ADGREEN

Annual Review

Welcome!

This year we're keeping it simple and giving the people what they want: superusers and stats... and in case you're not sure what else we offer, at the back you'll find, well, everything else.

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Part 1: Who's using the carbon calculator

Here you'll find the take up stats. These give a sense of the increasing adoption of the carbon calculator, since it was introduced towards the end of 2021.

- **How many Final Footprints were finished**
- **How many different organisations created them**
- **How many countries contributed them**

Here you'll also understand which companies are using it the most - and why, so if you're looking for a carbon and cost savvy production partner, look no further.

- **Brands (top 5)**
- **Production consultancy (top 10)**
- **In house agency/production (top 15)**
- **Creative Agencies (top 20)**
- **Production company/production service (top 29)***

*Yep, we wish it was 30 too. Unfortunately due to a multi-way tie for 30th place, we stopped at 29.

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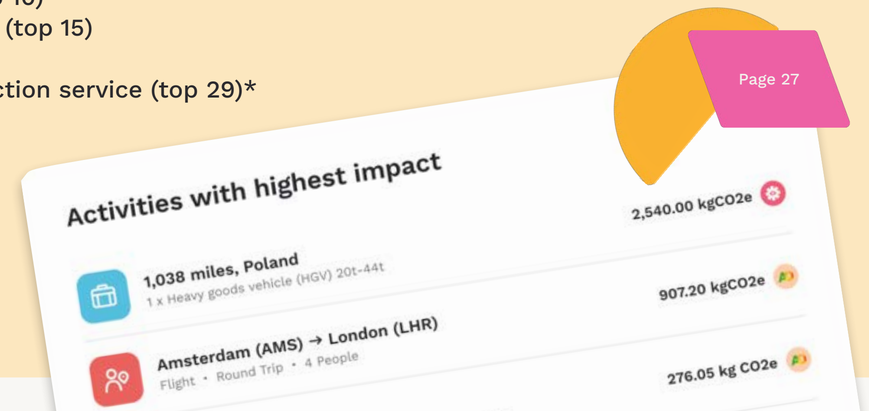

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Part 2: What the carbon data tells us - and how CO2e savings can save you money

In this section we'll share highlights and insights from the 2025 dataset, starting with the big ones:

- **How much CO2e was measured**
- **The size of an average Final Footprint with and without a shoot**
- **How production budgets relate to CO2e**
- **Where the most emissions came from**

Then we'll move on to how the most carbon intensive activities could be reduced with simple tweaks that save CO2e and money too:

- **People Transport**
- **Catering**
- **Equipment Transport & Couriers**
- **Shooting Spaces**
- **Data Storage**

Finally, we'll take a look at what the industry's footprint might have looked like in 2025 if these reductions ideas had been implemented.

As ever, if there's a stat we've not covered, email info@weareadgreen.org and we'll do our best to pull it for you.

Part 3: Everything else

We don't just offer the carbon calculator you know! In this section you'll find details of our training, case studies, as well as how to find out about latest news and events. Plus, a little about us and how we're funded.

2025 was a big year...

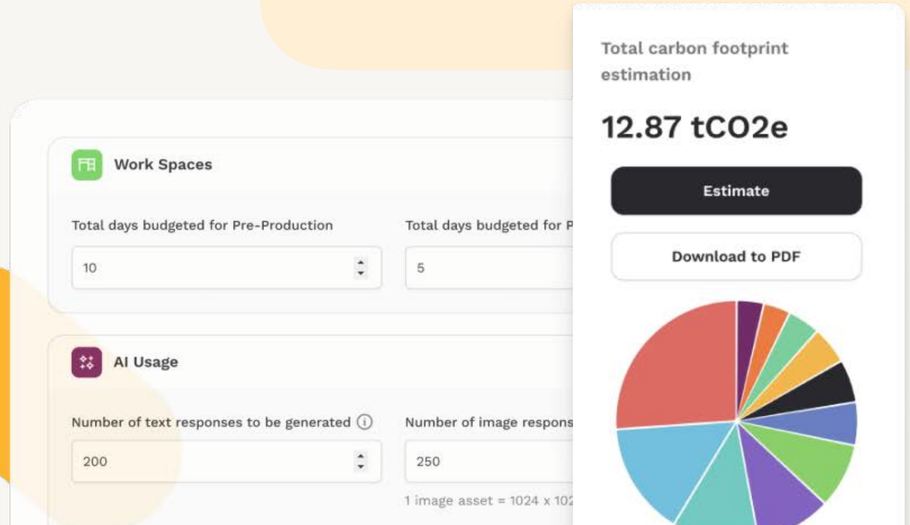
Jo Fenn
Global Director

For our measurement and reduction offerings
2025 has been a year of focused improvement for AdGreen, with upgrades to the carbon calculator shaped by user feedback, including the launch of Early Insights. We also updated emissions factors, strengthened the methodology, and introduced measurement of gen-AI use, to ensure the tool keeps pace with the evolution of advertising production.

New case studies showcase real examples of low-carbon decision-making, while our updated YouTube channel and tailored resource guides for brands, creative agencies and production companies make it even easier to learn, plan and act.

Measuring production activity continues to unlock clear benefits, including cost savings, which we'll highlight throughout the 2nd part of this report.

Missed some of our updates? Sign up for the newsletter.



Sophie Broadbent
Senior Account Manager

For our community
With more companies than ever before using our carbon calculator in 2025, it seemed right to review how we define our superusers.

This year we decided to award companies which have been connected to the most finished Final Footprints, not just those who created them. Furthermore, so that we can celebrate more companies' hard work, we have decided to recognise Superusers in the following categories:

- Brands (top 5)
- Production consultancy (top 10)
- In house agency/production (top 15)
- Creative Agencies (top 20)
- Production company/production service (top 29)

Read on to find out who made the cut!

Not signed up yet? Get started here and start your path to superuser status!

Tom O'Brien
Carbon Calculator Exec

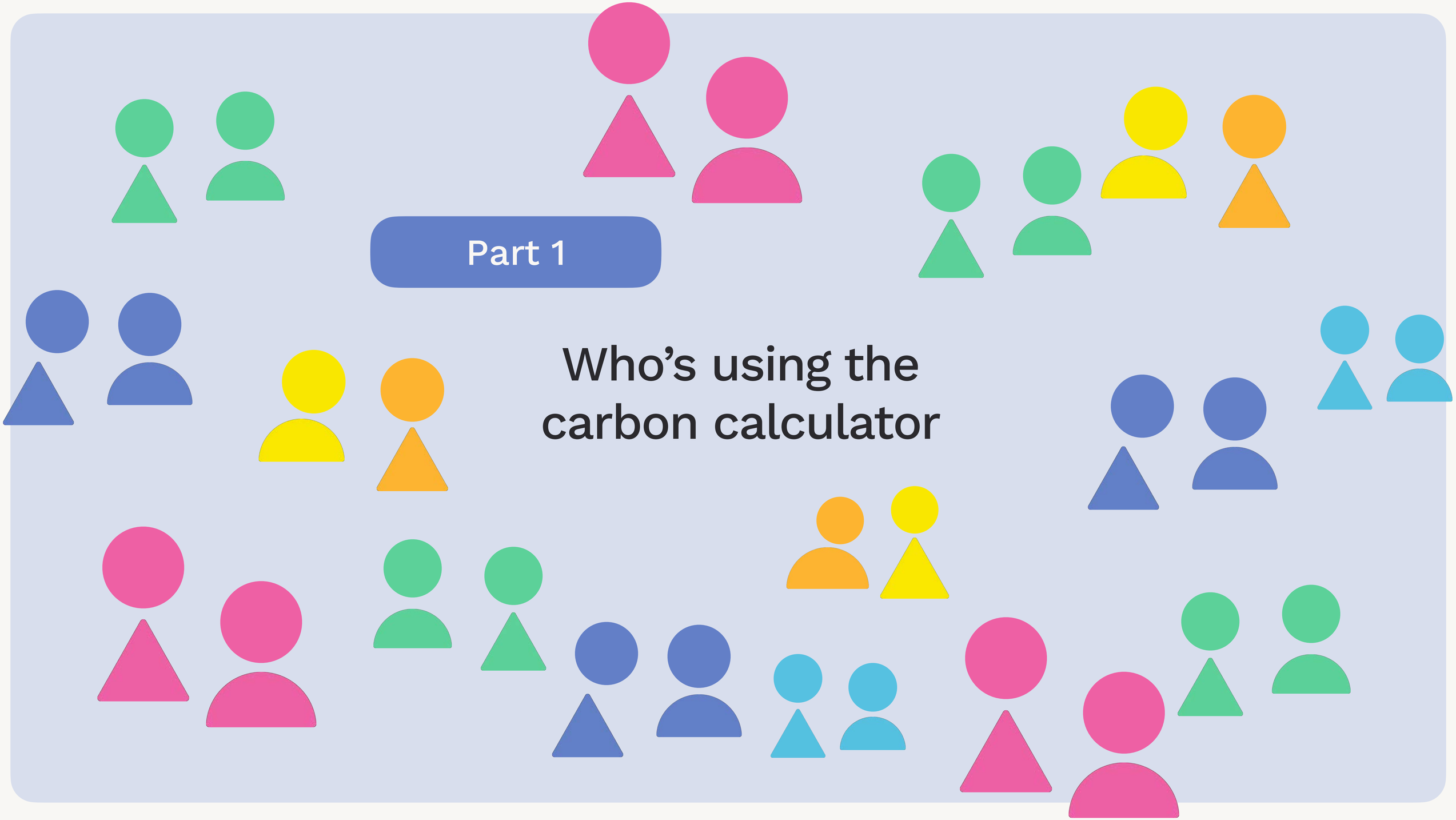
For our data
Avid readers will be excited to see more detailed data breakdowns in this year's annual review - meaning we can offer more insight into the story behind some of the most impactful activities happening out there in advertising production.

Alongside this we've also pulled out some tangible actions you can take to reduce your emissions on your next project, and shown you the impact these reductions will make both on your carbon footprint and your budget.

Want to understand how your Final Footprints fare alongside the industry at large? Download your data and see how it compares...

Part 1

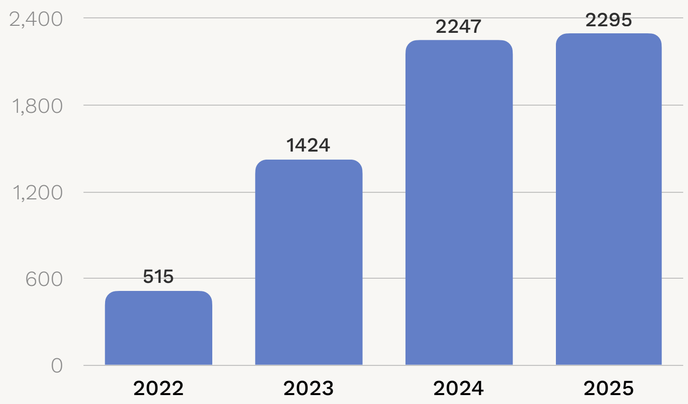
Who’s using the carbon calculator



The top line on take up

Let’s take a look at how much the tool is getting used overall, and how widely.

# of Final Footprints finished



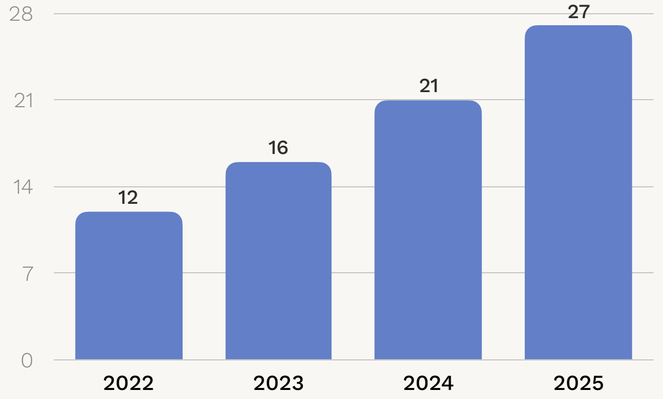
How many Final Footprints were finished?

