



PARTNERING
FOR A SUSTAINABLE
SECTOR

The Role of Advertising in a Net Zero World

Jonathan Wise, *Co-Founder, Purpose Disruptors*



The role of advertising in a net zero world

Jonathan Wise, Co-Founder, Purpose Disruptors

Thursday 13th October



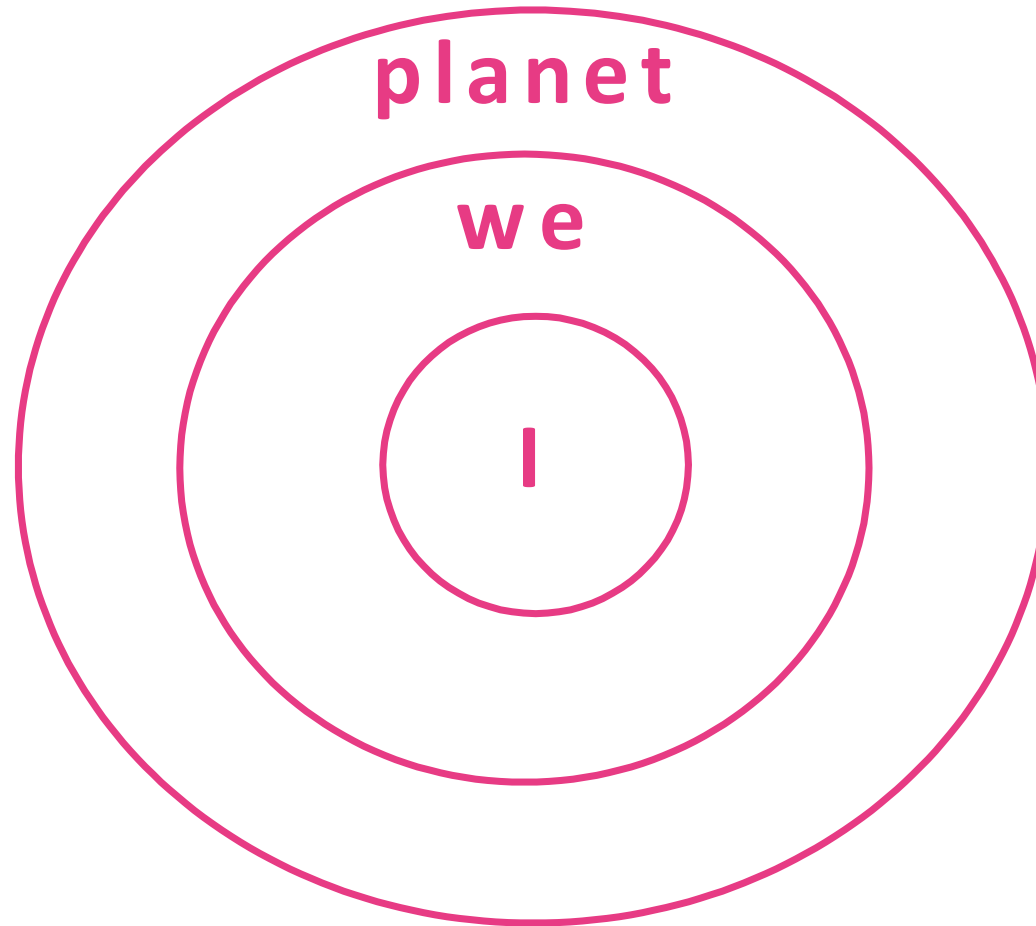


Experience





Learning





Insight



The better I did my job,
the more damage I caused

PURPOSE DISRUPTORS VISION

Help the advertising and marketing industry make the *climate transition* needed so it only promotes values, attitudes and behaviours aligned with a *1.5 degree world*

