6.2 tCO₂e in 2023



530.2 tCO₂e

The largest Final Footprint, up from 397.4 tCO₂e in 2023



324.7 tCO₂e

The average size of the 10 largest Final Footprints, up from 194 tCO₂e in 2023



19.9 tCO₂e

The average size of a Final Footprint for productions with a budget over £50k per shoot day, up from 13.9 tCO₂e in 2023



71.8%

The percentage of emissions resulting from people transport for the average Final Footprint, down from 75.6% in 2023



How big is the average Final Footprint?

**9.2 tCO₂e**

The average size of a finished Final Footprint across all budget ranges, up from 6.2 tCO₂e in 2023

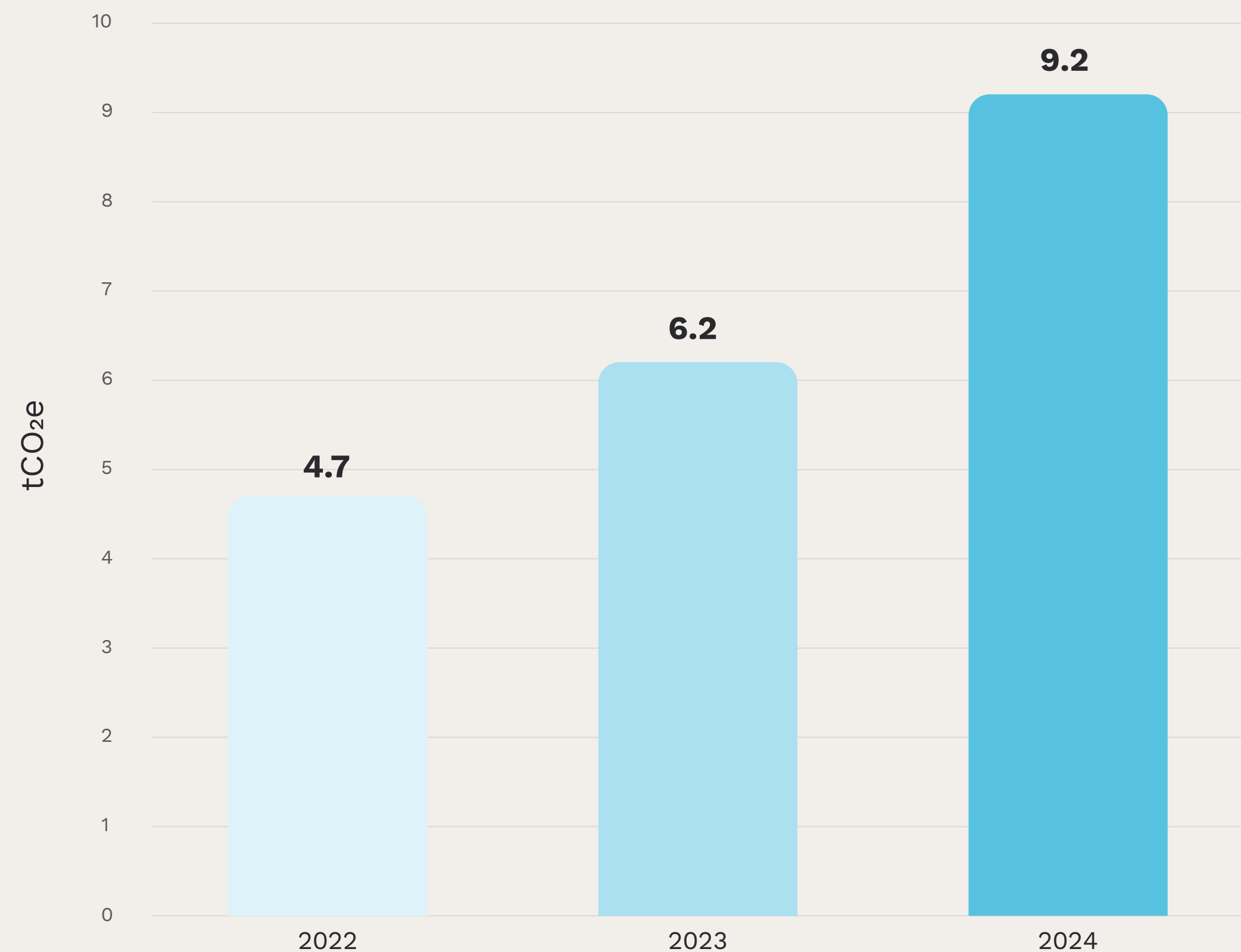
Why are we seeing this upward trend?

As you'll see on the next page, the largest Final Footprint finished in 2024 is larger than ever before. This and the fact there are more, larger Final Footprints meant an increase in the average footprint size. Additionally, the 2024 dataset is more diverse, with more companies across more countries finishing more projects.

Whilst the average has increased, **the median remains constant at around 0.75 tCO₂e across all three years**, indicating that the typical (middle) project size hasn't changed very much at all, and that there are still many more small projects being measured than larger ones.

Of course, this is for the overall dataset but in a bit we'll break this down by budget range...

AVERAGE FINISHED FINAL FOOTPRINT tCO₂e BY YEAR



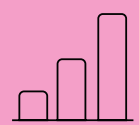
How does your company's average Final Footprint compare to 9.2 tCO₂e?

How big are the largest Final Footprints?



530.2 tCO₂e

The largest Final Footprint, up from 397.4 tCO₂e in 2023



324.7 tCO₂e

The average size of the 10 largest Final Footprints, up from 194 tCO₂e in 2023

Is this good or bad?

In 2022 there were just four projects over 100 tCO₂e and in 2024 there were 40! Given we have more companies measuring, we can safely assume this is because more of the industry's productions are being measured, rather than more are happening in the first place.

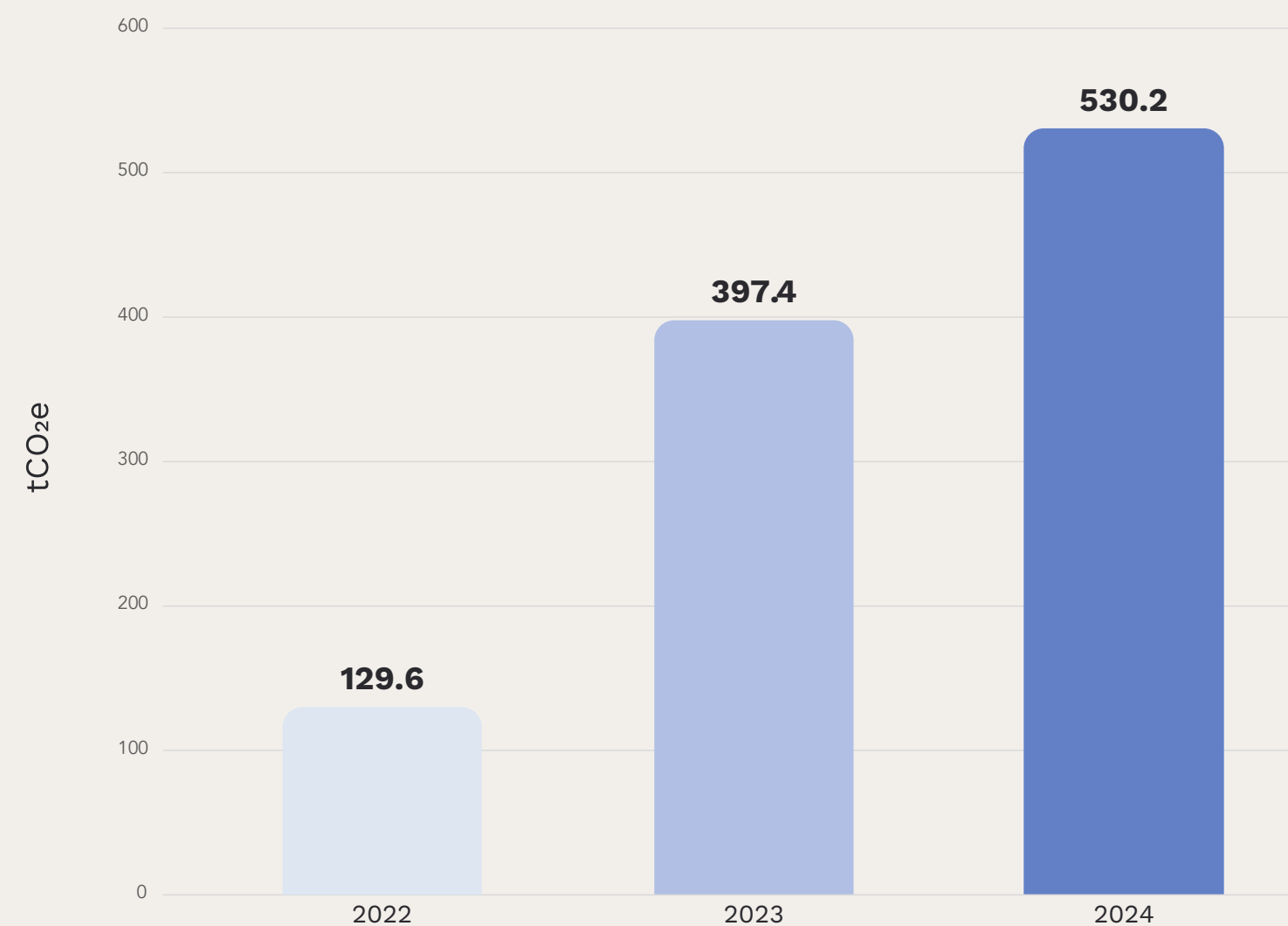
So whilst the data might seem bad, it's good in that it's a more realistic picture of what's really happening.