For the 4th consecutive year, we’ve seen an increase in the number of Final Footprints finished, although only just.

In 2024, the closure of the original platform likely contributed to such a large jump from 2023. That being said, we’d love more finished Final Footprints in 2026!

Only Final Footprints which are marked as finished are included as want to ensure we analyse the best quality data possible.
So if you know you’ve recorded all of your activities, don’t forget the final step!

# of countries these organisations originate from

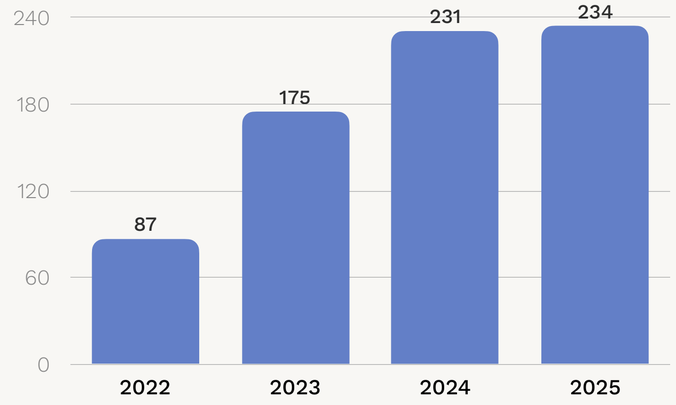


And from how many countries?

We’ve seen a steady increase year on year here, and 2025 was no exception, with Final Footprints created by organisations in 6 more countries than in 2024.

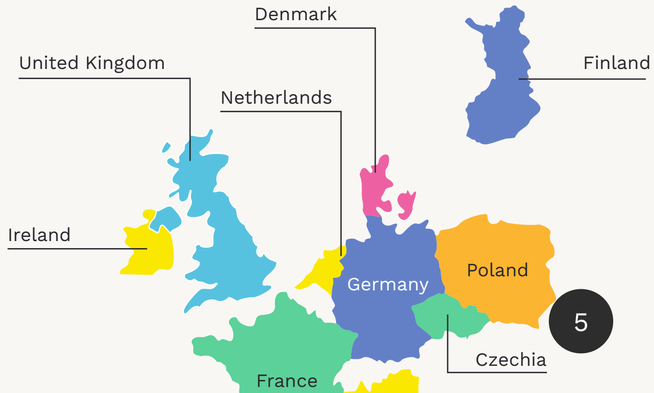
Top countries were UK, Spain, Poland, USA, France, Canada, Ireland, Netherlands, Brazil, Australia, Italy.

# of organisations creating the finished Final Footprints



How many different organisations created them?

Again, a small increase here - which would have been larger had it not been for various mergers which happened in 2025. However, like the total Final Footprints, we know this is a small fraction of organisations who are producing content for advertising.



We need you - to increase the dataset

As well as more companies from more key markets measuring more productions, you can also help us increase it with one easy action - finishing your Final Footprints!

How do we make sure our Final Footprint is included in the data set?

Don't be a secret Superuser - mark the Final Footprint as finished when you're done, then it'll be included in the data we review each year - and will be counted towards the number of Final Footprints your company was part of. Finish enough and you may be in next year's Superuser charts!

How many projects were created in 2025 but not Finished?

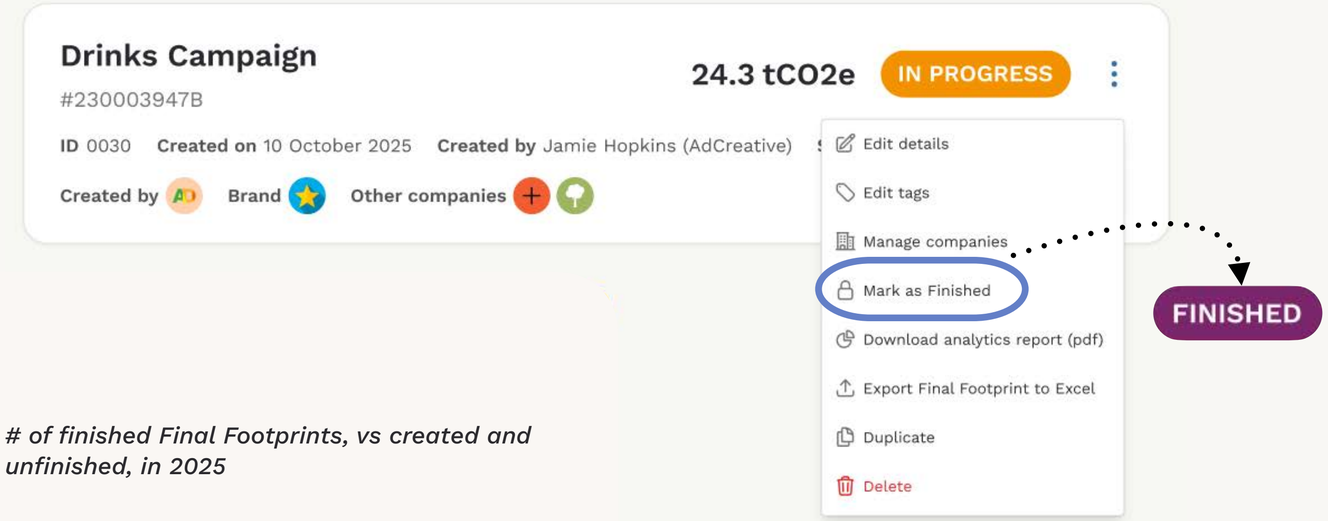
A sizeable 1,572! So if you are done, tell us by marking the project as Finished. You'll find this option on the 3 dot menu on each project, as shown above. Don't worry, if you've forgotten to add something, just revert it to in progress using the same 3 dot menu, and then finish it again.

What share of the industry's production do you think was measured in 2025?

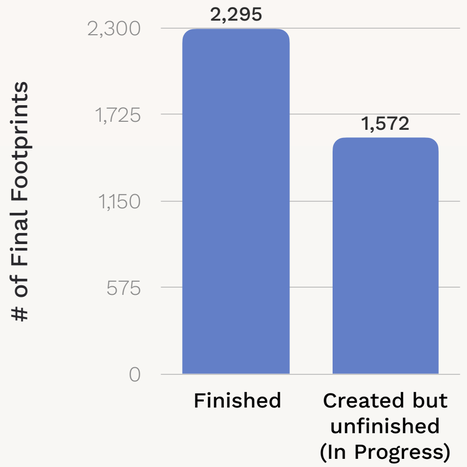
It's very difficult to understand the scale of advertising production being undertaken in key markets around the world, and therefore how many Final Footprints we should expect to see if it was all being measured.

Last year, Clearcast logged 12,059 campaigns and clocked 35,722 ads for broadcast on UK television. Given each Final Footprint theoretically represents a signed off production budget, of which multiple assets can be created, we could equate our 'footprints' to Clearcast 'campaigns'. However, many of our Final Footprints result in content not airing in the UK, and/or not airing on TV, so wouldn't fall under Clearcast's numbers.

The fact that the vast majority of Final Footprints originated from the UK, and a number of prolific agencies aren't yet engaged with measurement, we can safely assume what we know is the tip of the iceberg, globally.

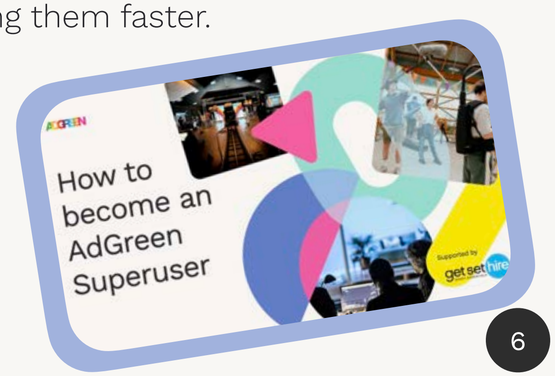


# of finished Final Footprints, vs created and unfinished, in 2025



Want tips and tricks on getting more Final Footprints finished?

Watch our Q&A with previous superusers, including their thoughts on finishing them faster.



The 2025 Superusers

This year we celebrate not just the most prolific organisations of the 240 who *created* last year's Final Footprints, but those who *collaborated* on them too - a reminder that this is a team effort! Congratulations to you all.

Brands

Production Consultancies

> At Precious, we know that you can only reduce what you measure. We rely on AdGreen's expertise to measure and target our carbon impact, from brief to final delivery.
>
> As proud Superusers of their tool, we turn data into action, helping our clients produce campaigns that are both creative and responsible.
>
> **Géraldine Lamamy, Partner, Precious**

> AdGreen is one of the tools that helps brands establish a baseline for their activity-based emissions. They are also getting access to detailed data allowing for more informed day-to-day and long-term decisions - achieving both sustainability and business value goals.
>
> **Glykeria Antonaki, Purpose & Product Lead, Murphy Cobb**

The Superusers are listed alphabetically by category, not by ranking.

2025 Superusers ~ Creative Agencies

adam&eve\TBWA

AMV BBDO

Born Social

dro5a | Accenture Song

Ireland

elvis

GOTHAM

HAVAS London

IMMEDIATE a Burda company

.krow

Leo

MAVERICK A KEYWORDS STUDIO

McCANN

Canada

McCANN

New York

McCANN

Paris

New Commercial Arts.

Ogilvy

SAATCHI & SAATCHI

T&P

VCCP

VML

> This is a great acknowledgement of the importance we place on sustainable production at Immediate. AdGreen's tools, guidance and industry leadership have enabled us to reflect on our past work while taking meaningful action to improve moving forward.
>
> **Hannah Proud, Creative Director, Immediate**

> We are committed to using AdGreen's calculator on every single one of our productions, so we can better understand the overall carbon impact of the work we make.
>
> **Louise Bonnar, Head of Production, Havas London**

> We're absolutely thrilled to be recognised as AdGreen Superusers for the second year running. At Elvis, we're passionate about sustainable productions and love using the AdGreen calculator to support that commitment.
>
> **Laura Melville, Head of Production, Elvis**

The Superusers are listed alphabetically by category, not by ranking.

2025 Superusers ~ In House Agency / Production

BBC CREATIVE

create.

GIRL&BEAR

McCANN

Manchester (formerly Craft)

OLIVER

OMNICOM PRODUCTION

Canada (formerly Craft)

OMNICOM PRODUCTION

Spain (formerly Craft)

> AdGreen is accelerating meaningful change across advertising. Their easy-to-use carbon measuring tools give teams the insight to reduce emissions and deliver work that's both effective and genuinely responsible.
>
> **Simon Lewis, CEO Gate, Global Head of Content, Tag**

> Achieving smarter, sustainable production starts with understanding our environmental impact – a process AdGreen makes possible.
>
> It provides more than just emissions data, offering insights that feed our sustainability dashboard and transform our numbers into targeted, on-set decisions, reducing our emissions.
>
> **Caitlin Macdonald, Sustainability Executive, WPP Production**

> Sustainability is a key consideration of our production approaches so we can make in a way that's kind to the planet. AdGreen's calculator helps us make informed decisions and report data to ensure we meet our sustainability targets.
>
> **Kristina Todoric, Head of Business Operations, Girl & Bear**

The Superusers are listed alphabetically by category, not by ranking.

2025 Superusers ~ In House Agency / Production

(formerly Prodigious London)

Brazil (formerly Hogarth)

Spain (formerly Hogarth)

UK (formerly Hogarth)

> STV Creative is delighted to be an AdGreen superuser, empowering us to create work that doesn't just grab attention, but helps makes a difference. By embedding more sustainable practices, powered by AdGreen and Ad Net Zero, into how we produce, we're proud to be working together toward a brighter, more sustainable future for the advertising industry.
>
> **Victoria Allison, Director of Strategy & Creative, Commercial at STV Creative**

> By committing to gathering real insights and data across all of our productions by using the carbon calculator, we can really engage our clients and our teams to ensure that we are embedding a more sustainable approach within every production we undertake.
>
> We want the sustainability conversation to be normalised and expected within our productions so that we are all driving towards better outcomes. In my mind this is a win-win situation for us all; a reduction in our carbon footprint, cost savings, more useable insights and ultimately a better understanding of what a more sustainable production practice looks like for Oliver and our clients.
>
> **Fiona Rees-White, Group Head of Integrated Production, Oliver**

The Superusers are listed alphabetically by category, not by ranking.