Purpose Disruptors Work

Climate Transition through three workstreams

EDUCATION



Developing skills for creative work

MEASUREMENT



Measuring what matters

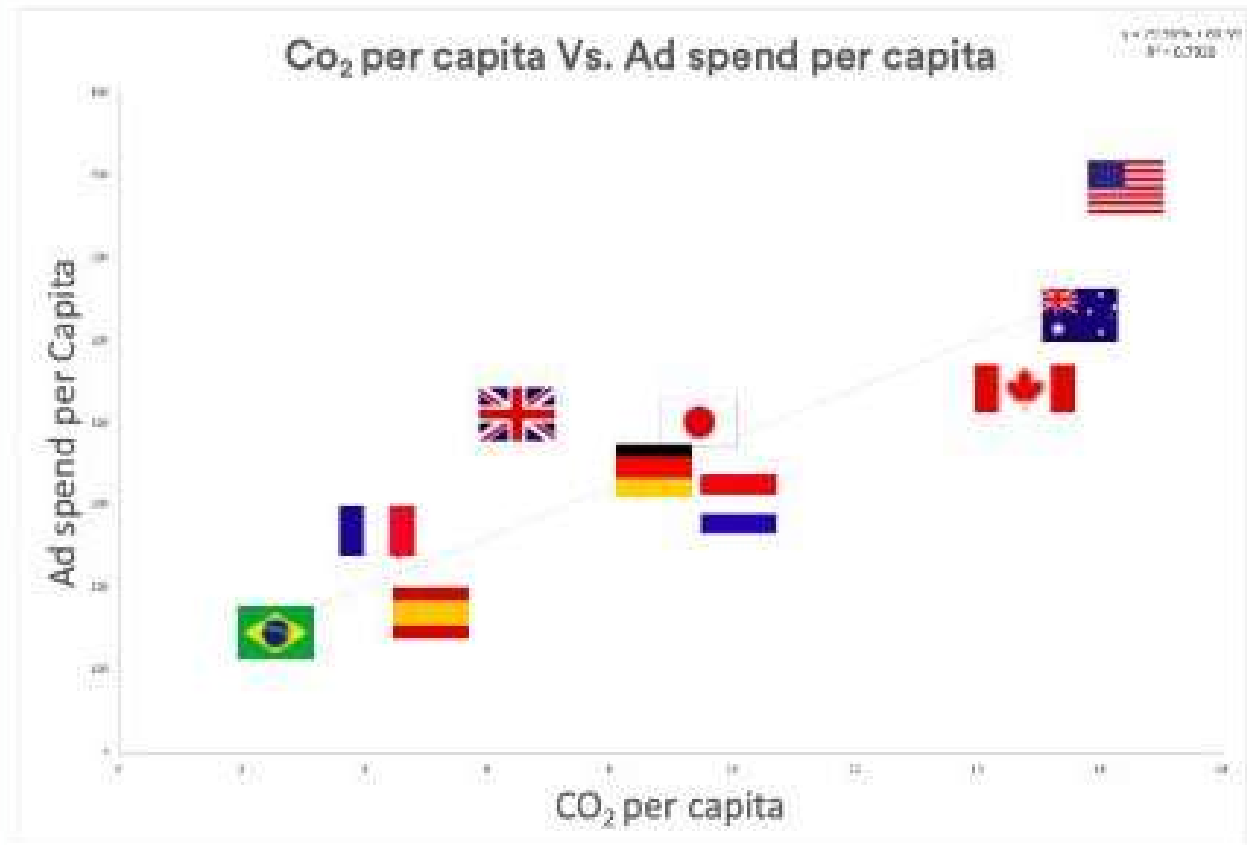
CREATIVITY



Creating new visions of a Good Life

What is the current relationship
between advertising and climate
change?

The **more ads**
you see, the
more CO₂ you
create
(total volume)