And the more productions that get measured, the more can be reduced because... you can't manage what you don't measure!

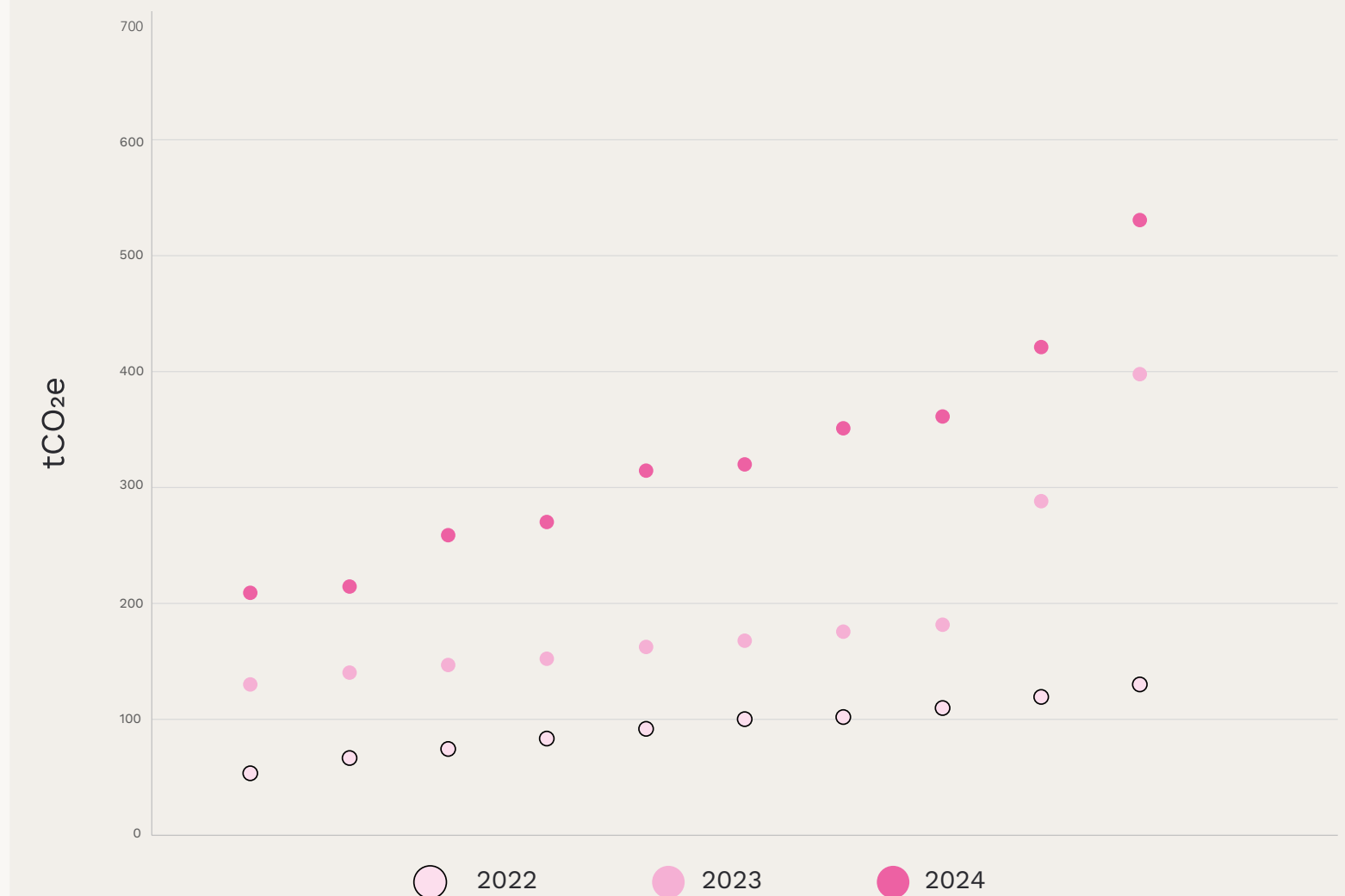
How does your company's largest Final Footprint compare to 530.2 tCO₂e?

How does the average of your company's largest 10 Final Footprints compare to 324.7 tCO₂e?

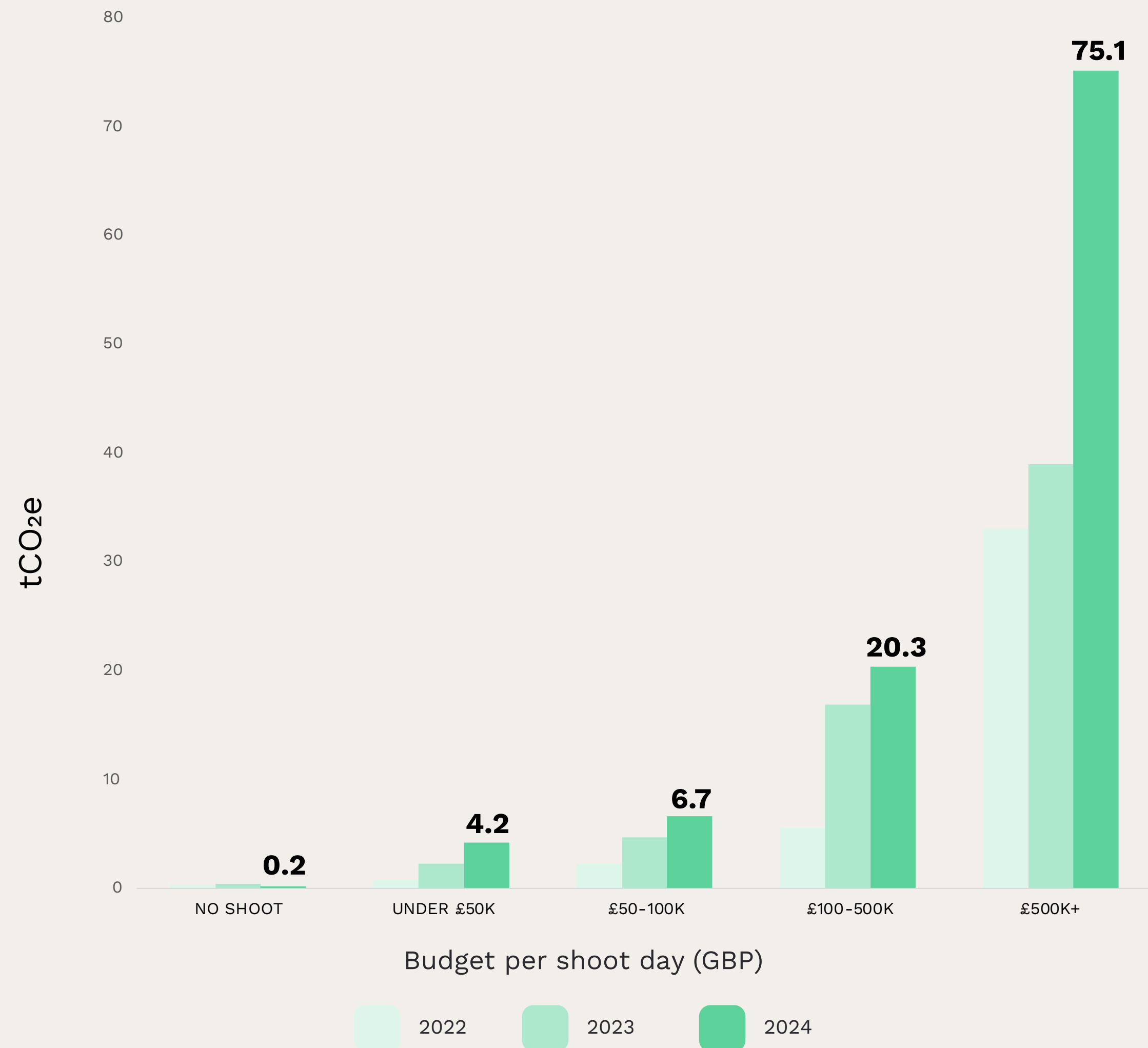
LARGEST FINISHED FINAL FOOTPRINT tCO₂e BY YEAR



10 LARGEST FINISHED FINAL FOOTPRINT tCO₂e BY YEAR



AVERAGE FINISHED FINAL FOOTPRINT tCO₂e BY YEAR, BY BUDGET CATEGORY



How does budget affect Final Footprint size?



