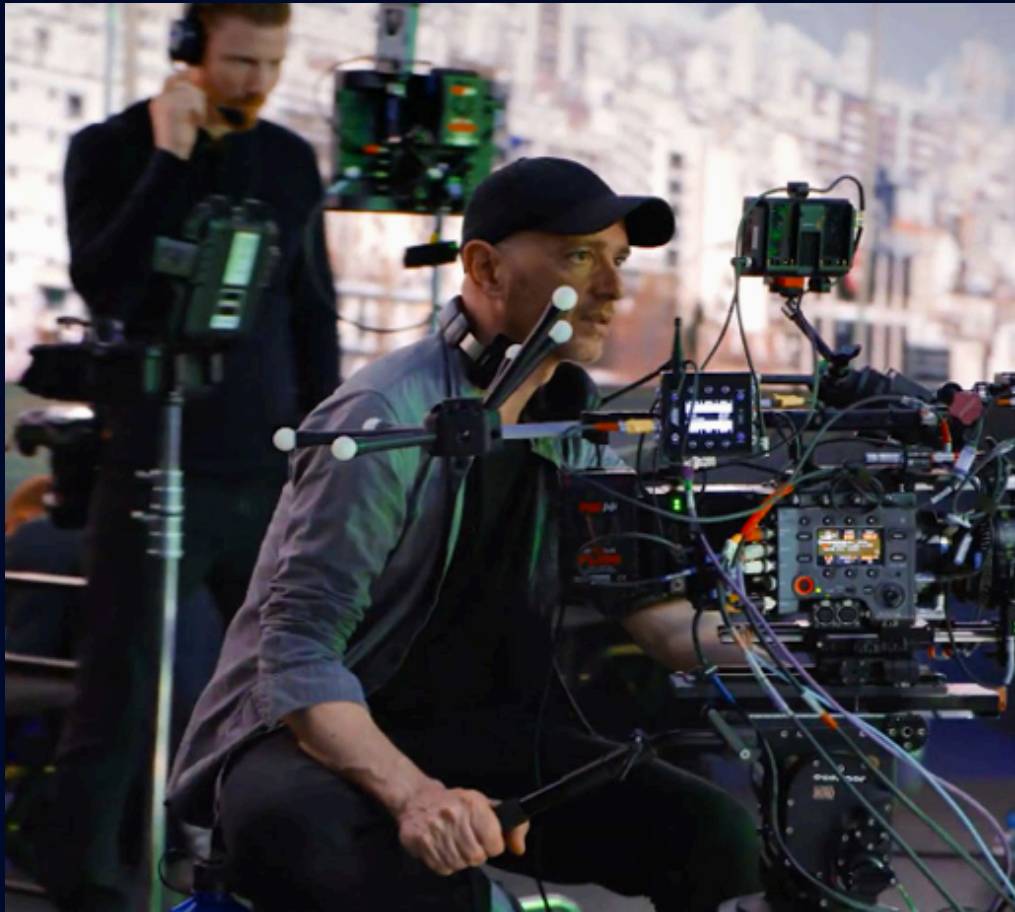




CATEGORY: BEST PRACTICE IN SUSTAINABLE AD PRODUCTION (MOST INNOVATIVE PRODUCTION USING GREEN TOOLS)

SUSTAINABLY MADE



Challenge

The production industry generates a significant carbon footprint, with a single day of filming typically producing over 2.2 tons of CO₂.

Brief

Hogarth are working towards the WPP goal of 50% less CO₂e and to be running at Net Zero by 2030. by optimising shoots, reusing materials, and promoting sustainable practices across the production process.

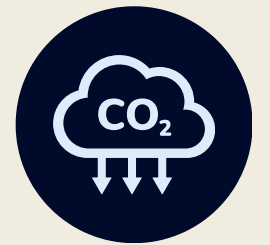
Solution

Hogarth integrated 'Sustainably Made', global production community, driven to make shoots more sustainable, and to inspire their clients to care about their production emissions and invest in reducing them.

Execution

- Reduced travel emissions by hiring local teams and exploring alternative travel options such as car-pooling, e-vehicles, and trains.
- Measured emissions for each production using a carbon calculator, including AdGreen's, and implemented measurement frameworks to track carbon emissions.
- Shifted to reusing props and renting wardrobe items, collaborating with The Styling Bank to source sustainable costumes for shoots,
- Eliminated beef from catering and introduced a 50/50 menu of chicken or vegetarian dishes to reduce the carbon footprint of food production.
- Promoted Virtual Production and Digital Twins to control environmental factors, reduce waste, and create efficient shoots with less resource use.

Results



91 tonnes of CO₂e reduced for clients across 35 projects in 2022 to 50 tonnes across 28 shoots in 2023.



Hogarth entered data on 26 brands, tracking production emissions across 85 projects, highlighting the scalability of the sustainable initiatives.



3rd place in the top 12 users of AdGreen.