Correlation of 0.89



We need to see a 70% reduction in lifestyle-related emissions in the UK

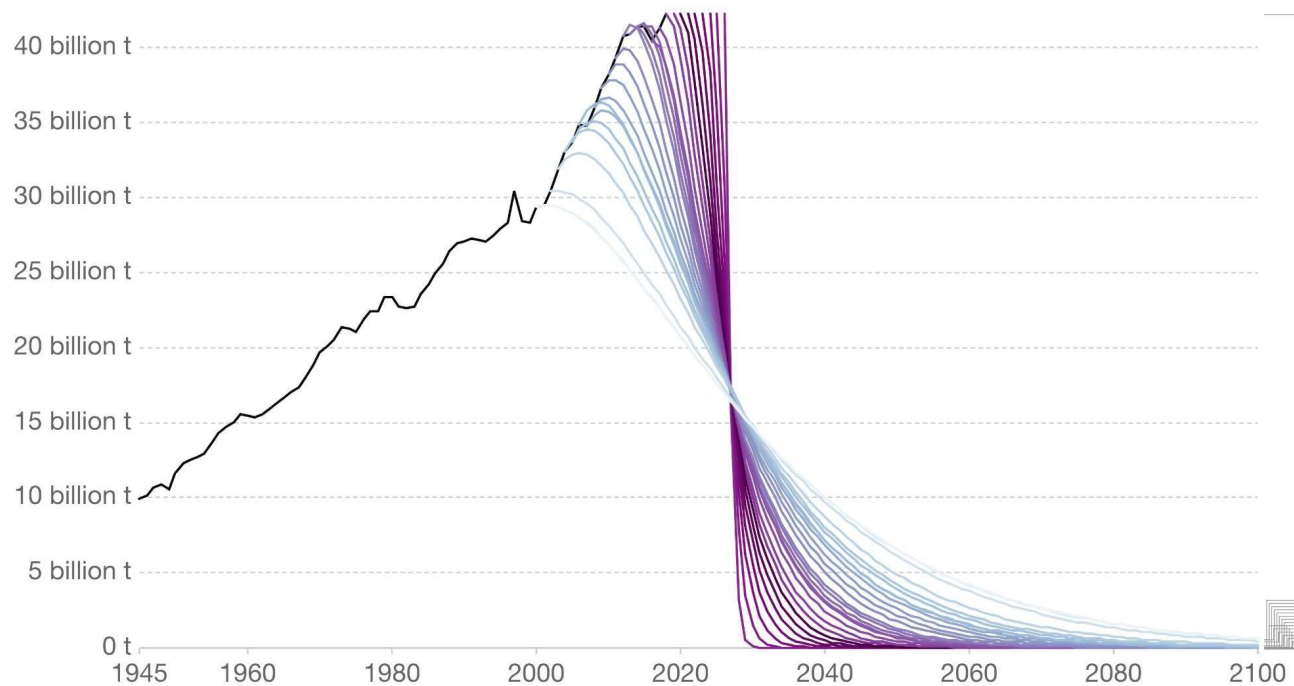


We need to contribute to a handbrake turn in emissions

CO₂ reductions needed to keep global temperature rise below 1.5°C

Annual emissions of carbon dioxide under various mitigation scenarios to keep global average temperature rise below 1.5°C. Scenarios are based on the CO₂ reductions necessary if mitigation had started – with global emissions peaking and quickly reducing – in the given year.

Our World
in Data

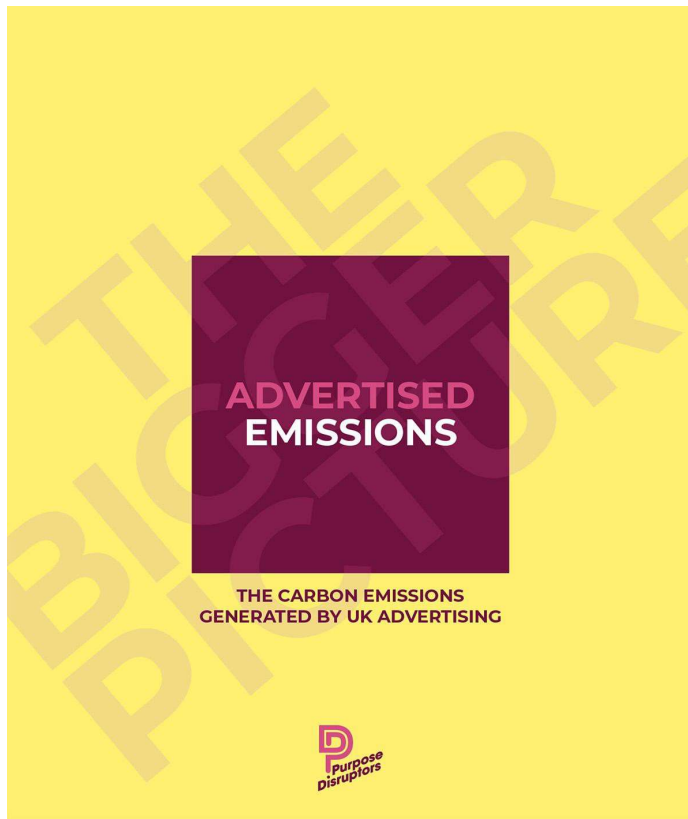


Source: Robbie Andrews (2019); based on Global Carbon Project & IPCC SR15

Note: Carbon budgets are based on a >66% chance of staying below 1.5°C from the IPCC's SR15 Report.

