

# ONE YEAR ANNIVERSARY

It's been a busy year at Ad Net Zero US, bringing in incredible supporters from all across the ad industry, launching Action Groups, beginning the hard work of emissions reduction plans, and collaborating on frameworks, best practices, and action guides that will help our industry measure and work toward a net zero future.

Take a look at what this community has accomplished and join us for what's next!



Trade
Associations

15 Industry Trade Associations are supporters of Ad Net Zero US.



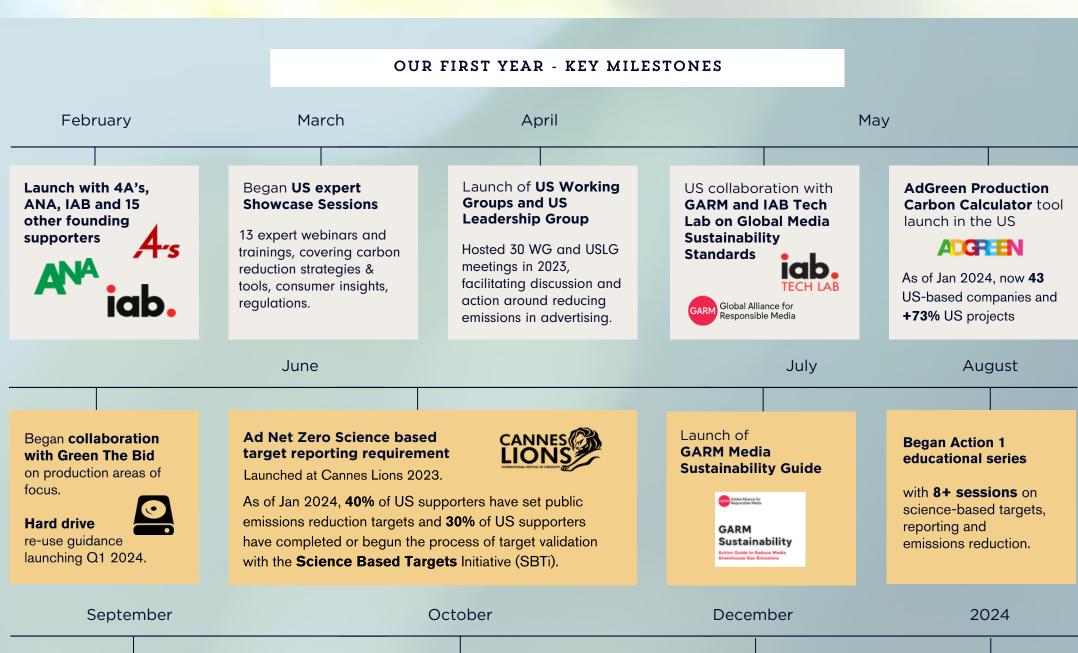


# 40% Ad Spend

The US advertising industry represents 40% of global ad spend. The US has a carbon footprint per capita 3x the global average. This is why taking action in this market is so important!

20+
Industry panels
and collaborations
with supporters.





Ad Net Zero brings advertising to

Through collaborations with the ANA, Meta, Sharethrough, Scope3, IPG Mediabrands - bringing advertising emissions into the climate conversation.

**Climate Week NY** 



Meta

Ad Net Zero brings sustainability to **Advertising Week NY** 



Ad Net Zero and AdGreen participated in a Sustainable Production workshop with Green The Bid, Uber, McCann.

Uber

GREEN. THE BID McCANN WORLDGROUP

#### Google x Ad Net Zero Creative Breakfast

Celebrating work from Uber, SEPHORA, Bayer and Dove (Unilever) that reduced carbon from the development process.

Google

Action 5 Consumer

**Behavior Launch** 

Calling all brand marketers, creatives, and creative strategists to help make sustainable consumer behaviors famous within our industry!





## WHAT'S AHEAD?

Launching the <u>Ad Net Zero Foundational Pathways</u>

<u>Assessment for the US.</u>

Launching Action 5 Consumer Behavior US Working Group.

Releasing Production Best Practices: Hard Drive Re-use and Air Travel.

Completion of GARM Global Media Emissions Measurement Framework. (six workstreams: Metric + Methodology, Data Collection, Access, Audit + Verification,

Development of Sustainable Events Guide with <u>isla</u> and Action 4 supporters.

Scaling <u>Ad Net Zero Awards</u> in the US.

Monitoring, GHG Optimization)

AD NET ZERO ACROSS THE GLOBE

Ad Net Zero launched in the UK in 2020, and announced global expansion at Cannes 2022, with Ireland, US, New Zealand following. And Spring 2024 will launch UAE, a European Hub, and Australia!

## KEY RESOURCES















