

## Ad Net Zero Foundational Pathway

### **What is the Ad Net Zero Foundational Pathway?**

With support from PwC, we have developed a framework to understand and demonstrate the progress your organisation is making across the Ad Net Zero five-point action plan.

This, presented as a form for each business to fill in, will help us to ensure that all supporters are taking action, a commitment that was made when becoming a supporter of Ad Net Zero.

The form enables us to provide tailored support, through tools, training and guidance, while enabling us to measure the progress of the wider advertising industry in regard to reaching Net Zero.

The results will then form the basis of further benchmarking for supporters.

Please see the FAQs [here](#).

### **The Ad Net Zero Action Plan**

As an Ad Net Zero supporter, you have committed to the Ad Net Zero five-point action plan, built to help businesses achieve the necessary steps around:

- Decarbonising advertising operations; and
- Promoting sustainable products, services and behaviours.

As a reminder, the [Ad Net Zero five-point action plan](#) is as follows:

#### **Action 1**



**Commit to measuring, managing and reducing emissions From Advertising Business Operations**

**Action 2**

**Commit to measuring, managing and reducing emissions from Advertising Production**

**Action 3**

**Commit to measuring, managing, and reducing emissions from Media Planning and Buying**

**Action 4**

**Commit to measuring, managing and reducing emissions through Awards and from Events**

**Action 5**

**Commit to harnessing advertising's power to support Behaviour Change**

**Who is the Ad Net Zero Foundational Pathway for?**

Currently, the Foundational Pathway is for all UK, US, and Ireland Ad Net Zero supporters. If you want to complete the Foundational Pathway but are not a supporter, please let us know, and we'll be in touch about how you can become a supporter.

It has been designed for local market activation and therefore we ask for local data across the form.

The exception is the questions around public science-based net zero targets and annual reporting –if you are part of a Global organisation where this is being done globally then this is sufficient.

**[STARTER QUESTIONS]**

**Please select the description that best describes your company:**

- Advertiser
- Agency (creative)
- Agency (media)
- Agency (events)
- Production company
- Media owner/Platform
- AdTech Company
- Trade Association
- Awards body

**Please select the number of employees your company currently employs:**

- Fewer than 250
- 250 – 4999
- 5000+
- Are you part of a Global organisation?
- Yes – please state the name of the Global organisation
- No

**Please fill out the following fields:**

- Name of organisation:
- Name of contact:
- Contact email address:

See [here](#) for a reminder about the Ad Net Zero five-point action plan and how it works.

Now let's dive in!

**[Action 1 - Info section]**

Action 1 (Commit to measuring, managing and reducing emissions From Advertising Business Operations)

As an Ad Net Zero supporter, you have committed to setting and making public a science-based net zero target, to put your business on a path consistent with the Paris Agreement and the latest climate science. This must be in place by June 2024 (for businesses who were existing Ad Net Zero supporters in June 2023) or within 12 months of joining the programme.

You have also committed to measuring progress on this and publicly reporting it annually, except SMEs, who do not have to make this annual report public.

As a reminder, this is the United Nations' definition of net zero:

Put simply, net zero means cutting greenhouse gas emissions to as close to zero as possible, with any remaining emissions re-absorbed from the atmosphere, by oceans and forests for instance.

**This is how you can make progress against Action 1:**

Set a public science-based net-zero target - a clearly defined pathway to net zero in line with the Paris Agreement.

This means the latest date to reach net zero (in line with the latest climate science) is 2050, but in keeping with our highest level of ambition we recommend committing to a net zero target of 2030 for your advertising business operations.

If you choose to split out a near term reduction target and longer term net zero target, our recommendation is a near term reduction target for 2030 (the year set out by the Paris Agreement as a reduction target), with a supporting additional long term target for hitting net zero, which can be 2050 at the latest.

The public setting of targets can be done through either the Science Based Targets initiative, a commitment to the UN Race to Zero (including via the SME Climate Hub), The Climate Pledge, or other comparable alternatives.

Calculate and report emissions annually and publicly - all supporters must calculate and report their emissions annually and publicly, except SMEs, who can share the report with Ad Net Zero instead of publicly reporting. For Action 1 reporting, as it stands, Ad Net Zero recommends scope 1 and 2, plus business travel from scope 3, as a minimum.

The Ad Net Zero website and guide has more information on how to put this into practice.

**[Action 1 – Questions]**

Organisation Type	Activity Request
<ul style="list-style-type: none"> <li>• Agency (Creative)</li> <li>• Agency (Media)</li> <li>• Agency (Events)</li> <li>• Production Company</li> <li>• Media Owner/Platform</li> <li>• AdTech Company</li> <li>• Trade Association,</li> <li>• Awards body</li> </ul>	<p><b>Has your organisation set a public science-based net zero target?</b> Please note, this is a mandatory requirement for all Ad Net Zero supporters. If you are part of a Global organisation where the target has been set globally, that is sufficient.</p> <p>YES</p> <ul style="list-style-type: none"> <li>• Please link to your public science-based net zero target.</li> <li>• NO</li> </ul> <p>Are you in the process of setting this target?</p> <ul style="list-style-type: none"> <li>• YES – Please outline when you expect the target to be set.</li> <li>• NO – Please outline the barriers to your organisation doing this.</li> </ul> <p><b>Has your organisation set a short-term emissions reduction target?</b></p> <p>YES</p> <ul style="list-style-type: none"> <li>• Please state your short-term reduction target.</li> </ul> <p>NO</p> <ul style="list-style-type: none"> <li>• Please outline the barriers to your organisation doing this (note – if you have combined long-term net zero target and short-term reduction target into one, please state that here).</li> </ul> <p><b>Are you calculating and reporting emissions annually and publicly?</b></p>

Please note, this is a mandatory requirement for all Ad Net Zero supporters (Unless your organisation is an SME- less than 250 employees- in which case it does not need to be public). If you are part of a Global organisation where these are reported globally, that is sufficient.