2025 Superusers ~ Production Companies & Production Service Companies

AMAZED

Another

AUDIO·Z

the BIG SKY

Biscuit.

DEFTOUCH

DOBRO

FURTHER

dazazaH

LEMON

Lobster

Locate Productions

LOWKEY Certified B Corporation

MERMAN

NM productions

> Of all the things we're potentially nominated for over the course of a year this is one of the most anticipated and means the a lot to us. We've worked hard work hard to make sure we're doing the right thing with the help of AdGreen.
>
> It's important that we all act responsibly and collect the data this helps AdGreen to gather for our collective benefit and to refine our collective behaviour moving forwards.
>
> **Spencer Dodd, Partner/Executive Producer, Merman**

> We've been an AdGreen Superuser for three years running, for us, it's not just about measuring emissions, but about being more thoughtful in the choices we make and taking real responsibility for the impact of our work. It encourages us to have those much needed conversations like how crew are travelling and if they can car share, what energy supplier a studio is with, or how we can recycle and reuse sets, to name a few. It's second nature for us now to implement the calculator throughout pre-production, on set and post-production.
>
> **Tane Stevens, Production Manager, Locate Productions**

The Superusers are listed alphabetically by category, not by ranking.

2025 Superusers ~ Production Companies & Production Service Companies

OUTSIDER

Palomina.

PAPAYA FILMS

Pensara

plastic pictures

QUIET STORM

RAW PRODUCTION

shutterstock studios

Spindle

TAILWIND.

TWIN

WING

worldmark

> We use the AdGreen calculator on every shoot, regardless of budget, because consistent data drives real change. As a small production company, it keeps us accountable and we are very proud to stand alongside the industry's super users year after year.
>
> **Lou Greenaway, Producer & Founder, RAW Production**

Want to be a Superuser next year?

Login and get those Final Footprints started, invite your production partners to collaborate, add your activities, and mark them as finished before New Year's Eve...

The Superusers are listed alphabetically by category, not by ranking.

Why are these organisations using the calculator?

Motivations will vary across the different company types engaging with AdGreen's carbon calculator, but here are just some of the reasons why our Superusers are measuring their productions.

Cost savings
52% of Ad Net Zero supporters* achieved direct cost savings or operational efficiencies by reducing emissions, underscoring sustainability as a core efficiency strategy.

With the majority of emissions most likely to come from People Transport, fewer flights (and hotels) saves budget and CO2e.

Mitigating risk
Users are confident that organisational sustainability claims can be backed up with consistent data across all regional activities

Stronger relationships
62% of Ad Net Zero supporters* report stronger client and partner relationships as sustainability's primary benefit.

Compliance
Whether you're working to the EU CSRD (ESRS), the UK's SRS, or California's SB 253, AdGreen provides the granular, activity-based data required to fulfil the purchased goods and business travel elements of your scope 3 disclosures.

This moves reporting from 'estimated guesses' to 'audit-ready' activity based, primary data.

Strategic planning
Early Insights give users the opportunity to A/B test low-carbon options pre-bid.

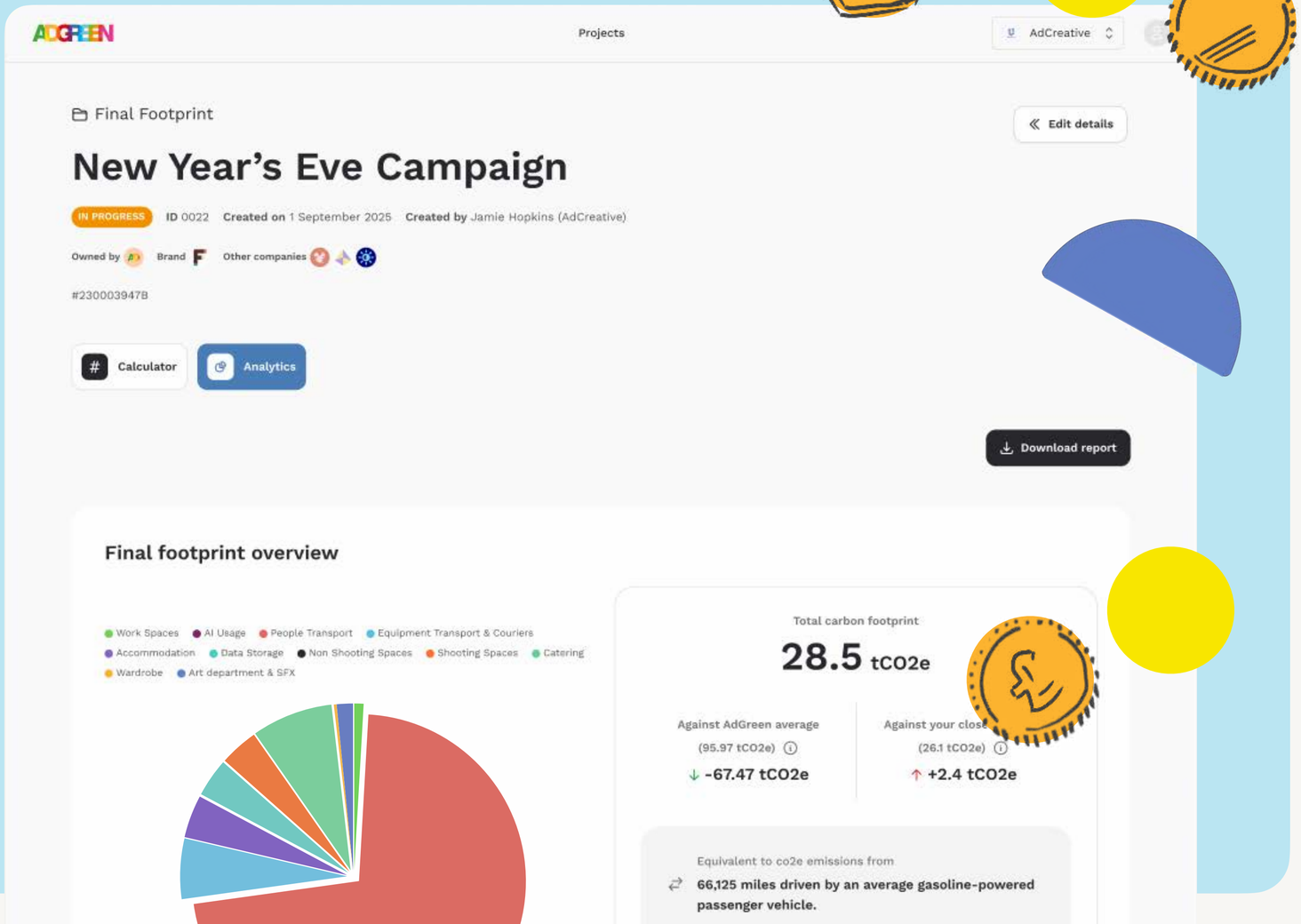
Final Footprint data provides the context for baselines and ongoing reduction policy - just as we've shown later in this report.

Responsibility
The Calculator's methodology has been reviewed by PwC and MediaSense, and dovetails with Ad Net Zero's Global Media Sustainability Framework (GMSF).

*Source: UK Ad Net Zero Supporter Base Survey Press Release, December 2025

Part 2

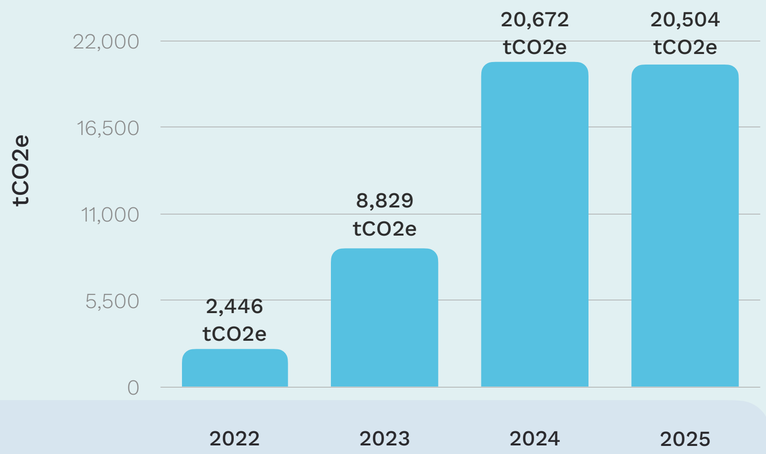
What the carbon data tells us - and how CO2e savings can save you money



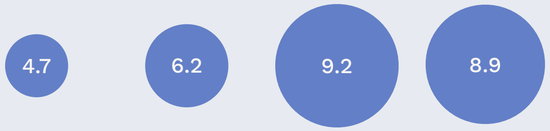
The highlights

Let’s start with the headlines shall we?

Total CO2e recorded per year



Average Final Footprint size (tCO2e) per year



First up, how much CO2e was recorded?

In 2025, a total of 20,504 tonnes of carbon dioxide equivalent (CO2e) was recorded across all finished Final Footprints. This equates to more than 1,700 UK citizens’ annual CO2e (from travel, eating, heating their homes and purchasing goods).

This was a slight decrease from 2024, where we saw a much larger jump from previous years.

Note that due to wanting to include the best quality data possible, this doesn’t include CO2e from projects not marked as finished.

And what was the average Final Footprint size?

Dividing the total Final Footprints finished (p5) by the total CO2e recorded gives us the average Final Footprint size for each year. For 2025, this was 8.9 tCO2e - a little less than 2024.

This follows a similar trend to the amount of CO2e recorded, with 2025 being very similar to 2024, after a big jump from 2023.

*Source: UK Government

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

How does producing shoots impact the Final Footprint size?

Over 80% of Final Footprints finished in 2025 had a shoot (1,893), and the total CO2e attributed to these was 99.6% of the 20,504 tCO2e recorded (20,425).

For those with shoots, the average Final Footprint size was 10.8 tCO2e. For those without shoots (402), just 0.2 tCO2e.

You can see the relative difference with the large blue circle and the small purple one.

Equivalent to this big circle!

Average size of Final Footprints <u>with</u> a shoot

10.8
tCO2e

Equivalent to this little tiny one

Average size of Final Footprints <u>without</u> a shoot

0.2
tCO2e

Should we stop shooting?