19.9 tCO₂e

The average Final Footprint size for productions with a budget over £50k per shoot day, up from 13.9 tCO₂e in 2023

Can you tell me more about these benchmarks?

The average finished Final Footprint size has been split into 4 categories based on budget per shoot day, as well as those with no shoots. This is to give you a better idea of what 'normal' might look like, based on the type and scale of projects you typically produce.

If, for example, your project has a budget of under £50k per shoot day, the average project size is 4.2 tCO₂e. This is the category almost 50% of 2024's projects fall into.

And if you're working more in the £100-500k per shoot day range, where just over 20% of 2024's projects sit, the average is 20.3 tCO₂e.

For comparison, we've added 2022 and 2023 data too, which shows a general trend for increase in all categories (except no shoot), year on year.

What budget category do your Final Footprints typically fall into and how does the average size compare?

So where are all these emissions coming from?



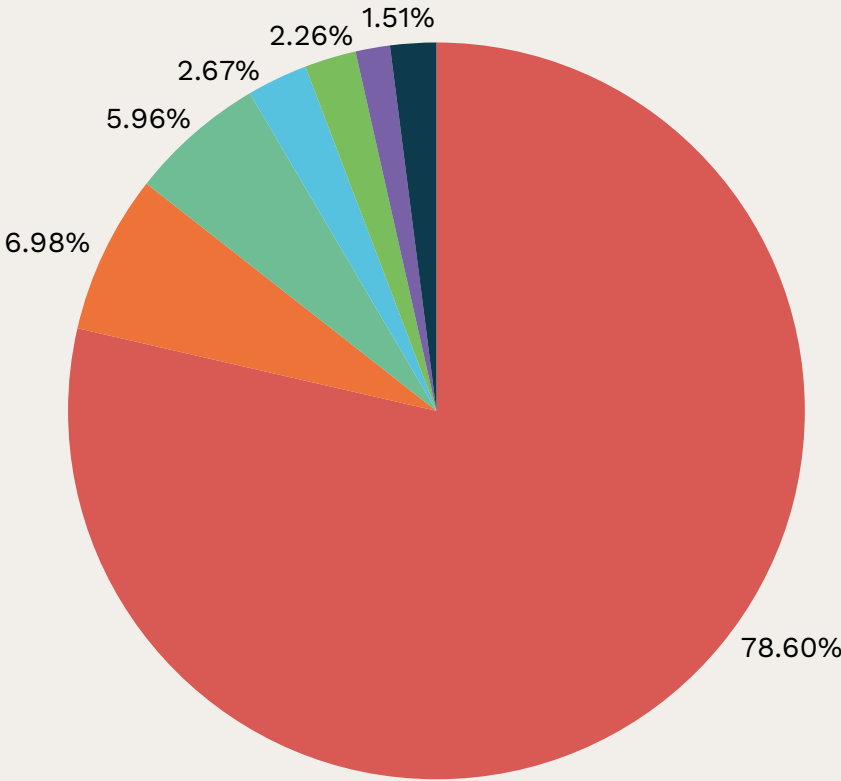
71.8%

The percentage of emissions resulting from people transport for the average Final Footprint, down from 75.6% in 2023

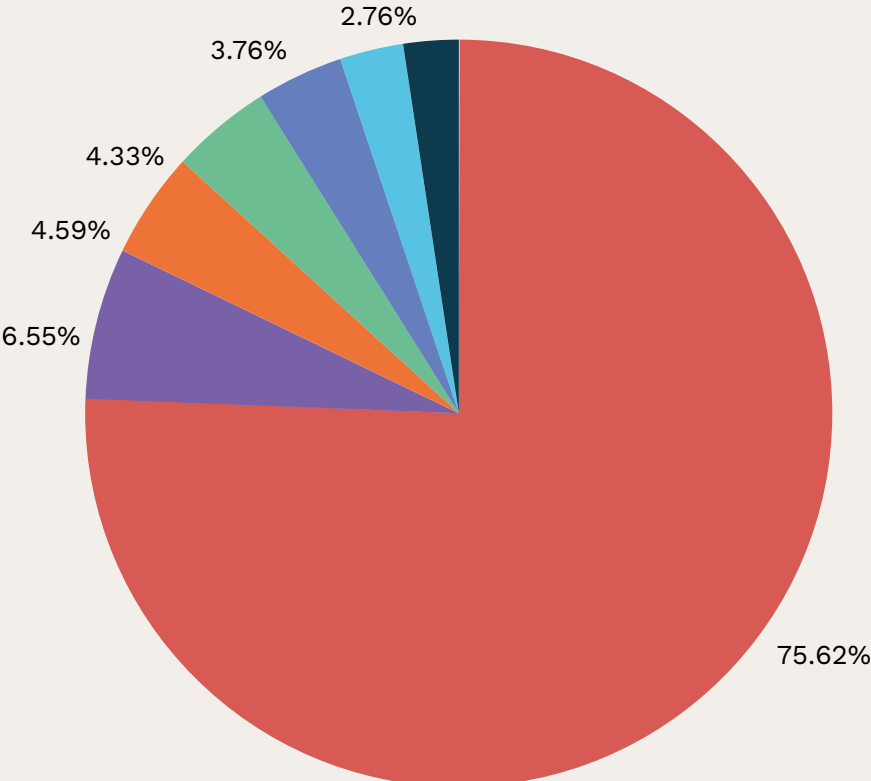
Our data shows that as in 2022 and 2023, tCO₂e from people transport remains the biggest contributor to the average Final Footprint.

As mentioned at the beginning of this section, we are aware that some information is harder to gather than others. Typically, users have flight details to hand, but less so for art department materials. As data gathering for the more ‘difficult’ areas improves, we may see an increase, for example (and a relative decrease in others), due to more of these activities being captured on a Final Footprint than at present.