YES

- Please link to your public reporting, or if you are an SME, please attach your reporting.

NO

- **Do you plan to start calculating and reporting emissions annually and publicly?**

YES

- Please outline when you expect this process to be in place.

NO

- Please outline the barriers to your organisation doing this.

**Do you have a sustainability team in your organisation (an individual or team who is responsible for sustainability within their job remit)?**

YES

- Please outline the team's key objectives and activities in the last 12 months.

NO

- Please outline the barriers to your organisation doing this.

**Do you have a green team / sustainability champions in your organisation (a team of employees who volunteer their time to focus on sustainability outside of their primary jobs)?**

YES

- Please outline the team's key objectives and activities in the last 12 months.

NO

- Please outline the barriers to your organisation doing this.

**Does your organisation use a 100% renewable energy supplier?**

YES

- Please detail who the policy is with and when this came into action.

NO

- Please outline the barriers to your organisation doing this.

	<p><b>Is this policy supported by a renewable energy certificate?</b> YES NO</p> <p><b>Does your organisation have low carbon travel policies for business travel?</b> YES</p> <ul style="list-style-type: none"> <li>• Please outline the details of the policy.</li> </ul> <p>NO</p> <ul style="list-style-type: none"> <li>• Please outline the barriers to your organisation doing this.</li> </ul>
Advertiser	<p><b>Same as above, plus the following:</b></p> <p><b>Does your organisation require agencies within its supply chain to set a public science-based net zero target?</b> YES</p> <ul style="list-style-type: none"> <li>• Please outline details of the policy and when it came into place.</li> </ul> <p>NO</p> <ul style="list-style-type: none"> <li>• Does your organisation plan to make this a requirement?</li> <li>• YES – Please outline when you expect this requirement to be in place.</li> <li>• NO – Please outline the barriers to your organisation doing this.</li> </ul>
Trade Association	<p><b>Same as first box, plus the following:</b></p> <p><b>Do you encourage your members to set a public science-based net zero target?</b></p> <ul style="list-style-type: none"> <li>• YES: Please outline how you engage your members on this topic and provide any links to information on your website.</li> <li>• NO: Please outline the barriers to your organisation doing this.</li> </ul> <p>Do you encourage your members to calculate and report emissions annually?</p> <ul style="list-style-type: none"> <li>• YES: Please outline how you engage your members on this topic and provide any links to information on your website.</li> </ul>

	<ul style="list-style-type: none"> <li>• NO: Please outline the barriers to your organisation doing this.</li> </ul>
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**[Action 2 - Info section]**

Action 2 (Commit to measuring, managing and reducing emissions from Advertising Production)

As an Ad Net Zero supporter, you have committed to measuring, managing, and reducing the emissions from advertising production. Many Ad Net Zero supporters are using AdGreen to do this.

Other programmes are available and AdGreen usage is not mandated.

Like other aspects of advertising, motion and stills advertising production can be carbon-intensive processes, particularly location shoots with high levels of travel, hospitality, and complex supply chains.

This is how you can make progress against Action 2:

- Use a carbon calculator tool such as AdGreen to decarbonise production – work out the carbon footprints of motion, stills and audio projects within advertising campaigns so that you can assess the environmental impact of your production activities and make reduction decisions as needed.
- Assess aggregate data on a periodic basis to understand where policy changes may facilitate further reductions, for example: a revised travel policy where certain conditions need to be met to justify air travel.

**[Action 2 - Questions]**

Organisation Type	Activity Request
Agency (Creative) Agency (Media) Production Company	<p><b>Has your organisation set a production emissions reduction target?</b></p> <p>YES</p> <ul style="list-style-type: none"> <li>• Please state your production reduction target.</li> </ul> <p>NO</p> <ul style="list-style-type: none"> <li>• Please outline the barriers to your organisation doing this.</li> </ul>



**Has your organisation set a production emissions reduction target?**

YES

- Please state your production reduction target.

NO

- Please outline the barriers to your organisation doing this.

**Does your organisation use a carbon calculator to measure, manage and reduce emissions from advertising production?**

YES

- Please state the name of the calculator, how long you have used the calculator and for how many productions (both the numerical value and the % of total annual productions for context).

NO:

- Do you have plans in the future to use a carbon calculator for production?

YES: Please outline when you expect this to be in place.

NO: Please outline the barriers to your organisation doing this.

**Outside of a carbon calculator, is there anything else you are doing to measure, manage and reduce emissions from advertising production that you would like to share?**

YES

- Please detail here.

NO

- Please go to next question.

**Do you utilise or encourage bundled shoots for efficiency within production?**

YES

- Please detail here.

NO

- Please outline the barriers to your organisation doing this.