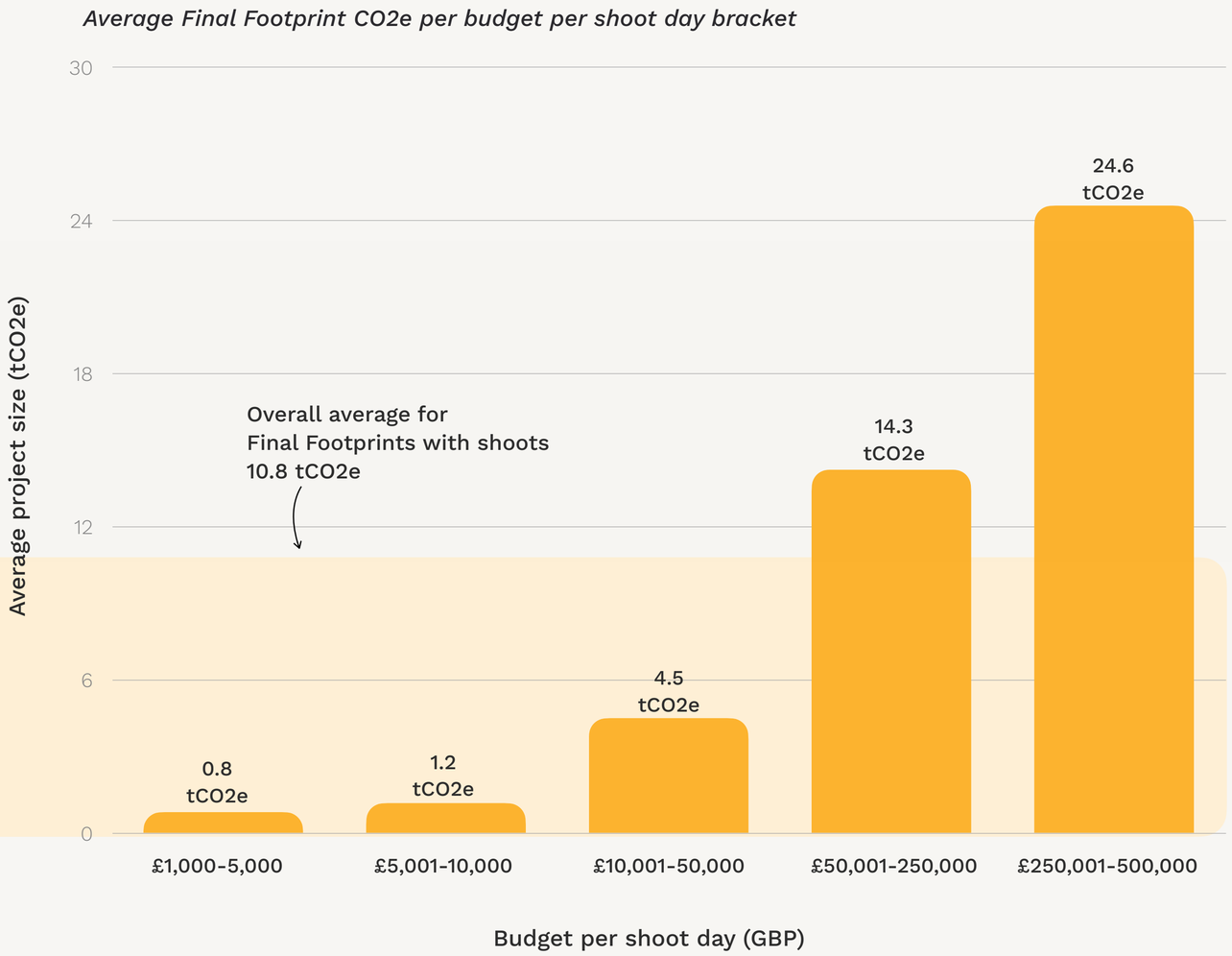
Whilst the data shows that on average, shooting will increase the project’s footprint, given that the vast majority of Final Footprints had a shoot, it’s clear they’re still a key part of the way content is produced. This may change over time, especially with the use of gen-AI, but given what the data is telling us, we’re going to focus on easy wins to help you reduce the impact of shoot-based projects over the next few pages.

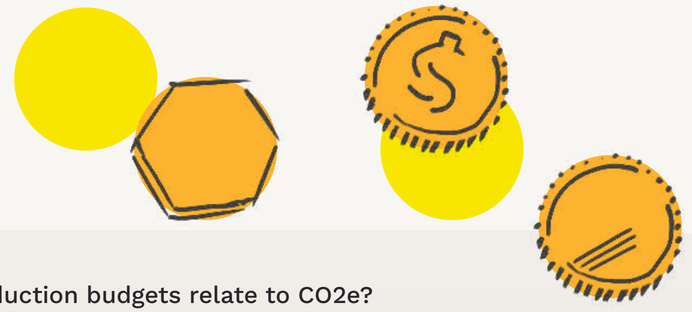
Where are majority of the emissions coming from?

Glad you asked - we’ll show you in just a minute.

But what about in relation to budget?

For Final Footprints with shoots, let's look at how the financial budget impacted the CO2e budget...





How do production budgets relate to CO2e?

Of the 1893 Final Footprints with shoots, 1,317 of them recorded a budget too (69.6%). These projects enable us to drill a little deeper and look at the relationship between carbon and cost.

You can see from the graph that for those with a budget per shoot day between £50-£250k, the average is 14.3 tCO2e per project, rather than the overall average of 10.8 tCO2e.

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

14.3
tCO2e

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

Activity breakdown: Projects with a shoot

Now let's see where all of the emissions came from, across Final Footprints with a shoot, so that we can understand which activity areas should be prioritised for reduction.

Which activities contributed most to the 20,425 tonnes of CO2e, and why?

People Transport continues to account for the majority of CO2e (71.9%). This has been the case since we first reported data in 2022. Scripts and concepts which necessitate flying are still common, and bring with them heavy environmental costs. In 2025, 35% of Final Footprints with shoots (662) included one or more flight entries.

And flights often mean Accommodation, which accounted for 4.1% of emissions in 2025. Shoots also mean transporting equipment, catering and powering locations and studios, all of which were larger areas and featured on the majority of Final Footprints.

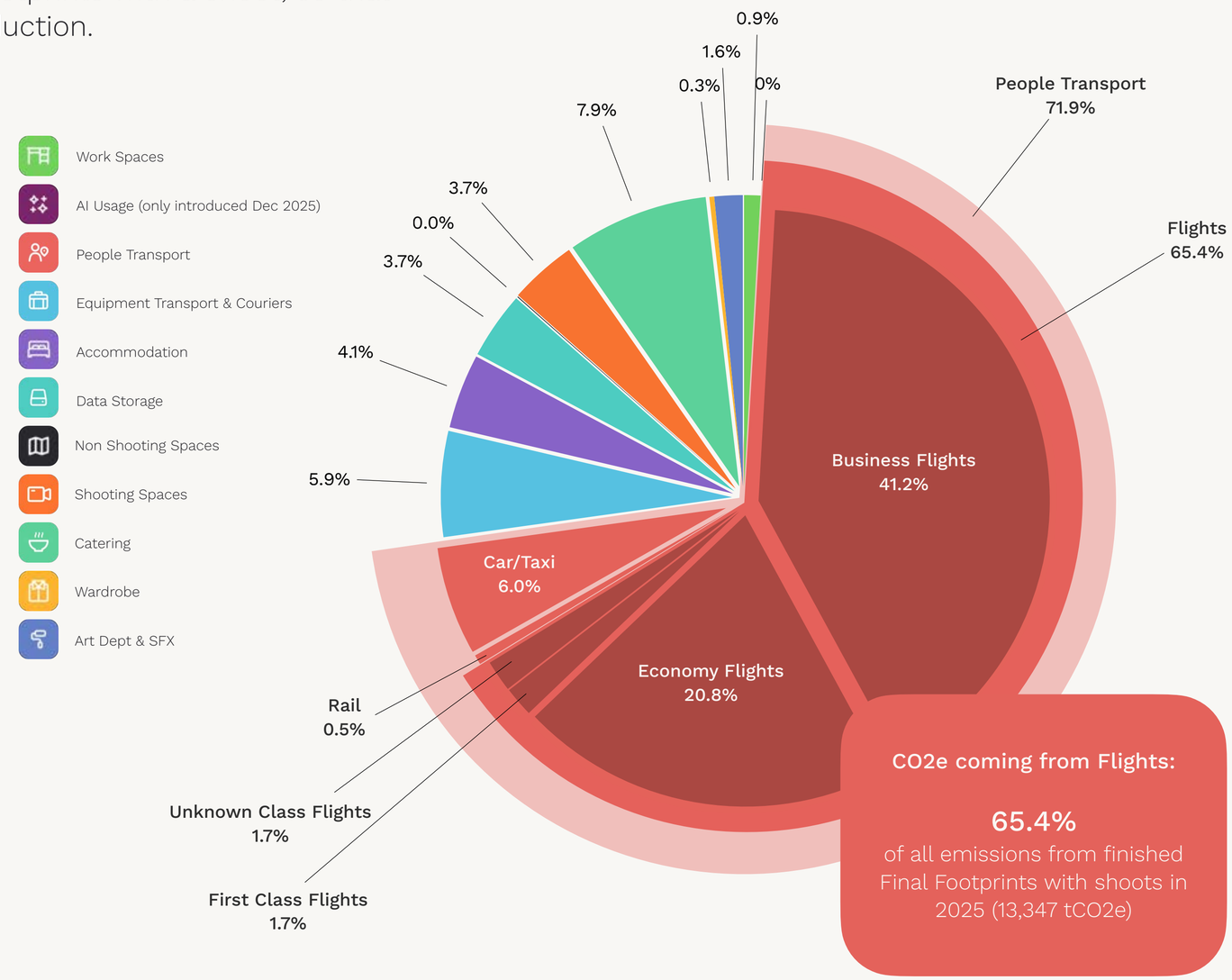
We can also see a noticeable Data Storage emissions share, at 3.7%.
An area that was only introduced part way through 2024 (with the upgraded platform), users can enter information about their hard drives, cloud storage and LTO tapes.

AI was introduced at the tail end of 2025 so although not quite visible, (accounting for 0.0005% of CO2e), we are interested to see how this might increase.

Which activities contributed the least?

Non-Shooting Spaces accounts for just 0.05%. These tend not to be used for long periods and are not particularly energy intensive spaces (compared to studios and locations) - and very low indeed if powered with clean energy tariffs, the same as work spaces.

We would expect Art Dept & SFX and Wardrobe to be higher but they were only recorded on 29% and 22% of Final Footprints respectively.

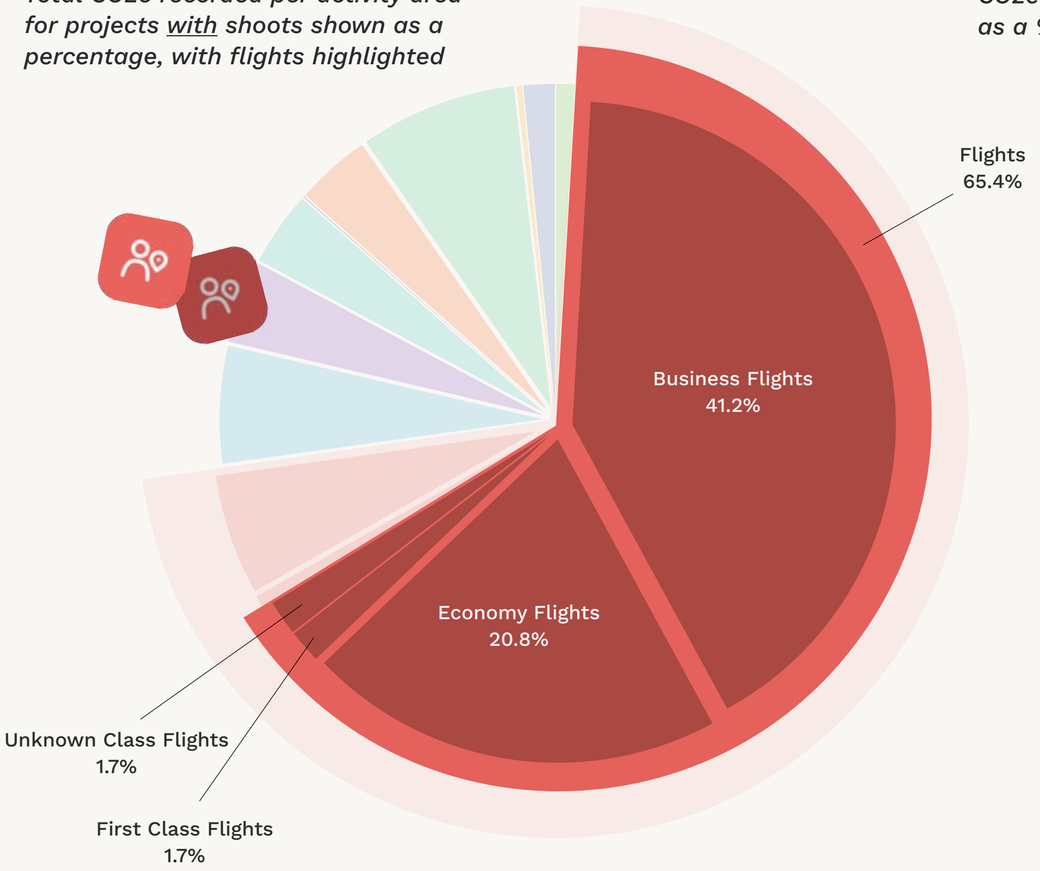


Total CO2e recorded per activity area for projects with shoots shown as a percentage, with additional breakdowns for People Transport, and flight class

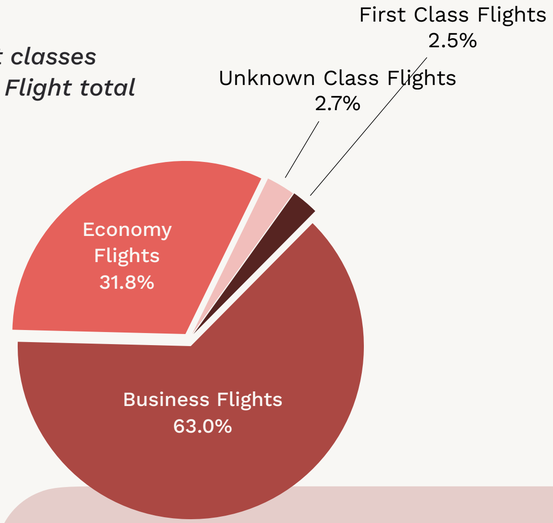
People Transport: Flights

The breakdown below shows that across all Final Footprints with a shoot, 65.4% of the total CO2e came from flights - by far the most impactful activity.

