



CATEGORY: BEST BUSINESS TRANSFORMATION

THE OUTDOOR SUSTAINABILITY INITIATIVE



Challenge

To transform the outdoor advertising process - the posters on the streets, buses, and tubes – to meet net zero targets, reduce carbon emissions and drive sustainable change across the wider advertising ecosystem.

Brief

Implement a comprehensive sustainability strategy within the Outdoor business that reduces carbon emissions, improves the recyclability of materials, and optimises operations to support a circular economy model.

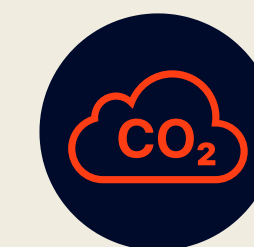
Solution

Launched the Outdoor Sustainability Initiative (OSI), a comprehensive decarbonisation strategy designed to streamline advertising processes and adopt greener materials, to significantly reduce the carbon footprint of outdoor advertising.

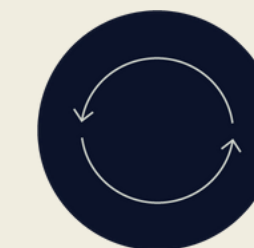
Results



2,671,361 kWh saved annually from Project Bright Green (with TfL).



A 19%/1,001 tCO2e reduction in carbon footprint of bus boards.



87% of products covered by recycling solutions.

Execution

- Cut transportation emissions through streamlining operations to achieve a 65% daily reduction in vehicles arriving at warehouses.
- Transformed materials used by implementing direct-to-board printing for bus displays, removing non-recyclable vinyl layers and creating a closed-loop recyclable product.
- Collaborated with print partners to reduce Scope 3 emissions and enable a circular economy model.
- Partnered with TfL on Project Bright Green, replacing fluorescent bulbs with 60% more energy-efficient LEDs in backlit displays.
- Improved recycling by increasing the reuse of poster backing tape by 25% in London Underground, saving 459 rolls annually.