**Do you encourage the re-use of all enterprise-class hard drives during the production process, so long as the hard drives have been wiped clean and tested for use?**

	<p>YES</p> <ul style="list-style-type: none"> <li>• Please detail here.</li> </ul> <p>NO</p> <ul style="list-style-type: none"> <li>• Please outline the barriers to your organisation doing this.</li> </ul> <p><b>Does your company have a policy to minimize air travel for production projects? As part of this, please indicate if you try to limit your agency-side air travel to no more than 4 people.</b></p> <p>YES</p> <ul style="list-style-type: none"> <li>• Please detail here.</li> </ul> <p>NO</p> <ul style="list-style-type: none"> <li>• Please outline the barriers to your organisation doing this.</li> </ul>
<p>Advertiser Media Owner/Platform</p>	<p><b>Has your organisation set a production emissions reduction target?</b></p> <p>YES</p> <ul style="list-style-type: none"> <li>• Please state your production reduction target.</li> </ul> <p>NO</p> <ul style="list-style-type: none"> <li>• Please outline the barriers to your organisation doing this.</li> </ul> <p><b>Does your company have a policy to minimize air travel for production projects? As part of this, please indicate if you try to limit your advertiser-side air travel to 2 people. And if you ask your agency to limit it to no more than 4 people.</b></p> <p>YES</p> <ul style="list-style-type: none"> <li>• Please detail here.</li> </ul> <p>NO</p> <ul style="list-style-type: none"> <li>• Please outline the barriers to your organisation doing this.</li> </ul> <p><b>Do you utilize bundled shoots for efficiency within production?</b></p> <p>YES</p> <ul style="list-style-type: none"> <li>• Please detail here.</li> </ul> <p>NO</p> <ul style="list-style-type: none"> <li>• Please outline the barriers to your organisation doing this.</li> </ul>

	<p><b>Is your advertising production done in-house, via an agency or both? (If supporter selects both they are asked both sets of questions).</b></p>
	<p><b>PRODUCTION DONE IN-HOUSE</b></p> <p><b>Does your organisation use a carbon calculator to measure, manage and reduce emissions from advertising production?</b></p> <p>YES</p> <ul style="list-style-type: none"> <li>• Please state the name of the calculator, how long you have used the calculator and for how many productions (both the numerical value and the % of total annual productions for context).</li> </ul> <p>NO:</p> <ul style="list-style-type: none"> <li>• Do you have plans in the future to use a carbon calculator for production?</li> </ul> <p>YES: Please indicate when this will be.</p> <p>NO: Please outline the barriers to your organisation doing this.</p> <p><b>Outside of a carbon calculator, is there anything else you are doing to measure, manage and reduce emissions from advertising production that you would like to share?</b></p> <p>YES</p> <ul style="list-style-type: none"> <li>• Please detail here.</li> </ul> <p>NO</p> <ul style="list-style-type: none"> <li>• Please go to next question.</li> </ul>
	<p><b>PRODUCTION DONE VIA AN AGENCY</b></p> <p><b>Does your organisation mandate production companies within its supply chain to use a carbon calculator to measure, manage and reduce emissions from advertising production?</b></p> <p>YES</p> <ul style="list-style-type: none"> <li>• Please state the name of the calculator, how long you have required them to use the calculator and for how many productions (both the numerical value and the % of total annual productions for context).</li> </ul> <p>NO:</p> <p>Do you have plans in the future to mandate the use of a carbon calculator for production agencies within your supply chain?</p>

	<p>YES: Please outline when you expect this to be in place. NO: Please outline the barriers to your organisation doing this.</p> <p><b>Outside of a carbon calculator, is there anything else your production agency is doing to measure, manage and reduce emissions from your advertising production that you would like to share?</b></p> <p>YES</p> <ul style="list-style-type: none"> <li>• Please detail here.</li> </ul> <p>NO</p> <ul style="list-style-type: none"> <li>• Please move on to the next question.</li> </ul>
Trade Association	<p><b>Do you encourage members to set a production emissions reduction target?</b></p> <p>YES: Please outline how you engage your members and provide any links to information on your website. NO: Please outline the barriers to your organisation doing this.</p> <p><b>Do you encourage your members to use a carbon calculator to measure, manage and reduce emissions from advertising production?</b></p> <p>YES: Please outline how you engage your members and provide any links to information on your website. NO: Please outline the barriers to your organisation doing this.</p> <p><b>Do you have plans in the future to encourage your members to use a carbon calculator for production?</b></p> <p>YES: Please outline when you expect this to be in place. NO: Please outline the barriers to your organisation doing this.</p> <p><b>Outside of a carbon calculator, is there anything else you are encouraging your members to do when it comes to measuring, managing and reducing emissions from advertising production that you would like to share?</b></p> <p>YES: Please detail here. NO: Please move on to the next question.</p>

	<p><b>Do you encourage your members to have a policy to minimize air travel for production projects? As part of this, please indicate if this includes encouraging advertisers to limit their air travel to no more than 2 people, and agencies' air travel no more than no more than 4 people.</b></p> <p>YES</p> <ul style="list-style-type: none"> <li>• Please detail here.</li> </ul> <p>NO</p> <ul style="list-style-type: none"> <li>• Please outline the barriers to your organisation doing this.</li> </ul> <p><b>Do you encourage your members to utilize bundled shoots for efficiencies within production?</b></p> <p>YES</p> <ul style="list-style-type: none"> <li>• Please detail here.</li> </ul> <p>NO</p> <ul style="list-style-type: none"> <li>• Please outline the barriers to your organisation doing this.</li> </ul> <p><b>Do you encourage your agency and production company members to re-use enterprise-class hard drives during the production progress, so long as the hard drives have been wiped clean and tested for use?</b></p> <p>YES</p> <ul style="list-style-type: none"> <li>• Please detail here.</li> </ul> <p>NO</p> <ul style="list-style-type: none"> <li>• Please outline the barriers to your organisation doing this.</li> </ul>
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**[Action 3 - Info section]**

Action 3 (Commit to measuring, managing, and reducing emissions from Media Planning and Buying)

As an Ad Net Zero supporter, you have committed to measuring, managing, and reducing the emissions that come from media planning and buying; the biggest part of the advertising industry's operational footprint. There are many proprietary tools and technologies already being used to reduce this and Ad Net Zero is working with GARM and the WFA to identify a standard framework for measuring the GHG emissions from media campaigns.

