

campaign  
**AD NET ZERO**   
awards

HEADLINE PARTNER

Google

**WINNERS**  
**BOOK** 2024

# CONTENTS

- 3 Welcome
- 4 The Judges

## WINNERS

|                                                                      |    |
|----------------------------------------------------------------------|----|
| Best Business Transformation                                         | 7  |
| Best Progress / Long-Term Change                                     | 8  |
| Best Start-up                                                        | 9  |
| FMCG - Household & Wellbeing                                         | 10 |
| Business & Industrial                                                | 11 |
| Clothing & Accessories                                               | 12 |
| Leisure                                                              | 13 |
| Media                                                                | 14 |
| Computers, Electronics, Household Appliances & Tech                  | 15 |
| Retail                                                               | 16 |
| NGO / Charity                                                        | 17 |
| Telecoms                                                             | 18 |
| Travel & Transport                                                   | 19 |
| Best Practice in Sustainability Award - Advertising                  | 20 |
| Best Practice in Sustainability Award - Ad Tech Services             | 21 |
| Best Practice in Sustainability Award - Media                        | 22 |
| Best Practice in Sustainability Award - Production/Experiential      | 23 |
| Best Practice in Sustainable Ad Production                           | 24 |
| Best Practice in Sustainable Media Planning                          | 25 |
| Best Practice in Sustainability Award - Agency                       | 26 |
| Best Campaign for a Sustainable Behaviour Change   APAC              | 27 |
| Best Campaign for a Sustainable Behaviour Change   EMEA              | 28 |
| Best Campaign for a Sustainable Behaviour Change   The Americas      | 29 |
| Sustainability Best Practice Award   EMEA - Advertiser/Brand         | 30 |
| Sustainability Best Practice Award   The Americas - Advertiser/Brand | 31 |
| Sustainability Best Practice Award   EMEA - Production/Experiential  | 32 |
| Sustainability Best Practice Award   EMEA - Ad Tech Services         | 33 |
| Best Practice Award   The Americas - Ad Tech Services                | 34 |
| Sustainability Best Practice Award   APAC - Media Owner              | 35 |
| Sustainability Best Practice Award   EMEA - Agency                   | 36 |
| Sustainability Best Practice Award   The Americas - Agency           | 37 |
| International Grand Prix                                             | 38 |
| Grand Prix                                                           | 39 |
| A word from Campaign and our Grand Prix judges                       | 40 |

# WELCOME



## **Congratulations to this year's winners of the Campaign Ad Net Zero Awards!**

This year's winners demonstrate a multi-dimensional, holistic consideration of all five actions across the Ad Net Zero programme, with the very best of them able to quantify the reductions their making as a result. As we take a moment to celebrate, we hope that these winners will inspire even greater innovation in the coming year.

**Sebastian Munden**

*Chair of WRAP and the Campaign Ad Net Zero Awards*



# JUDGES

CHAIR



**Sebastian Munden**

Chair of WRAP and the  
Campaign Ad Net Zero Awards



**Paisley Ashton Holt**

Director, Sustainability, PwC



**Paul Bainsfair**

Director General, IPA



**Apoorva Bapna**

Chief Culture Officer, WPP



**Margaret Bates**

Head of the UK pEPR Scheme  
administrator, DEFRA



**James Best**

Chair, Committees of  
Advertising Practice



**Matt Bourn**

Director of Communications,  
Advertising Association



**Lisa Boyles**

Go To Market and Media Lead,  
giffgaff



**Gerald Breatnach**

Head of Strategic Planning &  
Insight, Google UK



**Marcelo de Andrade**

Chairman,  
ProNatura International



**Kim Dirckx**

Global Head of Sustainability,  
Strategic Partnerships and  
Innovation, L'Oréal



**Ninoksha Dsouza**

Sustainability Lead,  
Advertising Business Group



**Traci Dunne**

Global Director of Industry  
Relations, APR - Advertising  
Production Resources



**Richard Ellis**

Operations Director, IPG



**Ben Essen**

Chief Strategy Officer, Iris



**Tom Firth**

CEO, M&C Saatchi LIFE,  
M&C Saatchi

# JUDGES



**Jemma Gould**  
Chief Sustainability Officer,  
IPG



**Jerry Hoak**  
CCO, The Martin Agency



**Jordan Hunter-Powell**  
Head of Global Campaigns  
& Stakeholder Engagement,  
Sustainability, dentsu



**Sarah Jones**  
Director of Planning,  
Sky Media



**Harriet Kingaby**  
Co-Chair, The Conscious  
Advertising Network



**Sophie Madden**  
CEO, Media Federation of  
Australia



**Chiara Manco**  
Creative & Media  
Partnership Director, System1



**Felicity McLean**  
Associate Director Sustainability  
Engagement, WPP



**Dora Michail-Clendinnen**  
CSO, Ozone Project



**Baroness Kate Parminter**  
House of Lords



**Tim Pritchard**  
Head of Content and  
Responsible Media, MGOMD



**Shannon Pruitt**  
Global Chief Marketing Officer,  
Stagwell Brand Performance  
Network



**Isabelle Quevilly**  
Director Creative Shop  
Northern Europe, Middle East  
and Africa, Meta



**Josefina Rodriguez**  
Strategic Partnerships,  
Social Impact, Google



**Lena Roland**  
Content Director, Strategy,  
Warc



**Stephanie Helen Scheller**  
Managing Partner Sustainable  
Solutions EMEA,  
Omnicom Media Group



# JUDGES



**Rachel Schnorr**

*US Membership Director,  
Ad Net Zero*



**Phil Smith**

*Director General, ISBA*



**Laura Wade**

*Global Head of Sustainability  
Strategy, Essencemediacom*



**Kate Waters**

*Director of Client Strategy and  
Planning, ITV*



**Bill Wescott**

*Lead Climate Science and Policy  
Advisor, Ad Net Zero*



**Stephen Woodford**

*CEO,  
Advertising Association*



“Truly exemplary,” remarked our judges, adding: “This approach to rigorously analyse and identify all the operational and material opportunities for improving efficiency and reducing carbon emissions is from a company clearly striving to put sustainability at the heart of its business operations.”

## BEST BUSINESS TRANSFORMATION

### WINNER: Global

The Outdoor Sustainability Initiative (OSI) is a key element of Global's Net Zero Strategy and shines a spotlight on how the company is transforming the ways it works across its Outdoor business.

Created in September 2023, the OSI's transformation goal was to make the last phase of the advertising process – the posters we see on the streets, buses, and tube – as green as possible, driving change across the wider advertising ecosystem.

An ever-evolving programme of numerous transformative projects and actions all designed to decarbonise its Outdoor business from logistics and fulfilment operations to the materials it uses, the OSI's efforts are aligned with internationally recognised schemes and science-based decarbonisation commitments and Global is signatory to Ad Net Zero and the UN Race to Zero, which is independently verified (by Planet Mark) to ensure transparency and accountability.

As part of its commitment to a circular economy, Global is aiming for a 100% recycling or reuse rate in its Outdoor warehouses by 2030, which has already risen from 42% in October 2023 to 97% (May 2024), putting it way ahead of schedule. It has also found recycling solutions for 87% of its products and now includes recycled content in 37% of its classic products.

## HIGHLY COMMENDED

▲ OLIVER



*Our judges were particularly impressed with the tangible impact of OpenX's solutions to clients' sustainability goals, with one commenting: "There's no doubt OpenX is committed long-term to sustainability. Their consistency on making progress in this area should be lauded."*

## BEST PROGRESS / LONG-TERM CHANGE

### WINNER: OpenX

The OpenX Path to Net Zero was created to achieve a transformational reduction of carbon emissions within the company, and significantly lower the carbon footprint of programmatic advertising in the industry on a larger scale.

OpenX's commitment to transparency in this field has enabled the organisation to pinpoint and implement the most impactful adjustments in its belief that without benchmarks, there can be no meaningful progress.

