

# An introduction to Advertised Emissions

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## Purpose Disruptors' Vision:

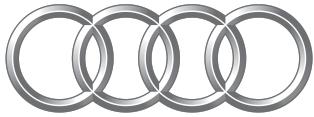
**An advertising  
industry transformed  
in service of a thriving  
future**



**Our question:**

**Can the advertising industry take full responsibility for its climate impact?**

## Audi case study by BBH



### **THE 2018 IPA EFFECTIVENESS AWARDS GRAND PRIX WINNER**

**£1.78 billion incremental revenue**

**£2.07 profit for every £1 generated**

**Audi UK's highest ever return on advertising**





## Emissions uplift due to the incremental sales

The uplift in  
sales driven by  
advertising

**X**

The carbon  
footprint  
per item sold

**=**

The uplift in  
greenhouse gas  
emissions driven  
by advertising

**132,700**  
cars

**39**  
tCO<sub>2</sub>e

**5,175,300**  
tCO<sub>2</sub>e

# Agency groups do not include emissions associated with the creative work they produce



B B H

**5,175,300**  
tCO<sub>2</sub>e

One campaign for one client from one agency



**5,400,000**  
tCO<sub>2</sub>e

The world's largest producer of advertising content. 109,000 employees in 110 countries. Clients include 317 of the Fortune Global 500, all 30 of the Dow Jones 30, 62 of the NASDAQ 100 and 61 of the FTSE 100.



## Our inspiration: Financed Emissions

### Definition

The greenhouse gas emissions associated with a financial institutions' loans and investments in a reporting year





## Definition:

**Advertised Emissions** are the greenhouse gas (GHG) emissions that result from the uplift in sales generated by advertising.

**ADVERTISED**  
**EMISSIONS**





## ADVERTISING'S EMISSIONS

## ADVERTISED EMISSIONS

WHAT HAPPENS

### UPSTREAM EMISSIONS



Advertising is created



That advertising is displayed



The advertising generates demand – more products created

GHG EMISSIONS TO TAKE INTO ACCOUNT



From running an advertising agency (e.g. offices, travel) and from the production process to make the advertising



From the electricity, servers, paper required to air the advertising on TV, radio, in the press, online



From the global supply chain (e.g. growing, mining, shipping)

From the manufacturing process (e.g. processing, constructing, distributing)

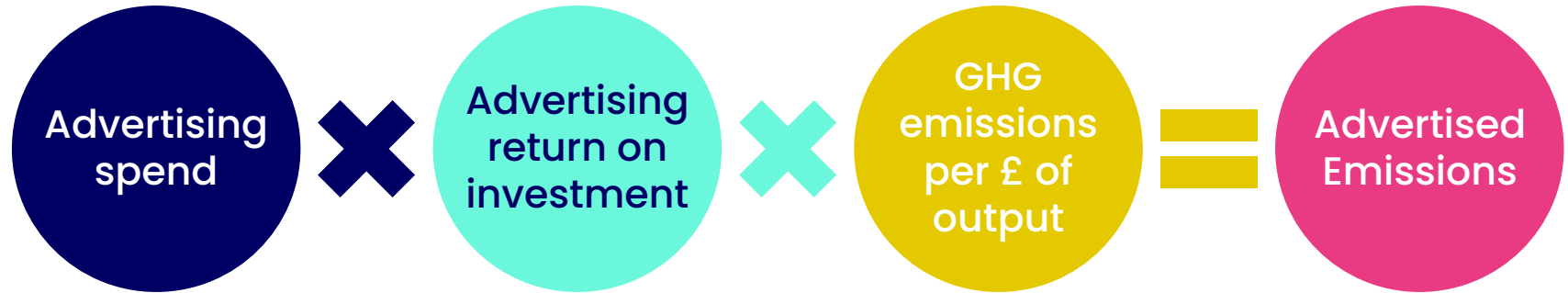
From the product in consumer use and its disposal

'CRADLE TO GRAVE'

'CRADLE TO GATE'

'USE PHASE'

