

The background of the entire image is a scenic landscape of a fjord in New Zealand. The scene features steep, forested mountains on either side of a calm body of water. The sun is low on the horizon to the left, creating a warm, golden glow that reflects on the water and illuminates the sky. The sky is filled with soft, wispy clouds. In the foreground, there are patches of reeds and grasses growing in the shallow water. The overall atmosphere is serene and majestic.

AD NET ZERO

ALL FOR NONE

**Advertising's response to the climate emergency
Aotearoa, New Zealand**

The climate crisis is the biggest challenge we will face in our lifetime. The scale of the challenge means ‘our world needs climate action on all fronts: everything, everywhere, all at once,’ says UN Secretary General António Guterres. Every single one of us has a role to play in ensuring our industry fulfils its responsibilities to future generations and helps deliver a sustainable way of life for the 21st century and beyond.

Our ambition is to reduce the carbon impact of developing, producing, and running advertising to net zero within the next decade. We need every company and individual in our industry to join us in this effort, by taking strategic action within their business and becoming an active supporter of Ad Net Zero. It will help make a meaningful, long-lasting change to the way we make advertising and the impact it has on our climate. You will be putting the planet at the heart of the way you operate your business, and our industry will be a better, more trusted one for it.

Ad Net Zero is a framework designed to guide our industry to deliver on its full potential to support businesses and people deal with the transition to a sustainable future. Our advertising industry’s talents and reach can play an important role in creating a sustainable economy and driving positive change for life in Aotearoa.

It is crucial that we work together to continue the momentum. We need your support.

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OUR INDUSTRY'S ROLE IN THE CLIMATE CRISIS

The climate emergency is not a problem of tomorrow. It is a problem now. From the increasing frequency of extreme weather events, through to the devastating floods of recent years and the loss of vital habitats such as the coral reefs, the impacts of climate change on our world are impossible to ignore.

At COP 21 in December 2015, nations from across the globe adopted the Paris Agreement, which revised the global target for limiting global heating above pre-industrial levels from 2°C to 1.5°C. We need to keep global warming below this threshold to give our planet the best chance of avoiding catastrophic climate change.

Global heating due to human activities has already reached 1°C above pre-industrial levels. This happened in 2017 and is continuing to increase by around 0.2°C per decade. Moreover, 20-40% of the global human population live in regions that have already experienced warming of more than 1.5°C above pre-industrial levels. If the current rate of human-induced warming continues, the world would reach this cap of 1.5°C in 2040.

1. Ad Net Zero Report - <https://adnetzero.com>
 2. 2022 AdGreen Annual Review <https://weareadgreen.org/adgreen-annual-review-2022>
 3. Scope3 State of Sustainability Report - Q1 2023, <https://h6w3mw87iy1.typeform.com/to/z0pJTDXU?typeform-source=www.scope3.com>
 4. Taitū Event Net Zero measurement
 5. <https://www.epa.gov/energy/greenhouse-gas-equivalencies-calculator#results>

Our industry by the numbers:



Average annual operational carbon footprint of a full-time employee in a UK advertising agency is 3.4 tonnes carbon dioxide equivalent (tCO₂e)¹



The mean impact of producing a television ad that used Ad Green's measurement tools was 4.7 tCO₂e, with actuals ranging from 1.5kg to 129.6 tCO₂e²



Emissions per 1,000 programmatic ad impressions in Aotearoa is approximately 397.4gCO₂PM³



Operational and attendee travel emissions for the Axis Awards 2023 averaged 0.047 tCO₂e per attendee and 27.09 tCO₂e for the whole event⁴




For context: 1 tonne is equivalent to the greenhouse gas emissions emitted from driving 4,100 km⁵



There is an inherent tension in our industry between driving economic growth and reducing environmental harm. Envisioning a future for our industry in which ads are made by sustainable businesses, using sustainable production processes, distributed through sustainable media supply chains, and promoting sustainable products, services and behaviours diminishes this natural tension. To maintain the success of our industry we need to enable marketing departments to reduce their emissions, while protecting their ability to advertise.