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

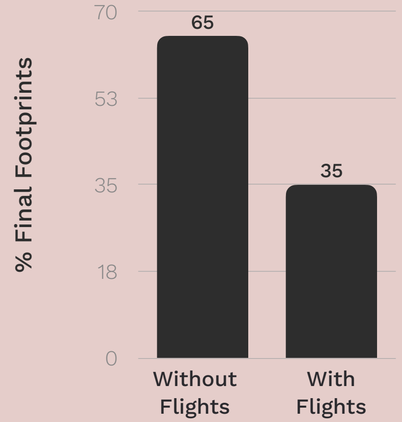


CO2e of flight classes as a % of the Flight total



% of projects with and without flights

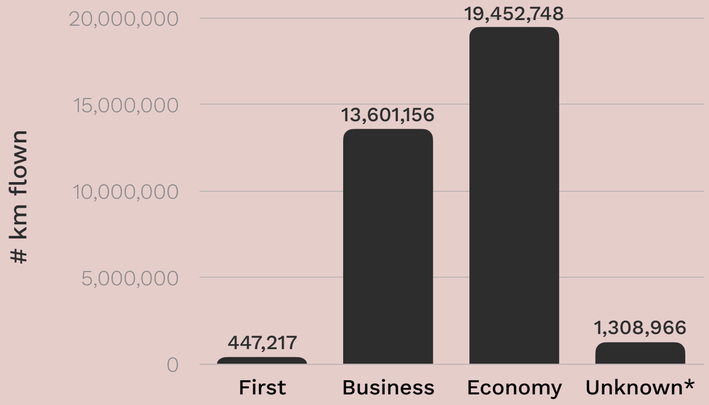
35% of Final Footprints with shoots (662) included one or more flight entry, meaning this minority of productions are contributing the majority of overall emissions.



Total km flown across Final Footprints with shoots, by class

In total, almost 35 million kilometres were attributed to Final Footprints with shoots in 2025.

The 20.8% of overall CO2e attributed to economy class flights represents over 19 million kilometres flown, and whilst almost double the overall CO2e was attributed to business class (41.2%), the distance is less, just over 13 million km due to the intensity of business class travel.



*If Unknown is selected, an average is used: economy/business if medium haul, economy/business/first if long haul.

People Transport: Flights

Given this is the biggest area of emissions impact across 2025, let's look at a couple of ways to reduce emissions here.

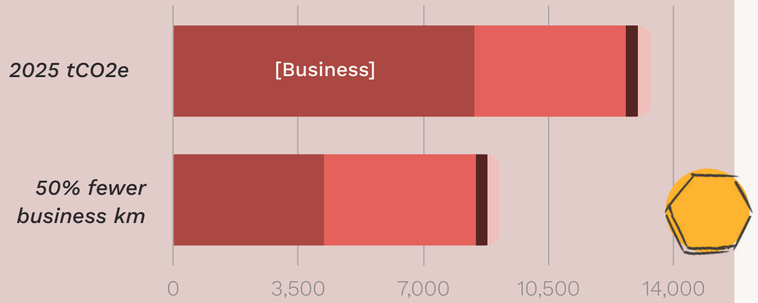
Cutting 50% of business class flights

What if 50% of the distance travelled in Business was just not travelled at all?

This could be achieved by shooting closer to home, and/or flying less people, but since the high-intensity km would be eliminated entirely, this would result in a 50% reduction in CO2e. You would also save up to 50% of the financial cost too (depending on whether you purchase less flights or change the location).

And bonus - if you're flying less people, there are also related cost and CO2e savings from eliminating the associated accommodation (and associated meals) - the 3rd largest activity area in 2025.

Best of all, this simple change represents a 29% reduction in CO2e across People Transport, and a 21% reduction overall.



tCO2e for Flights, with reduction option

On average, productions with a shoot could reduce People Transport CO2e by

29%

And make significant cost savings across flights, accommodation and per diems

if 50% of business flight km was removed entirely

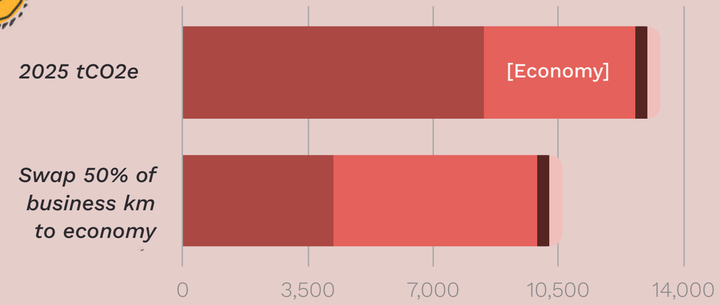
Swapping 50% of business for economy flights

What if 50% of the distance travelled in Business was flown in Economy instead?

Given each km travelled in Business is 2.9 times more CO2e intensive than in Economy, changing 50% of the 13.6 million km travelled in Business to Economy class would result in a 21% reduction in CO2e across flights.

This change represents a 19% reduction in CO2e across People Transport from the 2025 reported figures, and a 14% reduction overall.

And with economy flights around 4.5 times cheaper than business flights, there would likely be big cost savings too. Trains could also be explored as an alternative to some routes - you can compare the CO2e savings using both Early Insight and Final Footprints.



tCO2e for Flights, with reduction option

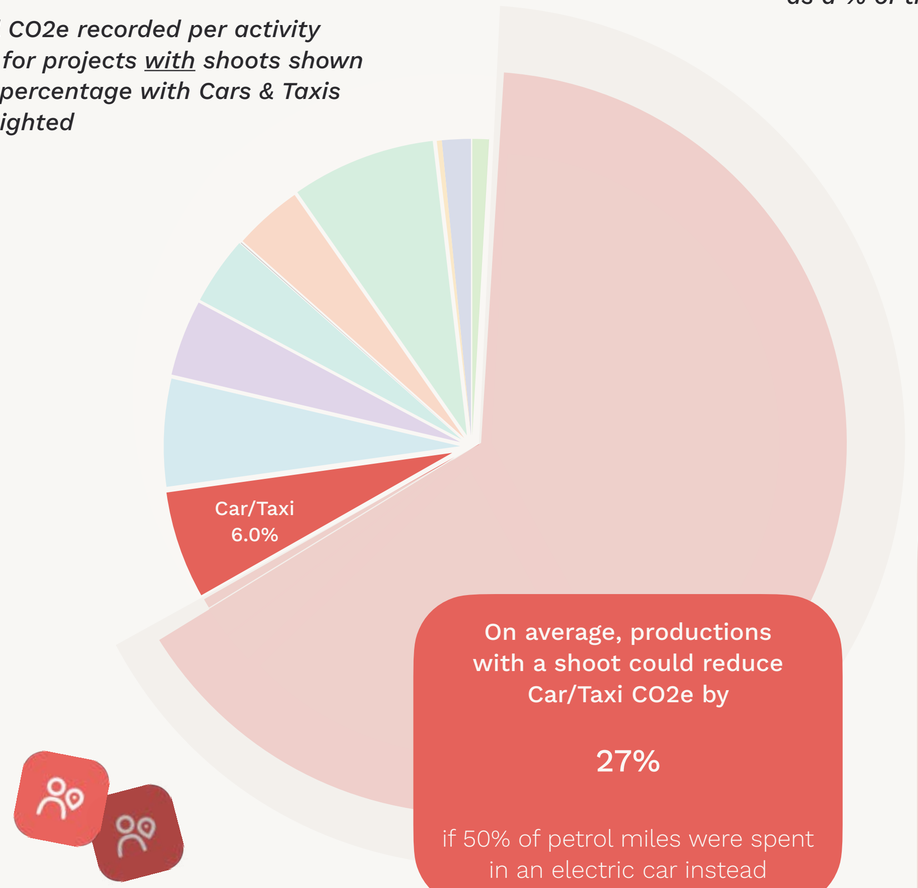
Why is business worse than economy?
Business class seats occupy roughly three times more floor space than economy. Since fewer passengers share the plane's total emissions, their individual CO2e share increases proportionally.*

*The carbon calculator uses BEIS factors to calculate flight emissions: CO2e per km per passenger is 2.9 times higher in Business than Economy.

People Transport: Cars & Taxis

Before we move on from People Transport, let's just see what we could do about road transport, given that in 2025, 80% of Final Footprints (1514) had a car or taxi entry.

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

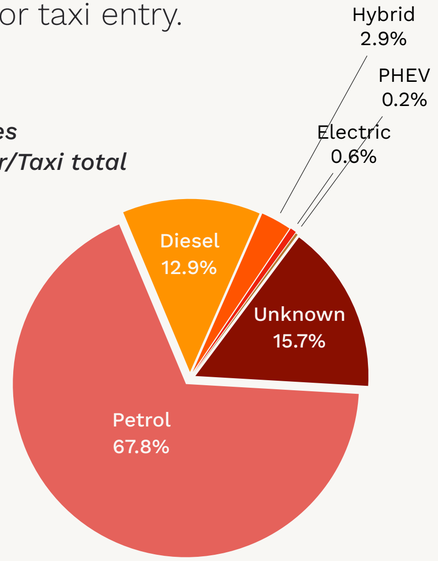


On average, productions with a shoot could reduce Car/Taxi CO2e by

27%

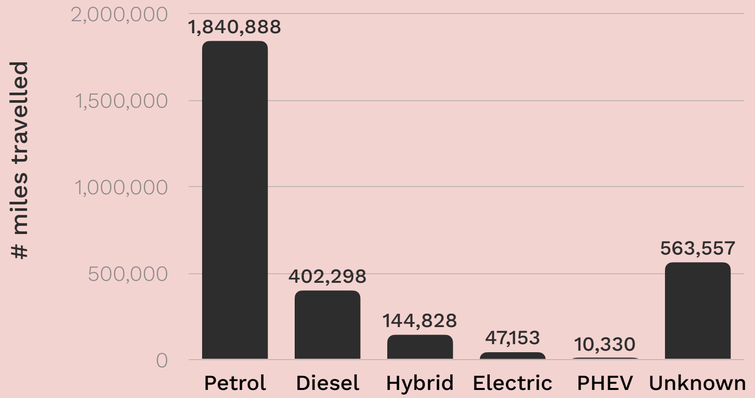
if 50% of petrol miles were spent in an electric car instead

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



Total miles travelled by Car/Taxi across Final Footprints with shoots, by fuel type

2025 data showed a total of over 3 million miles travelled, by almost 23,000 cars. Petrol miles were the most prolific, and the most impactful, making up 68% of the Car/Taxi CO2e total.