# Calculating Advertised Emissions



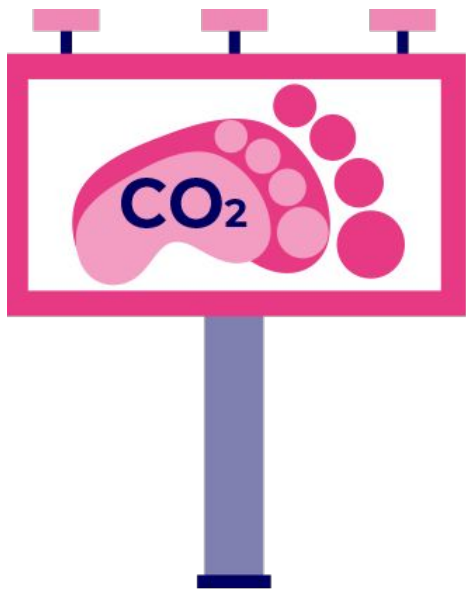


**The UK's  
Advertised Emissions  
in 2022 were**

**208**

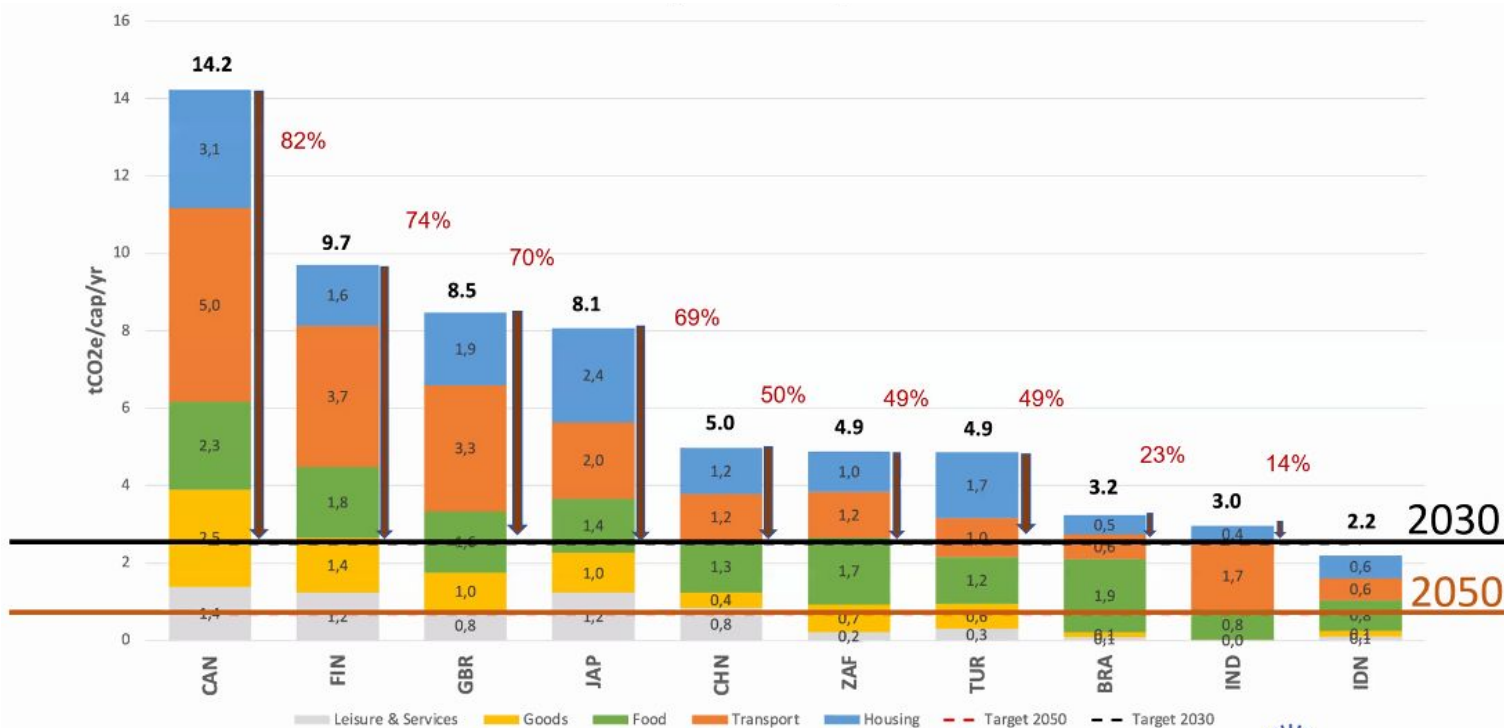
**million tCO<sub>2</sub>e**





it means **advertising**  
**has responsibility for**  
**+32%**  
of the **annual carbon**  
**footprint of every**  
**single person in the UK**