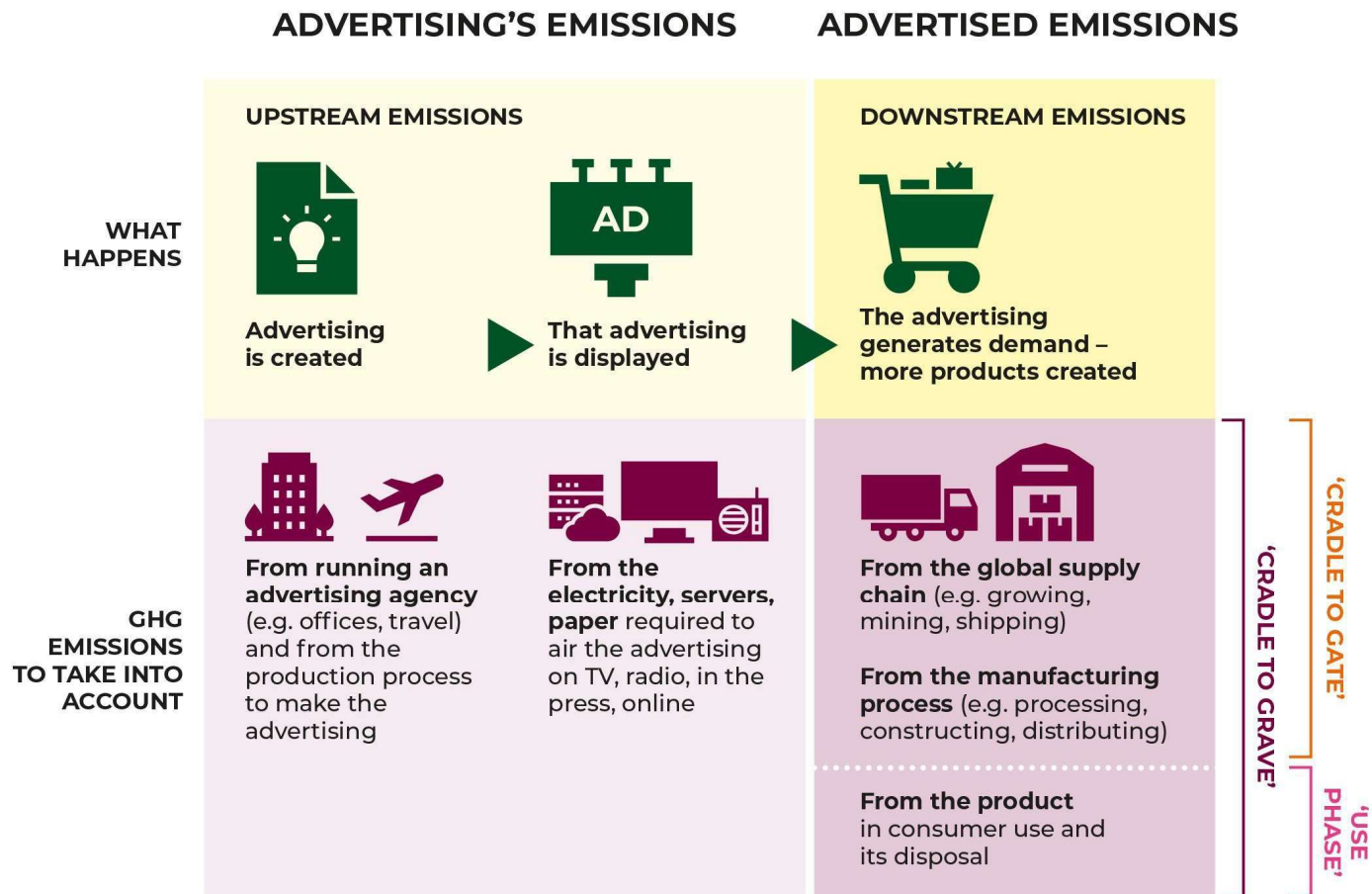
OurWorldInData.org/co2-and-other-greenhouse-gas-emissions • CC BY

A lens to consider: **Advertised Emissions**



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

What are Advertised Emissions?



The first step on the industry's journey of climate responsibility

Advertising's Emissions

Ad Net Zero 2020

- Raise awareness of climate change
- Take responsibility for direct emissions
- Actions to measure and reduce
- Promote sustainable lifestyles

The next step...