The talents and reach of our industry are vital in influencing the hearts and mind of consumers towards a vibrant and sustainable economy in Aotearoa. As Sir David Attenborough is fond of saying “What we do in the next ten years will profoundly impact the next few thousand... This is no longer a scientific challenge; it is a communications challenge.” That’s where we come in. There is boundless potential for our industry to play a role in accelerating and shaping consumer perception of a healthy sustainable future way of life.

A hand holding a clear plastic bottle over a body of water. A single drop of water is falling from the bottom of the bottle. The background is a soft, out-of-focus sunset or sunrise over water.

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Sir David Attenborough



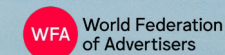
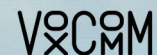


THE AD NET ZERO FRAMEWORK

Ad Net Zero is the advertising industry's response to the climate emergency. First launched in the UK and subsequently adopted by markets around the world, Ad Net Zero is a framework designed to reduce the carbon impact of developing, producing and running advertising to net zero.

Many leading businesses have already set ambitious corporate carbon reduction plans. With the support of global brands, Ad Net Zero exists to complement and accelerate these aims, by developing and supporting industry-level solutions.

Global Supporters





THE AD NET ZERO ACTION PLAN

GET OUR HOUSE IN ORDER

REDUCE EMISSIONS FROM THE ADVERTISING PROCESS

INFLUENCE CHANGE



**Reduce emissions
from advertising
business operations**



**Reduce emissions
from advertising
production**



**Reduce emissions
from media
planning
& buying**



**Reduce emissions
through awards and
from events**



**Harness
advertising's power
to support consumer
behaviour change**

01

REDUCE EMISSIONS FROM ADVERTISING BUSINESS OPERATIONS

All agencies and marketing services companies committed to Ad Net Zero will reduce their operational carbon emissions to achieve net zero. To do this, they will measure carbon footprint data, reduce emissions as far as possible (with a focus on minimising air travel and switching to renewable energy), and offset what cannot be reduced through verified carbon removal schemes as a final effort. They will also share Ad Net Zero's aims through their organisations by encouraging employees to understand and take ownership of their own personal carbon impact, and to adopt sustainable behaviours.



02

REDUCE EMISSIONS FROM ADVERTISING PRODUCTION

All agencies and production companies – with client support – will be encouraged to commit to zero waste/zero carbon production. Like other aspects of advertising, motion and stills advertising production can be carbon intensive processes, particularly location shoots with high levels of travel, hospitality, and complex supply chains. As with the operational side of businesses, measurement is key to reduce emissions, and is likely to become increasingly important as countries move towards green economies.



03

REDUCE EMISSIONS FROM MEDIA PLANNING & BUYING

All media agencies will be encouraged to make media planning and buying choices with their carbon emissions impact front-of-mind. Ad Net Zero will work towards the adoption of a streamlined measurement approach that will support advertisers and their media investment advisors in planning their schedules with their carbon footprint in mind, and the ability for media agencies to provide clients with emissions data.