# Advertising is working against the 70% reduction in lifestyle-related emissions we need to see in the UK



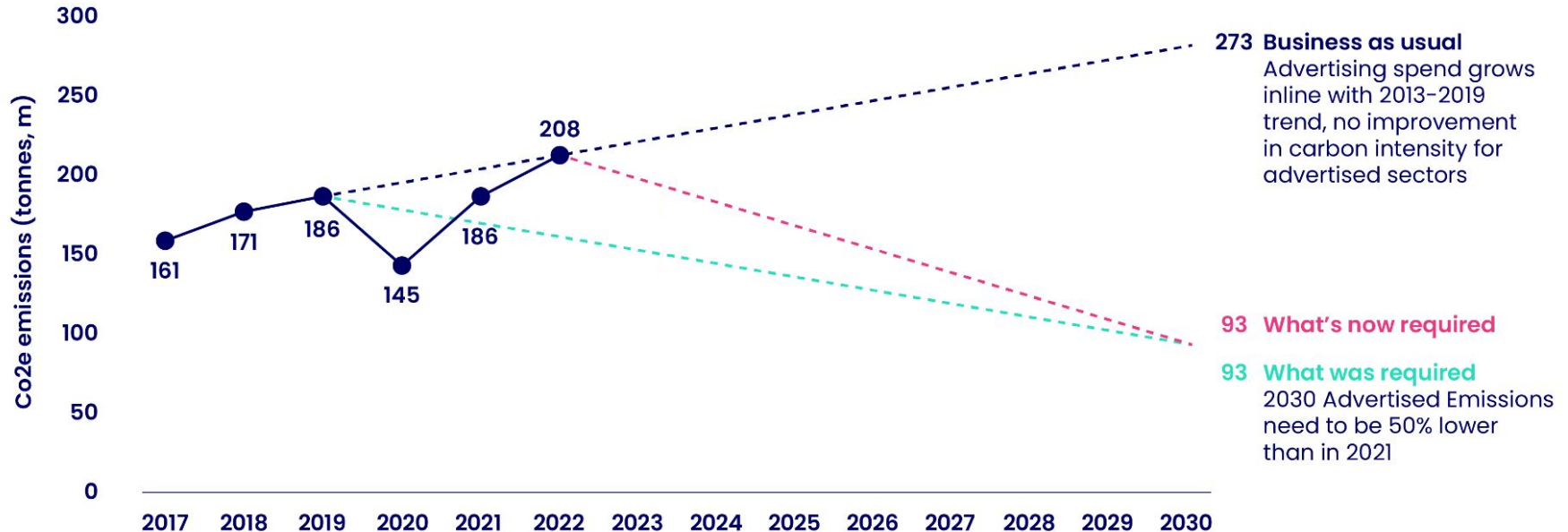
Source: <https://hotorcool.org/1-5-degree-lifestyles-report/> October, 2021



**What needs to  
happen?**



# The industry needs to reduce Advertised Emissions in line with the science (UK data)



Source: Magic Numbers calculation based on data from WARC, Exiobase, ARC, ONS, BEIS, Ricardo, Greenpeace, WWF and DVLA