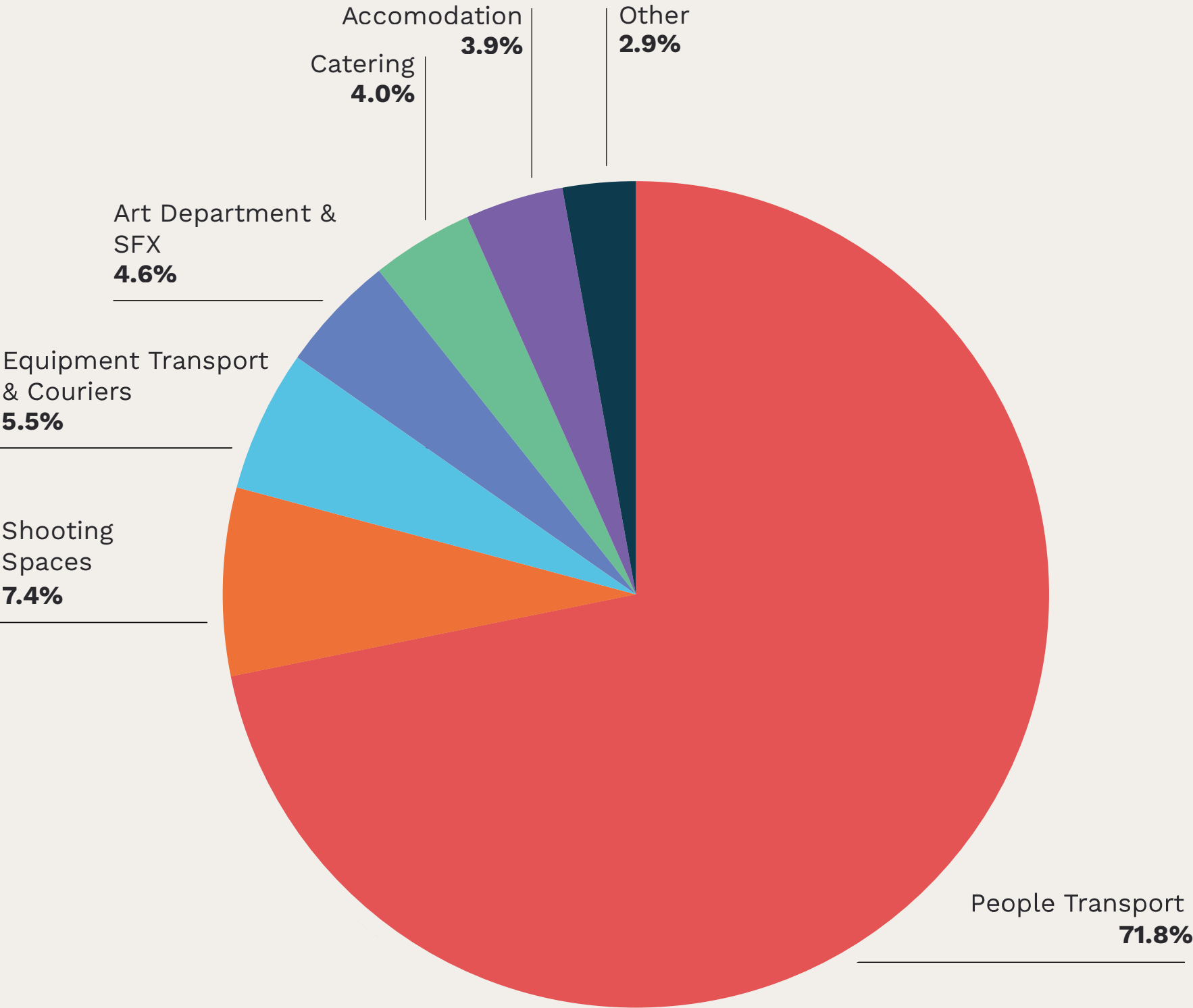
2022



2023



2024



How do your average people transport emissions compare to 71.8%?

Use

This Data

Understand your reduction opportunities with Early Insights

Use the new Early Insights feature to understand how your upcoming production might shape up in terms of impact, before you get going. This means you can compare different options and identify activity areas for reduction.

You could look at:

- ❑ One country vs another
- ❑ Plane vs train
- ❑ Larger vs smaller number of shoot days
- ❑ Local vs further away
- ❑ Virtual studio vs traditional
- ❑ Beef vs no meat
- ❑ Location vs set build
- ❑ Live action vs animation
- ❑ Extra large set build and studio vs small set build and studio
- ❑ Large vehicle unit vs small vehicle unit



Work Spaces

23.86 kg CO₂e

Total days budgeted for Pre-Production

10

Total days budgeted for Post-Production

5



People Transport

95.74 kg CO₂e

Type of transport

Car/Taxi

Total number of car journeys

Locally (within 20 miles / 32 km)

6

Further (over 20 miles / 32 km)

4

Total carbon footprint estimation

12.87 tCO₂e

Estimate

Download to PDF



- Work Spaces 19%
- People Transport 38%
- Equipment Transport & Couriers 11%
- Accommodation 7%
- Data Storage 2%
- Non Shooting Spaces 5.5%
- Shooting Spaces 12.4%
- Catering 6%

Reduce your biggest activity areas

Here are some easy reduction ideas for the activity areas the majority of emissions came from, for Final Footprints finished in 2024. Use Early Insights to quickly see how these changes might impact on your production's CO₂e.



People Transport

- Reduce the distance needing to be travelled
- Reduce the number of people needing to travel
- Reduce the carbon intensity of the transport e.g. economy instead of business, trains instead of planes, electric instead of diesel



Art Dept & SFX

- Reduce the materials needed by adjusting the scale of your set build, or remove altogether by using a location
- Reduce the number of sets required



Shooting Spaces

- Reduce how many spaces are being used
- Reduce the size of the spaces required
- Reduce the number of days required
- Reduce the power needs e.g. LED instead of traditional lighting
- Reduce the carbon intensity of the fuel/power e.g. electric instead of diesel, mains instead of generator, renewable instead of fossil fuels



Catering

- Reduce the number of people needing to be fed
- Reduce the carbon intensity of the food e.g. veggie or vegan instead of meat-based meals



Equipment Transport & Couriers

- Reduce the distance needing to be travelled
- Reduce the number of vehicles needing to travel there
- Reduce the carbon intensity of the transport e.g. electric instead of diesel



Accommodation

- Reduce the number of people needing to stay in a hotel overnight
- Reduce the number of nights required

Capture your Final Footprint - and mark it as finished

Now you're wrapping your production, create a Final Footprint, collaborate with your clients and suppliers, add your data and mark it as finished.



Easter Campaign



#230003947B

24.3 tCO2e

IN PROGRESS



ID 0030 Created on 10 January 2025 Created by Jamie Hopkins (AdCreative)

Created by  Brand  Other companies   Edit Manage companies Mark as Finished Delete

Here are some tips 'n' tricks to help you get more accurate and more complete Final Footprints:

People Transport, Equipment Transport & Couriers

- Use mileage as supplied on crew and equipment supplier invoices, and an estimate based on your movement order if not
- Minimise entries by entering details about multiple cars on one form
- Don't forget about vehicles like catering support vans, dining buses and honey wagons

Shooting Spaces

- Use power units as supplied on studio invoices
- Liaise with location managers about before and after meter readings for mains powered locations
- Liaise with generator ops and suppliers regarding measuring generator fuel usage
- Don't forget about generators used by other crew members such as the DIT

Art department & SFX

- Liaise with production designers and construction teams about the amount of materials used
- Prioritise capturing details about the materials used in the biggest quantities

Catering

- Liaise with your caterer about final numbers, and the split between meal types

Accommodation

- Use accommodation charts to quickly ascertain total nights
- Minimise entries by entering details about multiple hotel stays in the same location on one form

Compare your data

You've seen the stats, you've got the finished Final Footprints, here's how to use the features of the carbon calculator to compare your own data to AdGreen's latest dataset.

In-tool insights to look at individual projects

Where do I find them?

Get tCO₂e per activity area on any Early Insight, and more in depth detail for each Final Footprint by clicking the analytics tab. The project list also allows you to order both Early Insights and Final Footprints from highest to lowest to easily find your largest.

What will the analytics tab tell me about each Final Footprint?

- How your Final Footprint compares to both the AdGreen average of all Final Footprints finished in the upgraded version of the Carbon Calculator, and your company's average
- tCO₂e and average budget per shoot day
- Activities by kgCO₂e, highest to lowest
- tCO₂e by production stage

Can I share these details?

Yes! For both Early Insights and Final Footprints you can download the information as a report.

How can I use them?

Use the graphics and stats from the reports to illustrate production decisions in pitches, PPM decks and wrap reports, as well as in external comms to celebrate your work and inspire others.

Finished Final Footprints also feed into your dataset.

Use the in-tool analytics and reports to share insights with clients and suppliers



Projects

Final Footprint

New Year's Eve Campaign

IN PROGRESS

ID 0022

Created on 1 September 2024

Created by Jamie Hopkins (AdCreative)

#230003947B



Calculator

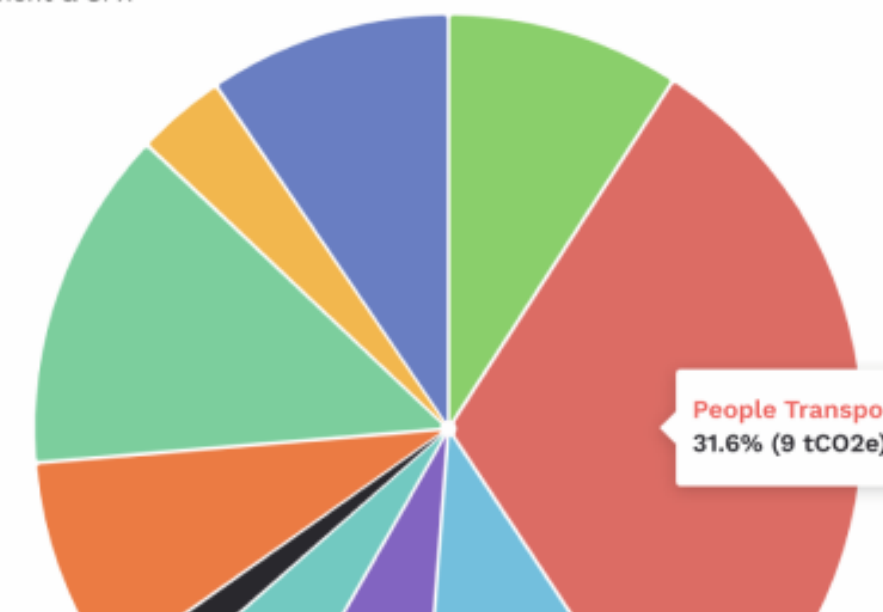


Analytics

Download report

Final Footprint overview

Work Spaces People Transport Equipment Transport & Couriers Accommodation
Data Storage Non Shooting Spaces Shooting Spaces Catering Wardrobe
Art department & SFX



Total carbon footprint

28.5 tCO₂e

Against AdGreen average

(95.97 tCO₂e) ⓘ↓ -67.47 tCO₂e

Against your closed average

(26.1 tCO₂e) ⓘ↑ +2.4 tCO₂eEquivalent to co₂e emissions from⇌ **66,125 miles driven by an average gasoline-powered passenger vehicle.**

Compare your data



Excel exports to look at multiple projects at once

Where do I find it?