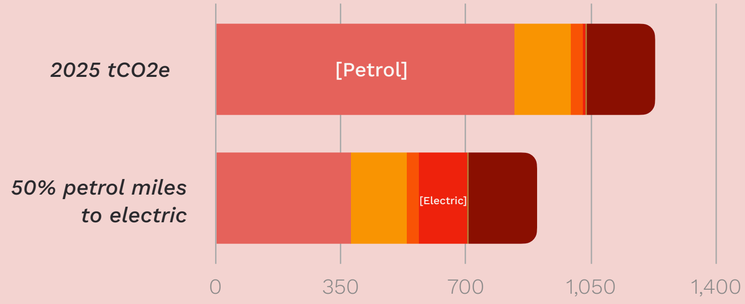


Easy CO2e savings

What if half of the petrol miles were electric?

If we assume that half of the Petrol miles driven (over 900,000) were taxis, and a taxi company using electric vehicles been chosen instead, 329.3 tCO2e would have been avoided.

This represents a 27% reduction across Cars/Taxis, a 2.2% reduction of People Transport and a 1.6% reduction overall, whilst travelling the same number of miles.



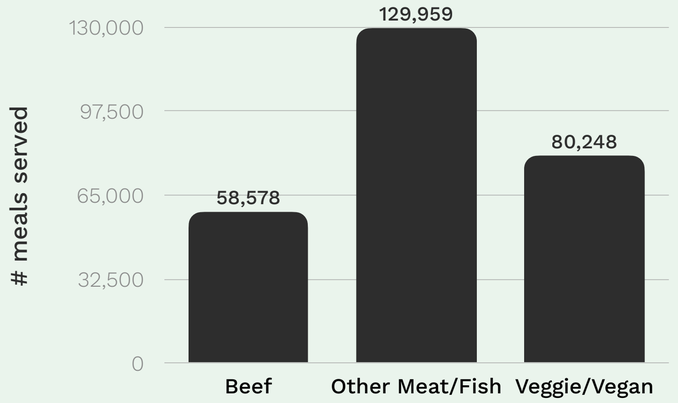
tCO2e for Cars/Taxis, with reduction option

Catering

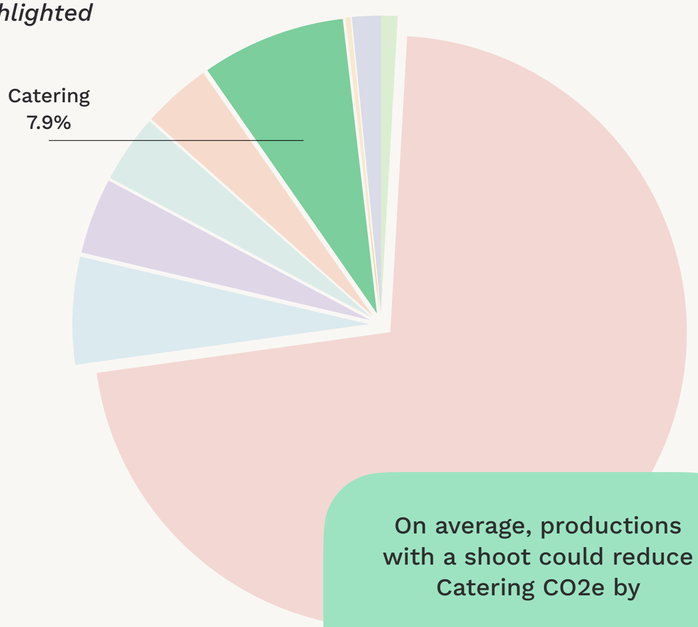
In 2025, 1597 Final Footprints with shoots included at least one Catering entry (84%). Let's see what people were eating, and how carbon intensive it was!

Total meals across Final Footprints with shoots, by type

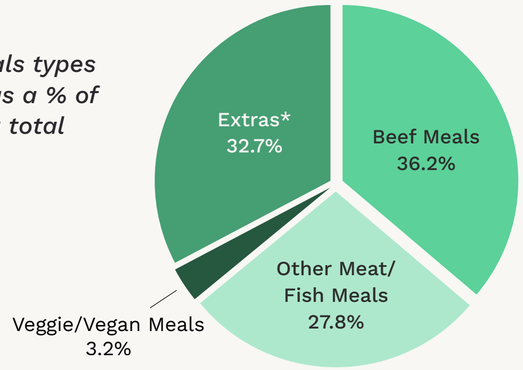
In total, 268,785 meals were attributed to Final Footprints with shoots in 2025, with the majority being other meat/fish. Despite Veggie/Vegan being the 2nd most popular option, the meals accounted for just 3.2% of the Catering total, as they are much less carbon intensive.



Total CO2e recorded per activity area for projects <u>with</u> shoots shown as a percentage with Catering highlighted



CO2e of meals types and extras as a % of the Catering total



On average, productions with a shoot could reduce Catering CO2e by

33%

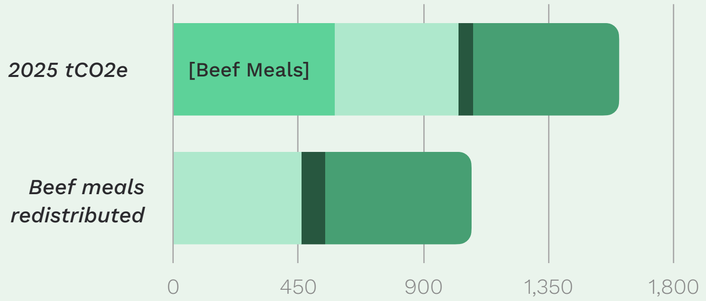
if no beef was served

Easy CO2e savings

What if the beef meals were swapped for something else?

If the 58,578 beef meals recorded in 2025 were redistributed equally to other meat/fish and veggie/vegan instead, 529.8 tCO2e would have been avoided. This represents a 33% reduction across Catering, and a 3% reduction overall, whilst serving the same number of meals.

Most caterers (as far as we're aware) do not charge a premium for beef meals, so this is one area where sadly there wouldn't be a cost saving - unless you asked for one...



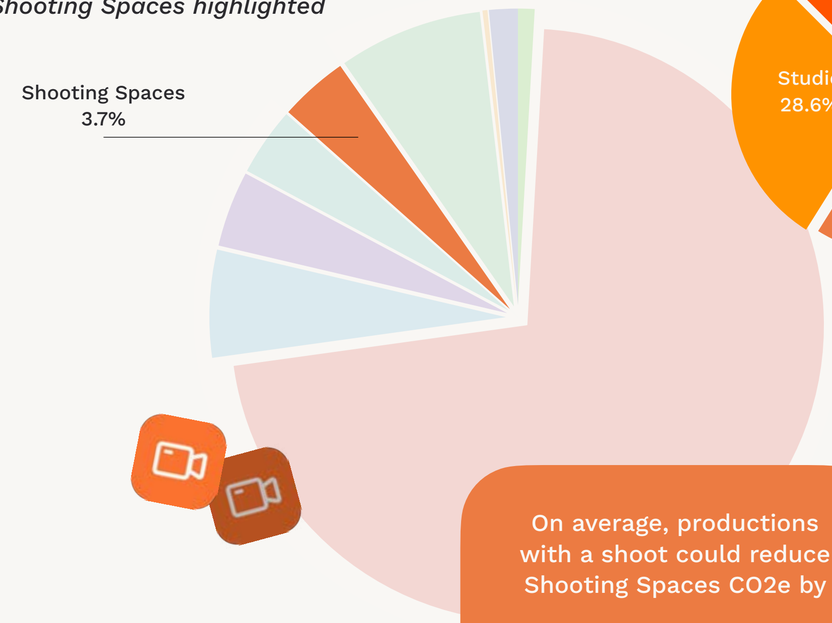
tCO2e for Catering, with reduction option

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

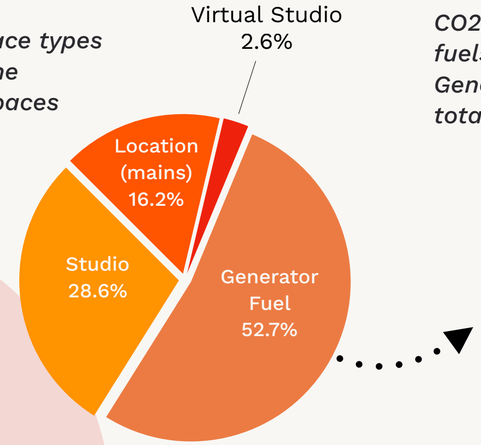
Shooting Spaces

In 2025, 1094 Final Footprints with shoots included at least one shooting space entry (58%), covering 4466 days spent on location with mains power, and in generator powered spaces, traditional studios and virtual studios with volume LED.

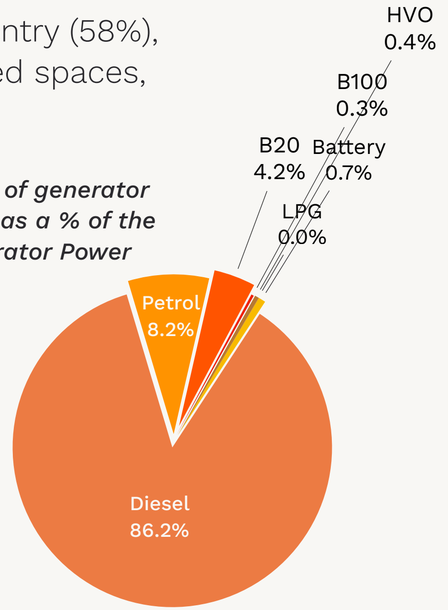
Total CO2e recorded per activity area for projects <u>with</u> shoots shown as a percentage with Shooting Spaces highlighted



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



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



On average, productions with a shoot could reduce Shooting Spaces CO2e by

38%

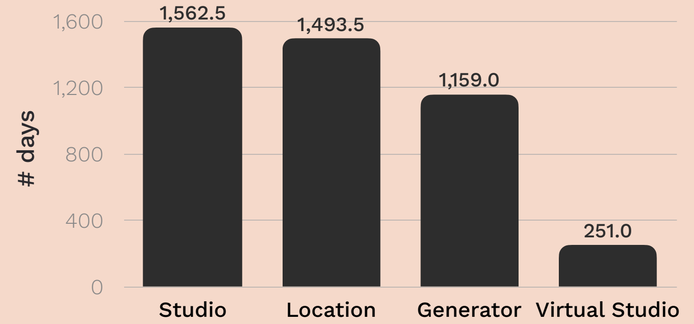
if diesel fuel used for generators was swapped for HVO instead

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

Days in each space type

Studio shooting was most popular in 2025, with 1562.5 days spent on a traditional stage, followed by 1493.5 days on location. 1159 days were spent using generators, although these generated (ahem) the most emissions.

Virtual studios were in 4th place, but great to see a full year of data here after introducing it mid 2024.

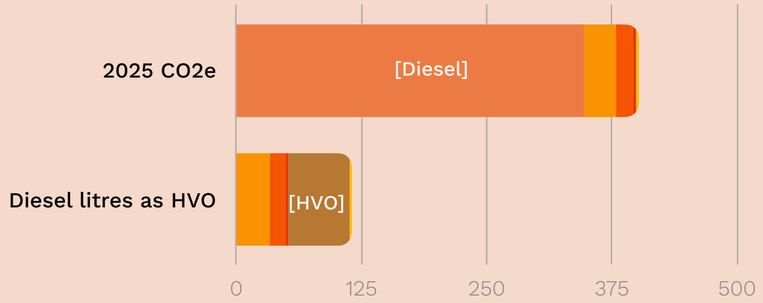


Easy CO2e savings

What if the Diesel fuel in the generators was swapped for HVO?

Generator fuel emissions made up the majority of Shooting Spaces CO2e so if we switch to renewable diesel alternative, HVO fuel, for the 101,609 litres of diesel used, 287.2 tCO2e would have been avoided.

This represents a 71.9% reduction across Generator fuel, a 37.6% reduction of Shooting Spaces, and a 1.4% reduction overall, whilst using the same litres of fuel.