Building on its 2022 achievement of being the first supply-side platform to be independently certified as carbon neutral, OpenX has reached several key milestones in the last year and a half. It was named the first and only company in the advertising, technology, and media sectors to receive independent verification it has met the key requirements of the Net Zero Standard established by the Science-Based Targets initiative (SBTi) in February 2023. Two months later, Climate Registry announced OpenX had been awarded Climate Registered™ All Star status, and in June 2023, the company announced that it achieved its Net Zero targets for the second year in a row.

In 2024 the company aligned its global strategies with California's Assembly Bill 1305 (AB 1305), the first legislation that requires detailed disclosures about a company's voluntary carbon credit purchases, to foster trust among stakeholders against what is currently the highest standard around carbon-pricing laws on the planet.





*Our judges said: "A robust and complete way to approach media decarbonisation along with compelling results for their clients to date." They also praised the firm for its use of AI functionality in automated ad serving, an area of the industry where carbon emissions are a little understood problem.*

## BEST START-UP

### WINNER: Greenbids

Greenbids was founded in 2023 by a trio of experts in digital marketing and machine learning engineering to revolutionise the digital advertising landscape with solutions that combine carbon optimisation with media performance.

While the automation of ad buying has been beneficial, it has also led to increased complexity and a surge in carbon emissions due to the multiplication of purchasing paths.

The company's mission is to make the advertising sector more sustainable and responsible by reducing the carbon impact of campaigns while maximising media performance for advertisers and revenue for premium low-carbon publishers.

Typically, ad buying optimisation platforms focus solely on the effectiveness of ads, seeking to achieve the best possible results. However, Greenbids innovates by integrating carbon intensity as a new factor. This powerful machine-learning solution is designed to maximise advertising performance while significantly reducing carbon emissions. As a result, Greenbids' clients have seen an average improvement of 26% in their media performance and a 35% reduction in their carbon emissions. This solution is available for programmatic and YouTube buying and has been used by 80 advertisers in 120 countries.



*Our judges applauded this campaign; remarking: "This was a lovely partnership that brought together two organisations who share similar values and commitments to inform better buyer behaviour and reduce impacts."*

## FMCG - HOUSEHOLD & WELLBEING

### **WINNER:** Who Gives a Crap *with The Guardian and Craft Media*

**PROJECT:** Uncrap the world

Who Gives A Crap is a brand with a big ambition: to change the toilet paper purchasing habits on both sides of the planet. But how do you coax Brits and Aussies away from their quadruple quilted feathery sheets and over to the eco-friendly stuff?

The campaign used bright and bold display, video, print and online articles, and homegrown comedic talent to demystify recycled and bamboo loo roll and humorously get across the urgent reasons why the planet needs to make the switch.

Specific production and delivery measures were deployed to minimise the campaign's carbon emissions. For example, all the imagery was produced in-house with bespoke graphics, meaning there were no shoots for written articles. Working with sustainable suppliers as well as local writers, photographers and film crews was prioritised, and all film shoots were held locally. Energy from a 100% renewable energy supplier in the UK office was used and greener media formats such as Guardian streaming were used as alternatives to standard online video, which saved energy and carbon emissions – in the UK alone, the campaign saved 315kg of carbon from its media plan.

A scorecard of impressive results supporting product sales was testament to the campaign's success, headlined by almost doubling aided awareness scores to 23% for the brand after the campaigns had run.

## SHORTLISTED

▲ BRITA *with* GroupM, Mindshare | Bulldog *with* VCCP Media

## 2024 WINNERS





*Our judges were impressed, remarking: "Very smart indeed - linking the campaign messaging with the way the media is bid, traded and aired is a fine demonstration of an entirely integrated strategy and media carbon reduction plan."*

## BUSINESS & INDUSTRIAL

### **WINNER:** OVO with Goodstuff and JCDecaux UK

#### **PROJECT:** The Greener Grid

The Greener Grid was created in support of OVO Energy's Power Move initiative, which encourages consumers to use energy during greener times of the day. In a world first, this programmatically traded out-of-home campaign connected to National Grid data in real time and informed the nation live when their energy use would be most sustainable.

OVO also had to showcase its own authenticity in this space; while renewable energy contracts power digital out-of-home screens, the reality is, like all mains-powered devices, that the National Grid supplies the electricity through a combination of renewables, fossil fuels and nuclear, all of which fluctuate throughout the day. This means that there are times of the day when displaying a campaign is considerably greener, thus creating less carbon and nuclear use - enabling the campaign to pinpoint those as perfect moments to share OVO's message.

A custom algorithm to determine the greenest moments in the day was developed and delivered the campaign across 2,000+ screens nationwide. The greener the moment, the greater the level of display. The Greener Grid was a campaign which only activated when the grid was powered by a higher proportion of renewable energy; informing consumers when it is best to use their energy instantaneously and reducing the carbon impact of media activity in the process.





*"a great creative idea aligned with a broader corporate sustainability strategy."*

## CLOTHING & ACCESSORIES

**WINNER:** eBay with EssenceMeidacom

**PROJECT:** eBay Twiggy Full Circle

Every year the fashion industry throws away 92million tonnes of clothes. In the UK alone we bury in landfill or burn 300,000 tonnes of unwanted clothing. eBay has been on a mission to get people to buy pre-loved from its very inception. But how to demonstrate to a discerning audience that they could buy pre-loved designer items from eBay and have confidence in their authenticity?

eBay partnered with Vogue and, upon examining 100 years of their archives, it found that all the pieces in the magazine's iconic shoots still existed and were available on eBay. The marketplace also rolled out an Authenticity Guarantee for eligible purchases.

One of the most iconic moments in the Vogue back catalogue was recreated with items sourced on eBay - Sixties fashion icon Twiggy was invited to recreate her 1967 Louis Vuitton baguette bag shoot.

"Twiggy Full Circle" appeared as a double page spread on both sides of the Atlantic, in the October issues of US Vogue and British Vogue. The print visual then went digital, across spaces including Vogue and Twiggy's social channels. Additionally, Twiggy walked the Vogue World London red carpet in her recreated eBay look to launch London Fashion Week 2023. This event alone was streamed live and garnered 92.2 million views worldwide.

To bring it full circle; nothing went to waste. The vintage accessories from the campaign, which had all been sourced from eBay, were then auctioned off on the site in support of sustainability.

## SHORTLISTED

▲ Vinted x Hollyoaks : Second Hand Style-Up with Channel 4



*Our judges praised this entry for “maintaining a long-term platform (i.e. not a tokenistic one-off) and challenging itself to shift from awareness to action... this was well-employed behavioural science to get the creative cut through.”*

## LEISURE

### **WINNER:** Sky Zero *with* House 337

**PROJECT:** Walk of Fame

Research conducted for Sky found that fan travel accounts for 60% to 85% of the emissions footprint of the typical large-scale sporting event. How could Sky cut emissions to and from sporting events?

Sky opted to target hero events including The Open, Monza GP and The Hundred in 2023; with a plan to motivate fans to use green transport options by showing them that more happens when you don't drive.

The campaign saw the creation of three bespoke experiences on site for fans to take part in - recreating the most famous walk in their sport (to the 18th hole, to the wicket or the starting grid). Using a green screen, a small treadmill and a couple of props, a personalised video was created and sent to fans who took The Walk of Fame. Commentary over the video celebrated the fan taking the Walk of Fame but more importantly, it celebrated the act of travelling green to protect the sport you love.

The Hundred recorded a 22% increase year-on-year in fan use of greener transport options while The Open reported that 44% of attendees used public transport. On site visits, views and website visits translated into tangible real-world action. In total, fans made commitments to 685,000 greener journeys because of Sky's campaign.





*Our judges said: "Skid marks is a brilliant creative idea, fantastically executed." One added: "It's a blessed relief to see someone calling out the fat cats rather than piling on the guilt to the general public".*

## MEDIA

### WINNER: 4Creative with 4Creative X OMD

**PROJECT:** Carbon Skidmark - Channel 4's Change Climate Season

C4 launched a bold ad campaign for C4's Change Climate season - a season of programming focused on exploring solutions to climate change- featuring those in a position of power wearing carbon skid-marked pants.

This was a promo for a programming season which couldn't be ignored or unseen, making a serious point on climate in an original and completely unexpected way.

