

## CATEGORY: BEST PRACTICE IN SUSTAINABILITY AWARD- ADVERTISING

### BEING 'UP TO GOOD' IN ALL OUR MARKETING

#### Challenge

To reduce a significant portion of giffgaff's carbon emissions from advertising and media by integrating sustainable practices into their marketing strategy.

#### Brief

Structure and implement a comprehensive sustainable marketing framework to reduce emissions that aligns with giffgaff's founding principles 'to do mobile differently, fairly, and responsibly'.

#### Solution

Leverage the Ad Net Zero Framework, for Actions 1 to 5, to structure efforts and to maximise the impact of sustainability initiatives across all marketing efforts.

- Action 1: Achieved B Corp certification and joined Ad Net Zero and the Conscious Advertising Network (C.A.N.), incorporating advertising emissions into their Net Zero target.
- Action 2: Reduced emissions from production and mandated the use of Ad Green's carbon calculator for content production
- Action 3: Optimised media planning by reducing spend with unsustainable partners, building relationships with greener ones, and highlighting sustainable improvements to partners.
- Action 4: Implemented a sustainable event strategy, giffgaff entered Purpose and Women in Green Business Awards, attended Cannes by train, and hosted sustainability roundtables.
- Action 5: Engaged in partnerships that pushed behavioural change including LadBible on "Check Your Drawers 2.0," encouraging phone recycling, and Big Issue which Equipped 250 vendors with recycled phones.

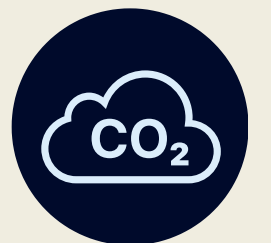
#### Results



11.25 tonnes of CO2e saved a Big Issue collaboration



15% reduction in media emissions (56 tonnes CO2) from Jan 2023-June 2024.



Up to Good has funded the removal of 372 tonnes of CO2e.



#### Execution

