



# AD NET ZERO

ALL FOR NONE

**Supporting the decarbonisation of developing, producing and running advertising in 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. 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 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 of today. 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 1.2°C above pre-industrial levels. 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<sup>6</sup>. 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. Toitū Event Net Zero measurement  
 5. <https://www.epa.gov/energy/greenhouse-gas-equivalencies-calculator#results>  
 6. IPCC Special Report

**The most recent emissions indicate that advertising may contribute 2-3% of global greenhouse gas emissions.**

## Our industry by the numbers:



Average annual operational carbon footprint of an agency ranged from 32 tCO<sub>2</sub>e to 472 tCO<sub>2</sub>e in New Zealand in 2023.



The mean impact of producing a television ad that used Ad Green's measurement tools was 6.2 tCO<sub>2</sub>e.



Emissions per 1,000 programmatic ad impressions in Aotearoa is approximately 397.4gCO<sub>2</sub>PM<sup>3</sup>



Operational and attendee travel emissions for the Axis Awards 2023 averaged 0.047 tCO<sub>2</sub>e per attendee and 27.09 tCO<sub>2</sub>e for the whole event<sup>4</sup>




For context: 1 tonne is equivalent to the greenhouse gas emissions emitted from driving 4,100 km<sup>5</sup>



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, hazy sunset or sunrise over water.

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Sir David Attenborough





# INTRODUCING AD NET ZERO

First launched in the UK and subsequently adopted by New Zealand in August 2023, Ad Net Zero is a framework designed to reduce the carbon impact of developing, producing and running advertising to net zero.

Ad Net Zero efforts are overseen by a steering committee made up of the leading industry Associations, who are charged with providing strategic direction, monitoring progress, and promoting opportunities to the industry.

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

## Foundation Supporters



## Supporters





# THE AD NET ZERO FRAMEWORK

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 measure and set targets to reduce their operational carbon emissions. As a supporter you will have access to Learning Groups that will guide your team through the process.