To analyse a group of Final Footprints instead of a singular one, you can export an excel file straight from your project list page. The excel file will show a table with one Final Footprint per row.

What can the excel export tell me?

Those with the excel file can use pivot tables to analyse groups of Final Footprints to understand various datapoints, including those we've highlighted in this review, such as:

- Your average Final Footprint size, which you could break down per client, or by year (or both!)
- Which activity areas are the largest and smallest across multiple projects
- How the number of shoot days or budget per shoot day affects the project size and spread of CO₂e across the different activity areas

How might I use these datapoints?

This more detailed analysis can be used to compare your dataset to the industry's, but also to understand where to focus reduction efforts in the longer term with regards to which activities are consistently most impactful.

You will also be able to see if any reduction has been achieved for specific brands over time, enabling you to back up your production decisions and reduction efforts with data when talking to clients.

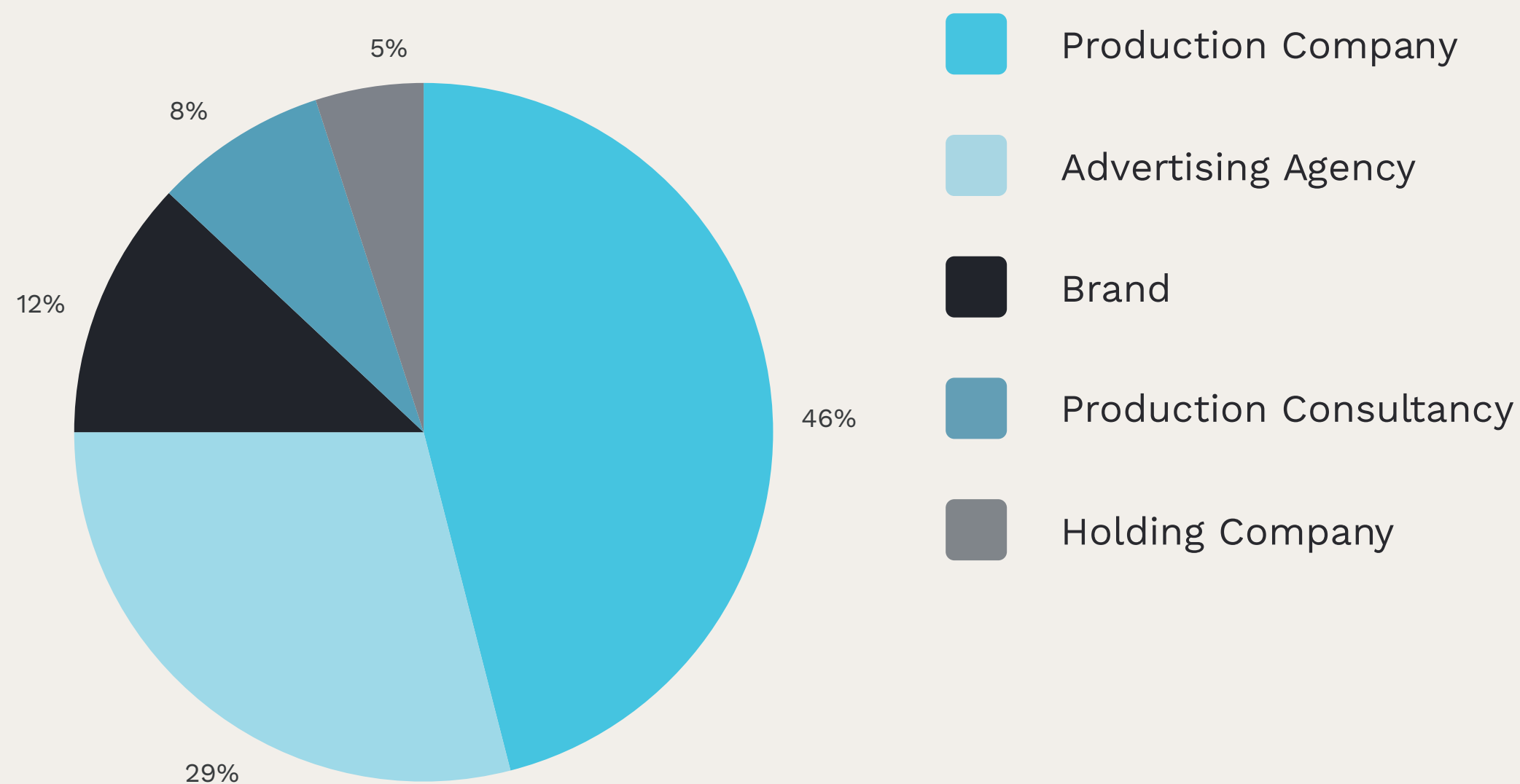
AdGreen's

Reach

Who is using the carbon calculator and how often?

Production companies and advertising agencies lead the charge

When the upgraded platform was launched in July, all users needed to re-register. The overwhelming majority of these 2000 users sit within production companies and advertising agencies. The rest of our users come from production consultancies, brands and holding companies, with most looking to analyse data added by their production suppliers.

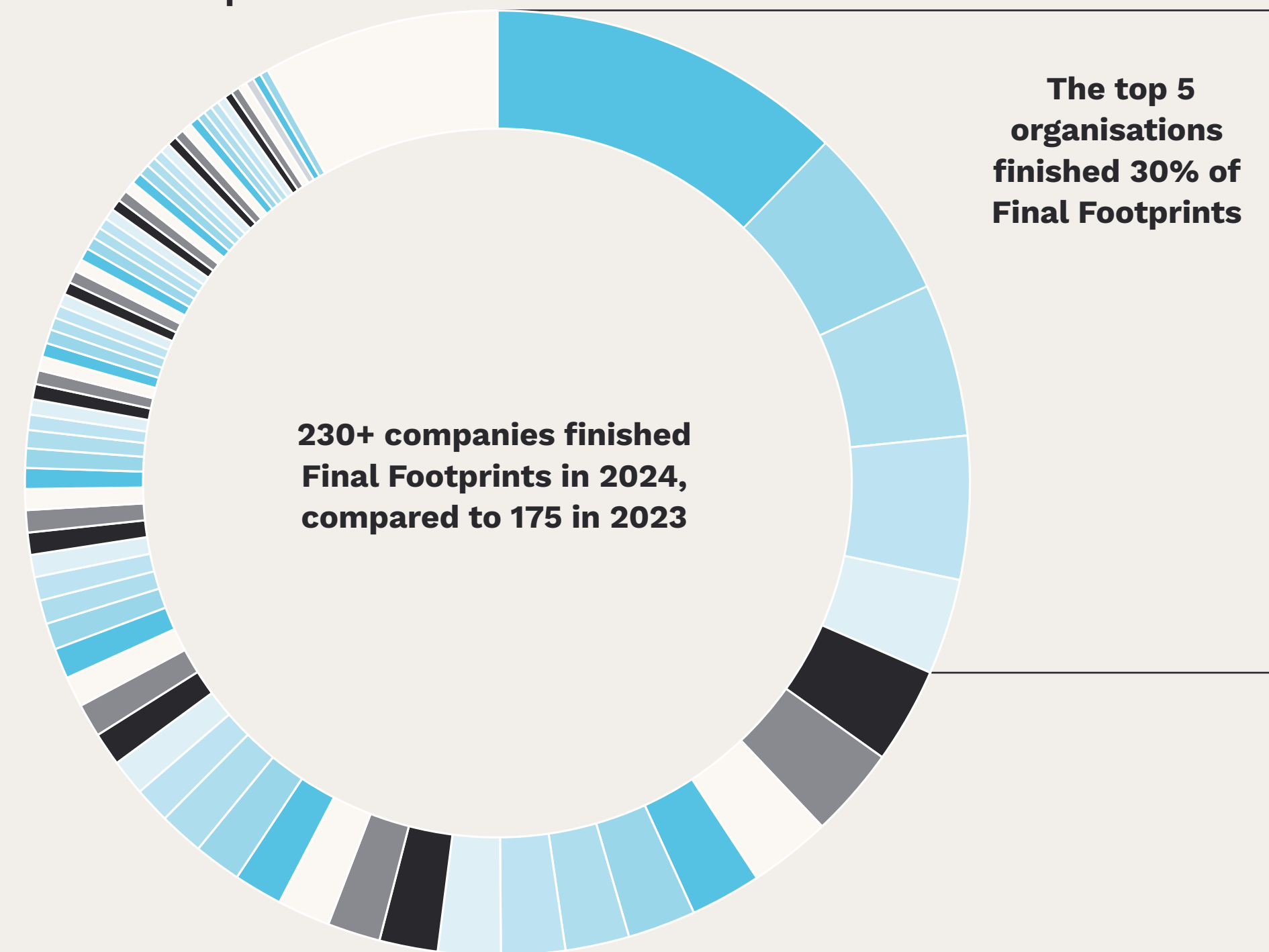


Another big increase in the number of companies who finished one or more Final Footprints

In 2024, over 230 companies finished almost 2,250 Final Footprints, with our top Superuser alone completing over 250.