Typically, consumers have always been the focus when it comes to making behavioural changes to reduce their carbon footprint, but this campaign aimed to switch the focus by calling out the actions/inactions of politicians and large corporations. Assets ran across TV, Cinema, Social, OLV, OOH and included a stunt that saw a giant pair of soiled pants being driven past Westminster (by a lorry that ran on the cleanest fuel on the market.)

The full Change Climate campaign reached a total of 29.0m adults/56.1% of the population and the promotional trails were watched an average of 7.3 times. Clearly speaking to C4's unique young and progressive audience, 81% of C4 registered users agreed that corporations should be doing more to combat the climate crisis, and it's important that the onus is put back on those in power when it comes to driving change (78% agreed).



*Our judges described this as “A fantastic example of extending a circular economy approach into every aspect of business, including marketing and advertising.”*

## COMPUTERS, ELECTRONICS, HOUSEHOLD APPLIANCES & TECH

### WINNER: MPB

**PROJECT:** Living our purpose

MPB is the world's largest global marketplace for photography and videography kit with a clear purpose to open the world of visual storytelling in a way that's good for people and the planet.

The brand's circular principles apply to its own operations through its choice of packaging, furniture and equipment. In line with its purpose, this year it sponsored 143 events, awards, platforms or individuals who support accessibility, inclusion or environmental stewardship in visual storytelling, including the Environmental Photographer of the Year.

To support its growing circular economy re-use business, MPB wanted to make sure that its marketing and advertising were equally sustainable. This year, they aligned marketing event-planning and production with its broader sustainability goals by setting targets to eliminate event-related waste and tracking its event footprint in four key areas: procurement, emissions, reusable asset inventory and attendee gifting. They also launched a co-branded, three-month campaign with Panasonic Lumix to drive circular behaviour in the sector and new users to the MPB platform.

The main focus of MPB's efforts to reduce emissions from digital advertising have concentrated on media planning and buying strategy. To reach this goal, it partnered with Scope3 to conduct a digital media emissions audit, identifying carbon hotspots across its media buys.

In addition, they adopted a contributory, planet positive approach by collaborating with One Tree Planted since 2020 to get approximately 90,000 trees planted across the UK, US and Europe.

### SHORTLISTED

▲ Currys with AMV BBDO



*“a great example of integrated thinking across the entire strategy down... contributing to behaviour change and access to a new market.”*

## RETAIL

**WINNER:** eBay with EssenceMediaCom

**PROJECT:** eBay Twiggy Full Circle

In the UK alone, we bury in landfill or burn 300,000 tonnes of unwanted clothing every year. The fashion industry throws away 92 million tonnes, making eBay's mission to get people to buy pre-loved a worthy cause indeed.

But how to demonstrate to a discerning audience that they could buy pre-loved designer items from eBay and have confidence in their authenticity?

To do this, the marketplace platform partnered with Vogue. Upon examining 100 years of the magazine's archives, it found that all the pieces in its iconic shoots still existed and were available on eBay. The marketplace also rolled out an Authenticity Guarantee for eligible purchases.

To promote this, one of the most iconic shoots in the Vogue back catalogue was recreated with items sourced on eBay, with Sixties fashion icon Twiggy invited to recreate her 1967 Louis Vuitton baguette bag shoot.

“Twiggy Full Circle” appeared as a double page spread on both sides of the Atlantic, in the October issues of US Vogue and British Vogue. The print visual was then turned into a digital asset and spread across multiple digital touchpoints, including Vogue and Twiggy's social channels. Additionally, Twiggy walked the Vogue World London red carpet in her recreated eBay look to launch London Fashion Week 2023. This event alone was streamed live and garnered 92.2 million views worldwide.

To bring it full circle; nothing went to waste. The vintage accessories from the campaign, which had all been sourced from eBay, were then auctioned off on the site in support of sustainability, something our judges praised as “a great example of integrated thinking across the entire strategy down... contributing to behaviour change and access to a new market.”





*Our judges were impressed; remarking: "Driving sustainable behaviour change is no mean feat, and considering the UK is amongst the highest for e-waste we need more campaigns like this."*

## NGO / CHARITY

### **WINNER:** Material Focus *with* December 19

**PROJECT:** Material Focus: "Recycle Your Electricals"

We all want to recycle but the process itself can be daunting and even confusing, particularly when it comes to electrical.

The rise of "Fast Tech" - cheap, disposable electrical items like vapes - exacerbated the issue, with these often ending up in bins and causing fires due to their batteries. Recycling these items conserves valuable resources such as lithium, copper and gold, reduces landfill waste and supports a circular economy. If each of the 44 million adults in the UK who recycle items rather than throwing them away, recycle just one cable, we would have at least 40 million one-metre charging cables - enough to circle the earth once.

This campaign, with its consistent prompts on how and where to recycle yielded notable results in the form of the recovery of 7 million kilograms of precious materials. It capitalised on key decluttering moments across the year; the national Spring clean, October's International E-Waste Day, and Recycling Week and highlighted a 6% year-on-year increase in small electrical recycling.

In just two six-week bursts and a media spend of £1.1m, the campaign registered a 100x search increase for "Recycle Your Electricals", with 955,000 more people stating they now always recycle their electricals having seen the campaign and millions said it made them reconsider what they do with unwanted electricals.

## SHORTLISTED

▲ MG OMD for Media Trust



*Our judges were taken with the reuse ethos, remarking: "Check your drawers was a stellar campaign back in 2020 - but the addition of the Big Issue partnership, helping people and planet is just brilliant."*

## TELECOMS

**WINNER:** giffgaff, The Guardian, LADBible, The Big Issue *with* MG OMD

**PROJECT:** 'Up To Good' For Behaviour Change

giffgaff's brand platform is about being 'Up to Good', challenging the status quo to show there is a better way to use connectivity to benefit people and the planet. But its industry has a problem: the increased pace of technological change, the upgrades driven telecoms market and a desire for 'new' is creating a growing e-waste issue.

A refurbished or recycled phone generates 87% fewer emissions than a new one, but to sell more recycled phones, the stock needs to be created. Thus, a campaign to get people to trade in their old phones and opt for refurbished ones was born.

With reuse in mind, the brand 'refurbished' one of giffgaff and LADBible's most successful ever campaigns from 2020 and brought back 'Check your Drawers' for a second iteration.

In addition to reminding people of the issue of phone wastage, remaining relatable with the tongue-in-cheek 'check your drawers' tagline and encouraging them to recycle their old phones with strong call to action, the campaign launched on Earth Day and adapted its content to match new social behaviours, making it shorter, punchier and even more engaging. A partnership with The Big Issue truly completed the circle – demonstrating that recycled phones could be put to good use by supplying 250 refurbished smartphones to national vendors, making it quicker and more secure for Big Issue customers to buy and faster for vendors to make the transaction.





*And our judges rated it, stating: "I love how this was an unbranded campaign to drive real behaviour change for the benefit of the earth, vs the sales of any one rail company. It was smart to concentrate the budget locally to have meaningful and measurable change. I hope they get funding to roll this out further across the UK."*

## TRAVEL & TRANSPORT

### **WINNER:** Trainline *with* Wavemaker UK

**PROJECT:** I came by train: Train Heroes

Amid the sobering news that the transport sector is the biggest contributor to carbon emissions in the UK, Trainline decided to take on a leadership role in supporting the rail industry, businesses, and governments to meet emissions targets.

Trainline aims to make rail travel easier through technology and data, empowering people to make travel choices that are better for the environment. This is why they set up 'I Came by Train' – an unbranded campaign dedicated to encouraging modal shift; turning taking the train into an action that people could be proud of.

They did this by celebrating 'climate heroes' for making the right choice after the fact, celebrating the emotional 'win' and advocating others to make the sustainable choice next time round. This was achieved through tight geo and travel targeting, alongside the roll-out of a 'green' carpet in Manchester, making train travellers feel great for already having done the right thing, paired with humorous and celebratory messaging.

Going big locally worked, resulting in a x2 uplift in Mancunians who agreed it is easy to make the shift from car to rail and a +26% increase in consideration for train over car. Data also showed that around 15.25% of customers purchasing train tickets originating in Manchester had initially considered travelling by car or air.