This is how you can make progress against Action 3:

- Activate best practices within industry guides, such as The [WFA's GARM and Ad Net Zero Sustainability: Action Guide to Reduce Media Greenhouse Gas Emissions \(June 2023\)](#). This guide consolidates best practice and insights from brands and industry bodies, agency holding companies, publishers, data and technology providers from across the industry.
- Similarly, [The IAB's Tech Lab Sustainability Guide for Programmatic](#) provides a comprehensive guide on sustainable media best practices within programmatic advertising. Buyers and sellers can use a simple checklist to help reduce the carbon emissions of their programmatic supply chains and ad tech.

**[Action 3 – Questions]**

Organisation Type	Activity Request
Agency (Media)	<p><b>Has your organisation set a reduction target for emissions that come from media planning and buying?</b></p> <p>YES</p> <ul style="list-style-type: none"> <li>• Please state your media reduction target.</li> </ul> <p>NO</p> <ul style="list-style-type: none"> <li>• Please outline the barriers to your organisation doing this.</li> </ul> <p><b>Does your organisation use a carbon calculator to measure and reduce emissions from media planning and buying?</b></p> <p>YES</p> <ul style="list-style-type: none"> <li>• Please state the name of the calculator, how long you have used the calculator for and for how many media plans (% of total number of annual media plans)</li> </ul> <p>NO</p> <ul style="list-style-type: none"> <li>• Do you have plans in the future to use a carbon calculator for media planning and buying?</li> </ul> <p>YES: Please outline when this will be.</p> <p>NO: Please outline the barriers to your organisation doing this.</p> <p><b>Aside from using a carbon calculator, do you have a decarbonization plan for measuring, managing, and reducing the emissions that come from media planning and buying?</b></p>

	<p><b>YES</b></p> <ul style="list-style-type: none"> <li>• Please detail and provide links to policies you have implemented, such as any sustainability criteria for selecting media partners, tools and technologies used to support your media campaigns, and the techniques you deploy to ensure carbon-efficient media planning and buying. [open question]</li> </ul> <p>• <b>Does your plan include the implementation of guidance outlined in The WFA’s GARM and Ad Net Zero Sustainability: Action Guide to Reduce Media Greenhouse Gas Emissions or <u>The IAB’s Tech Lab Sustainability Guide for Programmatic</u>?</b></p> <ul style="list-style-type: none"> <li>• YES: Please name the guide that your organisation uses.</li> <li>• NO: Please outline the barriers to your organisation doing this.</li> </ul> <p><b>NO</b></p> <ul style="list-style-type: none"> <li>• Does your organisation plan to implement a decarbonisation plan for media planning and buying?</li> <li>• YES: Please outline when you expect this to be in place.</li> <li>• NO: Please outline the barriers to your organisation doing this.</li> </ul>
Media Owner/Platform	<p><b>Has your organisation set a reduction target for emissions from the media space sold to advertisers and media agencies?</b></p> <p><b>YES</b></p> <ul style="list-style-type: none"> <li>• Please state your media reduction target.</li> </ul> <p><b>NO</b></p> <ul style="list-style-type: none"> <li>• Please outline the barriers to your organisation doing this.</li> </ul> <p><b>Does your organisation use a carbon calculator to measure and reduce emissions from the media space sold to advertisers and media agencies?</b></p> <p><b>YES</b></p> <ul style="list-style-type: none"> <li>• Please state the name of the calculator, how long you have used the calculator for and for how many media plans (% of total number of annual media plans).</li> </ul> <p><b>NO</b></p> <ul style="list-style-type: none"> <li>• Do you have plans in the future to use a carbon calculator to measure and reduce emissions from the media space sold to advertisers and media agencies?</li> </ul>

	<ul style="list-style-type: none"> <li>• YES: Please outline when this will be.</li> <li>• NO: Please outline the barriers to your organisation doing this.</li> </ul> <p><b>Aside from using a carbon calculator, do you have a decarbonization plan in place for emissions that come from the media space sold to advertisers and media agencies?</b></p> <p><b>YES</b> Please detail and provide links to policies you have implemented, such as any sustainability criteria for selecting media partners, tools and technologies used to support your media campaigns, and the techniques you deploy to ensure carbon-efficient media planning and buying.</p> <p><b>Does your plan include the implementation of guidance outlined in The WFA’s GARM and Ad Net Zero Sustainability: Action Guide to Reduce Media Greenhouse Gas Emissions or <u>The IAB’s Tech Lab Sustainability Guide for Programmatic?</u></b></p> <ul style="list-style-type: none"> <li>• YES: Please name the guide that your organisation uses.</li> <li>• NO: Please outline the barriers to your organisation doing this.</li> </ul> <p><b>NO</b> Does your organisation plan to implement a decarbonisation plan to measure and reduce emissions from the media space sold to advertisers and media agencies?</p> <ul style="list-style-type: none"> <li>• YES: Please outline when you expect this to be in place.</li> <li>• NO: Please outline the barriers to your organisation doing this.</li> </ul>
AdTech Company	<p><b>Has your organisation set a reduction target for emissions that come from the tools and technologies provided to advertisers and media agencies?</b></p> <p><b>YES</b></p> <ul style="list-style-type: none"> <li>• Please state your media reduction target.</li> </ul> <p><b>NO</b></p> <ul style="list-style-type: none"> <li>• Please outline the barriers to your organisation doing this.</li> </ul>



