



Foundational Pathway Q+A

Please see the below 10 FAQs for the what, why, when and how of the Ad Net Zero Foundational Pathway. This includes how to set up your account and tips for what information you'll need when filling out the survey.

What You'll Need

Before starting the process of completing the Foundational Pathway, we suggest sharing the FAQs and [full list of questions](#) with other team members to discuss the appropriate people to involve and information needed. For example, if you are a creative or media agency with an in-house production team, it would be a good idea to ask someone from your production team to take charge of completing the Action 2 section in the Pathway.

This is an opportunity for cross-team communication, centering your communal efforts around sustainability and sharing progress within your business.

We also suggest you gather the following information. Having this information will make filling out the Pathway quicker and easier.

- **Number of employees** in your organisation.
- Link to your organisation, or your parent organisation's, **net-zero and emissions reduction targets**.
- Link to your **public reporting** against this target. If you are an SME (less than 250 employees), please have your reports ready to share with Ad Net Zero directly.
- **Supplier policies** (e.g., how you engage suppliers with carbon calculation and measurement).
- **Internal initiatives** (e.g., having employees take anti-greenwashing training, production initiatives, creative policies, media sustainability practices, event sustainability policies).
- Details on your organisation's **renewable energy usage**.
- Any applicable **award entry details** from the past 12 months (e.g., have you entered or won any sustainability awards, or provided sustainability credentials within general awards entries).



How to sign up for the Foundational Pathway

Please go to [this site](#). Scroll down the page. You will then see this section:

THANK YOU

for taking the time to fill out the Ad Net Zero Foundational Pathway.

First, please register your business so we can start the process.

Existing Ad Net Zero supporters, please register your company so we can start the process.

If you have not already set up a Foundational Pathway account your organisation will not have a referral code.

Where is your organisation based

Please select ▼

Does your organisation already have an account with Ad Net Zero?

No

Yes

Next →

If this is your first time using the Foundational Pathway, you will not have an account or referral code with Ad Net Zero. Please identify where your organisation is based using the drop-down menu, and then select 'no' as pictured above.

You will then be taken to the following page:

THANK YOU

for taking the time to fill out the Ad Net Zero Foundational Pathway.

Tell us more about you.

Please select the description that best describes your company:

Advertiser

Agency (Creative)

Agency (Media)

Agency (Events)

Production company

Media Owners & Platforms

Please select the description that best describes your company. If you are unsure about this, please [email the Ad Net Zero team](#).



You will then go through two more pages, identifying the size of your company, whether you are part of a Global organisation, and submitting your contact details, before submitting your registration.

Ad Net Zero will then process you as a user, after which you will receive an email including a link to set your password and access your account.

What is the Foundational Pathway?

With support from PwC, Ad Net Zero has developed the Foundational Pathway survey to understand and demonstrate the progress each supporter is making on advertising sustainability best practices, organized across the Ad Net Zero five-point action plan. This password protected portal presents questions for each organization to fill in, allowing us to more accurately track supporter action across the programme- a commitment that was made when becoming a supporter of Ad Net Zero.

Why have Ad Net Zero launched the Foundational Pathway?

This supporter survey will enable Ad Net Zero to:

- Clearly assess the progress, as well as action gaps, within the supporter base across each of the five Ad Net Zero actions.
- Tailor our engagement for each individual supporter organisation, offering specific support through tools, training, and guidance, as well as anonymous benchmarking within the supporter base.
- Allow us to measure the progress of the wider advertising industry by using this data to inform mandatory asks of the programme and take action to reach net zero.
- Produce a more comprehensive 2024 Annual Report, showing progress against our 2023 Annual Report.

Who is the Foundational Pathway for?

Currently, the Foundational Pathway is for all UK, US & Ireland Ad Net Zero supporters. Ad Net Zero may extend this to other territories in the future.

We are asking all UK, US & Ireland supporters to complete the survey by end of August 2024 to aid programme planning and end of year analysis, particularly for the 2024 Ad Net Zero report.



For companies with operations in multiple countries, should the Foundational Pathway be completed at the global level or local level?

The Foundational Pathway has been designed to collect local data, so we are asking local agencies to complete it.

How do supporters use the Foundational Pathway?

The Foundational Pathway landing page itself outlines much of the above and details the steps to take using the portal. Begin by following [this link](#) where you will see 'Foundational Pathway Login' at the top right-hand corner of the page. Please click this and then proceed with the following steps.

Steps to sign up:

1. Scroll down to the bottom of the page - you will be asked the question "Does your organisation already have an account with Ad Net Zero?". Select 'No' and press 'Next'.
2. You will be asked which organisation type is most relevant to your company. Choose the most relevant organisation type to your business and press 'Next'.
3. You will then be asked how many employees your organisation has, and whether your company is part of a global organisation. Select your response and click 'Next'.
4. Enter your details and click 'Register'.

This will then trigger an email to Ad Net Zero for us to verify your account. Once the Ad Net Zero team have verified that you are a supporter, you will be sent an email asking you to set up a password. Following this you will be able to access your account where you can submit your answers to the Foundational Pathway and access your company referral code which your colleagues will need when setting up their Pathway accounts.

Can additional people from your team access your company's Foundational Pathway account?

Once your organisation has set up its Foundational Pathway account, you will be given a 'Company referral code'. When additional people at your organisation require access to



your account, they should answer 'Yes' to the question "Does your organisation already have an account with Ad Net Zero?" and enter the company referral code. They will then be able to sign into the organisation's account.

Is support available from the Ad Net Zero team to help supporters complete the Foundational Pathway?

Yes – if you are having trouble completing the Foundational Pathway or have any questions, please contact the team on foundationalpathway@adnetzero.com.

What are the next steps?

If you are filling out the Foundational Pathway for your business, please sign up and start the process.

If someone else in the business is leading this, please pass this information on so they can start the process.

Contact information

Consented contact information will not be shared with any third parties for any marketing or events related purposes.

Ad Net Zero Ltd may use your contact details specifically to get in touch about Foundational Pathway-related information or queries.