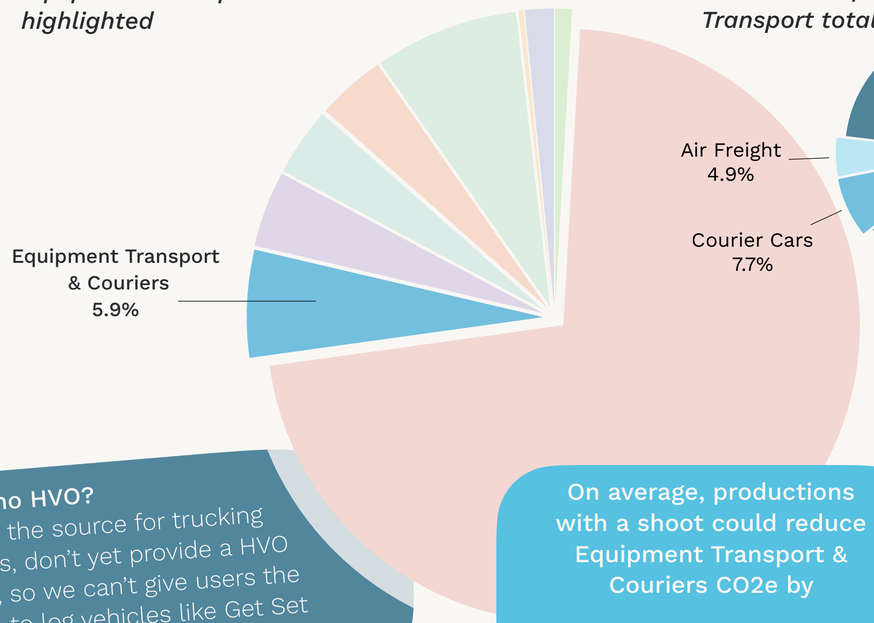


tCO2e for Generator fuel with reduction option

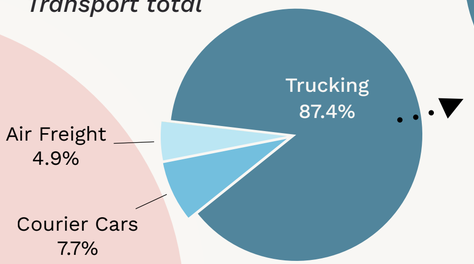
Equipment Transport & Couriers

In 2025, 957 Final Footprints with shoots included at least one Equipment Transport entry (51%). This is an area covering road, air, rail and sea. Despite the majority being Trucking (87.4%), we were surprised to find 185 air freight entries too, accounting for another 59 tCO2e.

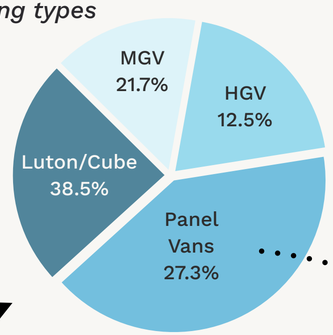
Total CO2e recorded per activity area for projects <u>with</u> shoots shown as a percentage with Equipment Transport & Couriers highlighted



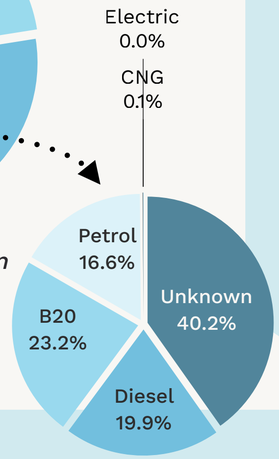
CO2e of Equipment Transport types as a % of the Equipment Transport total



CO2e of trucking types as a % of the Trucking total

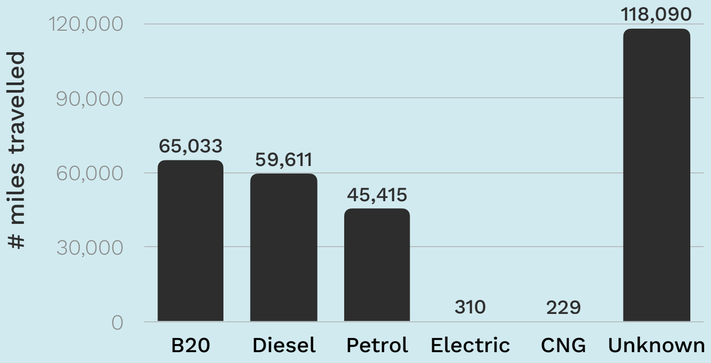


CO2e of Panel Van fuel types as a % of the Panel Van total



Total miles travelled across Final Footprints with shoots for Panel Vans, by fuel type

It's clear that for many, it's difficult to find out which fuel type is being used in the Panel Vans (and we see this across all trucking types). However, the majority of miles were either B20 (a Biofuel blend using 20% Biodiesel and 80% Diesel), normal Diesel or Petrol. Only 310 miles were driven in an electric panel van.



Why no HVO?

GLEC, the source for trucking factors, don't yet provide a HVO factor, so we can't give users the option to log vehicles like Get Set Hire's HVO fuelled trucks. However, we'll continue to lobby them so that you can include these in the future.

On average, productions with a shoot could reduce Equipment Transport & Couriers CO2e by

10%

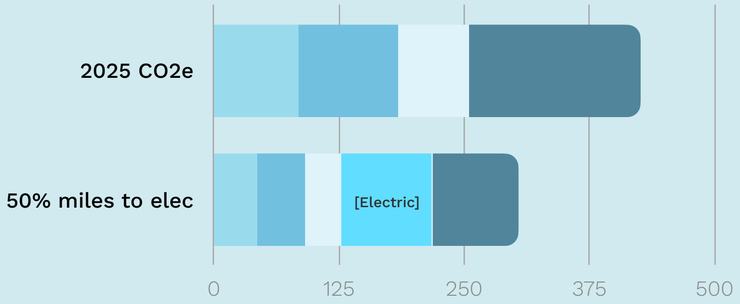
if 50% of Panel Van non-electric miles were spent in an electric van instead

Easy CO2e savings

What if half of the [non-electric] miles were electric instead?

In early 2026, 13.5% of light commercial vehicle registrations in the UK were electric - a record high.** Panel Van emissions made up the majority of Trucking CO2e so if we assume that half of the non-electric miles (just over 114,000 miles) were driven in electric panel vans instead, 122.5 tCO2e would have been avoided.

This represents a 28.7% reduction across Trucking, a 10.2% reduction of Equipment Transport, and a 0.6% reduction overall, whilst travelling the same distance.



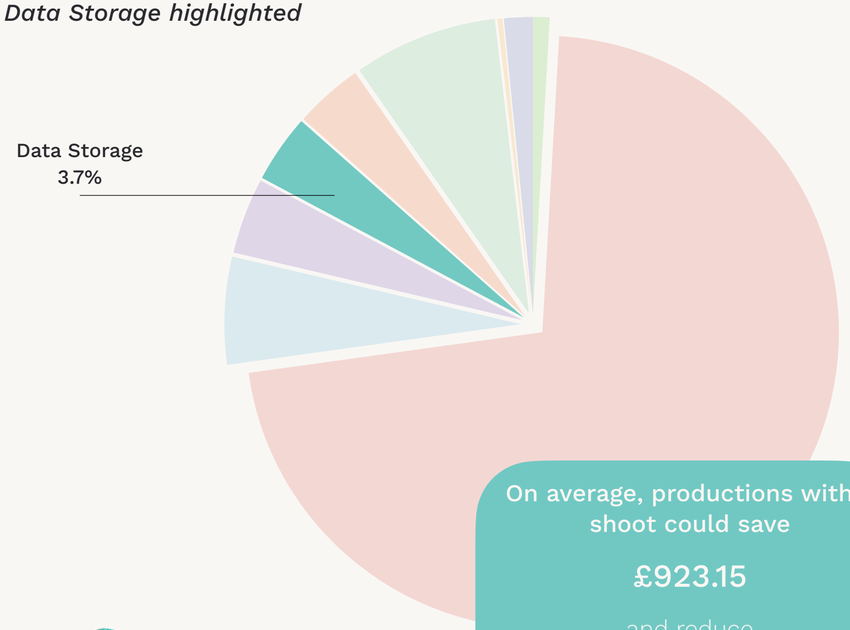
tCO2e for Panel Van fuel, with reduction option

*Rail and sea freight CO2e were less than 0.0%.
**Of new LCV registrations. Society of Motor Manufacturers and Traders (SMMT), March 2026 Data Release

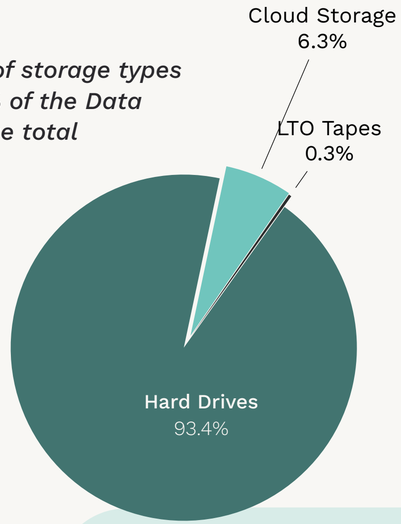
Data Storage

With a full year of data for the first time, let's take a look at how Data Storage breaks down - and how reusing hard drives can save big money.

Total CO2e recorded per activity area for projects <u>with</u> shoots shown as a percentage with Data Storage highlighted

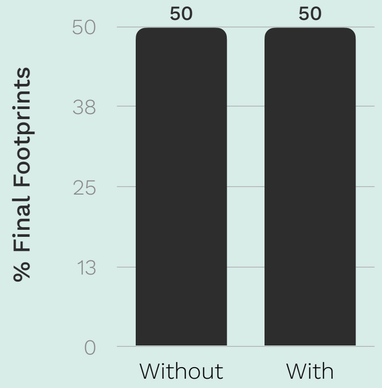


CO2e of storage types as a % of the Data Storage total



% of projects with and without hard drives

50% of Final Footprints with shoots (954) purchased one or more new Hard Drives, with an average of 3.7 drives each. 27 projects purchased more than 10 new Hard Drives, whereas 262 purchased only one.



Get confident reusing drives:
Would you only use camera cards or mags once? Of course not! Reusing hard drives is easy - simply reformat them after your shoot, and check they're in good working order before your next shoot.

On average, productions with a shoot could save

£923.15

and reduce
Data Storage CO2e by

47%

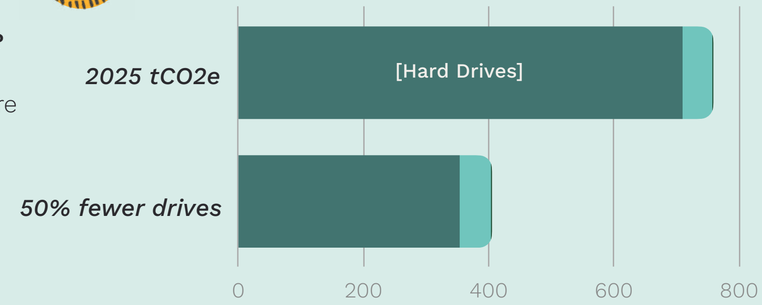
if 50% of drives were reused*

Easy CO2e and cost savings

What if half of the hard drives were reused?

If half of the 3,547 drives recorded in 2025 were reused, a whopping 354.7 tCO2e (50%) would have been avoided. This represents a 46.7% reduction across Data Storage, and a 1.7% reduction overall.

And - an even more whopping saving, money. With a Samsung 4TB drive now costing £499, **the industry could have saved £884,976.50** by simply reusing just half of them.