The number of completed Final Footprints has continued to increase thanks to the dedicated efforts of organisations who have been using the carbon calculator for the past few years, as well as many new companies who have joined as a result of the upgrades.

94 organisations finished 1 Final Footprint each

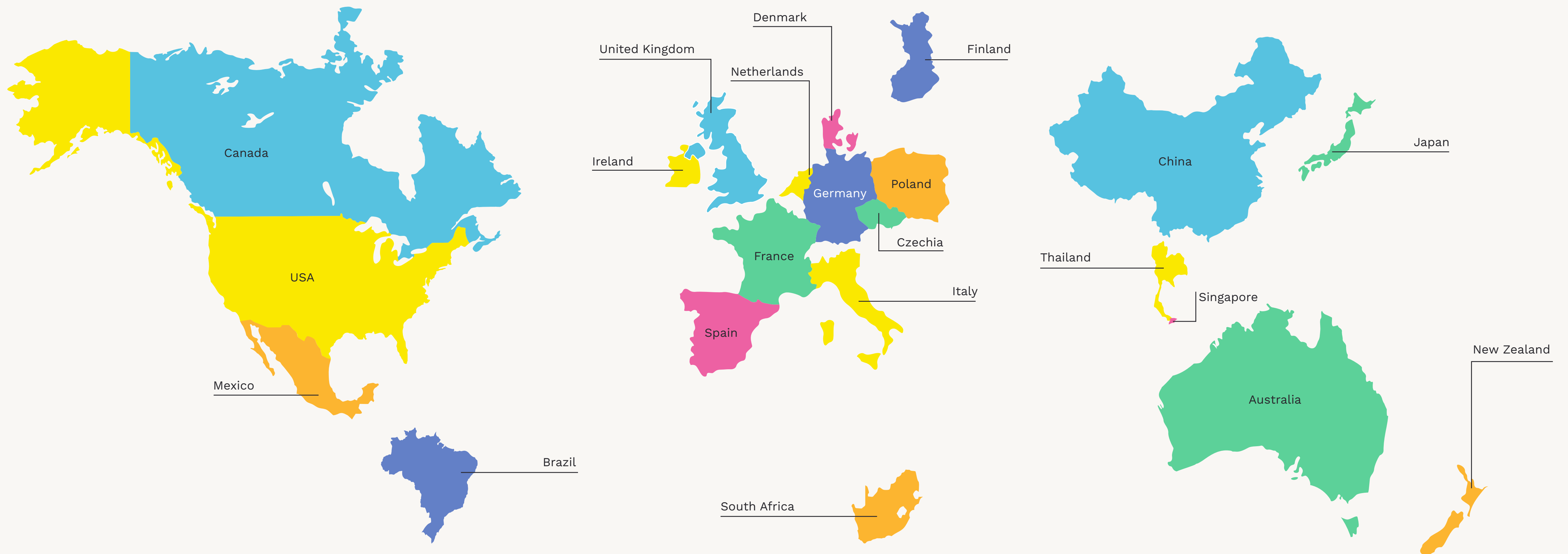


230+ companies finished Final Footprints in 2024, compared to 175 in 2023

And where are these organisations?

Companies from 21 different countries finished Final Footprints in 2024.

While the AdGreen team is predominantly UK based, we have seen our global reach increase from 2023. More and more projects are originating from companies across the world as they seek to reduce and measure their emissions.



*Map not to scale

2024 Superusers

Congratulations to the top 20 advertising agencies and production companies who finished the most Final Footprints! A special mention too, to the top production consultancy, US-based Maidstone Solutions.




67
The average number of Final Footprints our top 20 superusers finished in 2024, up 52% from 44 in 2023


1

CRAFT

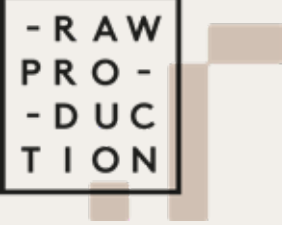
2


HOGARTH


3



4




5




6

OLIVER


7

 Prodigious


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11



12




12



14

GOTHAM


15




16

Spindle


17




18



18

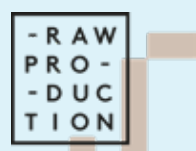


20



What do our Superusers think about AdGreen?

The calculator has given us greater visibility and accountability, and we've used that insight to introduce a number of practical changes across the board.



Measuring our carbon footprint is now a cornerstone of our operations and company culture, forming the basis of our ESG and sustainability reporting.



Over time, this visibility drives behaviour change, encouraging collaboration, smarter planning, and a shift in mindset — moving sustainability from an afterthought, to a core part of the production process.

Maidstone

Sustainability is a fundamental concern and priority for us as an agency, so we could not be prouder of our wonderful producers for this achievement.



Through analysis of this data, we have identified areas to prioritise. This data-driven approach fuels continuous improvement and scalability



HOGARTH

Sustainability has become central to our production approach. We've reduced crew sizes for shoots, strengthened support from local vendors, and implemented a strict travel policy that bans business class flights.

create.

Using AdGreen's calculator allows us to make the right decisions at every stage of a production.



The calculator has given us a shared language across the team and with our clients, to challenge assumptions, reduce emissions and think more critically.



This is a vital step toward reducing our industry's environmental impact and building towards a more sustainable future.



Our training reach in 2024

The majority of online training participants came from advertising agencies, followed by production companies, freelancers, brands, post-production teams and others, including industry bodies.

The sustained uptake of our online training shows teams are continuing to find this on-demand CPD useful. However, there is still scope for industry members from all company types to enhance their existing learning and support carbon measurement and reduction by:

- Refreshing 'AdGreen trained' badges year on year by retaking the online sessions
- Inviting industry newcomers and international teams to take the training too

We plan to refresh our training package from late 2025, incorporating updated contextual industry information, practical tutorials, peer tips and case-studies. This will help users feel informed about the context of our work, to gather and input information into the upgraded carbon calculator, and use and build on their learnings to inform policy and reduction activities.

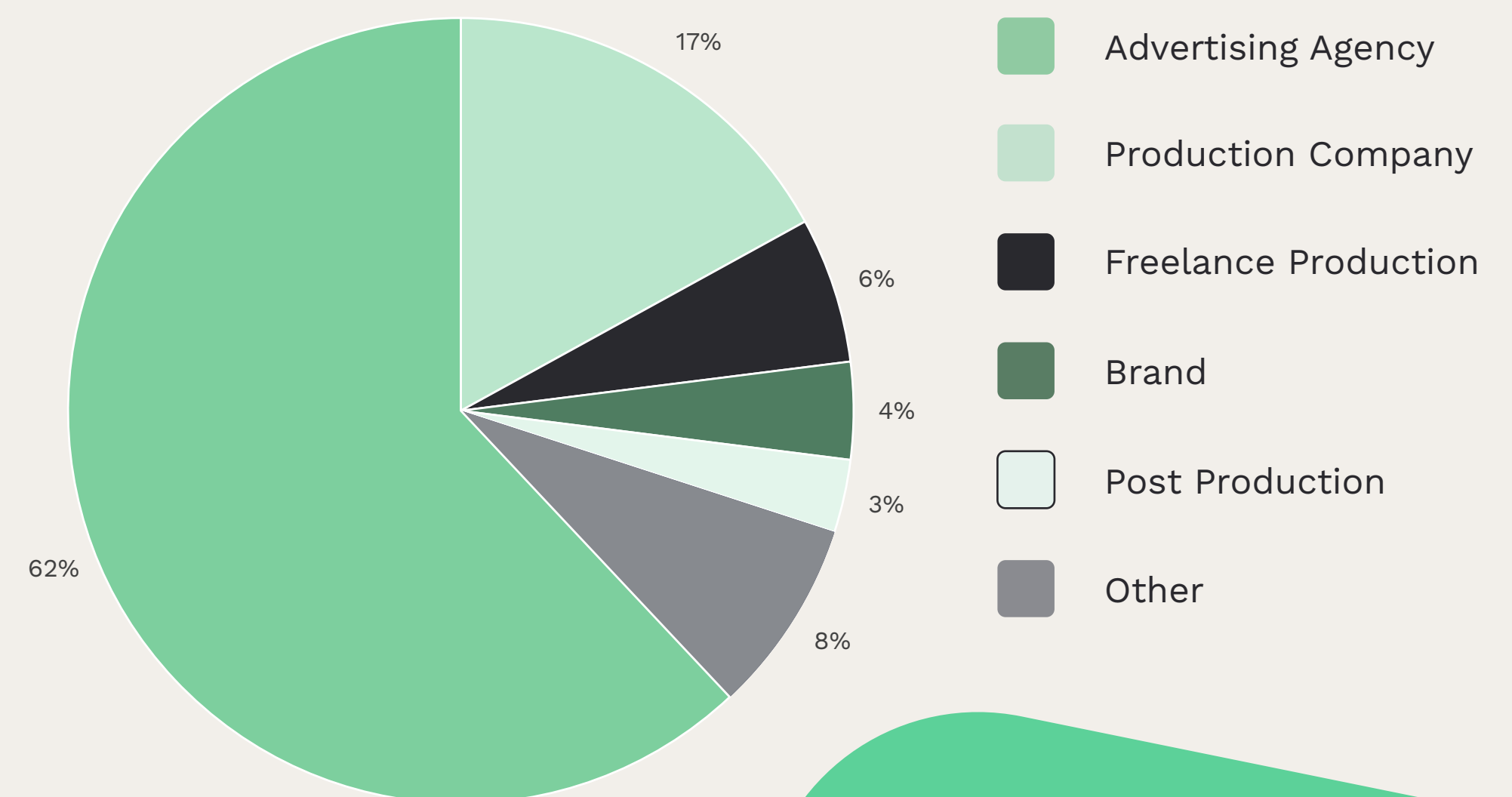
In 2024, we offered the AdGreen online training to our operations in Europe, the Middle East, and Africa - resulting in training hundreds more people. The insights from the Final Footprints recorded in the calculator globally have been pivotal in client discussions to reduce production's environmental impact, while preserving creativity. AdGreen remains a tangible, pivotal initiative for actionable change and measurable results across our business.

