

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

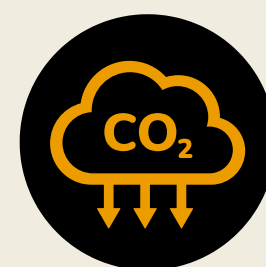
To systemically decarbonise digital media and advertising.

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.

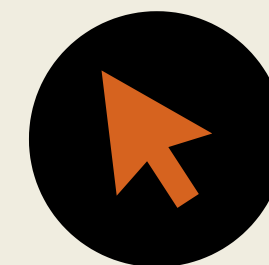
Execution

- 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.

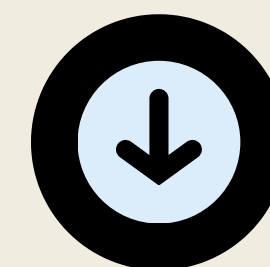


Reduced gC02PM (grams of carbon emissions per 1K impressions) by 56% for Sanofi.

Results



Achieved +65% CTR vs. their target goal.



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