*Our judges remarked: "The breadth and depth of MGOMD and giffgaff's efforts to reduce emissions make this case stand out. It's great to see measurement and accreditation against specific initiatives and carbon reduction, but also the overall business health linked back to having sustainability core to the strategy."*

## BEST PRACTICE IN SUSTAINABILITY AWARD - ADVERTISING

**WINNER:** Giffgaff *with* MG OMD

**PROJECT:** Being 'Up To Good' In All Our Marketing

Giffgaff secured B Corp certification in 2022, followed by publicly joining Ad Net Zero and the Conscious Advertising Network, creating a Responsible Marketing Manifesto and co-authoring with MG OMD DEI - Accessibility and (fighting) Misinformation.

It has evolved its sustainable planning approach – building on its key pillars of 'Less is More' (a reduction in emissions by eliminating the long tail of low impact inventory and reduction in wastage through smart frequency management) and 'Responsible Reach' (a partner selection criteria that assesses the sustainability credentials and commitments of media partners alongside their ability to reach and target an audience).

The strategy has delivered a 15% reduction in emissions in giffgaff's media plan, equating to a reduction of 56 tonnes CO<sub>2</sub>e between January 2023 - June 2024. In the same period, its Up To Good fund sits at £159K supporting the prevention of 5919 tCO<sub>2</sub>e from being emitted through three verified carbon avoidance projects and has so far funded the removal of 372 tonnes of CO<sub>2</sub>e from one project.

It has driven behaviour change by highlighting e-waste and promoting refurbished phones and reached over 2.2 million people with its Lad Bible campaign, with one in five saying they have/will recycle a mobile phone with giffgaff's service after seeing the content.

**SHORTLISTED**

▲ Diageo & APR

**2024 WINNERS**

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*Our judges said: "A good solid case, with results that show savings without losing performance. The company's broader sustainability goals, programmes and employee engagement are strong."*

## **BEST PRACTICE IN SUSTAINABILITY AWARD - AD TECH SERVICES**

### **WINNER: L'Oréal UK and Ireland with Impact Plus**

#### **PROJECT: Scaling Sustainability in Digital Advertising: Pioneering Efforts in Reducing GHG Emissions**

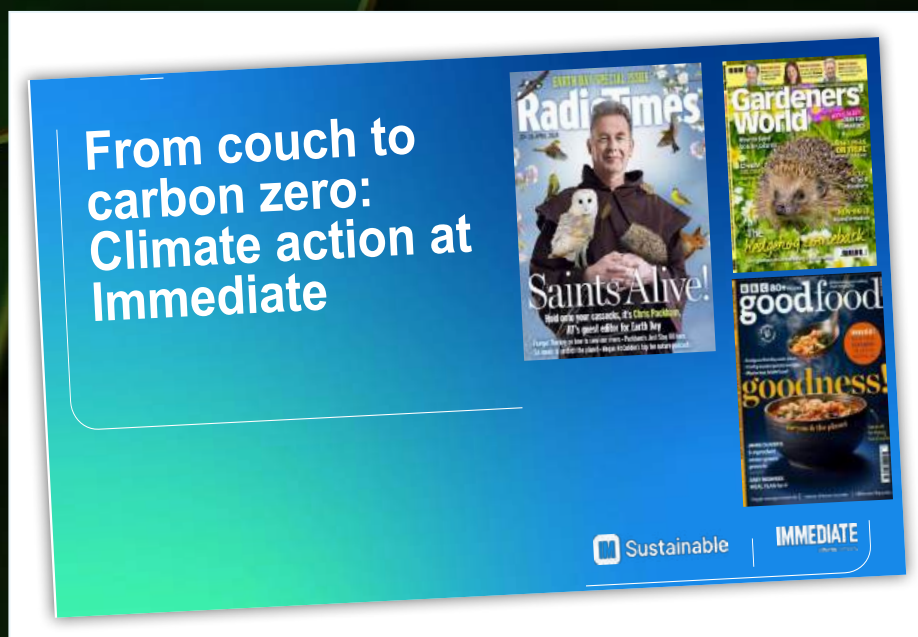
Between 2023–2024, Impact Plus collaborated with L'Oréal UK and Ireland to reduce the greenhouse gas (GHG) emissions generated by their digital advertising activities, as part of its global partnership with the world leader in beauty. Impact Plus proposed an approach to implement a sustainable media strategy aligned with the "L'Oréal for the Future" global sustainability programme which consisted of evaluating, reducing and scaling.

Among the initiatives employed, a significant reduction in overall digital media GHG emissions for L'Oréal UK and Ireland was achieved by optimising display and video electricity performance across all divisions without impacting campaign performance.

And following Impact Plus's recommendations, L'Oréal UK and Ireland achieved a significant 17% reduction in overall GHG emissions avoiding emissions of airplane travel equivalent to 57,601 km (8745kg CO<sub>2</sub>e), again without impacting campaign performance.

Since January 2024, the adoption of the 'Environmental Sustainability Platform' by L'Oréal UK and Ireland teams has helped scale of efforts through automation and extensive measurement of their activities. It provides real-time reporting on GHG emissions with maximum granularity and flexibility and analyses GHG emissions to derive reduction insights and actionable steps.





*Our judges praised: “An impressively thorough, sustained and strategic approach showing strong results, carefully and convincingly measured,” adding: “This is an excellent, all-round approach by a media owner, reappraising the way it works as a publisher, alongside the powerful influence it has across its media brands.”*

## BEST PRACTICE IN SUSTAINABILITY AWARD - MEDIA

### WINNER: Immediate

**PROJECT:** From Couch to Carbon Zero: Embedding Sustainability at Immediate

Home to the biggest and best-loved brands in the UK, including Radio Times, Good Food, and BBC Gardeners' World, Immediate's content reaches millions of people every month, across digital, print, video, podcasts, apps, live events, tools and services. Immediate aims to integrate sustainability into all decision-making processes, ensuring every job contributes to their climate goals. Their approach has five pillars: Emissions Impact reducing overall footprint, Reduction for Growth website optimisation, Sustainable Sourcing, Industry Leadership and Platform for Change, modelling more sustainable behaviours for audiences.

Immediate began measuring its full value chain carbon footprint in 2019 and, since then, has reduced its carbon emissions by 40%. Its websites are within the top 10% most sustainable vs industry average and by using Scope3, it has accurately measured the carbon intensity of its adstack and reduced it by 42%, removing any connections not driving incremental value. It provides GHG information for every media plan as standard and uses AdGreen for every shoot. It has reduced the carbon emissions of its covermounts by 22%, with a system to retain and reuse covermounts from unsold magazines, reusing 2 million gifts per year. They do all of this with their dedicated sustainability teams, and comprehensive in-house climate literacy training, to make more sustainable decisions and promote sustainable products, services and behaviours.

### SHORTLISTED

▲ The Guardian | Ocean Outdoor | Open Media | Spindle



*As our judges put it; “Sky has got its house in order behind the scenes with industry leading new studios and production techniques and are also bringing the message to the consumer via popular names to evoke more change.”*

#### **BEST PRACTICE IN SUSTAINABILITY AWARD - PRODUCTION/EXPERIENTIAL**

#### **WINNER: Sky**

**PROJECT:** Leading the Industry in Sustainable Production and Positive Environmental Impact

With the average carbon footprint for TV and film productions in the UK rising from 9.9t CO<sub>2</sub>e per hour in 2018 to 12.8t CO<sub>2</sub>e per hour in 2022, Sky got to work identifying the key pressure points within its productions.

Sustainability consultants implemented processes such as circular economy models for props, travel surveys, sustainable transport trials, and departmental briefings and adoption of the albert calculator, to analyse emissions data and set measurable reduction targets.

Virtual and remote production technologies significantly reduced the need for travel, lowering its overall carbon footprint. Awesome Animals and Mini Me became the first children's series to use virtual production methods, reducing carbon emissions from 15.62t CO<sub>2</sub>e to 6.78t CO<sub>2</sub>e and Robin and the Hoods successfully switched to HVO Fuel, reducing emissions by 90% compared to diesel.

