

# SCOPE3

“ A significant and burgeoning contributor to the decarbonisation of advertising’s digital ecosystem. A business of influence and benefit to the industry, it continues to learn, evolve its offering and catalyse good practice across the industry. ”

- Campaign Ad Net Zero judge.

## Challenge

The digital media and advertising industry has grown massively. Along with it, so has its impact, and it is our responsibility to make sure that impact isn’t a net negative on the environment or society.

## Brief

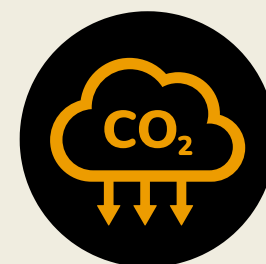
To systemically decarbonise digital media and advertising.

## Solution

Develop a model that precisely measures the emissions of digital advertising, with the ability to check the emissions of every advertising, publishing, and tech platform.

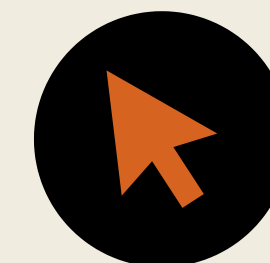
## Execution

- Open-sourced their methodology to allow for rapid feedback and pushing their models to evolve in public.
- Invested \$1MM to create a carbon removal portfolio with Carbon Direct that allows clients to draw down upon with no additional fees.
- Encouraged investment in high-quality and high-impact carbon removal, by launching the 'I Cannes Remove Carbon' program in partnership with Carbon Direct.

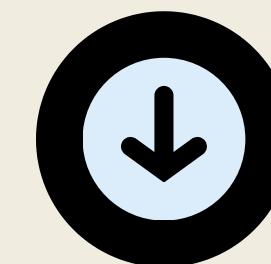


Reduced gC02PM (grams of carbon emissions per 1K impressions) by 56% for Sanofi.

## Results



Achieved +65% CTR vs. their target goal.



PHD for Audi has lowered the carbon footprint to 52% below industry average.