



CATEGORY: BEST PRACTICE IN SUSTAINABILITY AWARD- AGENCY

## MEDIA BOUNTY

# TEAM MEDIA BOUNTY



### Challenge

To reduce the environmental impact of advertising and promote climate action across the industry, whilst tackling climate misinformation and greenwashing.

### Brief

Media Bounty is committed to creating a sustainable future by implementing responsible operational practices, collaborating with like-minded partners, and influencing the advertising industry to adopt more sustainable and ethical approaches.

### Solution

Media Bounty integrated sustainability across all areas of its business operations, including carbon reduction, ethical partnerships, and climate action campaigns, while also leading industry initiatives to combat climate misinformation.

- Reduced emissions across production and media projects by working with sustainable production companies and using tools like AdGreen, with all projects averaging a reduced impact of 0.518 tCO2e per project.
- Delivered pro-bono campaigns and held industry events to foster collaboration on sustainability issues, such as promoting renewable energy and air quality.

## Results



0.6201 tCO2e for The Ocean Spray campaign, well below AdGreen's target of 13.9 tCO2e for large projects.



456% growth of their Conscious Advertising Network membership.



40% increase in people considering switching to renewable providers through "Britain's Better Off Without Gas" campaign.



### Execution

- Embedded sustainability goals across the agency, including carbon reduction targets for all staff appraisals, a blanket ban on domestic flights, and a "slow holiday" policy.
- Offset unavoidable emissions through the World Land Trust and supported conservation projects in Madagascar and Colombia.
- Established ACT Climate Labs and the Conscious Advertising Network (CAN) to help tackle climate misinformation and promote sustainable practices within the advertising industry.