OLIVER

We hosted or attended 70 panels, events and workshops in 2024, reaching almost 2000 people live - in person or online:

- Delivered carbon calculator workshops at the APA Masterclass, IPA Production Essentials Certificate and the Media Business Course
- Ran 60 workshops and 1:1's for individual creative agencies, production companies and brands
- Took part in events including shots Magazine's Out of the Box, Marketing Procurement iQ, the UK Creative Festival, AdWeek New York
- Hosted a launch webinar for the new, upgraded calculator

Who's enrolling for Sustainable Production Training?



Sign up for online training or request a live workshop [here](#)

AdGreen in Action



Case Studies

This year, AdGreen is sponsoring the ESG Zone for the APA's new Production Unplugged initiative, which kicked off with a live event in March. The event, which featured 6 different zones, was a fantastic opportunity to meet so many AdGreen supporters within the industry and to learn about a host of creative campaigns incorporating Environmental, Social & Governance (ESG) goals.

We enjoyed hearing first-hand how production companies are using the carbon calculator within their projects, and how embedding sustainability into their production process is supporting their business objectives.

The case studies presented on the next few pages all feature in Production Unplugged's ESG Zone which now runs as an online hub through to the end of the year, with campaigns from Quiet Storm, Sweetshop, Lowkey Films, Locate Productions and Raw Production. These production companies have carefully considered their ESG ambitions and put them into practice, using AdGreen's carbon calculator for measuring their project's Final Footprint, as well as considering sustainability options pre-production.

But these case studies go even further than that. They focus on forming conversations about wider social issues, with examples including Sweetshop's collaboration with the EY Foundation on Social Mobility and Free School Meals, Lowkey Films platforming deaf creative talent, and Quiet Storm highlighting Black-owned brands in Channel 4's Black in Business.

We are extremely proud to feature these case studies and to have support from production companies who are putting sustainability and ethics at the heart of everything they do.

**PRODUCTION
UNPLUGGED**



CASE STUDY

QU[⚡]ET STORM

Quiet Storm's 'Black in Business' campaign for Channel4/Lloyds

Quiet Storm partnered with Channel 4 to produce five TV ads for Black-owned brands as part of the 'Black in Business' initiative, championing underrepresented entrepreneurs with national visibility.

The 2023 Black in Business cohort featured five trailblazing brands: Gym Kitchen, Loci, Treasure Trees, Dalgety Tea, and the Turmeric Co. These TV ad campaigns were fully funded by Channel 4 and Lloyds, reaching national audiences and allowing brand owners to tell their stories authentically. Quiet Storm embarked on the brief with a majority-diverse crew, with 50% of the 40-person team being people of colour, and 50% women.

The campaign had a wide-reaching impact, increasing sales by 25% for Dalgety Herbal Teas, and helping Treasure Trees achieve its highest subscription month ever, with a 300% increase in web traffic the day their ad launched. Black in Business proved that production can be both impactful and responsible, utilising sustainability tools such as AdGreen's carbon calculator to place ESG accountability at the centre of all work.

Emissions were kept to a minimum by:

Shooting Spaces:

- Choosing studios powered by renewable electricity, where possible

Art Department and SFX

- Planning a simple set using light effects to eliminate waste
- Re-using materials where possible
- Renting props, and donating to charity after use if bought new

Catering

- Not serving red meat
- Donating leftover food to a food bank

Wardrobe

- Renting wardrobe, and re-using or donating to charity if bought new



CASE STUDY

SWEETSHOP^{.TV}

The Sweetshop's 'Social Mobility / Free School Meals' campaign with the EY Foundation

The Sweetshop's powerful 2024 campaign explored the role of free school meals in supporting young people from low-income households.

From pre-production, they integrated the AdGreen carbon calculator, using it as a roadmap to track and reduce emissions at every stage.

Their 'Meat-Free on Set' policy ensured Catering only accounted for 27.27% of the total footprint. They also reduced transport emissions to 21.02% by encouraging public transport use and completing recces via Lime bikes. Equipment was locally sourced, and using a local crew avoided accommodation emissions. In post-production, which accounted for 25% (0.44 tCO₂e), remote workflows and cloud-based tools kept energy usage low.

The Sweetshop's 'Waste on Set' policy meant that recycling and compost bins were provided, leftover wardrobe and props donated to charity and set materials given to schools and colleges. Hazardous materials were disposed of responsibly, using appropriate waste streams.

The result was an emotionally impactful film with a total footprint of just 1.76 tCO₂e - significantly below AdGreen's 2024 industry average.



Emissions were kept to a minimum by:

Transport

- Engaging local crew to reduce transport emissions
- Encouraging public transport use

Equipment Transport & Couriers

- Sourcing equipment locally to reduce transport emissions

Art Department and SFX

- Using a 'waste on Set' policy to shape management of waste materials
- Disposing of Hazardous materials like paint responsibly
- Donating set materials to schools and colleges

Catering

- Having a 'Meat-Free on Set' policy

Accommodation

- Engaging local crew to avoid accommodation emissions

Wardrobe

- Donating wardrobe and props to charity for re-use

CASE STUDY

LOWKEY

Lowkey Films’ ‘What Moves You’ for Champion

Lowkey are making sustainable production their standard, while creating and maintaining a non-toxic, accessible workplace. For Champion’s ‘What Moves You’ campaign, Lowkey Films delivered a 60 second film, directed by Charlie Dennis and involving their regular collaborator, SignKid (Kevin Walker), a deaf rapper who champions music accessibility. This inspired a film focused on a new BSL Champion clothing line, a mural of SignKid in New York City, and a launch party and promo campaign.

All producers at Lowkey are AdGreen trained and track carbon emissions on all productions. Lowkey used AdGreen’s carbon calculator to obtain an overview of their carbon footprint. The total CO₂e for the project was 0.23 tCO₂e.

Distributed across the social channels of Champion across the globe and through media platform High Snobiety, the project reached millions online, and inspired a whole cultural movement. Thousands walked past the mural in New York City and hundreds visited the event where Signkid’s clothing line was launched.

Emissions were kept to a minimum by:

People Transport

- Shooting locally to where the production company and talent live and work in London
- Making sure 100% of the crew travelled to the shoot by public transport or hybrid-powered taxis

Catering

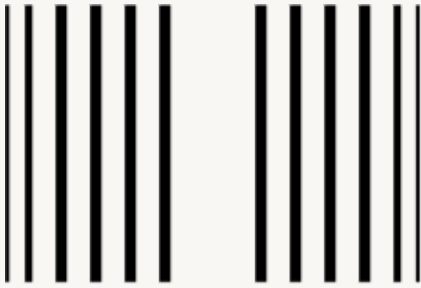
- Choosing catering which was 100% Vegan

Wardrobe

- Signkid keeping half of the clothing and donating the rest to charity



CASE STUDY



Locate Productions

Locate Productions' seasonal stills and motion content for finisterre

Locate Productions is committed to embedding sustainability into every shoot - not just as a value, but as a working practice. Their 2024 campaign for fellow B Corp finisterre, the cold-water surf brand, is an example of agile, low-impact production aligned with brand purpose.

