

INTERNATIONAL, SUSTAINABILITY BEST PRACTICE AWARD- PRODUCTION/EXPERIENTIAL MEANS TO AN END- OUR LOW CARBON HUSTLE



Execution

- Create a documentary encouraging the industry to weigh up different travel options to industry events.
- Making the most of their creative production talents to inspire behaviour change in industry habits.

Challenge

Clients felt that their attendance at international advertising events was not worth the carbon footprint, preventing Papaya Films from engaging with clients at industry events like Cannes Lions.

Brief

Create a call to action that proves that cooperation matters, and that meticulous planning before taking actions can create more meaningful experiences which are less harmful for the environment, while allowing creatives to attend industry events.

Solution

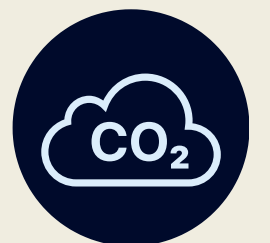
Apply their experience using the AdGreen tool to meticulously calculate data for productions to their route planning from Warsaw and London to Cannes Lions and showcase these trips to industry players to inspire change in their own organisations.

- Hosted panels and discussions with creatives at Cannes to inspire change beyond their own organisation.

Results



14.8 times smaller emissions taking train than taking a plane.



4.6 times less carbon footprint driving than flying.