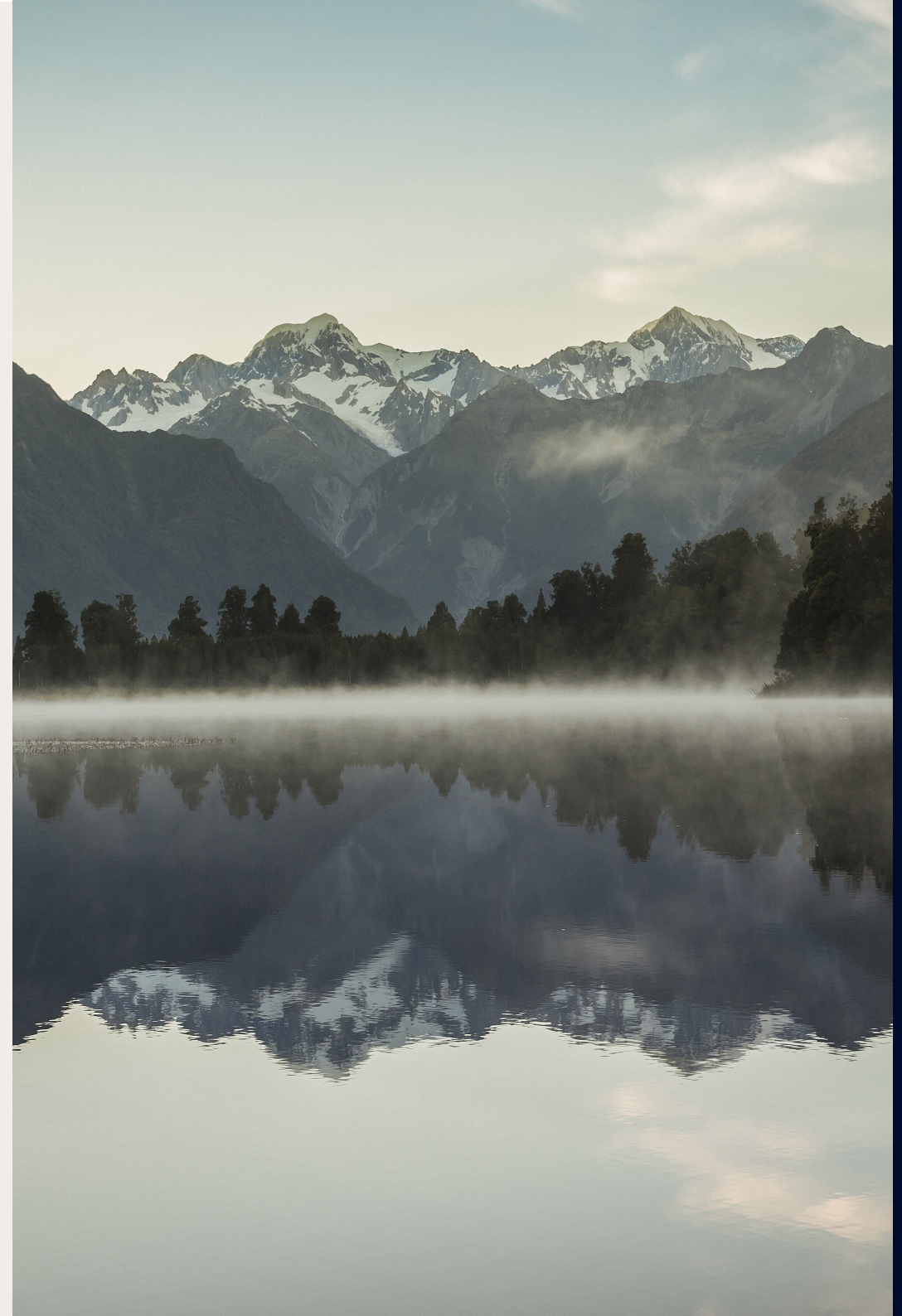
### 2030 Ambition

By 2030 Ad Net Zero Supporters measure their emissions, have set a science based target and reduction plan, and are confident identifying and acting on operational reduction opportunities.



#### Supporters gain access to:

- Access to an emissions calculator
- Emissions Measurement & Target Setting Learning Groups
- Green Team Programme to support corporate culture change



# 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, production of motion and stills can be a carbon intensive processes, particularly location shoots with high levels of travel, hospitality, and complex supply chains.

### 2030 Ambition

By 2030 Ad Net Zero Supporters measure the emissions from the production of ads, are confident identifying and acting on reduction opportunities throughout the production process, and incorporate sustainability considerations throughout the life of each project.



#### Supporters gain access to:

- Production Emission Working Group
- Support in using emission measurement tool





# 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 is working 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.

### 2030 Ambition

By 2030 Ad Net Zero Supporters measure the emissions attributed to media distribution, are confident identifying and acting on reduction opportunities, and incorporate sustainability considerations with decision making.



#### Supporters gain access to:

Media Emission Working Group

Updates on development of measurement method



# 04

## REDUCE EMISSIONS THROUGH AWARDS AND FROM EVENTS

Ad Net Zero challenges industry awards bodies and organisers of events to put sustainability at the forefront of planning.

### 2030 Ambition

By 2030 Ad Net Zero Supporters measure the emissions attributed to marketing related events and activations, are confident identifying and acting on reduction opportunities, and incorporate sustainability considerations within decision making.