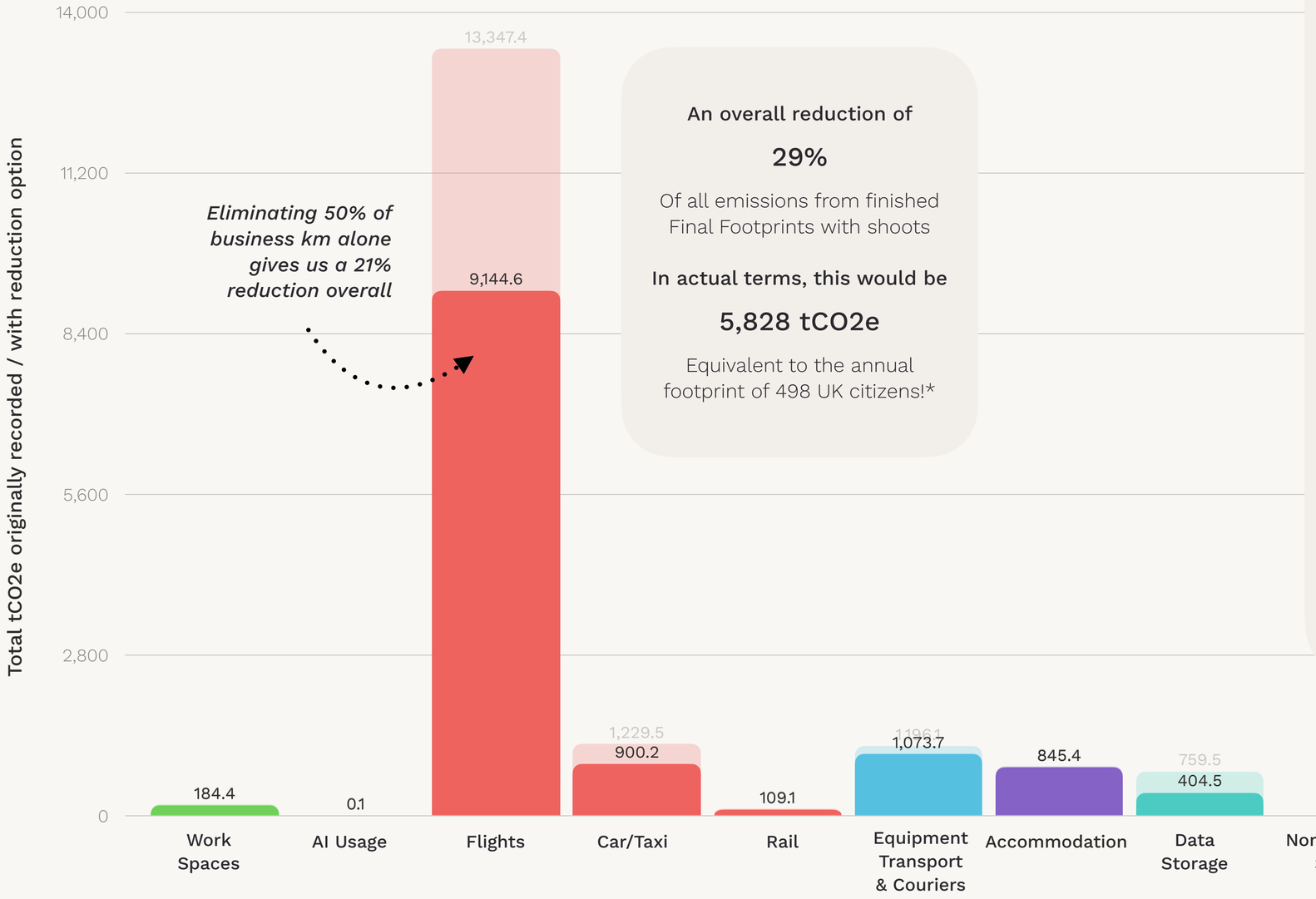


tCO2e for Data Storage, with reduction option

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

Reducing the industry's footprint

With the reduction ideas presented over the last few pages, let's look at how the tCO2e reported for each area in 2025 would have reduced...



An overall reduction of

29%

Of all emissions from finished Final Footprints with shoots

In actual terms, this would be

5,828 tCO2e

Equivalent to the annual footprint of 498 UK citizens!*

If all the ideas presented were taken into account, what would the total tCO2e have been for Final Footprints with shoots in 2025?

The 2025 total of 20,425 tCO2e would have reduced by 29%, to 14,596 tCO2e, avoiding 5,828 tCO2e, which is equivalent to the annual footprint of 498 UK citizens.

Remind me, what were the reduction ideas?

Here are the reduction ideas we explored, which focused on reducing the highest impact areas. These would result in the savings seen on the graph below, and in some cases, big financial savings too. Hopefully we can also agree that these measures would not impact on creativity at all...

- **People Transport > Flights:** 50% fewer business km flown
- **People Transport > Cars/Taxis:** 50% of petrol miles in electric cars
- **Equipment Transport & Couriers:** 50% of non electric Panel Van miles in electric Panel Vans
- **Data Storage:** 50% of hard drives reused
- **Shooting Spaces:** Switching out Diesel fuel for HVO
- **Catering:** Serving no beef

Plus on top of this there would be CO2e and cost savings in accommodation and per diems if flight numbers were reduced rather than locations changed.

What if my productions don't have flights?

For The 65% of Final Footprints without flights, it's likely that road transport for both people and equipment, and Catering will be your biggest areas, followed by Data Storage and Shooting Spaces. Applying the same reductions will have a proportionally bigger effect.

*11.7 per UK citizen per year, as reported on page 13

Activity breakdown: Projects without a shoot

Before we wrap up our calculator data section, let's see where all of the emissions came from, across Final Footprints without a shoot.

Which activities contributed most to the 79 tonnes of CO2e for the 402 finished Final Footprints without shoots, and why?

CO2e from Final Footprints without shoots accounted for a mere 0.38% of the 20,504 tCO2e total, however non-shoot projects still made up 18% of the total number in 2025.

Only 1% of Final Footprints without shoots (4) included one or more flight entries, but overall, flights accounted for up 27% of CO2e reported, and covered a distance of 95,692 km.

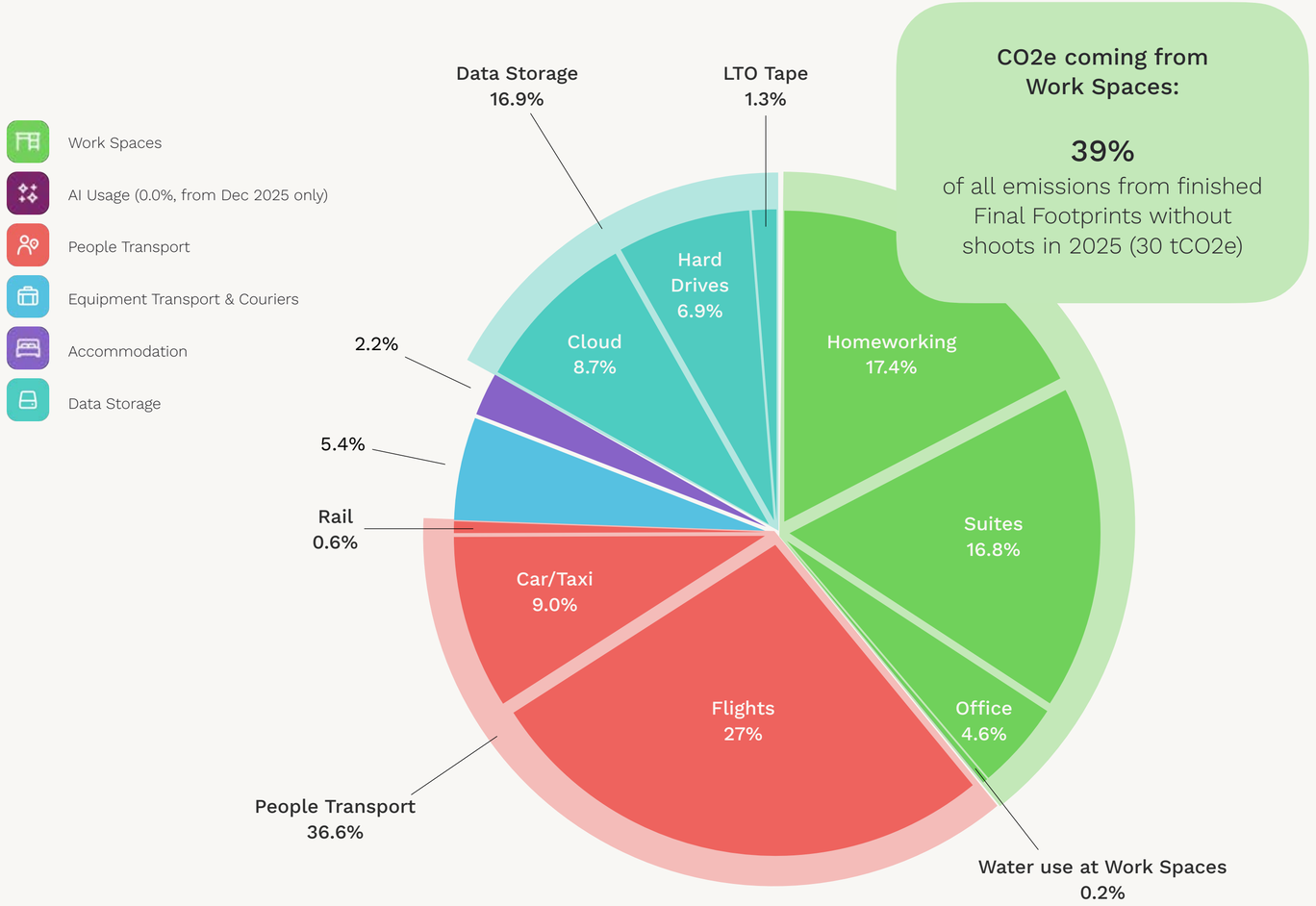
So, despite the very low prevalence of Final Footprints without shoots but with flights, they have had a massive impact on the pie chart. If your productions have no shoots but tend to feature flights, this will likely be your priority for reduction, so take a look at the ideas we've already explored.

If we're not flying, what's the best thing we can do to reduce CO2e?

For the majority which had no flights (398), Work Spaces and Data Storage will likely be your biggest areas of focus. The pie chart here shows that overall, Work Spaces was the biggest activity area at 39%, so ensuring your offices and suites are on clean energy tariffs, and understanding if your teams' homes are too will be an easy way to reduce the impact here, as well as reusing drives and making sure you aren't storing excessive data on the cloud for longer than is necessary.

I can't quite visualise the pie with no flights - what should I do?

Use the Early Insights feature to measure your production upfront and look for the biggest segment of the pie - that's the reduction priority. And don't forget to mark the Final Footprint as finished when you're done too, then it'll be included in the data we review each year.



Total CO2e recorded per activity area for projects without shoots shown as a percentage, with additional breakdowns for Work Spaces, People Transport and Data Storage


Part 3
Everything
Else

Other things to inspire and support

It’s not just the carbon calculator: find our latest case studies, sustainability training and other resources on the website.

precious

What case studies do you have?

Whilst we have focused on the overall industry footprint in this report, the website features various case studies from 2025 superusers, each featuring a specific production.

Each case study includes the reduction measures taken, the total CO2e, and a breakdown of the Final Footprint’s activities.

Want to add your case study to our collection? Tell us about your production here.

create.

What training and support can I get?

On demand, online training is available for anyone starting their sustainable production journey, focussing on climate science and the advertising industry as a whole.

In person workshops can be booked via the website, and you’ll also find a carbon calculator step by step guide.

You’ll find all of our video content, including short how to snippets and webinar recordings, on our YouTube.

Who we are

Stephen Woodford
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Advertising Association

Jo Fenn
Global Director

Sophie Broadbent
Senior Account Manager

Tom O'Brien
Carbon Calculator Exec

Emily Plunkett Fleischer
US Director

Marty Keizer
Founder, AdGreen NL

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

Our calculator chatbot can answer most questions, and workshops and 1:1's can be booked via our website.

Want a carbon calculator overview?
Check out the step by step guide with videos covering how to sign up, create projects, add collaborators and activities, and export and use data!

Our Advisory Board

Supporting the team is the advisory board, made up of all major holding companies, key brands, and the UK advertising industry's prominent trade bodies, representing advertisers, advertising agencies, production companies and photographers.

Our Industry Partner

The generous support of Get Set Hire allows us to offer free events, supply timely resources and develop new training modules.

Our funding

AdGreen is predominantly funded by an industry levy on production spend - find out more here.
All of the money raised is reinvested in the project, allowing us to continually improve what's on offer.

Want more of this kind of thing?
Join the mailing list here