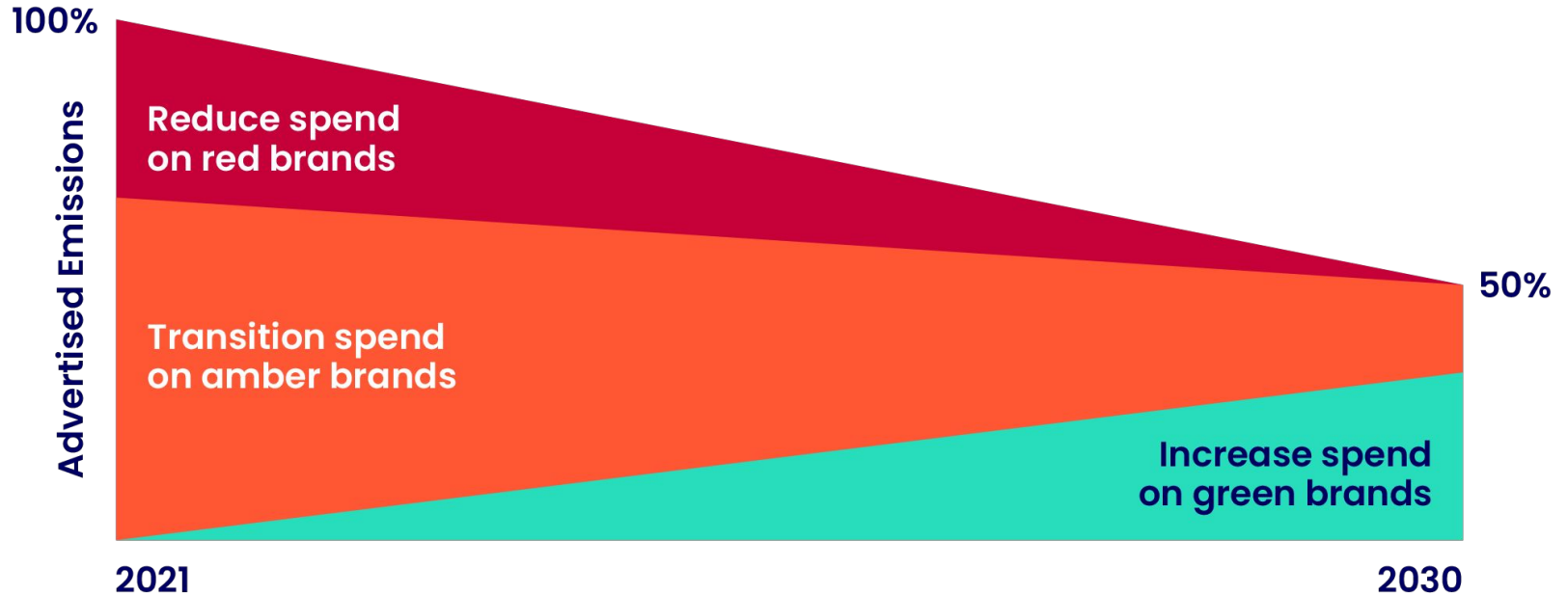
**How?**



# At an organisational level:



**Goal: Reduce Advertised Emissions by 50% by 2030**





**What is  
happening now?**

# Advertised Emissions Working Group to co-create a methodology



BRANDS



MEDIA OWNERS



AGENCIES



NatWest

JCDecaux



global  
thisisglobal.com

McCANN  
LONDON

mediacom

adam&eveDDB°



The  
Guardian

essencemediacom

OLIVER



havas

RACE TO ZERO





# Advertised Emissions adopted by Race to Zero as a Leadership Practice

- **Advertised emissions:**
  - The concept of Advertised Emissions is an effective approach for advertising and public relations firms. Advertisers and agencies should choose *not* to advertise certain products in the same way that financial institutions can choose *not* to invest in certain industries. They are very similar concepts - reporting companies, advertisers and agencies, like financial institutions - have influence over the emissions that result from their decisions - more emissions or less emissions.



# The Advertising Association defines the scope of climate ambition and action in the industry



- Launched in the UK in 2020
- 100+ members
- Represent all major network groups
- Launched in US, Feb 2023



# Limited in scope and ambition to operational emissions



## THE AD NET ZERO ACTION PLAN



Our goal is to achieve (real) net zero by 2030, reflecting climate science

As an industry we must:

### GET OUR OWN HOUSE IN ORDER

#### ACTION 01

**Curtail operational and individual carbon emissions:** measure carbon footprints, reduce emissions from travel, energy and waste, and offset remaining emissions through carbon removal schemes

### CURB EMISSIONS FROM THE ADVERTISING PROCESS

#### ACTION 02

**Curb emissions from advertising production:** measure and reduce impacts with support from AdGreen

#### ACTION 04

**Curb emissions through awards and from events:** 'Effectiveness' sustainability criteria for awards, curtail long-distance travel to events

#### ACTION 03

**Curb emissions from media planning & buying:** adopt the IPA Media Futures Group Climate Charter

### USE OUR INFLUENCE TO CHANGE BEHAVIOURS

#### ACTION 05

**Harness advertising's power to support consumer behaviour change:** adopt initiatives like #ChangeTheBrief and offer support to Government in the run up to COP26 and beyond

**Our question:**

**Can the advertising industry take full responsibility for its climate impact?**



**Contact:**

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