



WELCOME TO PATHWAY TO PROGRESS 2024

Ad Net Zero Ireland Sustainability Summit



Dublin May 1st 2024



AD NET ZERO
IRELAND



Peter Nolan
INDEED

Peter Nolan
Indeed

Indeed & Ad Net Zero

Brand decisions impacting our emissions

Peter Nolan, Senior Manager - Brand & Advertising




We help
people
get
jobs.

Indeed and our ESG Goals

Indeed has a set goal of achieving **net zero** greenhouse gas emissions by **2030**, beyond our current organisation status of **carbon neutrality**.

Indeed partnered with Ad Net Zero in April 2023 to establish **measurement methodologies** and **best practices** to reduce emissions in our advertising verticals including **production, media buying** and **events**, as part of this mission.



A person is sitting on a desk, using a laptop. The scene is dimly lit, with a blueish tint. The person is wearing a grey sweater and blue jeans. The text "You can't manage what you don't measure" is overlaid on the image in white, bold, sans-serif font.

**“You can't manage what
you don't measure”**



Establishing Baselines & Goals

Learn

Accelerate our knowledge with industry experts

Measure

Quantify emissions in a standardised way

Empower

Use data to enable better decision making

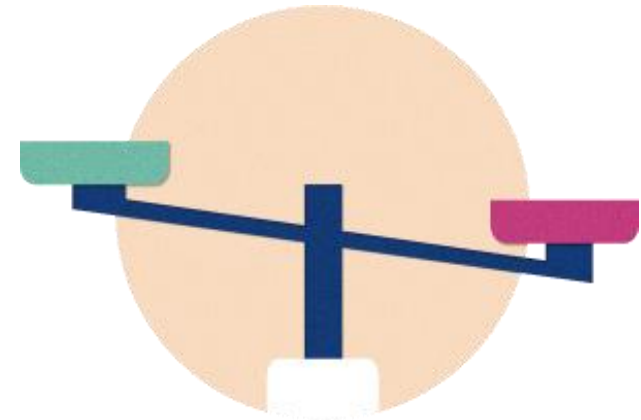
Reduce

Actively reduce emissions with effective solutions

Measuring our productions - baselines to reductions

Servicing multiple markets

Our brand work covers multiple key markets around the globe and is required to combine consistent tonality with local nuances.



Global Approach

Top markets with local variances.