This approach has also resulted in the BAFTA Award-Winning A League of Their Own achieving a 47% reduction in emissions, earning a Sustainable Production Award at the Global Production Awards 2024.





*Our judges said: "Solution at scale that is replicable and cuts out the unnecessary travel. Also considers food, waste, wardrobe and local travel. I appreciate how they actually interrogate their AdGreen Scores to find the areas needing greatest improvement, vs using it as a tick box exercise."*

## BEST PRACTICE IN SUSTAINABLE AD PRODUCTION

### WINNER: Hogarth

#### PROJECT: Sustainably Made

A single day of filming can typically generate over 2.2 tonnes of CO<sub>2</sub>. Hogarth, through its Sustainably Made initiative, sets out to reduce this by ensuring all content captured is tagged and stored to make it accessible for reuse on future projects.

For example, Hogarth measured 35 projects for Ford in 2022 and the production emissions for these were approximately 91 tonnes of CO<sub>2</sub>e. A year later, these numbers reduced to 50 tonnes of CO<sub>2</sub>e across 28 shoots, which was achieved through the reuse of previously shot material.

Hogarth uses the AdGreen carbon calculator for UK productions and sustainability on shoots is a priority with no single-use plastic, a beef-free menu and wardrobe handled through rentals.

In 2022 Makerhouse (a sub-brand of Hogarth) was awarded SuperUser status, a Top 10 user of AdGreen. In 2023, Makerhouse was awarded sixth place, Hogarth third place in the top 12 users of AdGreen. In 2023, Hogarth entered data on 26 brands and tracked production emissions for 85 projects with budgets ranging from £1k to £4 million.

## SHORTLISTED

▲ Diageo & APR | Hello Earth Agency | Netflix with Papaya Films | Mars with Revolt and Murphy Cobb Associates

## 2024 WINNERS



*"A clear and precise strategy supporting a sustainably led tech partner demonstrating bravery on the client's part," said our judges.*

## BEST PRACTICE IN SUSTAINABLE MEDIA PLANNING

### WINNER: Spotify with Greenbids

**PROJECT:** Spotify x Greenbids: More Performance, Less Carbon

Spotify Wrapped 2023, the company's tentpole marketing campaign of the year, was the perfect opportunity to test an innovative, industry first solution that would balance both business performance and climate impact. They partnered with Greenbids and media agency UM to deliver this for online video buys by automatically adapting the bidding strategy on every impression, based on variables such as time of day, day of week, device, creative, viewability and cost-per-KPI. The algorithm was updated daily, learning and adapting to the live results in-market, allowing for absolute performance improvement (exceeding all previous campaign benchmarks), while reducing carbon intensity dramatically.

The results were even better than anticipated. Spotify achieved a 38% reduction in Carbon Intensity per view, while also hugely reducing its cost-based performance metrics: 13% reduction in CPM for the Bumper Format and a 40% reduction in CPV for the Trueview Format, avoiding 229 tonnes of GHG emissions across 16 EMEA markets.

Campaign performance was validated by the DSP (DV360) and carbon reduction was measured using the GMSF methodology. The campaign was bought from the UK across the France, Germany, Spain, Ireland, Italy, Kenya, Saudi Arabia, Nigeria, Netherlands, Pakistan, Poland, Sweden, Turkey, UAE, and South Africa markets. The integration with Greenbids was seamless, with no difference to campaign processes, and the additional cost for the technology was outweighed through improvement in performance, and for every £1,000 spent, Spotify generated £10,000 of additional media – and an ROI of 11:1.

## SHORTLISTED

▲ EDF with Havas Media | giffgaff with MG OMD | Pinterest, Mediahub with SeenThis



# TEAM MEDIA BOUNTY



*Our judges say: "There can be few - if any - agencies as wholeheartedly devoted to sustainable work and life as Media Bounty."*

## BEST PRACTICE IN SUSTAINABILITY AWARD - AGENCY

### WINNER: Media Bounty

Media Bounty has stood by its commitment to put climate first since its inception in 2008. The agency has systematically applied all five actions of the Ad Net Zero Action Plan to its business with leading-edge outcomes.

On Action 1 their employee Ethics Committee has measured the agency's entire carbon footprint consistently over time and produced a carbon reduction plan. They don't accept briefs from companies they identify as high polluters and offset unavoidable emissions with high-quality offsets through The World Land Trust. The agency operates a blanket ban on domestic flights and a generous 'slow holiday' policy.

On Production (Action 2), their average production project is 0.5 tonnes of CO<sub>2</sub>e, which is only 8% of the AdGreen mean average of 6t per project, achieving these results even on large-scale projects where the industry mean average is almost 14 tonnes.

In media (Action 3), they measure, reduce and offset unavoidable emissions from all media plans, reducing digital display campaign impact by streaming ads to users rather than downloading, meaning minimal data waste.

On Action 5, they founded, and funded two industry networks, the Conscious Advertising Network (CAN) and ACT Climate Labs, to help the entire industry reduce its carbon impact and break the link between advertising and harmful content like climate misinformation. This year they have given advice to the UN Under Secretary General's team on guiding principles for Information Integrity.

## HIGHLY COMMENDED

▲ Dentsu UK

## SHORTLISTED

▲ Assembly Global | Linassi+Co



*Our judges applauded this campaign, calling it a: "Great piece of work with a tangible impact. What was interesting is how each consumer could make a positive impact and this was demonstrated very nicely."*

## BEST CAMPAIGN FOR A SUSTAINABLE BEHAVIOUR CHANGE | APAC

### WINNER: Gourmet Market Thailand with Denstu Creative Thailand

#### PROJECT: The Cupboard To Fight Food Waste

Food waste accounts for 18 million tonnes or 64% of waste generated each year in Thailand. One third of the food purchased in the country is thrown away without being eaten, while the majority is left to expire.

The Cupboard To Fight Food Waste tackled this expensive and wasteful problem head on by providing electronic expiry dates to online shoppers. The campaign allowed consumers to check their items purchased, stored and expiry dates in real-time, at their fingertips, with alerts popping up every morning to remind them to use up their food before it expired. Timely product consumption was encouraged by commending consumers for acting upon reducing their daily food waste and accumulating the successful percentage figures they were able to individually reach.

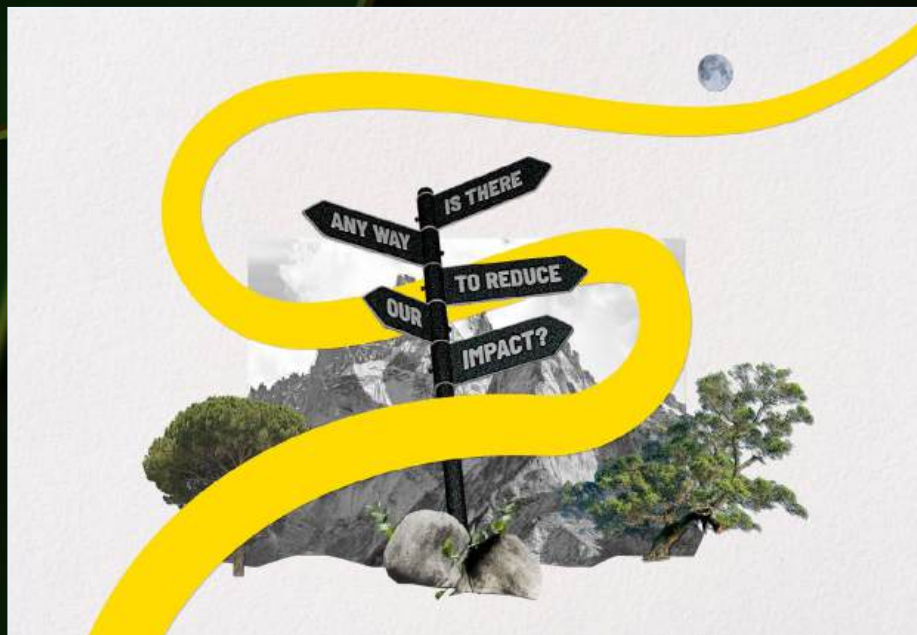
By building behaviour for sustainable home food management, The Cupboard To Fight Food Waste saved 174,600 food items with an average of 20 food items per transaction within the first two months of being launched.

