

# AD NET ZERO ACTION PLAN

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ADNETZERO.COM

Ad Net Zero launched in the UK in late 2020 and extended globally in 2022, launching in the US in 2023. Its mission is to decarbonise the advertising industry with a five-point action plan mapping out the essential steps to help drive the transition to a net zero economy.

## 1 Reducing emissions from advertising business operations

Publicly declared science-based targets, in line with the Paris Agreement, and through initiatives such as the SBTi or Climate Pledge, are now mandatory for all Ad Net Zero global supporters, as is the annual measurement and reporting of emissions. For local chapter supporters, the setting of public science-based carbon reduction targets, as well as the calculation and reporting of annual emissions, is now also compulsory.

## 2 Reducing emissions from ad production

The organization advocates the use of carbon measurement tools such as AdGreen, which has worked with companies across the UK and beyond, to measure and reduce the carbon footprint of productions. AdGreen has educated more than three thousand ad professionals on best practices for a zero-carbon approach to ad production through training and the use of a carbon calculator. It recently published its Annual Review analysing data from 515 projects from 87 companies and highlighting the huge opportunity for carbon reduction in ad production.

## 3 Reducing emissions from ad distribution

Under Action 3 we want to help our supporters and the industry understand the carbon emissions associated with a media plan. These emissions are significant, and we feel that consistent data is critical to understand and reduce this impact. In March 2023 Ad Net Zero joined forces with WFA's Global Alliance for Responsible Media or GARM to launch a fast track workstream to identify a standard framework for measuring the carbon emissions from media campaigns.

## 4 Reducing emissions through events and awards

The group works on embedding sustainability considerations into all awards as well as organising their own ceremonies, encouraging UK awards events to integrate sustainability criteria through the likes of British Arrows and the Data Marketing Association, and most recently working with Cannes Lions to include a question around sustainability on creative entries.

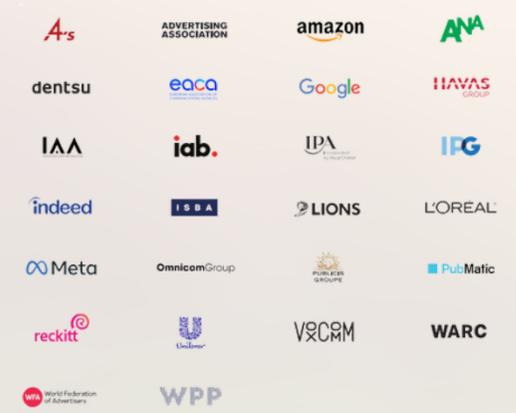
## 5 Harnessing advertising's power to drive behaviour change

The team created the Campaign Ad Net Zero Awards in 2022, to identify case studies and examples of best practice, and these have now launched again for 2023. In addition to awards, Ad Net Zero is tracking ad spend to examine where the shifts are taking place within sectors, for example the UK automotive sector through the promotion of EVs over petrol vehicles. It is also helping promote the work of regulators, for example the UK's ASA, to help ad professionals to understand the rules around making environmental claims and avoiding unintentional greenwashing. Ad Net Zero is also sharing work on investigating the models of marketing attribution and carbon accounting by Oxford University's Saïd Business School, and this piece of work will be explored in more detail on stage at Cannes LIONS.

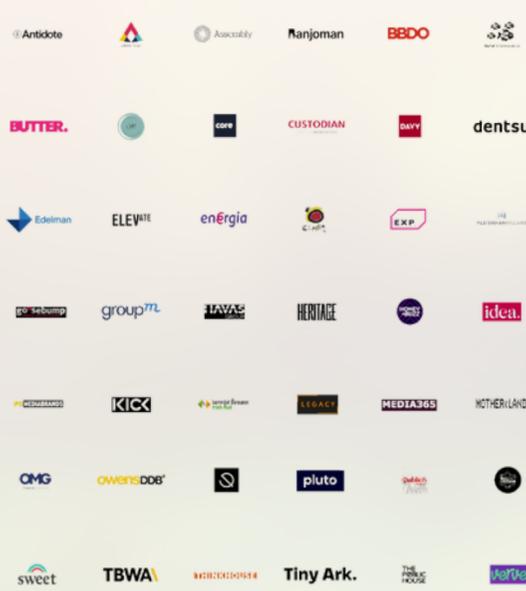
# WELCOME TO AD NET ZERO

Helping drive the transition to a net zero economy has remained the focus since the launch in November 2020, with a growing number of supporters in the UK, Ireland, and the USA, as well as in our global group.

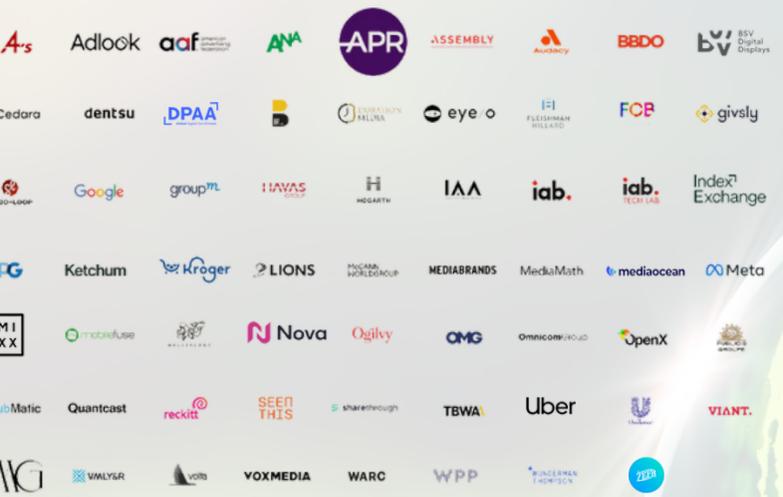
## 25+ supporters globally



## 70+ supporters in Ireland



## 60+ supporters in the US



## 100+ supporters in the UK



## Training and resources

### Two global summits

Ad Net Zero has organized and delivered two Global Summits from the UK, with more than 50 online sessions providing guidance and information for thousands of advertising professionals in the UK and around the world. All content is designed to help advertising professionals understand the positive actions they can take to tackle climate change and is freely available on [adnetzero.com](http://adnetzero.com).



The 3rd Global Summit will take place in November and registration is now open to find out more about this year's event.

### Showcase sessions

Ad Net Zero has devised a programme of events in 2023 to help supporters navigate best practice in sustainability, again with all content freely available on [adnetzero.com](http://adnetzero.com)

### Training for UK and global ad professionals

In response to supporter demand, the group developed an online Ad Net Zero Training Course – over 1400 professionals from more than 100 companies have completed it to date. A Global version launched in November 2022, with a US iteration planned for later this year.

### Ad Net Zero Guide

This guide has been developed using insights and tips drawn from the Ad Net Zero supporter base. Download it for free from [adnetzero.com](http://adnetzero.com)