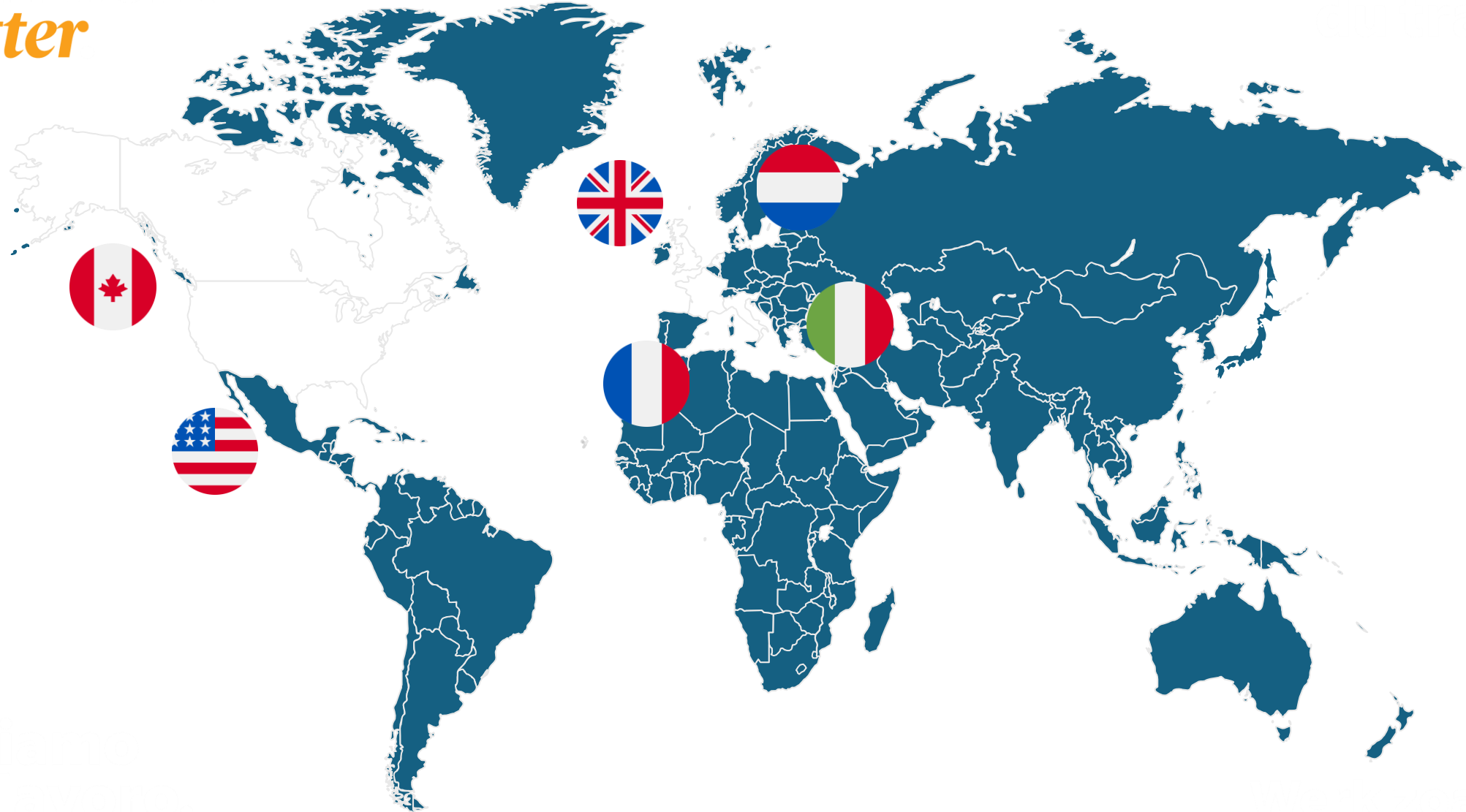
Bespoke Approach

Individual markets where a singular approach is needed.



Changeons

better



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werken



better



Project

[SUBMIT FOR REVIEW](#)


The World Can Work Better Global

240006280-1

Indeed Brand - TWCWB WIP

Footprint Status **OVERDUE**

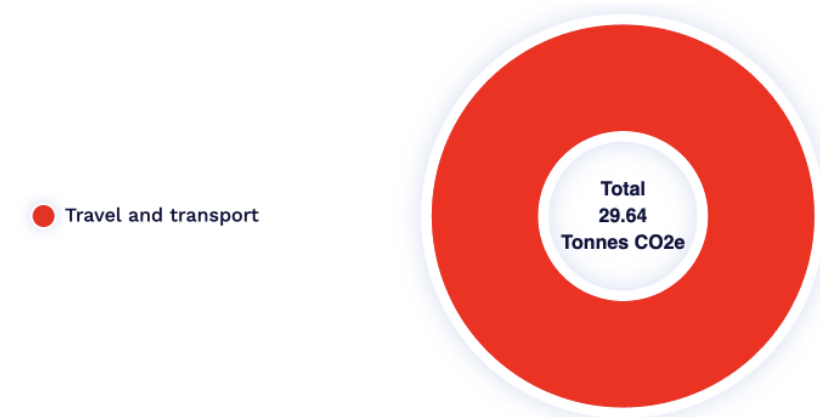
3rd Party Production Partners	Award Date	First Shoot Date	Last Shoot Date	Delivery Date	Budget
	1 March 2023	1 April 2023	15 April 2023	1 June 2023	-

Content Type	Project Types	Duration	No. of Key Visuals	No. of Shoot Days	Photographer/Director	Production Tags
Original	Motion	5 minutes	-	8		Location

Footprint Data



Usage for this project:



Total CO2e **29.6476**

Offset cost **£311.30**

Once a footprint has been finalised by all collaborators and approved by AdGreen, you'll be able to offset it at £10.50 per tonne with our offsetting partners, Ecologi. However please remember that offsetting should not be used in place of making impactful changes that will genuinely reduce your carbon footprint or used as a distraction from the real solutions to reduce emissions.

Measured consideration for productions



indeed
statt
AUSREDEN!



Moving Forward

Future Planning

Calculate and Reduce with input from Global Teams

Setting estimates and reduction planning for all productions



Selection Process for Third Party Partners

Environmental and sustainability policies more rigorously reviewed in the awarding of contracts



Sustainability Management on Location

Ensuring sustainability officers are part of our remit during productions



Future Planning



Media Buying

Selection of media outlets, broadcast times and market by market investments developed with our emissions reduction targets in mind



Events Coordination

Aligning our event management selections to our sustainability goals including event venues, travel requirements and vendor selection.



Thank you