While the campaign ran on a single site, it served to draw an impressive 18.1% in active users and a 14% growth in downloads, proving its appeal and driving an incremental 184.2% campaign joiners since the first month of its launch. Beyond the engagement gained, the campaign attracted the press and gained the earned PR value of over £88,000.

#### SHORTLISTED

Great Barrier Reef Legacy with M&C Saatchi Group | Bank Australia with Silver Lining with Good&Proper and Alchemy One





*Our judges were very taken by this campaign, calling it: "Very relatable, and quite inspiring."*

*They added: "A great way to draw the industry's attention to changes in the way we work that everyone should think about and make."*

## BEST CAMPAIGN FOR A SUSTAINABLE BEHAVIOUR CHANGE | EMEA

### WINNER: Papaya Films

#### PROJECT: Means to an End - Our Low Carbon Hustle

Ahead of Cannes Lions festival, Papaya Films was conducting research among its clients when one of them said:

"I will not attend Cannes this year, I think my attendance is not worth the carbon footprint," prompting the company to examine its own carbon footprint for attending the event - and to do something about it.

In its quest to transport seven people from two different cities to Cannes, a plan was hatched. With five of the team departing from its Warsaw office and two from its second headquarters in London, four different means of transportation were planned and measured.

Two of the Polish contingent took four trains from Warsaw to Cannes, 14.8 times less emissions than taking a plane. A further pair drove an electric car and generated 4.6 times less carbon footprint than flying; though this required stops every 300km to charge the car for 50 minutes, resulting in a 36-hour long trip.

The duo from London were able to eliminate their emissions entirely by cycling for almost 7 hours to cover the final 160km from Cuneo to Cannes, generating 1800 W per person.

For Papaya Films, the experiment was vital to show how important it is to act, one person at a time, no matter how small the action might appear.

### SHORTLISTED

▲ Museum for the United Nations - UN Live with AKQA | Natwest Group Marketing Team



*Our judges called this a: "Brilliant campaign with strong real-world impact and clear purpose. Results benefited both organisations and identified environmental problems that could be addressed, creating a memorable experience and personal connection for the gamers."*

## BEST CAMPAIGN FOR A SUSTAINABLE BEHAVIOUR CHANGE | THE AMERICAS

**WINNER:** AlmapBBDO

**PROJECT:** Flying Guardians

This project saw Planet LABS and Greenpeace team up to turn Microsoft Flight Simulator into a real-life environmental defence platform, an innovative collaboration which saw the game's original map updated with near real-time satellite data from Planet Labs.

Players fly over updated satellite imagery of Amazon, while making a direct impact on the real world. Gamers can issue reports about threats to the authorities, attached to real coordinates, using an innovative in-game feature. This database then helps investigations about illegal mining, deforestation, indigenous land invasions, and more. Players can also sign Greenpeace's petition and donate to the cause.

Results were immense with +325h of live streaming watched, +1800 players becoming Amazon protectors and 2933 overall threats reported to the authorities, including illegal mining sites, deforestation areas and invasions of indigenous lands.

Features also include radio stations transmitting information, a tool for reporting incidents (which feeds straight into a Greenpeace database), an in-game shortcut for signing a petition and donating, and different themed planes.

### SHORTLISTED

▲ Diageo (Guinness) with adm Group





*Our judges said: "It's commendable to see an advertiser take the initiative to collaborate with the industry in developing a measurement framework specifically tailored to their needs, with the goal of reducing emissions. This approach has the potential to set a strong example across the industry."*

**SUSTAINABILITY BEST PRACTICE AWARD | EMEA - ADVERTISER/BRAND**

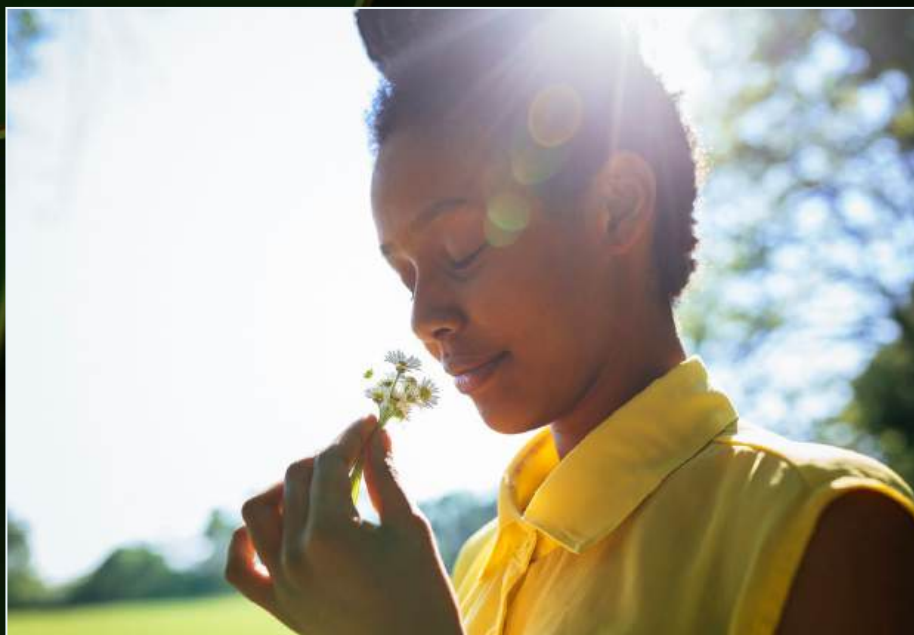
**WINNER:** Vodafone, dentsu and Cozero

**PROJECT:** Vodafone Sustainability Programme

While Vodafone is undeniably committed to reducing its environmental impact, analysis revealed that there was generally a lack of industry standards for measuring media carbon footprints.

To address this, it created the Vodafone Sustainable Media Programme, developing a global media and advertising carbon measurement framework across all markets and channels, along with a reduction plan to minimise emissions in media. The programme uniquely reports quarterly carbon emissions across all media channels and all markets, from Germany to South Africa and Albania, and advises on tailored reduction measures.

By employing a three-pronged approach of enumeration, mitigation and elimination, the project quantified the carbon footprint of over 85% of the group's total media investment and more than 113 billion impacts (digital impressions and offline equivalents like GRPs), demonstrating the breadth of its analysis. This established a baseline of 16,948 tCO<sub>2</sub>e for future reduction initiatives, the equivalent of 3,800 roundtrip flights between London and Cape Town. The programme's success is reflected in the significant reduction of emissions and the establishment of sustainable media guidelines. Altogether, it has already reduced emissions by 34% year-on-year from Q4 2022 to Q4 2023.



*Our judges said: "L'Oréal has a deep, serious focus on addressing climate change, and this effort to quantify and reduce emissions from advertising is an important and tangible part of them."*

## SUSTAINABILITY BEST PRACTICE AWARD | THE AMERICAS - ADVERTISER/BRAND

### WINNER: L'Oréal Group

**PROJECT:** L'Oréal For the Future and Impact Plus in the US and Canada

For almost 20 years, L'Oréal has made addressing climate change a strategic priority and has been actively working on decarbonising all areas of its greenhouse gas (GHG) emission footprint. As the fourth-largest advertiser worldwide, the brand extends these commitments to digital sustainability and has sought to measure and reduce the GHG emissions from its digital media activities.

