

AD NET ZERO

ALL FOR NONE

Advertising's response to the climate emergency

iapi



Association
of Advertisers
in Ireland




MARKETING
INSTITUTE
IRELAND



COMMERCIAL
PRODUCERS
IRELAND

iab
ireland

A close-up photograph of water bubbles on a green leaf. The background is a soft, out-of-focus green. In the foreground, a line of bubbles runs across the frame. One bubble in the lower center is in sharp focus and contains a clear reflection of the Earth, symbolizing global impact or climate change. The text is overlaid on the lower half of the image.

The science is clear. We need to turn fast and hard if we are to limit global warming to 1.5 degrees and mitigate the worst effects of global warming. Incrementalism is the enemy here too. This requires every single one of us to respond and transition. But we can't succeed acting alone - we need fully committed industry-wide coalitions that drive the change we need to see.

Summary

- » IAPI, MII, AAI, CPI & IAB supporting Ad Net Zero Ireland
- » Ad Net Zero expanding globally - Ireland first
- » A movement to collectively pledge Net Zero by 2030
- » Commencing June 2022
- » 5 x actions, 4 x Carbon Calculators
- » Guidelines of initiatives & insights
- » Supporting Ad Net Zero give access to building global collaboration to drive sustainable actions
- » Regular working groups for each action driving collaboration
- » UK, Ireland & Global initiatives
- » Ad Net Zero Global Summit





Agency opinions in Ireland

IAPI Research 2021/22



92%

are worried about the **negative impacts of our industry** on the environment

91%

agree that our industry has an important role to play in addressing climate change because of our ability to connect with Irish Consumers