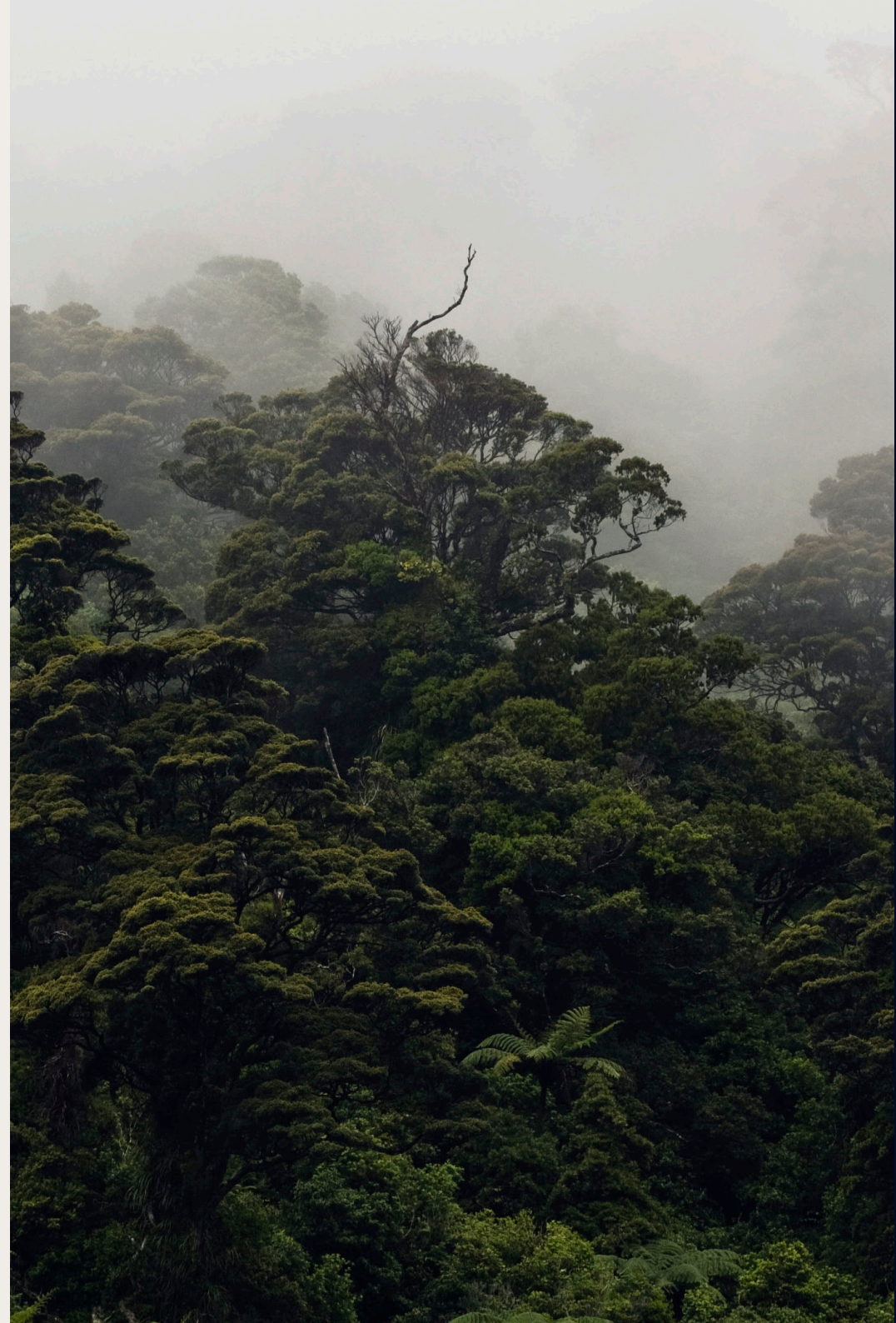
Industry Awards leverage their influence to encourage environmental responsibility considerations throughout the judging criteria, categories and eligibility criteria.



EMISSION  
MEASUREMENT  
TOOL

Supporters gain access to:

Updates on the event industry's efforts to decarbonise  
Support in using emission measurement tool



# 05

## HARNESS ADVERTISING'S POWER TO SUPPORT CONSUMER BEHAVIOUR CHANGE

Our industry produces work that connects with millions of people every single day, providing useful information on all aspects of the way we live our lives. We believe our work offers a genuine opportunity to inspire consumers to make more sustainable purchasing decisions and play a powerful role in supporting a sustainable economic transition.

### 2030 Ambition

By 2030 Advertisers have clear reference points for responsible environmental claims and recognise the danger of misrepresenting their current state.