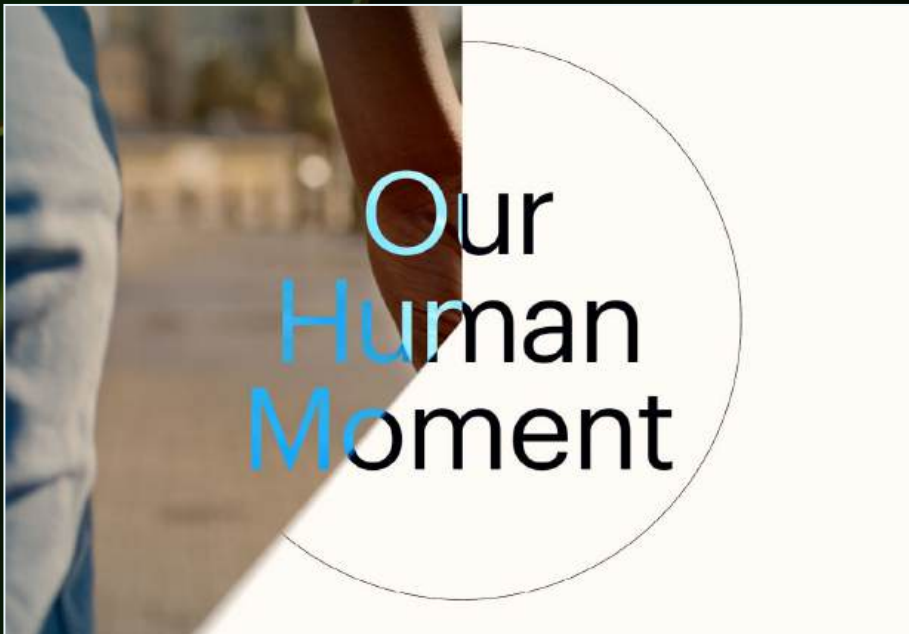
L'Oréal's digital media sustainability strategy has been two-pronged. The first phase consisted of testing the Impact Plus sustain-tech solution and piloting more than 230 campaigns across 40 markets. The second phase, which kicked off at the start of 2024, included the implementation of the Impact Plus SaaS solution (ESP: Environmental Sustainability Platform) and aims to measure the full CO2 baseline across all its digital media campaigns and every one of its 37 global brands; ultimately to reduce their respective CO2 emissions.

With Impact Plus, L'Oréal USA and L'Oréal Canada have been able to measure the CO2 footprint across its major digital media platforms, namely: Amazon, TheTradeDesk, DV360, Instagram, Facebook, YouTube and TikTok. The aim was to assess which channels, placements and formats were ripe for optimisation and act on them with four identified reduction levers which do not negatively impact media performance or consumer perception.

### SHORTLISTED

▲ O Boticário with AlmapBBDO & Energy BBDO





*Our judges said: "How perfect and inspiring that a research film on sustainability should uphold and deliver such a high standard of carbon-footprint in its making with no compromise on locations and quality. It's a great overall strategy, a great blueprint for future productions, and a great case study for others to learn from."*

**SUSTAINABILITY BEST PRACTICE AWARD | EMEA - PRODUCTION/EXPERIENTIAL**

**WINNER: Droga5 Dublin**

**PROJECT: Our Human Moment**

The Sustainability Studio is a global team in Accenture Song dedicated to making sustainability relevant and actionable for everyone.

In partnership with Droga5 Dublin, they launched Our Human Moment, a global anthropological research project designed to shift perceptions of sustainability from the abstract to connect with people's lives and stimulate behaviour change. The film launched officially at the World Economic Forum Annual Meeting 2023, Davos, and has played a central role in client engagements and projects globally – kickstarting sustainable innovation and behaviour change projects across diverse industries and markets

The team created a production that was as sustainable in every aspect as possible, including DE&I, to support the ethos of the project, drawing on the tools and principles of AdGreen and Green the Bid - quite a challenge given the film had to capture footage from six countries across five continents.

An approach was devised with great planning and discipline, briefing multiple remote production partners on every aspect of the job, and minimising emissions by mixing stills and live action created locally over 4 months. The result was a project that only produced 3.49 tonnes of CO<sub>2</sub>, just over 1/4 of the AdGreen average for a large project with many more days of multiple-location shooting.

**SHORTLISTED**

▲ Aktion Mensch e.V with Accenture Song Brand Germany



*Our judges said: "It's good to see a big brand experimenting, and up-skilling teams. The more we can show reduction in GHGs x effectiveness, the more others will follow."*

## SUSTAINABILITY BEST PRACTICE AWARD | EMEA - AD TECH SERVICES

### **WINNER:** HEINEKEN France *with* Impact Plus and Jellyfish

**PROJECT:** Deploying an Effective Multi-Brand Carbon Assessment and Reduction Strategy through Ad Technology

Impact Plus has supported HEINEKEN France since 2021 in evaluating its GHG emissions and implementing environmental optimisations across around 30 campaigns. This involved reducing asset weight, targeting based on devices, connection types, and timing, and optimising ad durations and placements. HEINEKEN France's teams and agencies were also trained on the environmental aspects of digital advertising, ensuring that the optimisations did not negatively affect campaign performance or brand image. By early 2024, HEINEKEN France had committed to integrating environmental best practices across all digital investments as part of its broader strategy to reduce scope 3 emissions by 2040.

By mid 2024, HEINEKEN France's environmental data was integrated into Jellyfish's proprietary 'J+Bidding' algorithm, using Google DV360's custom bidding tool. With this support, HEINEKEN France and Jellyfish optimised energy consumption by implementing new targeting strategies to reduce GHG emissions while maintaining media performance across its programmatic campaigns.

In the first half of 2024, HEINEKEN France succeeded in avoiding 27% of GHG emissions for its programmatic advertising and 40% of GHG emissions for social advertising compared to non-optimised scenarios. This was accomplished by adopting less energy-intensive digital advertising practices. In addition to reducing creative asset weight, the use of Wi-Fi-specific targeting instead of cellular data set a new standard for GHG emissions reduction, significantly outperforming the market average.

### SHORTLISTED

▲ PubMatic, SeenThis and GroupM





*Our judges were extremely impressed with this initiative, describing it as “Very creative, with a halo effect on the employees’ families.” They added: “Ensuring the seamless opportunity for the employees to adopt the program and continue with it in the long term through financial support and training just makes sense. An instantly stealable idea for every company.”*

## BEST PRACTICE AWARD | THE AMERICAS - AD TECH SERVICES

### WINNER: MobileFuse

#### PROJECT: Employee Green Energy Program

The Employee Green Energy Program was developed to address the significant but often overlooked problem of carbon emissions from employees working from home. Recognising that 21% of its total emissions stemmed from employee energy consumption at home, MobileFuse's program not only reduces the carbon footprint of the company and each participant but also fosters a culture of environmental responsibility.

Each employee was advised of the suitable green energy options offered by their particular energy provider, with data from those who switched used to measure and track the emissions reductions. The support for this process included answering questions, addressing concerns and helping with any logical steps required for the transition. Further simple methods to reduce home emissions, including help with the purchase of energy-efficient lightbulbs, were also put in place and since its inception in 2023, the program has resulted in a reduction of over 58 metric tonnes of carbon emissions.

MobileFuse plans to increase workplace participation to 80% in 2024, and in doing so could achieve an estimated reduction of over 259 metric tonnes.

#### SHORTLISTED

▲ Duration Media | Mediavine | Sharethrough



*Our judges said: "This is a clear demonstration of executing a global business sustainability strategy in local markets, it's a good piece of work."*

## SUSTAINABILITY BEST PRACTICE AWARD | APAC - MEDIA OWNER

### WINNER: JCDecaux Cityscape

**PROJECT:** Achieve Net Zero throughout our advertising activities

Since 2014, JCDecaux SE has pursued a climate strategy to achieve Net Zero Carbon by 2050 across the entire value chain, focusing on the principles of measuring, reducing, and contributing.

Works have included recycling stations, sourcing eco-friendly supplies, no disposable plastics, and steps towards a paperless office. Business activities guidelines have come in the form of encouraging meetings via Teams to minimise travel, as well as education within the company such as paperless challenges and the nomination of Green Ambassadors among colleagues to share ideas.

As well as actively reducing emissions from advertising production through initiatives like use of electric cars, smart lighting and waste management, the firm has a unique post-campaign measurement tool which addresses ESG expectations in the works called the 360 Footprint. Reduction of emissions through awards and from events has seen promotions to raise awareness among stakeholders and online training for employees.

The results are already paying off with a -21.4% vehicles emissions reduction vs 2019 and a -70% energy consumption of digital assets via smart lighting system (vs 24h lighting). 100% of electricity consumption is now covered by renewable energy sources and 100% of waste is recovered for standard advertising campaigns. What's more, 100% of staff have participated in ESG events organised by the company and 100% of its key suppliers have evaluated and signed its Code of Conduct document. Goals which remain include achieving 100% of its fleet being switched to eco-friendly vehicles by 2030 and zero-landfill by 2035.