40%

**Have started carbon calculation for
their business**

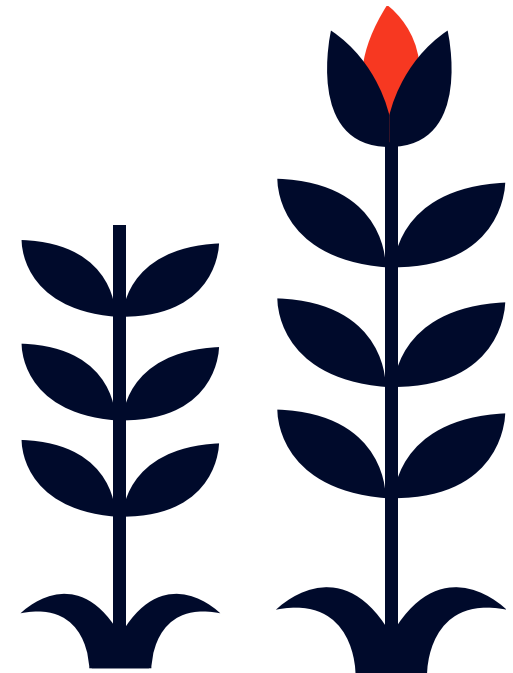


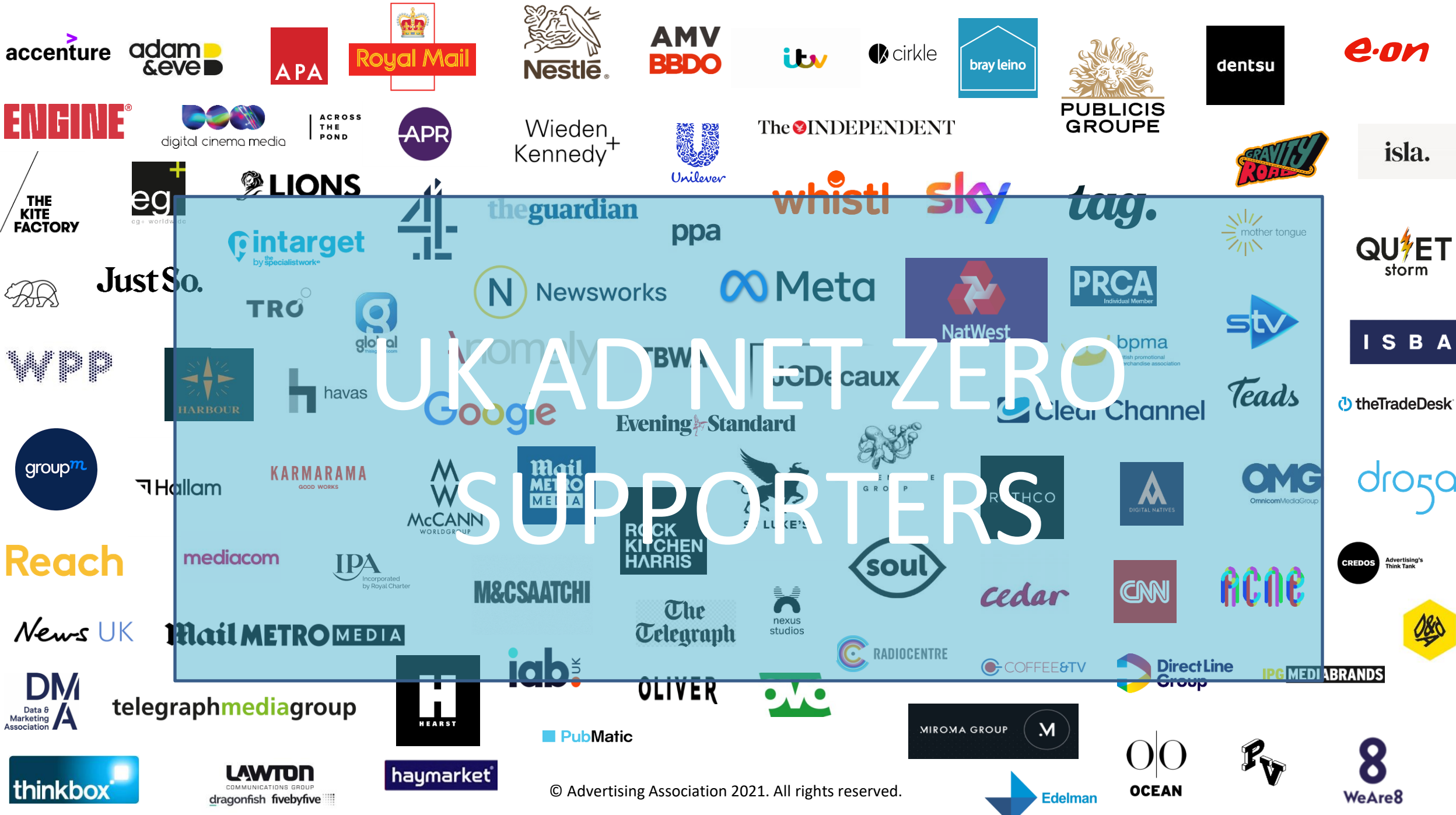
OVERALL AMBITION:

NET ZERO BY

2030

'Immediate, collective industry commitment - to reach real net zero carbon emissions from the development, production and media placement of advertising by the end of 2030.'





UK AD NET ZERO SUPPORTERS

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:

'Ecoeffectiveness' 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

This can



Reduce carbon



Save money



Retain talent

WHAT IT MEANS IN IRELAND?



ACTION 1:

Get Our House in Order
- Advertising Business Operations

- All Irish supporters commit to net zero from own operations by 2030
- Travel – Energy – Waste
- Ad Net Zero provide carbon calculation, analysis & reporting via ANZ & Green Element
- Industry & international benchmarking
- Annual calculations
- Ad Net Zero provides an essentials guide with practical advice and insights to supporters

THIS APPLIES TO ALL SUPPORTERS

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WHAT IT MEANS IN IRELAND?



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ACTION 2:

Curb Emissions
from Advertising Production

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- Commit to zero waste / zero carbon production, using tools such as those of Ad Green
- Applies to all film based ad production
- AdGreen provide training, carbon calculator and advice to reduce emissions
- Final resort includes offsetting programmes
- Projects are submitted and a 0.25% levy is paid by advertiser via agency

**APPLIES TO ALL BUSINESSES CREATING
FILM**

WHAT IT MEANS IN IRELAND?