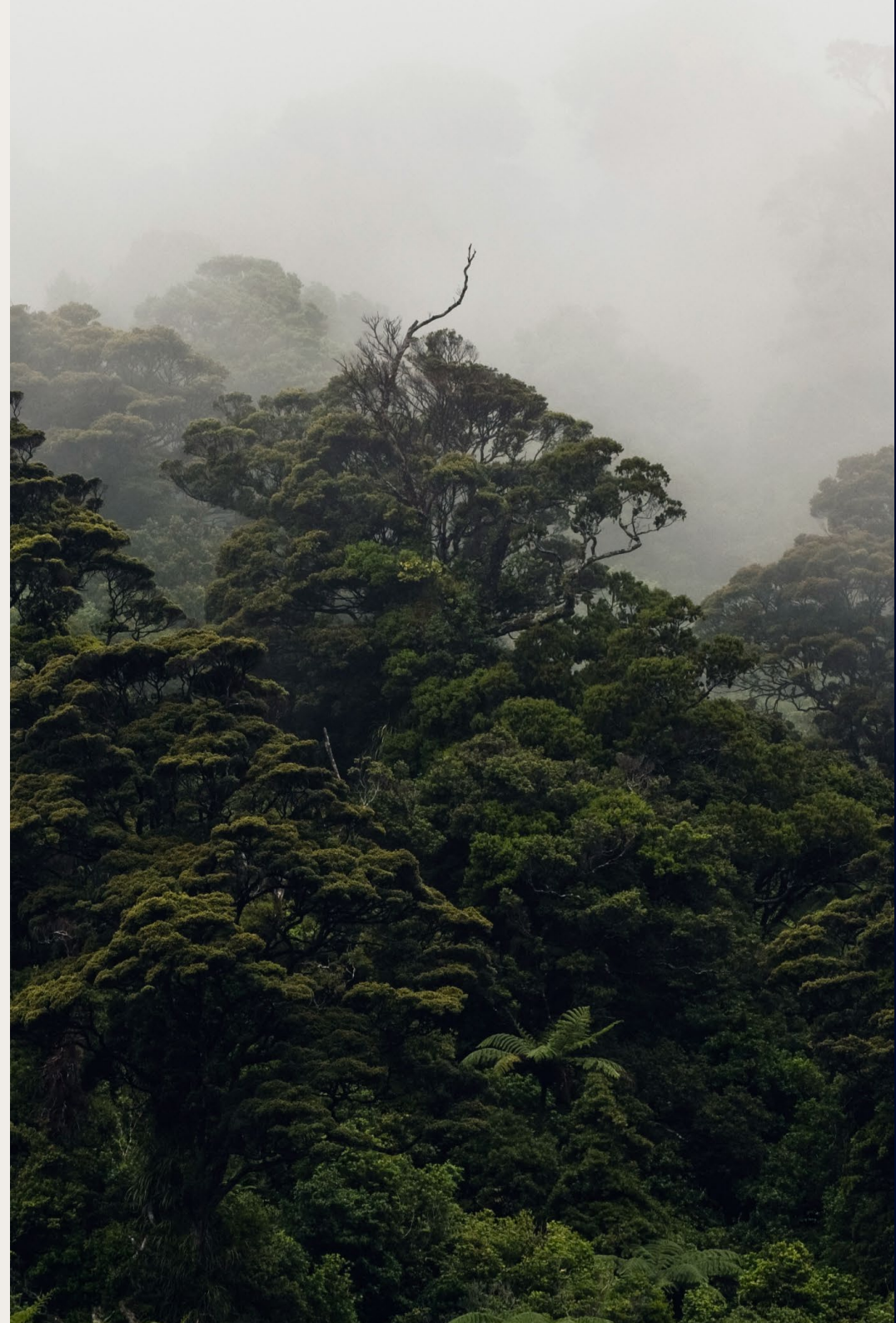


04

REDUCE EMISSIONS THROUGH AWARDS AND FROM EVENTS

Ad Net Zero will challenge industry awards bodies to ensure that the sustainability credentials and climate impact of campaigns inform judging. It will also encourage organisers of events and conferences to put sustainability at the forefront of planning, seeking in particular to curtail long-distance travel, where possible.