*Our judges described this as  
“good work overall,” adding:  
“This is innovative carbon saving  
technology for programmatic,  
partnered with the right  
market players.”*

#### SUSTAINABILITY BEST PRACTICE AWARD | EMEA - AGENCY

### WINNER: HEINEKEN France with Jellyfish

**PROJECT:** Reducing greenhouse gases emissions while improving performance using DV360 custom bidding algorithm

Programmatic media buying is a powerful channel for brands to reach their audience, promote new products, and reinforce brand image. However, programmatic is also a channel with a high carbon intensity and reducing GHG emissions while maintaining performance is challenging. To integrate sustainability into its digital media operations and track and optimise both media and environmental performance alongside each other, HEINEKEN France enlisted global digital marketing company Jellyfish. The strategy - executed alongside the brand's GHG measurement partner Impact Plus - saw immediate GHG reduction at scale by leveraging DV360 Custom Bidding.

The model predicts both media performances and GHG emissions of every bid opportunity and scores them by crossing those two metrics. This first step was a success, showing a -19% reduction on CO2e emissions while securing the media performances.

Based on this first achievement, the HEINEKEN France media team decided to move from the initial test and learn phase into a new step of sustainable advertising: this automated GHG optimisation methodology would be applied to multiple programmatic campaigns in 2024, and the script would be even more advanced by integrating other important KPIS such as brand-safety and attention quality.

Jellyfish's proprietary algorithm, J+ Bidding, has since been activated on three campaigns since April 2024. Harnessing the automation capabilities of Display & Video 360, it enables seamless activation across all programmatic activities.

#### SHORTLISTED

▲ CNN Create Brand Studio | Pentti with GroupM Turkey and T&Pm | OMG EMEA



*Our judges described it as “an impressive, comprehensive offering to clients to understand and reduce their carbon emissions.”*

## SUSTAINABILITY BEST PRACTICE AWARD | THE AMERICAS - AGENCY

### WINNER: Footsprint

Footsprint believes environmental metrics are catalysts for superior digital performance, transforming sustainability into a competitive advantage.

From large groups to small companies, it empowers clients to minimise their carbon emissions by scrutinising the entire value chain of digital advertising. Its measurement scope includes online, offline, sustainable web design, e-retail and influencer media across 18 advertising activities, ensuring no aspect is overlooked. By reconciling environmental performance data with traditional media indicators and deploying real-time carbon tracking, it optimises media's environmental impact, focusing on decoupling carbon emissions from investment growth.

Footsprint's transformation programs - created by a team composed of experts in environmental science and digital performance - enable brands to drive internal change, embedding a sustainability-by-design approach across the digital spectrum. They consist of three pivotal phases: establishing a robust measurement framework, embarking on a reduction journey, and empowering teams for sustained success. This multidisciplinary approach allows the agency to integrate sustainability into digital strategies effectively, driving both environmental and performance goals.

In 2023, Footsprint measured over \$200 million in media across various online and offline channels for its clients. Its recommendations led to the avoidance of 261 tons of CO<sub>2</sub>e, equivalent to 145 Paris-New York round trips. It also achieved an average reduction potential of 30% for new onboarded clients.

### SHORTLISTED

▲ Horizon Media





*Our judges were so impressed they said: "I would love to see MobileFuse take more efforts to promote this publicly, though a video, social series, or even creating materials that their clients and partners could use to advance their own progress - with MobileFuse demonstrating their presence as a leader."*

## INTERNATIONAL GRAND PRIX

### WINNER: MobileFuse

**PROJECT:** Employee Green Energy Program

There is a significant but often overlooked problem of carbon emissions from employees working from home, which saw the birth of MobileFuse's ingenious Employee Green Energy Program. Recognising that 21% of its total emissions stemmed from employee energy consumption at home, the program not only reduces the carbon footprint of the company and each participant but also fosters a culture of environmental responsibility. Each employee was advised of the suitable green energy options offered by their energy provider, with data from those who switched used to measure and track the emissions reductions. There was solid support put in place for this process including answering questions, addressing concerns and helping with any logical steps required for the transition. Further simple methods to reduce home emissions, including help with the purchase of energy-efficient lightbulbs, were also put in place and since its inception in 2023, the program has resulted in a reduction of over 58 metric tonnes of carbon emissions. MobileFuse plans to increase workplace participation to 80% in 2024, and in doing so could achieve an estimated reduction of over 259 metric tonnes.



*As our judges put it; “Sky is fully embracing the Ad Net Zero programme, really showing the industry how it should be done by demonstrating how sustainability practices are core throughout their productions and processes.”*

## GRAND PRIX

### WINNER: Sky

**PROJECT:** Leading the Industry in Sustainable Production and Positive Environmental Impact

The average carbon intensity of TV content, film and media productions in the UK is rising steadily. Sky, conversely, has had a long-running sustainability programme across all aspects of its business, that includes identifying high-carbon activities within its in-house productions and addressing them, as well as using their content to help support audiences make more sustainable choices, and using its Footprint Fund as a force-multiplier in the climate action space.

The company implemented processes such as circular economy models for props, travel surveys, sustainable transport trials, departmental briefings and adoption of a carbon calculator, to analyse emissions data and set measurable reduction targets.

Virtual and remote production technologies slashed the need for travel, lowering their overall footprint. This approach has resulted in the BAFTA Award-Winning A League of Their Own achieving a 47% reduction in emissions, already earning a Sustainable Production Award.

Awesome Animals and Mini Me became the first children's series to use virtual production methods, reducing emissions from 15.62t CO<sub>2</sub>e to 6.78t CO<sub>2</sub>e and Robin and the Hoods successfully switched to HVO Fuel, reducing emissions by 90% compared to diesel.

The Great Rhino Robbery aimed to connect viewers with global conservation issues. And the award-winning Save our Wildlife: An FYI Special on Sky Kids demonstrated how children around the world could protect nature in their own communities.



# A WORD FROM CAMPAIGN AND OUR GRAND PRIX JUDGES

Campaign has been delighted to partner with Ad Net Zero on these important sustainability awards which recognise how brands and their agency and media partners are driving measurable progress and making genuine impact.

We introduced more international categories in 2024 — the third year of these awards — because global collaboration is key to tackling the climate emergency — and we were pleased to receive entries from many different regions around the world.

When we first launched the Campaign Ad Net Zero Awards, we wanted them to become a benchmark of excellence. Now we have a substantial body of winning work that we hope will inspire other companies to move faster towards net zero.

We are living in a time when some governments are pulling back from their sustainability commitments. The winners of the Campaign Ad Net Zero Awards are proof that brands can take the lead — with or without the support of politicians.

**Gideon Spanier, UK editor-in-chief, Campaign**



**Margaret Bates, Head of the UK pEPR Scheme administrator, DEFRA:** “I was really impressed by the variety and the strength in depth of the entries. There is a clear commitment to net zero with such diversity of approaches to making a difference. I particularly liked the number of initiatives that could be adopted by others in the sector and thereby creating a multiplier effect and increasing the impact”

**Jemma Gould, Chief Sustainability Officer, IPG:** “It is heartening to see all of the work that companies around the world are doing to advance sustainability while moving their businesses forward. Reading through the awards entries shows us the breadth and depth of possibility around work and programming that is sustainable, creative and results-driven.”

**Baroness Kate Parminter, House of Lords:** “The advertising sector has a vital role in inspiring the necessary transformation to a net zero future. The calibre of this year’s winners demonstrates that there is an emerging wealth of creativity, strategic thinking and appetite in the advertising sector to lead this change, and I look forward to seeing how the seeds planted this year grow in the years to come.”

**Kim Dirckx, Global Head of Sustainability, Strategic Partnerships and Innovation, L’Oreal:** “Judging the AdNetZero & Campaign Awards competition has been truly inspiring. The creativity and commitment demonstrated in this competition offer a glimpse into the future of advertising – a future where impactful campaigns drive positive change for both people and the planet. It was a privilege to be among the judges.”

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