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ACTION 3:

Curb Emissions from
Media Planning & Buying

- IPA Media Climate Charter to enable media planning and buying choices to be made with carbon impact front-of-mind.
- Media planning guidelines from IPA
- Agencies use own Carbon Calculators with Ad Net Zero providing guidance to ensure equity
- IPA working to develop industry wide media calculator

Applies to Media Agencies

WHAT IT MEANS IN IRELAND?



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ACTION 4:

Curbing Emissions Through Awards
and From Events

AWARDS

- Build sustainability credentials into awards judging criteria
- AIMS 2022 had first sustainability category
- Effies, ICAD & Media awards to follow suit

EVENTS

- Ad Net Zero Ireland will partner with ISLA in the UK the industry body for events - 2023
- Advice, carbon calculation & insights

APPLIES TO ALL EVENT MANAGEMENT (IN HOUSE & AGENCIES) & AWARDS

WHAT IT MEANS IN IRELAND?



ACTION 5:

Harness Advertising's
Power to Support Consumer Behaviour Change



- Ad Net Zero supporters participate in Global Summit for Cop 27 on Nov 9-10 2022
- Connecting with Purpose Disruptors on supporting consumer behaviour change
- Creative & insights seminar on changing consumer behaviours Jan 2023
- Ad Net Zero connects with self regulating bodies ASAI
 - Avoiding Greenwashing
- WFA Planet Pledge
- #Changethebrief

APPLIES TO ALL

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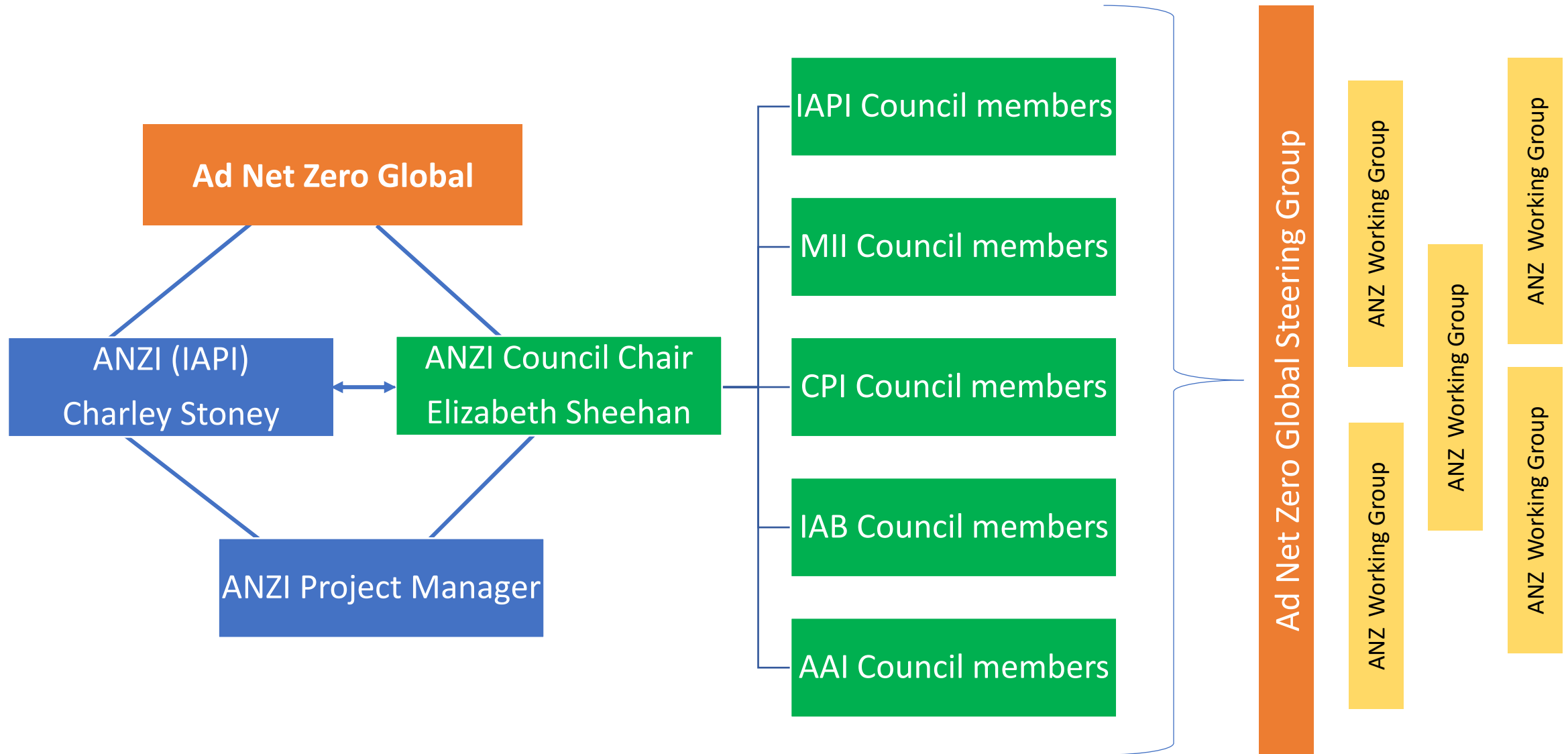
Retain talent