	<p><b>Does your organisation use a carbon calculator to measure and reduce emissions that come from the tools and technologies provided to advertisers and media agencies?</b></p> <p>YES</p> <ul style="list-style-type: none"> <li>• Please state the name of the calculator or tool, how long you have used the calculator for and for how many media plans (% of total number of annual media plans) [open question]</li> </ul> <p>NO</p> <p>Do you have plans to use a carbon calculator to measure and reduce emissions from the tools and technologies provided to advertisers and media agencies?</p> <ul style="list-style-type: none"> <li>• YES: Please outline when this will be.</li> <li>• NO: Please outline the barriers to your organisation doing this.</li> </ul> <p><b>Aside from using a carbon calculator, does your organisation have a decarbonization plan for the tools and technologies provided to advertisers and media agencies?</b></p> <p>YES</p> <ul style="list-style-type: none"> <li>• Please detail and provide links to policies you have implemented, such as any sustainability criteria for selecting media partners, tools and technologies used to support your media campaigns, and the techniques you deploy to ensure carbon-efficient media planning and buying. [open question]</li> </ul> <p><b>Does your plan include the implementation of guidance outlined in The WFA’s GARM and Ad Net Zero Sustainability: Action Guide to Reduce Media Greenhouse Gas Emissions or <u>The IAB’s Tech Lab Sustainability Guide for Programmatic</u>?</b></p> <p>YES</p> <ul style="list-style-type: none"> <li>• Please name the guide that your organisation uses.</li> </ul> <p>NO</p> <p>Does your organisation plan to implement a decarbonisation plan for the tools and technologies provided to advertisers and media agencies?</p> <p>YES</p> <ul style="list-style-type: none"> <li>• Please outline when you expect this to be in place.</li> </ul> <p>NO</p> <ul style="list-style-type: none"> <li>• Please outline the barriers to your organisation doing this.</li> </ul>
Advertiser	<p><b>Has your organisation set a reduction target for emissions that come from media planning and buying?</b></p>

YES

- Please state your media reduction target.

NO

- Please outline the barriers to your organisation doing this.

**Is your media planning and buying done in-house or via an agency?**

**MEDIA PLANNING & BUYING DONE IN-HOUSE**

**Does your organisation use a carbon calculator to measure and reduce emissions from media planning and buying?**

YES

Please state the name of the calculator, how long you have used the calculator for and for how many media plans (% of total number of annual media plans).

NO

Do you have plans to use a carbon calculator for media planning and buying?

- YES: Please outline when this will be.
- NO: Please outline the barriers to your organisation doing this.

**Aside from using a carbon calculator, do you have a decarbonization plan for measuring, managing, and reducing the emissions that come from media planning and buying?**

YES

Please detail and provide links to policies you have implemented, such as any sustainability criteria for selecting media partners, tools and technologies used to support your media campaigns, and the techniques you deploy to ensure carbon-efficient media planning and buying. [open question]

**Does your plan include the implementation of guidance outlined in The WFA's GARM and Ad Net Zero Sustainability: Action Guide to Reduce Media Greenhouse Gas Emissions or The IAB's Tech Lab Sustainability Guide for Programmatic?**

- YES: Please name the guide that your organisation uses.
- NO: Please outline the barriers to your organisation doing this.

NO

Does your organisation plan to implement a decarbonisation plan for media planning and buying?

- YES: Please outline when you expect this to be in place.
- NO: Please outline the barriers to your organisation doing this.

#### **MEDIA PLANNING & BUYING DONE VIA AN AGENCY**

**Do you mandate that the agencies you work with use a carbon calculator or other tools to report the estimated carbon footprint for media planning and buying?**

YES

- Please state the name of the calculator, how long you have used the calculator for and for how many media plans (% of total number of annual media plans).

NO

- Do you have plans in the future to mandate that the agencies you work with use a carbon calculator for media planning and buying?
- YES: Please outline when you expect this to be in place.
- NO: Please outline the barriers to your organisation doing this.

**Aside from using a carbon calculator, does your organisation mandate that your media agency has a decarbonisation plan in place to measure, manage, and reduce the emissions that come from media planning and buying?**

YES

Outline details/links to implemented policies, such as sustainability criteria for selecting media partners and outlets, tools and technologies used to support your media campaigns, and the techniques you deploy to ensure carbon-efficient media planning and buying.

**Does your agency's plan include the implementation of guidance outlined in The WFA's GARM and Ad Net Zero Sustainability: Action Guide to Reduce Media Greenhouse Gas Emissions or The IAB's Tech Lab Sustainability Guide for Programmatic?**

- YES: Please name the guide that your organisation uses and outline how you encourage use.

	<ul style="list-style-type: none"> <li>• NO: Please outline the barriers to your organisation doing This.</li> </ul> <p><b>NO</b></p> <p>Does your organisation plan to implement a mandate that your media agency has a decarbonisation plan in place for media planning and buying?</p> <ul style="list-style-type: none"> <li>• YES: Please outline when you expect this to be in place.</li> <li>• NO: Please outline the barriers to your organisation doing this.</li> </ul>
Trade Association	<p><b>Do you encourage your members to set a reduction target for emissions that come from media planning and buying?</b></p> <ul style="list-style-type: none"> <li>• YES: Please describe how you engage your members and provide any links to information on your website.</li> <li>• NO: Please outline the barriers to your organisation doing this.</li> </ul> <p><b>Do you encourage your members to have a decarbonization plan in place to measure, manage, and reduce the emissions that come from media planning and buying?</b></p> <ul style="list-style-type: none"> <li>• YES: Please describe how you engage your members and provide any links to information on your website.</li> <li>• NO: Please outline the barriers to your organisation doing this.</li> </ul> <p><b>Do you encourage your members to implement guidance outlined in The WFA's GARM and Ad Net Zero Sustainability: Action Guide to Reduce Media Greenhouse Gas Emissions or <u>The IAB's Tech Lab Sustainability Guide for Programmatic</u>?</b></p> <ul style="list-style-type: none"> <li>• YES – Please name the guide that your organisation uses and outline how you encourage use.</li> <li>• NO - Please outline the barriers to your organisation doing this.</li> </ul>

**[Action 4 - Info section]**

#### Action 4 (Commit to measuring, managing and reducing emissions through Awards and from Events)

As an Ad Net Zero supporter, you have committed to reducing advertising emissions through awards and from events. Ad Net Zero is working with industry awards schemes, such as Cannes LIONS, to build in sustainability criteria, and has partnered with isla to reduce the impact of live events.