The brief was to produce seasonal stills and motion content that captured finisterre's community, landscape and ethos. Locate Productions developed a multi-location content strategy that combined storytelling with sustainability. Working with finisterre's creative team, they co-designed a flexible production model that could respond in real-time to weather, location and crew availability.

The campaign averaged just 1.15 tonnes of tCO₂e per shoot. Locate also reinvested part of the production margin into their 1% for Nature initiative, planting 171 trees as a direct result of this campaign - contributing to the 27,392 trees they've planted since 2019.

Emissions were kept to a minimum by:

People Transport, Equipment Transport and Couriers

- Engaging local-first crew and suppliers
- Working with British weather to avoid the need to travel further afield

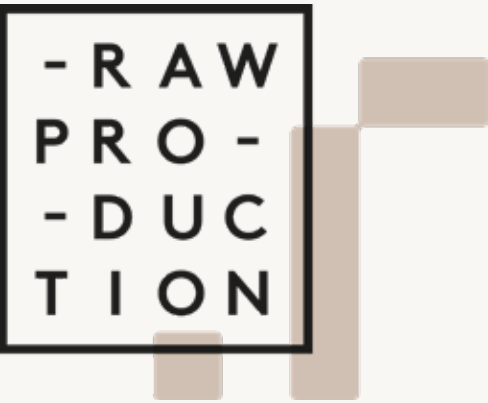
Catering

- Choosing vegetarian catering
- Employing a multi-skilled crew to reduce numbers on set

In addition, days on location were maximised to capture stills, motion and BTS, meaning the shoot was kept as short as possible, saving further travel and catering associated with further shoot days.



CASE STUDY



RAW Production's fashion campaign for Mr PORTER

RAW Production collaborated with Mr PORTER on a fashion campaign that combined strong creative direction with a conscious, sustainability-led approach. Shot over two days in Dungeness, UK, the production was carefully designed to reduce environmental impact without compromising quality.

Using the AdGreen Carbon Calculator from the earliest planning stages, RAW Production tracked and managed the campaign's environmental impact across all stages. The total carbon footprint for the shoot was just 2.77 tCO₂e.

RAW compiled a comprehensive Carbon Wrap Report for Mr PORTER at the end of production, offering transparency, actionable insights, and recommendations for future shoots. These reports have become standard practice for RAW, forming part of their mission to help clients actively reduce their impact over time, along with building their knowledge and understanding of their impact for each production.

Emissions were kept to a minimum by:

People Transport

- Using 12 out of 13 crew members who were based locally

Shooting Spaces

- Selecting a shoot location that also provided accommodation, reducing the need for separate hotel stay
- Reducing power needs by using battery-powered LED lighting and maximising the use of natural daylight

Catering

- Providing vegetarian and vegan, locally sourced catering

Equipment Transport & Couriers

- Sourcing props and materials on-site to avoid transportation emissions



News from our industry partner

“

At Get Set Hire, we're proud to work with AdGreen and to support their mission to embed sustainable practices across advertising production.

We now send out a Carbon Calculator Fact Sheet with every quote to support those already thinking about sustainability during production, whilst also encouraging wider adoption of the AdGreen calculator among those who may not yet be using it. It's a small step that helps make low-carbon thinking part of everyday decision-making.

With the support of the Zerobeels' platform, we've improved how we measure our own emissions and we're now engaging our suppliers as part of our goal to halve our own emissions by 2030. We've also joined the Race to Zero through the SME Climate Hub, reinforcing our commitment to long-term change.

Innovation remains key to our approach. This year, we introduced new clean energy solutions including renewably charged electric powerbanks: the Wattman, the Goat, and the Bear. These are portable, sustainable-options that provide powerful, lower-carbon alternatives on set.

We have also proudly contributed to Sussex Bay, supporting ocean restoration because we know that protecting our seas is essential to protecting our future and we have continued to work with JUST ONE Tree to plant a tree for every customer survey completed.

We're grateful for the work AdGreen does to lead the charge, and we're proud to be part of an industry that's moving together towards more sustainable production.

”



Bryony Harrison-Miller
Director of Sustainability



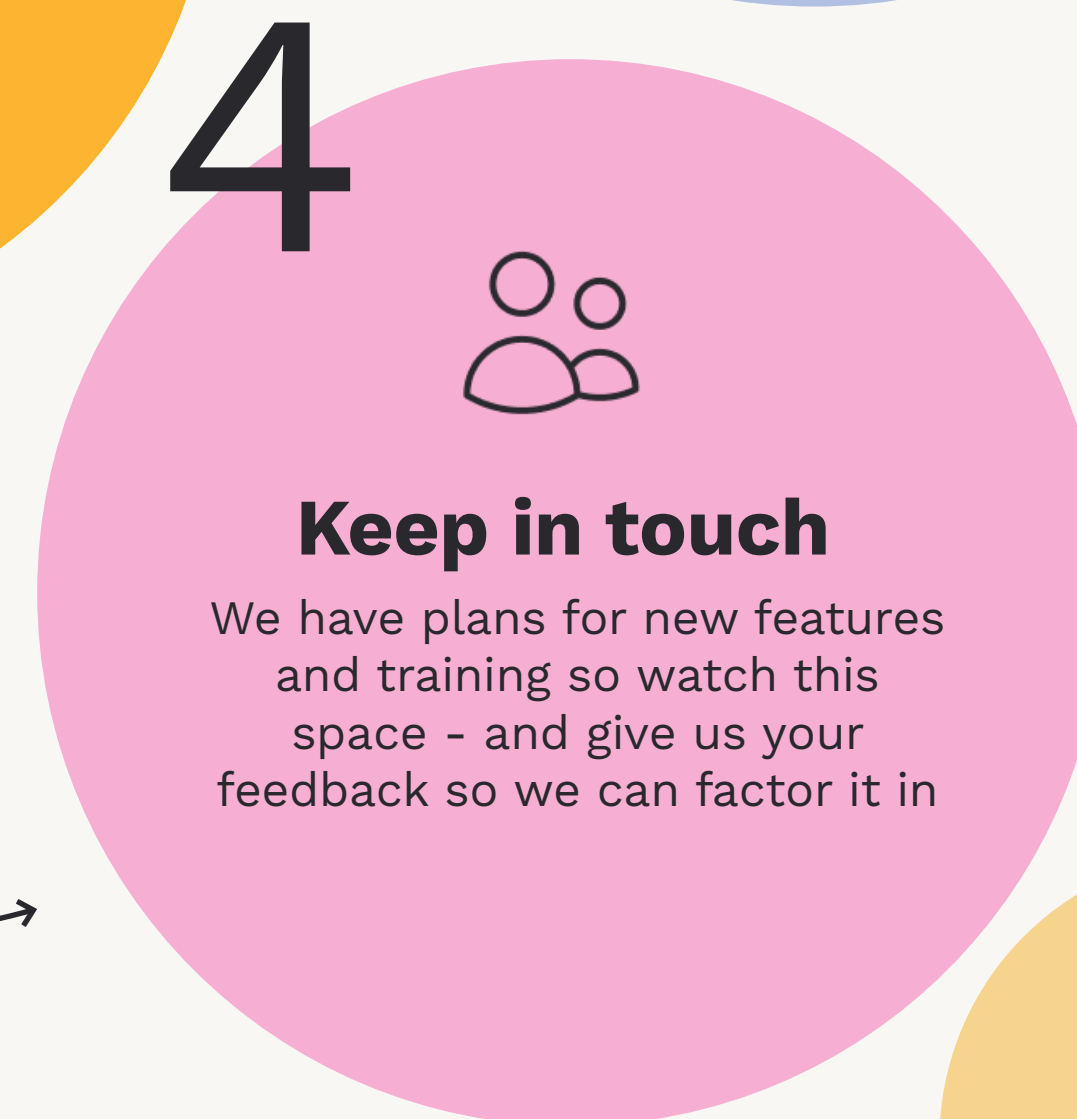
As our industry partner, Get Set Hire support us in putting on events throughout the year



The image features a solid pink background with several floating, rounded rectangular bars in white, light pink, and dark navy blue. These bars are scattered across the frame, some oriented horizontally and others at slight angles, creating a dynamic, abstract composition. The central text 'Next Steps' is rendered in a bold, dark navy blue sans-serif font.

Next Steps

Five things to do next



Access everything via the website!

Get in touch

We're here to help and we love hearing from you.

Carbon calculator users can access technical help through support@weareadgreen.org. Our automated chatbot can answer questions, and workshops and 1:1's can be booked via our website.

Want an overview of how to use the carbon calculator?

Check out the [step by step guide](#) with videos covering how to sign up, create projects, add collaborators and activities, and export and use data!



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ADGREEN