Sebastian Munden, Chair of Ad Net Zero and EVP and General Manager, Unilever UK & Ireland said:

“The climate crisis has taught us the need for collective action. Following the success of Ad Net Zero in the UK – receiving more than 100 supporters in less than two years - we are raising our international ambitions for our industry to come together and reach net zero by end of 2030. We’re excited to be working with the IAPI in helping support the Irish ad industry achieve this goal too. I encourage everyone in in the UK and Ireland to reach out and find out how you can become an Ad Net Zero supporter and we welcome conversations with other international markets as the world collaborates to tackle the climate emergency.”



Ad Net Zero in Ireland Structure



Matrix of involvement

	Action 1 Get our own house in order	Action 2 Curb emissions from ad production	Action 3 Curb emissions from media planning & buying	Action 4 Curb emissions through awards & from events	Action 5 Harness advertisings power to support consumer behaviour change
Media Agency	✓ .		✓ .	✓ .	✓ .
Creative agency	✓ .	✓ .		✓ .	✓ .
Advertiser	✓ .	✓ .	✓ .	✓ .	✓ .
Media Owner	✓ .	✓ .		✓ .	✓ .
Production	✓ .	✓ .		✓ .	✓ .
Events	✓ .			✓ .	✓ .
Body	✓ .			✓ .	✓ .

ANZ Ireland – Supporter Fee structure

Based on the all-in approach

What do you get for your annual fee?

- Permission to use Ad Net Zero logo
- Access to all guidelines, insights & support from ANZ
- Participation in Ad Net Zero Working Groups
- Participation in Global Ad Net Zero Summit
- 35% discount on IPA Essentials Training
- Support service from Ad Net Zero Ireland provided by IAPI

ACTION 1 - Getting your house in order

- Data template for Carbon Emissions
- Guidelines & Measurement tools
- Data crunching & Analysis & prep of data for Green Element
- Reporting and Benchmarking annually

ACTION 2 - Curbing Emissions through advertising production

- Free Ad Green training & insights

Participation in all other actions

Certification after year 2

Education, Training & Certification

- The First sustainability qualification for marketing & advertising professionals
- Learning tools on understanding the climate crisis & actions to reduce emissions
- Available to all but Ad Net Zero supporters receive a 35% discount
 - Advice on avoiding greenwashing
 - Client & agency collaboration tool
 - 10+ hours of learning
 - Personal learning page for ongoing reference
 - Best practice tips



ANZ Ireland – Additional costs

Supporter	Action	Costs	Details
Advertiser	Action 2 Ad Green Calculator	Levy	Agency or Production Co. gains permission from client to put Film Production through AdGreen calculator. Agency or Production Co. charges client 0.25% of Production budget as levy. Agency completes a quarterly record and ANZ Ireland invoice Agency accordingly.
Media Agency	Action 3 Media Calculator	n/a for now	Media Calculator being updated by IPA in the UK. Envisaged that Irish agencies will use own Group calculator to begin with.
Events Agency / Trade Bodies	Action 4 Events & Awards	TBC	ISLA UK have built a carbon calculator for the Events industry. IAPI forming a partnership with ISLA to bring carbon calculator into Ireland.

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