This is how you can make progress against Action 4:

##### **Awards:**

- Include sustainability credentials in award entries and follow guidelines on greenwashing from applicable government entities and other oversight bodies in each market.
- Consider the environmental impact of award-winning work in the industry – the way it is made and through its messaging. Campaigns that clearly encourage wasteful, extravagant and irresponsible behaviour in the context of environmental security should not be celebrated as examples of excellence in advertising.
- Awards bodies supporters are encouraged to introduce sustainability categories in award schemes and sustainability criteria for awards entries, building on the work that has been done with Cannes Lions.

##### **Events:**

- Measure and reduce emissions from owned live events, as well as your participation in industry events. There are industry tools and guidance available from organisations such as isla. This includes TRACE, a carbon measurement platform for sustainable events.

#### **[Action 4 – Questions]**

Organisation Type	Activity Request
Awards body	<p><b>These questions are about awards.</b></p> <p><b>Does your organization include sustainable judging criteria across award categories? For example, this could include consideration of carbon emissions used in the production or delivery of the campaign, use of greenwashing guidelines, or mandatory science-based net zero target inclusion.</b></p> <p><b>YES</b></p> <ul style="list-style-type: none"> <li>• Please detail the sustainable criteria.</li> <li>• Please detail % of total number awards that include sustainable criteria.</li> </ul> <p>Within these categories is the sustainable criteria a mandatory requirement for entry?</p> <ul style="list-style-type: none"> <li>• YES: Move on to next question.</li> <li>• NO: Please outline the barriers to your organisation doing this.</li> </ul> <p><b>Are sustainability credentials considered when judging awards? [open question]</b></p> <p><b>At any point in the judging process are sustainability credentials more heavily weighted than other credentials? (e.g., in a tie-break situation) [open question]</b></p> <p><b>Does the sustainable criteria ask if the award entry follows the latest guidance from applicable oversight bodies in each market?</b></p> <ul style="list-style-type: none"> <li>• YES: Please provide details for when the criteria was introduced and how you market and encourage entrants to include the criteria.</li> <li>• NO: Move to next question.</li> </ul> <p><b>NO</b></p> <p><b>Do you plan to include sustainable criteria across award categories in the future?</b></p>

- YES - Please outline when you expect this to be in place, and wider details such as what % of your awards will include sustainable criteria, if it will be mandatory, and whether or not this criteria will be more heavily weighted than other criteria (e.g., in a tie-break situation, the organisation meeting sustainability criteria would win).
- NO – Please outline the barriers to your organisation doing this.

**Does your organisation have a sustainable awards category?**

YES

- Please provide details for when the award was introduced, the number of entries in the last year and how you market and encourage entries.

NO

Does your organisation plan to include a sustainable awards category in the future?

YES – Please outline when, and any further details about the category.

NO – Please outline the barriers to your organisation doing his.

**These questions are about events.**

- Does your organisation organise events, either internal or external?

YES: Go to next question.

NO: Skip to Action 5.

- Is your event organisation done in-house or via an agency?

**VIA AN AGENCY**

**Does your organisation mandate event agencies within its supply chain to use a carbon calculator to measure, manage and reduce emissions from events?**

- YES: Please state the name of the calculator, how long you have required them to use the calculator and for how many productions (both the numerical value and the % of total annual productions for context).
- NO: Do you have plans in the future to mandate the use of a carbon calculator for event agencies within your supply chain?

	<ul style="list-style-type: none"> <li>• YES: Please outline when this will be in place.</li> <li>• NO: Please outline the barriers to your organisation doing this.</li> </ul> <p><b>Aside from using a carbon calculator, can you tell us about your agency's decarbonization plan for your events (e.g., travel, energy, materials, swag policy and waste)? Please include any links to policies they have implemented.</b></p> <ul style="list-style-type: none"> <li>• YES: Please detail here.</li> <li>• NO: Does your events agency plan to put together a decarbonization plan for events?</li> <li>• YES – Please detail when.</li> <li>• NO – Please the barriers to your organisation doing this.</li> </ul> <p><b>IN-HOUSE</b></p> <p><b>Does your organisation use a carbon calculator to measure, manage and reduce emissions from events?</b></p> <p>YES</p> <ul style="list-style-type: none"> <li>• Please state the name of the calculator, how long you have used the calculator for and for how many events (% of total annual events).</li> </ul> <p>NO: Do you have plans in the future to use a carbon calculator for events?</p> <ul style="list-style-type: none"> <li>• YES- Please outline when this will be.</li> <li>• NO- Please outline the barriers to your organisation doing this.</li> </ul> <p><b>Aside from using a carbon calculator, can you tell us about your agency's decarbonization plan for your events (e.g., travel, energy, materials, swag policy and waste)? Please include any links to policies they have implemented.</b></p> <ul style="list-style-type: none"> <li>• YES: Please detail here.</li> <li>• NO: Does your events agency plan to put together a decarbonization plan for events?</li> <li>• YES- Please detail when.</li> <li>• NO- Please outline the barriers to your organisation doing this.</li> </ul>
Advertiser Agency (Creative)	<b>These questions are about awards.</b>



