



INTERNATIONAL, SUSTAINABILITY BEST PRACTICE AWARD - ADVERTISER/BRAND SUSTAINABLE MEDIA PROGRAMME

Challenge

Only a few small-scale projects existed to evaluate media footprints granularly, focusing on the digital channels of developed markets, rather than comprehensively measuring the carbon emissions associated with advertising activities, which is the basis of actionable emission reduction strategies.

Brief

Support Vodafone's commitment to halving its scope 3 emissions by 2030 and achieving net zero by 2040, and help stakeholders do the same.

Solution

Develop a global media and advertising carbon measurement framework across all markets and channels, along with a reduction plan to minimise emissions in media, driving a transformation in the approach to media and advertising.

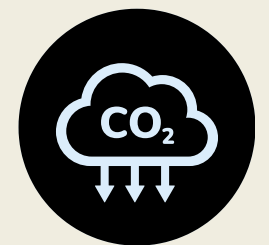
Results



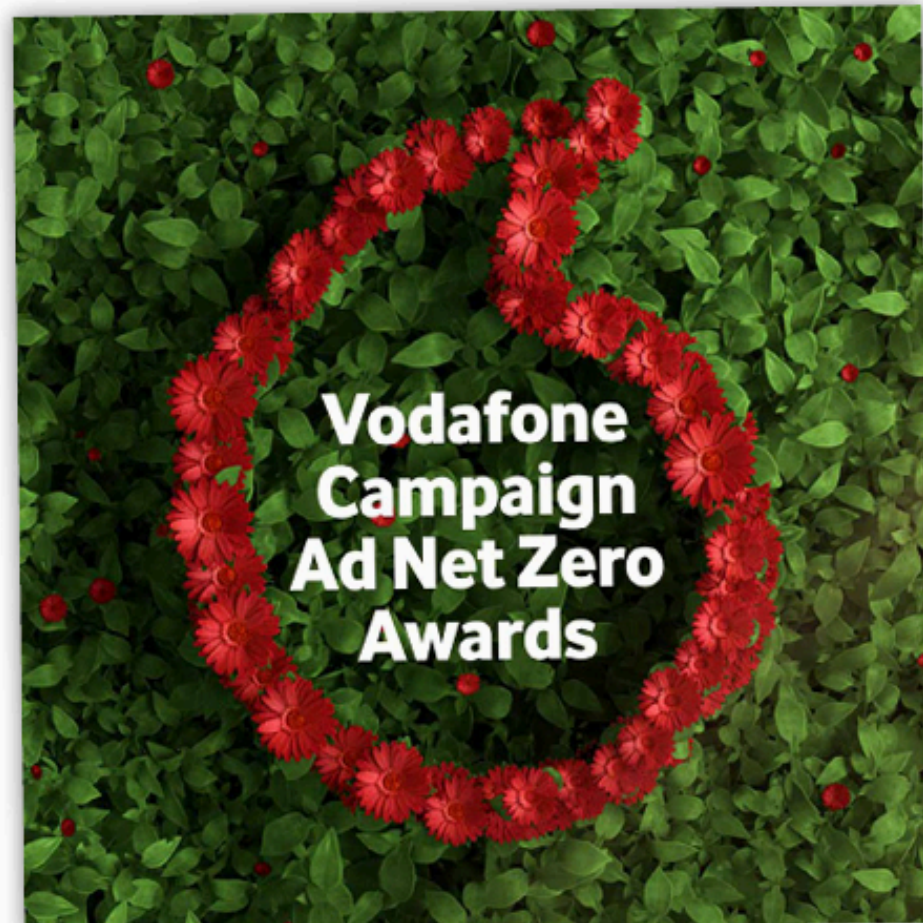
230,000 granular inputs accounted for across 13 channels and markets.



85% of our group's total media investment had its carbon emissions calculated.



34% emissions reduction year-on-year from Q4 2022 to Q4 2023.



Execution

- Trained 40+ media planners, buyers, and vendors to measure, validate, and input data precisely to support science-based measurement of carbon emissions across the media ecosystem.
- Created channel-based sustainable media guidelines to mitigate emissions through tactical measures.
- Eliminated unnecessary activities, reorganising plans for lower emissions, and transforming high-emission channels into greener options.