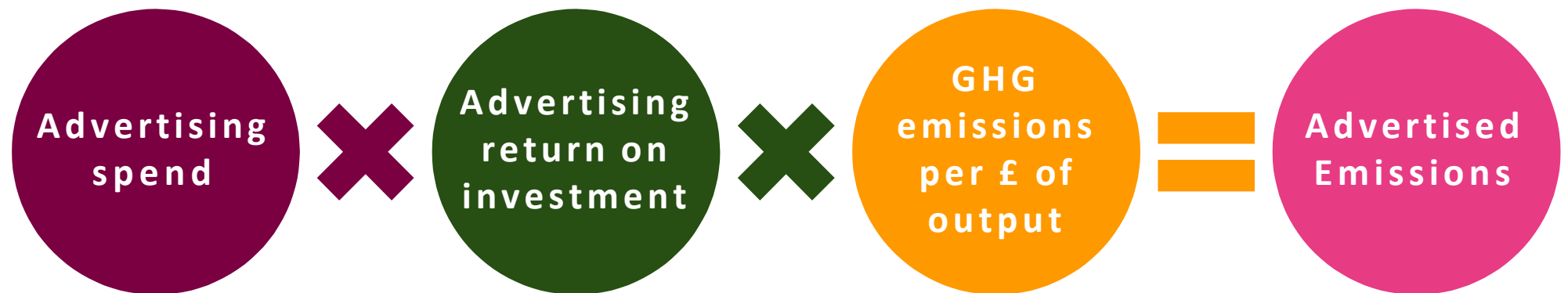
Advertised Emissions 2022

Advertising's Emissions Ad Net Zero 2020

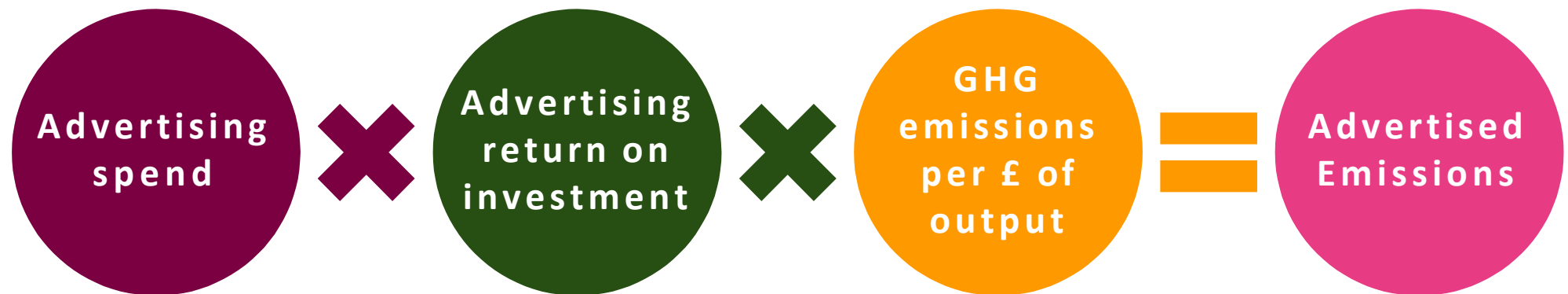
- Raise awareness of climate change
- Take responsibility for direct emissions
- Actions to measure and reduce
- Promote sustainable lifestyles

- Raise awareness of work and climate
- Take responsibility with creative work
- Actions to measure

Calculating Advertised Emissions



Calculating Advertised Emissions for the UK



WARC


advertising
research
community

 Office for
National Statistics

 exiobase

The UK's
Advertised
Emissions in
2019:

186

million tonnes
CO₂e



Advertising is
adding an **extra**

+ 28%

to the **annual carbon
footprint of every
single person in UK**

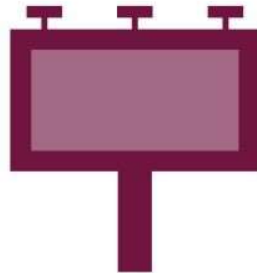
Who is responsible for this? The 'advertising ecosystem'