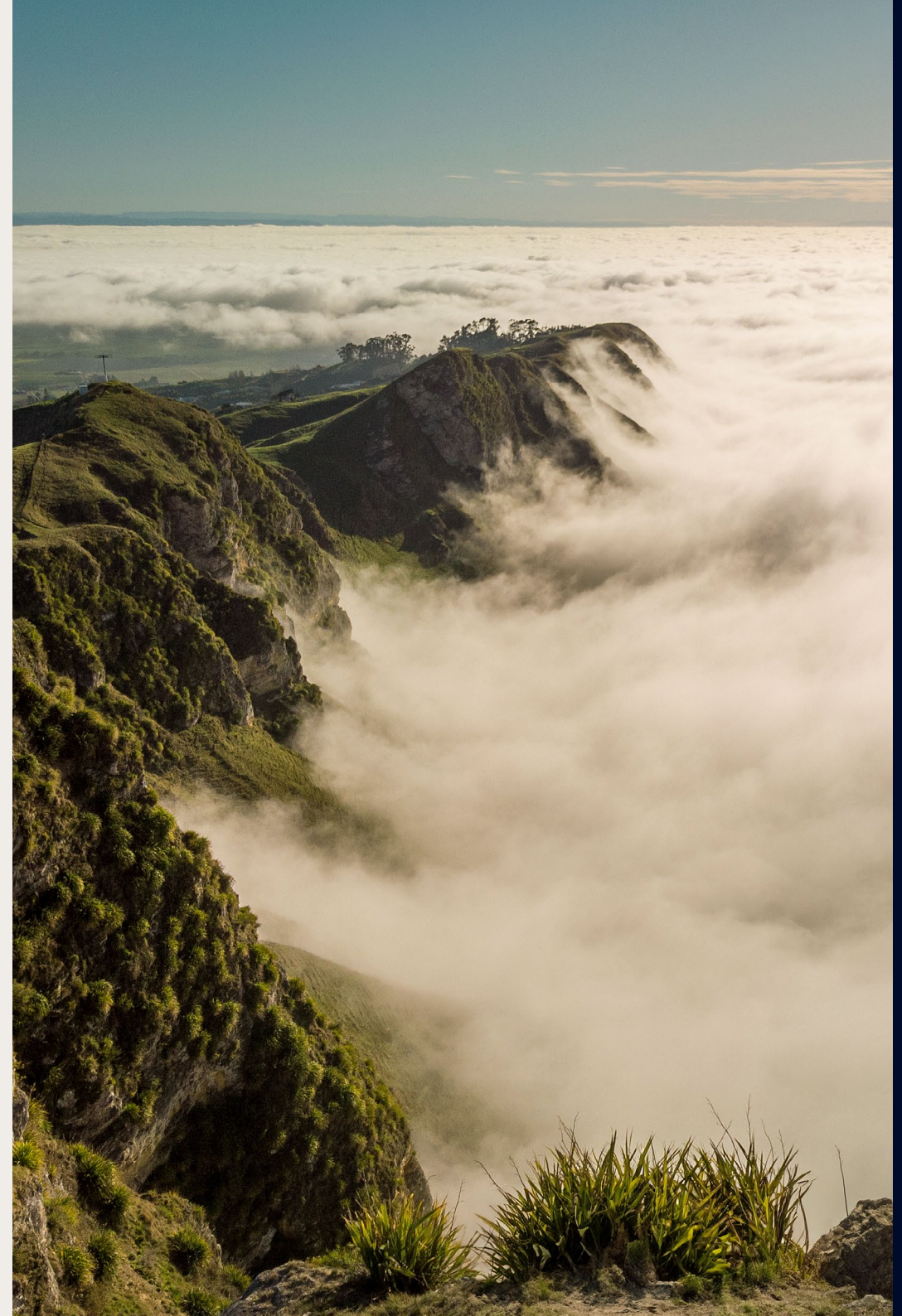
Notably, the Comms Council, the industry body who puts on Axis, Beacons, Effie, Pressies and Young Lions Awards, has made a commitment to measure and reduce their events moving forward.



05

HARNESS ADVERTISING'S POWER TO SUPPORT CONSUMER BEHAVIOUR CHANGE

Ad Net Zero will put climate action at the heart of its work to help change consumer behaviour. Advertising's influence on the wider world is a hugely important pillar of Ad Net Zero. Our ambition is that agencies and their clients should increasingly work together to measure the carbon impact of campaigns, use advertising to promote more sustainable choices between competing products and services, to back innovations that deliver greener solutions to people's needs and desires, and to persuade society to adopt behaviours that reduce carbon emissions.