<p>Agency (Media) Agency (Events) Production Company Media Owner/Platform AdTech Company Trade Association</p>	<p><b>Has your organisation put forward entries to sustainable award categories?</b></p> <p><b>YES</b> Please detail the specific campaigns and which awards categories they were entered for. Please list in each case if the campaign was shortlisted or won the award.</p> <p><b>Did you follow the latest guidance on greenwashing from applicable government entities and other oversight bodies in each market? Please detail here.</b></p> <ul style="list-style-type: none"> <li>• YES – Please outline how you avoided greenwashing in those examples of work.</li> <li>• NO – Please outline the barriers to your organisation doing this.</li> </ul> <p><b>NO</b></p> <p><b>Does your organisation plan to put forward entries to sustainable award categories in the future?</b></p> <ul style="list-style-type: none"> <li>• YES - Please outline the campaigns and awards you plan to enter and when.</li> <li>• NO – Please outline the barriers to your organisation doing this.</li> </ul> <p><b>Has your organisation voluntarily supplied sustainability credentials for work entered into other award categories where sustainability criteria isn't mandatory?</b></p> <p><b>YES</b></p> <ul style="list-style-type: none"> <li>• Please detail the awards (name and category), the title of the campaigns put forward and if the campaign was shortlisted or went on to win the award.</li> </ul> <p><b>NO</b></p> <p>Does your organisation plan to voluntarily supply sustainability credentials for work entered into other award categories in the future?</p> <ul style="list-style-type: none"> <li>• YES – Please outline when and what credentials you will be supplying.</li> <li>• NO – Please outline the barriers to your organisation doing this.</li> </ul> <p><b>These questions are about events.</b></p> <p><b>Does your organisation organise events, either internal or external?</b></p> <p>YES: Go to next question. NO: Skip to Action 5.</p>
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**Is your event organisation done in-house or via an agency?**

**VIA AN AGENCY**

**Does your organisation mandate event agencies within its supply chain to use a carbon calculator to measure, manage and reduce emissions from events?**

- YES: Please state the name of the calculator, how long you have required them to use the calculator and for how many productions (both the numerical value and the % of total annual productions for context).
- NO: Do you have plans in the future to mandate the use of a carbon calculator for event agencies within your supply chain?
- YES: Please outline when this will be in place.
- NO: Please outline the barriers to your organisation doing this.

**Aside from using a carbon calculator, can you tell us about your agency's decarbonization plan for your events (e.g., travel, energy, materials, swag policy and waste)? Please include any links to policies they have implemented.**

- YES: Please detail here.
- NO: Does your events agency plan to put together a decarbonization plan for events?
- YES – Please detail when.
- NO – Please the barriers to your organisation doing this.

**IN-HOUSE**

**Does your organisation use a carbon calculator to measure, manage and reduce emissions from events?**

YES

- Please state the name of the calculator, how long you have used the calculator for and for how many events (% of total annual events).

NO: Do you have plans in the future to use a carbon calculator for events?

- YES- Please outline when this will be.

	<ul style="list-style-type: none"> <li>• NO- Please outline the barriers to your organisation doing this.</li> </ul> <p><b>Aside from using a carbon calculator, can you tell us about your agency's decarbonization plan for your events (e.g., travel, energy, materials, swag policy and waste)? Please include any links to policies they have implemented.</b></p> <ul style="list-style-type: none"> <li>• YES: Please detail here.</li> <li>• NO: Does your events agency plan to put together a decarbonization plan for events?</li> <li>• YES- Please detail when.</li> <li>• NO- Please outline the barriers to your organisation doing this.</li> </ul>
Trade Association	<p><b>These questions are about awards.</b></p> <p>Same as other organisation types plus the following:</p> <p><b>Do you encourage your members to put forward entries to sustainable award categories or voluntarily supply sustainability credentials with work for other award categories?</b></p> <ul style="list-style-type: none"> <li>• YES- Please describe how you engage your members and provide any links to information on your website.</li> <li>• NO- Please outline the barriers to your organisation doing this.</li> </ul> <p><b>These questions are about events.</b></p> <p>Same as other organisation types.</p> <p><b>BOTH IN HOUSE AND VIA AN AGENCY</b></p> <p>Do you encourage your members to use a carbon calculator to measure, manage and reduce emissions from events?</p> <ul style="list-style-type: none"> <li>• YES- Please outline how you engage your members and provide any links to information on your website.</li> <li>• NO- Please outline the barriers to your organisation doing this.</li> </ul> <p><b>Aside from using a carbon calculator, do you encourage your members to put a plan in place to measure and reduce emissions from running events?</b></p>

	<ul style="list-style-type: none"> <li>• YES- Please outline how you encourage your members and provide any links to information on your website.</li> <li>• NO- Please outline the barriers to your organisation doing this.</li> </ul>

**[Action 5 - Info section]**

Action 5 (Commit to harnessing advertising’s power to support Behaviour Change). As an Ad Net Zero supporter, you have committed to harnessing advertising’s power to support behaviour change, by promoting sustainable products and services. The Campaign Ad Net Zero awards have been created to showcase the best examples of sustainable advertising. We also work with #ChangeTheBrief which provides an on demand and face to face learning programme and community to all of its members, offering insights and expert advice at a category level on how we can adapt our work to promote more sustainable choices and behaviours in line with a zero-carbon world.

This is how you can make progress against Action 5:

- Produce public case studies to showcase your campaigns that as well as having been created in the most sustainable way, are promoting sustainable products and services and driving sustainable behaviours.
- Submit examples of your work for the Campaign Ad Net Zero Awards when they open for 2024. The awards were launched in 2022 to identify case studies and examples of best practice. You can look at the winning campaigns from the last two years for inspiration.
- Take the Ad Net Zero Essentials Training and encourage your team and wider ecosystem to do the same.

