



## ADGREEN TOP LINE

<https://www.weareadgreen.org/>

@weareadgreen (Instagram, Twitter, LinkedIn)

Curbing emissions from production is one of five recommendations from the Advertising Association's Ad Net Zero report. AdGreen, the Advertising Association initiative, unites the advertising industry to eliminate the negative environmental impacts of production, enabling the community to measure and understand waste and carbon impacts, empowering them to act for zero waste / zero carbon. Provided free at the point of use, the project comprises of training and renewable energy and offsetting schemes, with a carbon calculator and certification scheme following later in 2021.

AdGreen has launched in the UK but with global ambition to enable the industry, wherever the activity is, to act for a sustainable future.

### KEY OFFERINGS

- Free training for UK based production and creative teams (2-hour sessions which count towards CPD hours)
- Free online resources (including calculator as of Sep 2021 followed by certification scheme)
- Free events (online / in person in the UK)
- Free access to albert Creative Energy scheme (specific to the UK)
- Free access to albert Creative Offsets scheme (specific to the UK)

Once the calculator is up and running, data insights/benchmarking will be communicated to the industry at large and further infrastructure projects planned, based on the data collected.

### OFFERINGS RELEVANT TO

- Advertisers (procurement, marketing teams)
- Production consultants
- Ad agencies (production depts, creative depts)
- Production companies working on stills and motion
- Freelance agency and production company staff as above
- Suppliers of services (incl post houses, service companies, studios etc)

### KEY TALKING POINTS

- AdGreen exists to support the industry in addressing Ad Net Zero action point 2: curbing emissions from production
- Production emissions come from 5 different types of activities: transport use, energy to power spaces, materials we use, fuels we use, and waste we dispose of.

- The responsibility needs to be shared - it's not something to think about only once the script is in production
- Scripts can have emissions 'baked in' if they require travel relating to a specified location or cast member, or a large lighting set up / set build
- Emissions should be thought of in this order: (Air) Travel, Energy and then Waste (Disposal)
- All AdGreen resources are free at the point of use. A [levy](#) is to be introduced in June to fund the project on an ongoing basis.

N.B. Companies do not sign up / become a member of AdGreen (unless they are an entity on the [Advisory Board](#), in which case they are a member of the AdGreen Advisory Board). AdGreen does not have the capacity to endorse shoots/projects/campaigns/companies. However, once the calculator and certification scheme launch later in 2021, it will be possible to certify a project and/or campaign using the AdGreen certification framework (based on albert's certification framework).

## MAIN CALLS TO ACTION

For all (but predominantly ad agency and prod co staff):

- Sign up for the [newsletter](#)
- Follow our socials (@weareadgreen [Twitter](#), [Instagram](#), [LinkedIn](#))
- Attend a [training session](#)
- Attend our events
- Read and use the [resources](#) on the website
- [Switch to renewable energy](#) through the Creative Energy scheme
- Use the calculator (once available)
- Certify a production (once available)
- [Offset unavoidable emissions](#) through the Creative Offsets hub

for creatives specifically:

- Avoid 'baking in' emissions in scripts

and for advertisers specifically:

- Choose to contribute to the levy on production spend
- Discuss the scripts you are presented in terms of 'baked in' emissions
- Require carbon foot-printing data (and certification) as part of procurement process and pre-TX sign off (using AdGreen's calculator will be one way of providing this)
- Stipulate behaviours to accelerate reduction of emissions associated with travel, energy and waste (e.g. max 3 on set from ad agency, 1 client; studio must be powered by renewables etc)