THE PURPOSE OF AD NET ZERO IS NOT TO FOREGO INDIVIDUAL CORPORATE ACTION. IT'S TO ENHANCE IT.

A cohesive industry response will:

1. Get ahead of the inevitable

Sustainability strategies are quickly becoming table stakes for companies. Clients are starting to demand it and other markets are beginning to regulate. It is inevitable that our industry will face increasing pressure to demonstrate their commitment to sustainability. By acting now, we can control the direction of our industry's efforts and choose what story to tell.

2. Elevate the stature of our industry

By working on and sharing our response to the climate crisis we can raise the esteem of our industry in the eyes of clients, government, and talent. Every industry needs to be seen as a partner in the transition to a sustainable economy, we don't want to be seen as laggards. Instead, we would like to be seen as partners and leaders.

3. Create an efficiency of resources to address the climate crisis faster

While individual corporate action is undoubtedly necessary, an industry-wide approach can create efficiency in financial and labour resources by sharing the burden of creating jointly beneficial tools, standards, and processes. This takes pressure off individual agencies and media owners to reinvent the wheel and create an aligned approach across the industry with a shared understanding of how to move forward.

4. Be consistent in measurement approaches so we are able to compare like to like

A key need that has already been identified is a standardised approach to measuring media and production emissions. Clients and any future reporting bodies must be confident that they can compare like with like in order to make effective decisions, and not put a company at competitive disadvantage for having more accurate emissions reporting than a competitor. Ad Net Zero Global has already begun work with a collaboration of global brands on a measurement framework we can adapt in Aotearoa.

5. Reduce competitive disadvantage for taking climate action by creating industry alignment

Some actions, like traveling less, may be considered competitively disadvantageous in the nascent stage of transitioning to a more sustainable way of running businesses. By working collaboratively, we can agree on standards or best practices that can align the industry, so leaders are not penalised for taking necessary action.

6. Support those starting and celebrate those leading

Many companies don't know where to start with Sustainability. It can feel daunting, confusing, and unclear on the return on investment. Ad Net Zero will support those just starting with tools, direction and by sharing great stories of those who have already taken the leap.



AD NET ZERO OUTCOMES

Ad Net Zero efforts will be overseen by a steering committee charged with providing strategic direction, monitoring progress, and promoting the initiative to industry. The steering committee will be comprised of representatives from across the industry to ensure a diversity of needs and perspectives are addressed.



PROGRAMME OBJECTIVES IN YEAR ONE

Measuring our industry's impact

We will collect operational emissions data, survey responses, and highlights from participants to publish an industry-level emissions inventory. The publication will create a baseline from which we will be able to measure long-term progress of the programme against. It will also allow companies within our industry to benchmark themselves against each other using defined metrics to understand where they fall and take inspiration from where they can go. We will highlight interesting case studies and share stories.

Ad Net Zero Supporters will commit to measuring their emissions. All Agency Supporters will further commit to sharing their operational data to us confidentially for inclusion in the report.

Developing our Industry's Roadmap

The Steering Committee will engage in strategic sessions that will identify areas where collaborative action is needed and prioritise against initiatives that will have the greatest impact. The action plan will identify working groups and tangible initiatives that will make a demonstrable impact. Ad Net Zero Supporters will be asked to participate in relevant working groups to have a voice in how the future of our industry should be shaped. Well defined outcomes with KPIs will be set, and progress of the programme monitored by the steering group.

We see early opportunity for working groups in areas of media / production measurement standards and greenwashing standards.

Upskilling talent and promoting supporter stories

Ad Net Zero will provide a platform to support those in our industry working closely with environmental sustainability to learn from others and upskill accordingly. This may take the form of active training, committee work, or the sharing of how others in the industry have approached a challenge.



