GMSF Solutions Transparency Form

Overview

**What is the context for the Transparency Form?**

In our most recent landscape assessment, there were over 30 approaches that either estimated or optimised media greenhouse gas emissions. Marketers are faced with a great deal of choice and variability in what these services provide and what standards they use. Similarly, ad sellers and publishers are also faced with the challenge of understanding and engaging with these services.

Intent

**How should this form be used and how will it address industry stakeholder needs?**

The GMSF Media Sustainability Solutions Transparency Form is meant to create a common voluntary disclosure framework for estimation and optimisation calculator owners to help communicate what and how their services operate, and to bridge an education and communication gap between provider and stakeholders.

Use

###### **When could the form be used by stakeholders?**

The GMSF Media Sustainability Solutions Transparency Form could be used during a service selection or service reconciliation process and would be produced by the solutions owner and provided to relevant stakeholders (e.g., advertisers, publishers).

|  |  |
| --- | --- |
| Company Completing the Template | Click or tap to enter company name |
| Name of carbon calculator or toolset | Click or tap to enter a name |
| Date of completion | Click or tap to enter a date |

|  |  |
| --- | --- |
| **Scope of Service Overview** Please indicate what services or benefits your media sustainability solution provides | |
|  | Estimation of enterprise level GHG emissions to create a GHG inventory |
|  | Estimation of creative production GHG emissions |
|  | Estimation of media placement GHG emissions |
|  | Monitoring or reporting of media placement GHG emissions |
|  | Reduction or optimisation of media placement GHG emissions |
|  | Verification of GHG emissions estimates, reports, and/or reductions |
|  | Other [please specify] Click or tap here to enter text. |

|  |  |
| --- | --- |
| **Fit with Media Process** Please indicate where your service integrates into the media process | |
|  | Media budgeting or annual planning |
|  | Media planning or campaign planning |
|  | Media buying and/or campaign optimisation |
|  | Post-campaign reporting |

|  |  |
| --- | --- |
| **Methodologies and Formulae Used** Please indicate which of the following methodologies your service follows | |
|  | GMSF |
|  | GHG Protocol |
|  | GHG Protocol Product Life Cycle Accounting and Reporting Standard |
|  | ISO 14067/14044 |
|  | DIMPACT |
|  | BAFTA albert |
|  | SPA PEAR |
|  | UDM OneFrame |
|  | Proprietary approach |
|  | Other [please specify] Click or tap here to enter text. |

|  |  |  |  |
| --- | --- | --- | --- |
| **Market Applicability** Please indicate which markets your service is available in | | | |
|  | Global |  | Africa |
|  | North America |  | LATAM |
|  | Europe / EU |  | APAC |
|  | MENA |  | ANZ [Australia New Zealand] |
|  | Other [please specify] Click or tap here to enter text. | | |

|  |  |  |  |
| --- | --- | --- | --- |
| **Channel Specificity** Please indicate which channels your service is available in | | | |
|  | Digital Display |  | Newspaper |
|  | Social |  | Magazine |
|  | Programmatic |  | Direct Mail |
|  | Search |  | OOH Physical |
|  | TV |  | OOH Transient |
|  | Digital Video/VoD |  | OOH Digital |
|  | CTV |  | Radio |
|  | Cinema |  | Digital Audio |
|  | Other [please specify] Click or tap here to enter text. | | |

|  |  |
| --- | --- |
| **Data Specificity** Please indicate what levels of data your service uses | |
|  | Activity based primary data [e.g., metered kWh, fuel usage, travel distance x vehicle type] |
|  | Official general emission factors [e.g., IPCC, USEPA, DEFRA] |
|  | Published industry averages. allocation ratios, and/or estimation methods |
|  | Published spend based emissions factors [e.g., DEFRA EEIO model] |
|  | Non-published emissions factors and/or methods |
|  | Global enterprise level data for emissions |
|  | Market level enterprise data for emissions |
|  | Market level business unit data for emissions |
|  | Media product level unit data for emissions |
|  | Other [please specify] Click or tap here to enter text. |

|  |  |
| --- | --- |
| **Collection of Data** Please indicate what levels of data your service uses [select all that apply] | |
|  | Direct first party collection [e.g., from media supply chain parties] |
|  | In-house estimation |
|  | Third-party data syndication |
|  | Other [please specify] Click or tap here to enter text. |

|  |  |
| --- | --- |
| **Data Input** Please indicate how GHG data is input into your system | |
|  | Manual entry |
|  | Data integration [e.g., via Enterprise Resource Planning software; APIs] |
|  | Other [please specify] Click or tap here to enter text. |

|  |  |
| --- | --- |
| **Feedback Loop** Please indicate if your service provides stakeholders the opportunity to review data sets and/or calculations | |
|  | Available |
|  | Not available |

|  |  |
| --- | --- |
| **Lifestyle Scope** Please indicate what areas your service operates in | |
|  | Creation of creative assets |
|  | Creation of media assets |
|  | Distribution of media |
|  | Consumption of media |
|  | End of life disposal of media assets |
|  | End of life disposal of media devices |

|  |  |
| --- | --- |
| **Third Party Verification** Please indicate what level of validation or verification your service has earned | |
|  | Received accredited third-party verification [please specify entity and  applicable standard] |
|  | Non-accredited third-party review or validation [please specify entity] |
|  | In process accredited third party verification [please specify entity] |
|  | Not in process |
|  | Other [please specify] Click or tap here to enter text. |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Media Accreditation** Please indicate what level of media accreditation your service has earned | | | | |
|  | | Achieved media audit accreditation [please specify entity] | | |
|  | | In process of media audit accreditation [please specify entity] | | |
|  | | Not in process | | |
|  | | Other [please specify] Click or tap here to enter text. | | |
| **Standards Alignment** Please indicate if users of your service have received third party verification of their enterprise reporting level standards, indicating all that apply | | | | | |
|  | CSRD/ESRS | |  | ISO 14064 | |
|  | IFRS ISSB S2 | |  | GHG Protocol | |
|  | Other [please specify] Click or tap here to enter text. | | | | |

|  |  |
| --- | --- |
| **Model Recency** Please indicate the last period of model update and how models are refreshed | |
| Last model update period: | Click or tap here to enter text. |
| Update frequency: | Click or tap here to enter text. |

|  |  |
| --- | --- |
| **Data Recency** Please indicate the last period data update how frequently data is refreshed | |
| Last data update period: | Click or tap here to enter text. |
| Data update frequency: | Click or tap here to enter text. |