BRANDS



AGENCIES



MEDIA OWNERS



REGULATORS

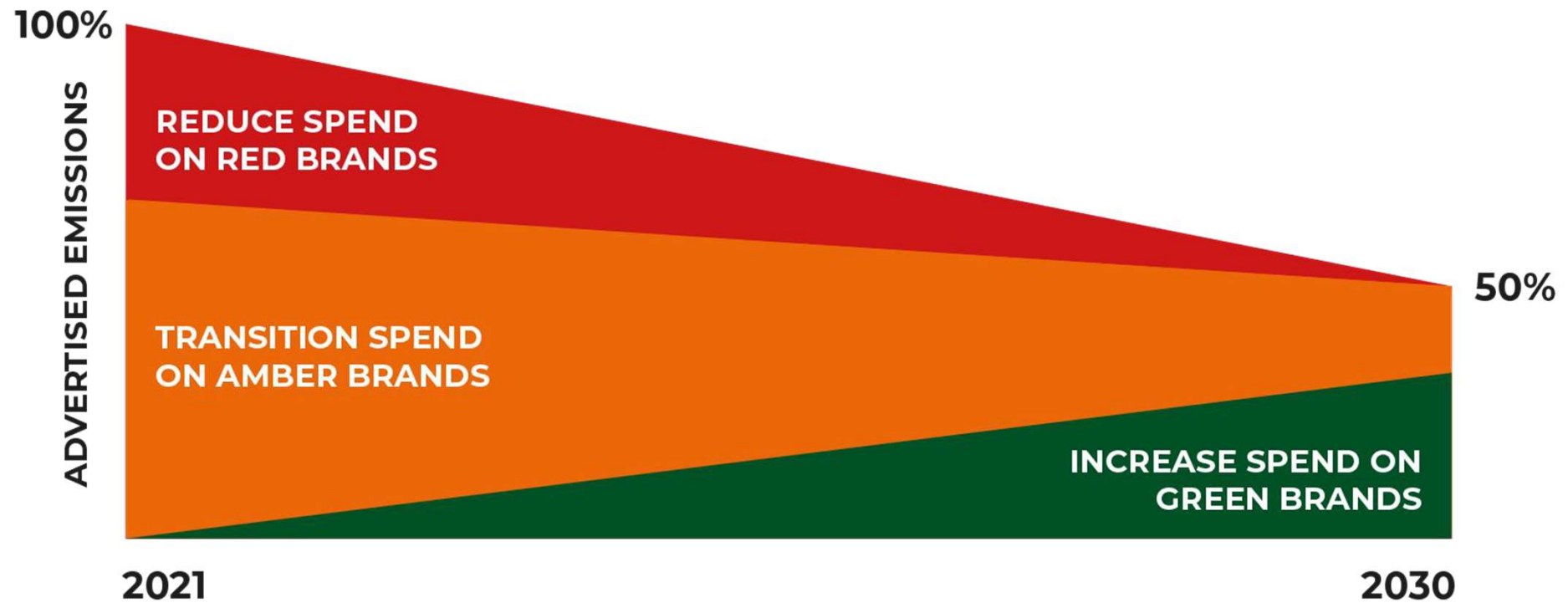


GOVERNMENT

Can we take full responsibility for
our climate impact?

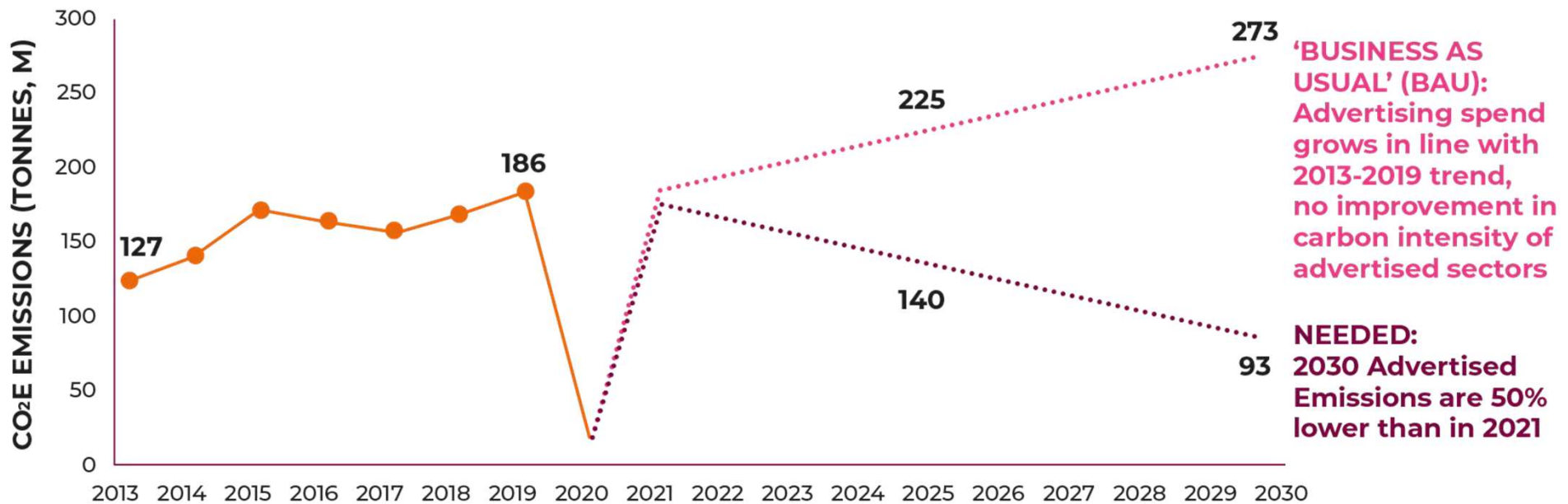
How to reduce Advertised Emissions?