YOUR ROLE

To be a Supporter, all organisations are expected to:

1. Assign a carbon action champion who is responsible for leading sustainability efforts within your organisation.
2. Create a Greenhouse Gas Emissions Inventory
(In year 2 we will also be asking supporters to create a reduction plan and set a science-based reduction target.)
3. Agency Supporters to submit operational emission and survey data confidentially for inclusion in the State of Advertising in Aotearoa report.
4. Participate in working groups and events, as appropriate.
5. Support Ad Net Zero's work with an annual financial contribution. This funding supports the administration of Ad Net Zero in Aotearoa, including the facilitation of working groups, reporting, events, and promoting the industry's efforts.

As a Supporter you will be provided with:

1. Use of the Ad Net Zero brand in your company's communications. (This is trademarked to protect the integrity of the programme).
2. Opportunity for your representative(s) to join an Ad Net Zero Working Group, as needed.
3. Recognition across communication channels that your company is part of the Ad Net Zero community.
4. Access to tools and resources.
5. A bi-annual update for your team, plus regular updates on important new developments.
6. Invitations to Ad Net Zero events and support from the team for your own events.



**REQUEST SUPPORTER
AGREEMENT**

WHY YOU SHOULD BECOME A SUPPORTER

The climate emergency is the biggest challenge we will face in our lifetime. Our industry has a responsibility to put our unique skillset and reach to work in service of a resilient and sustainable future. We each have a role to play, but a strong cohesive industry response will elevate the stature of our industry and allow us to address the climate emergency more effectively. We are better together.



AGENCIES

Whether it is the government's broader outcomes for procurement, or client requests, becoming accountable for your carbon emissions is going to become a table stake. However, the long-term shift to a lower-carbon industry will require more than individual action. Supporting Ad Net Zero provides you with the opportunity to help deliver solutions that will be of benefit to the whole industry, and therefore for your business too. Future employees will make employment decisions based on the values of the company they choose to work for. Ad Net Zero is a clear indication that you are taking action in relation to the climate crisis.

The knowledge shared through Ad Net Zero will better prepare you to be able to provide good counsel to your clients regarding the carbon impact of marketing activity in the future.

Become a supporter



ADNETZERO@COMMSCOUNCIL.NZ

PRODUCTION COMPANIES

The production industry has made great strides in addressing sustainability challenges. However, increasingly, there will be pressure from clients and agencies to account for the carbon footprint associated with the production process. Ad Net Zero provides an opportunity to shape the response to these challenges. We anticipate that Ad Net Zero will accelerate the adoption of common tools and methodologies to enable the industry to account for Greenhouse Gas Emissions and take positive steps to reduce them.

Become a supporter



ADNETZERO@COMMSCOUNCIL.NZ



MEDIA OWNERS AND PUBLISHERS

As the focus for companies shifts to examining their Scope 3 emissions, media buying will become a key area of focus for marketers. We need to come together as an industry to reach agreement on the best way to measure media-related emissions. We want decisions in the future to be based on hard data, so that unproven assumptions on relative channel emissions profiles can be replaced with hard data.

Participating in the conversation enables your organisation to have a voice in the journey towards a lower-carbon media landscape.

Become a supporter



ADNETZERO@COMMSCOUNCIL.NZ

ADVERTISERS

As an advertiser, your organisation may well already be heavily invested in a shift to a lower carbon future. You may even already be telling stories of success in the sustainability space. However, you may not be currently focused on the emissions that result from your marketing activity. Ad Net Zero is a commitment by your brand to play its part in this frequently overlooked part of your Scope 3 emissions. Joining Ad Net Zero as a Supporter enables you to join the conversation, educate your teams on the impact of their activity, and enable you to make better decisions relating to the emissions that result from marketing activity.

Ad Net Zero is not a further burden on Advertiser Sustainability teams - it's an opportunity for marketing teams to understand the impact of their activity, join workstreams focused on lowering that impact, and help the industry make progress towards a more sustainable advertising industry in Aotearoa.

Become a supporter



ADNETZERO@COMMSCOUNCIL.NZ





JOIN US TODAY



Socialise Ad Net Zero within your organisation



Sign the Supporter Agreement

Commitments and request for support can be e-mailed to
adnetzero@commscouncil.nz