- Avoid greenwashing – ensure all departments understand the rules around making advertising claims and avoid greenwashing. We encourage everyone to complete the training about misleading environmental claims from applicable government entities and other oversight bodies in each market.

**[Action 5 – Questions]**

Organisation Type	Activity Request
Advertiser Agency (Creative) Agency (Media) Agency (Events) Production Company Media Owner/Platform AdTech Company, Awards body	<p><b>Has your organisation created or supported campaigns to promote sustainable behaviours, products or services?</b></p> <p><b>YES</b></p> <p>Please provide the details for at least one campaign from the past twelve months [open question].</p> <p>Were the carbon emissions of this piece of work measured?</p> <ul style="list-style-type: none"> <li>• YES – Please provide details of how the carbon emissions were measured.</li> <li>• NO – Please explain the barriers to your organisation doing this.</li> </ul> <p>Did your organisation create a case study to showcase this work?</p> <ul style="list-style-type: none"> <li>• YES – Please detail the name of the campaign and a link to the case study.</li> <li>• NO – Please explain the barriers to your organisation doing this.</li> </ul> <p><b>Did your organisation put forward one of these campaigns for the most recent Campaign Ad Net Zero Awards?</b></p> <ul style="list-style-type: none"> <li>• YES – Please detail the name of the campaign.</li> <li>• NO – Please outline the barriers to your organisation doing this.</li> </ul> <p><b>Have any creative and/or strategy employees of your organization completed training to equip and empower them to embed sustainability into creative concepts as they respond to client briefs? (such as #ChangeTheBrief)</b></p> <ul style="list-style-type: none"> <li>• YES – Please outline the impact #ChnagetheBrief has had on your organisation (e.g., specific campaigns or broader culture change in your organisation/the agency).</li> <li>• NO – Please explain the barriers to your organisation doing this.</li> </ul> <p><b>NO</b></p>

	<p>Do you plan to create campaigns for sustainable products/services in the future?</p> <ul style="list-style-type: none"> <li>• YES - Please outline when you expect this work to happen.</li> <li>• NO – Please explain the barriers to your organisation doing this.</li> </ul> <p><b>Have any employees of your organization completed training to avoid greenwashing in campaigns, following guidance from applicable government entities and other oversight bodies in each market, and delivered from a reputable third party or legal team?</b></p> <ul style="list-style-type: none"> <li>• YES: Please detail how many people have completed the training and the departments that they work in.</li> <li>• NO: Please explain the barriers to your organisation doing this.</li> </ul> <p><b>Have any employees of your organisation taken the Ad Net Zero training?</b></p> <ul style="list-style-type: none"> <li>• YES: Please specify how many people have taken the training as a percentage of total employees.</li> <li>• NO: Please explain the barriers to your organisation doing this.</li> </ul>
Trade Association	<p><b>Do you encourage your members to create campaigns to promote sustainable behaviours, products or services?</b></p> <ul style="list-style-type: none"> <li>• YES: Please describe how you encourage your members and provide any links to information on your website.</li> <li>• NO: Please outline the barriers to your organisation doing this.</li> </ul> <p><b>Did you encourage your members to enter work into the most recent Campaign Ad Net Zero Awards?</b></p> <ul style="list-style-type: none"> <li>• YES: Please describe how you encourage your members and provide any links to information on your website.</li> <li>• NO: Please outline the barriers to your organisation doing this.</li> </ul> <p><b>Do you encourage your members to work with #ChangeTheBrief to equip and empower creatives and strategists to embed sustainability into creative concepts as they respond to client briefs?</b></p>

	<ul style="list-style-type: none"> <li>• YES: Please describe how you engage your members and provide any links to information on your website.</li> <li>• NO: Please outline the barriers to your organisation doing this.</li> </ul> <p><b>Have any of your employees taken the Ad Net Zero training?</b></p> <ul style="list-style-type: none"> <li>• YES: Please specify how many people have taken the training as a percentage of total employees.</li> <li>• NO: Please explain the barriers to your organisation doing this.</li> </ul> <p><b>Do you encourage members of your organisation to take the Ad Net Zero training?</b></p> <ul style="list-style-type: none"> <li>• YES: Please describe how you engage your members and provide any links to information on your website.</li> <li>• NO: Please explain the barriers to your organisation doing this.</li> </ul> <p><b>Have any employees of your organization completed training to avoid greenwashing in campaigns, following guidance from applicable government entities and other oversight bodies in each market, and delivered from a reputable third party or legal team?</b></p> <ul style="list-style-type: none"> <li>• YES: Please detail how many people have completed the training and the departments that they work in.</li> <li>• NO: Please explain the barriers to your organisation doing this.</li> </ul> <p><b>Do you encourage your members to take training to avoid greenwashing in campaigns, following guidance from applicable government entities and other oversight bodies in each market, and delivered from a reputable third party or legal team?</b></p> <ul style="list-style-type: none"> <li>• YES: Please describe how you engage your members and provide any links to information on your website.</li> <li>• NO: Please outline the barriers to your organisation doing this.</li> </ul>
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Supporter Type	Activity Request
All Organisation Types	<p><b>On a scale of 0 to 10, how likely are you to recommend Ad Net Zero to other organizations in our industry? (0 = Not at all likely; 10 = Extremely Likely)</b></p> <p><b>[Open text boxes for the following three questions.]</b></p> <p><b>What do you think would make Ad Net Zero more effective in our mission of driving decarbonization in the advertising industry?</b></p> <p><b>Where have you found the most value in being a part of the Ad Net Zero community?</b></p> <p><b>What could we do to improve your experience and to add more value?</b></p>