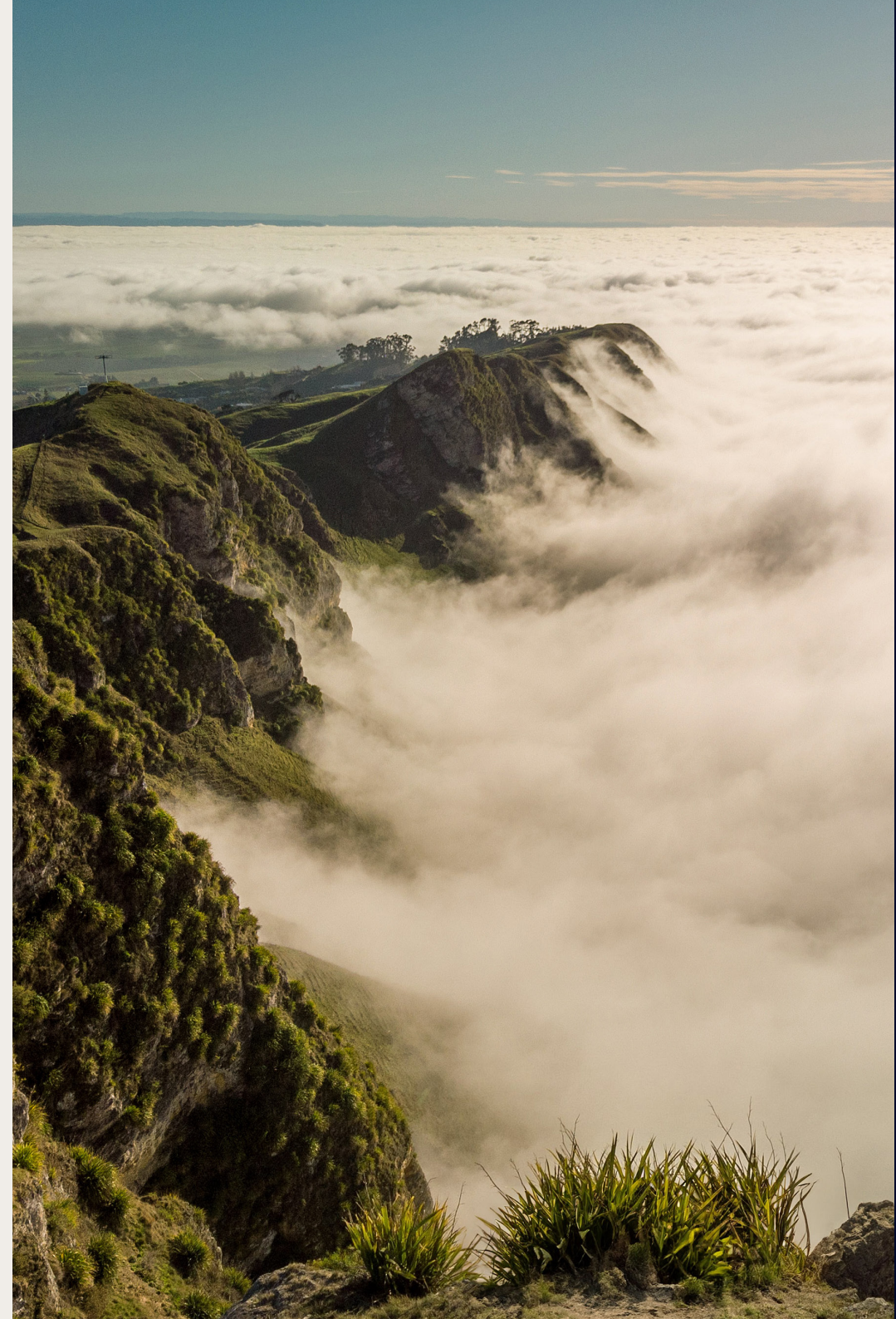
Advertisers have clear reference points for harnessing the power of marketing communications to support a sustainable economic transition.



BEHAVIOUR CHANGE TOOL

#### Supporters gain access to:

- Behaviour Change Working Group
- Updates on evolving greenwashing standards
- Support in rolling out Every Brief Counts





# 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 ask supporters to create a reduction plan and set a science-based reduction target.
3. Submit operational emission and survey data confidentially for inclusion in the State of the Industry report.
4. Participate in working groups and events, as appropriate.
5. Support Ad Net Zero's work with a 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. Opportunity for your representative(s) to join Ad Net Zero Working Groups.
2. Recognition across materials that your company is part of the Ad Net Zero community.
3. Access to tools and resources to support decarbonisation.
4. Regular updates on important industry developments.
5. Invitations to Ad Net Zero events.



# 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.**

- **Socialise Ad Net Zero within your organisation**
- **Sign the Supporter Agreement**
- **Email commitment or requests for support to [adnetzero@commscouncil.nz](mailto:adnetzero@commscouncil.nz)**