GOAL: REDUCE ADVERTISED EMISSIONS BY 50% BY 2030



Playing out two scenarios

SCENARIOS TO 2030 FOR ADVERTISED EMISSIONS



Source: Magic Numbers calculations based on data from WARC, ARC, ONS, EXIOBASE, Ricardo, Greenpeace, WWF, and DVLA

Leaders co-creating a method to measure their Advertising December 2022



BRANDS



MEDIA OWNERS



AGENCIES



NatWest



JCDecaux



global
thisisglobal.com



McCANN
LONDON

mediacom



adam&eve DDB



IRIS



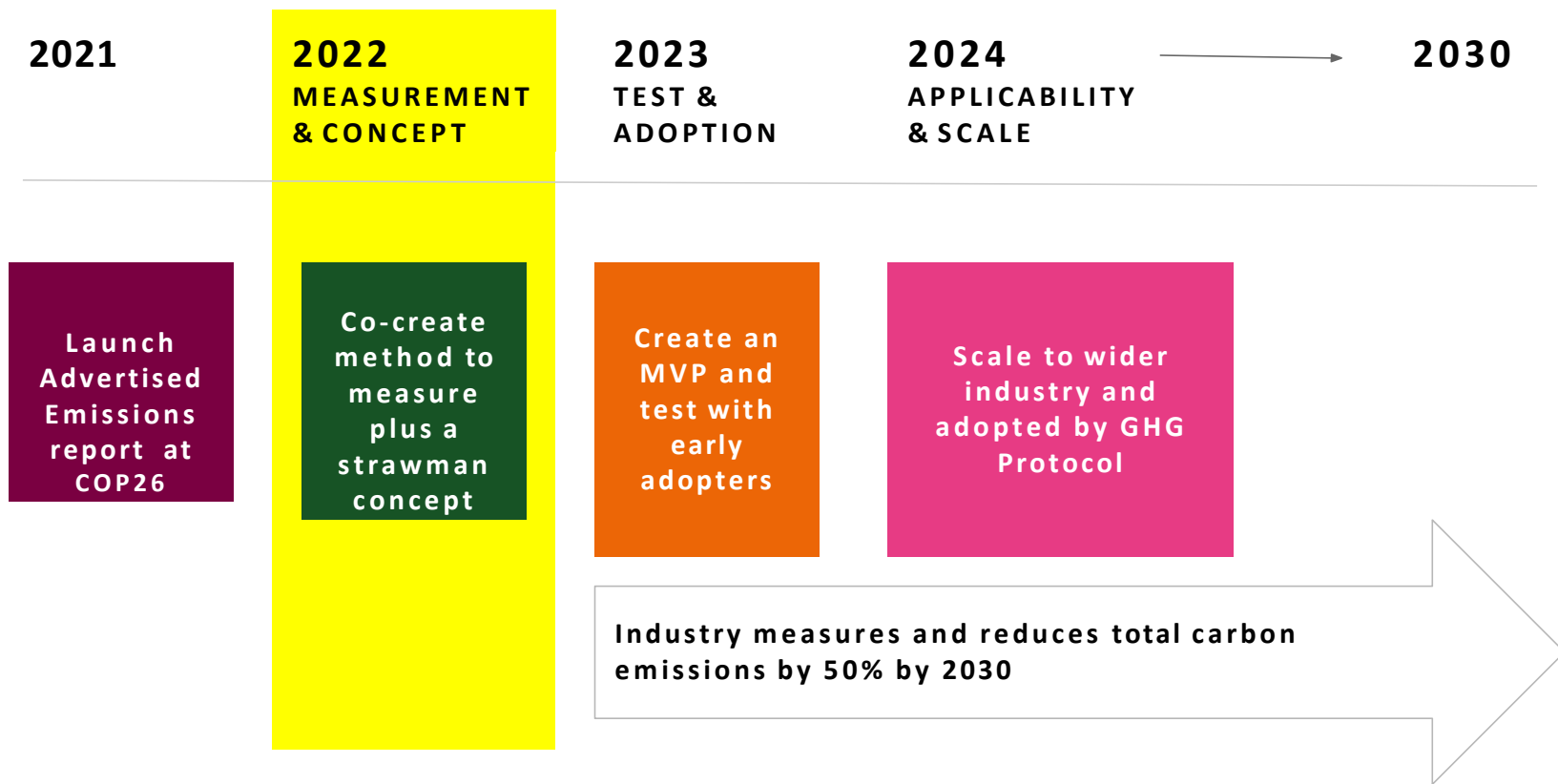
essence

MINDSHARE



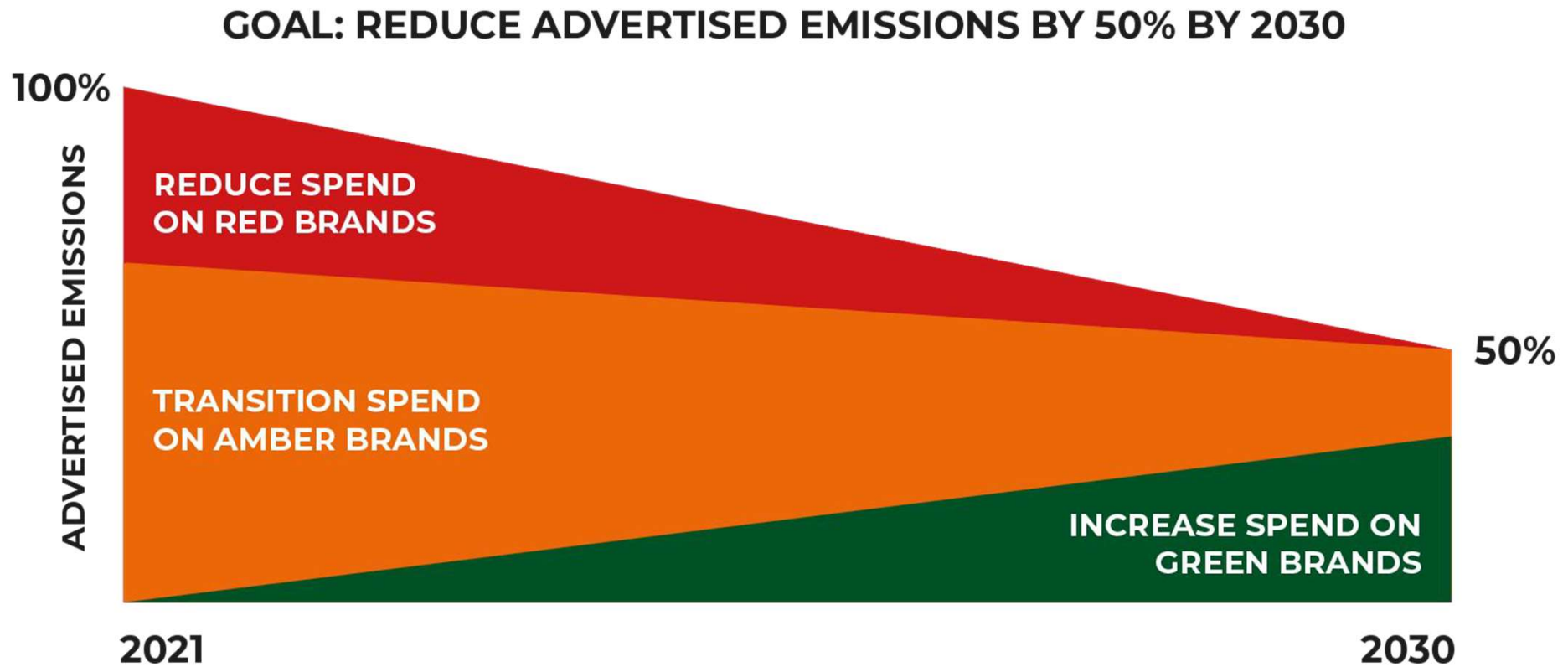
OLIVER

The Advertised Emissions Roadmap



What does this mean for media companies?

How to reduce Advertised Emissions?



Good to give space to the 'green'



Help to transition the 'amber'

**COOK CLEVER
WASTE LESS**

with Prue & Rupy

BROUGHT TO YOU BY
HELLMANN'S
EST. 1913

What about the 'red'?



BRITISH AIRWAYS



The need to see the whole picture...



The need to see the whole picture...



**100% PURE
NEW ZEALAND**

The need to see the **whole picture**...



The need to see the whole picture...

17 Sun Monday, October 12, 2010 16M

JOIN OUR CAMPAIGN: YOU SAVE £££s...AND HELP SAVE THE PLANET

SUN GREEN TEAM

13 TOP SWAPS

WIN an electric car! PAGE 24

WIN an electric bike or scooter! PAGE 23

COFFEE Swap a large cow's milk latte (34p) for regular white coffee (7p)

PRAWNS Swap tiger prawns, from Thailand (22p) for UK prawns (2p)

CARS Swap on S1V (132) from £600 per day

TUNA Swap tinned fresh tuna (22p) for

GRAPES Swap tinned South African grapes (75p)

PRINT US IN

By going green we gain a safe and stable world
Says **DAVID ATTENBOROUGH**

YOU VOTE: LET'S DO IT

CAN WE COUNT YOU IN?

ANGELA TERRY

BEANS Swap beans (18p) for lentils (17p)

SARNIES Swap a bacon sandwich (75p) for UK chicken (13p)

APPLES Swap New Zealand imports (28p) for British apples (23p)

RICE Swap rice from Asia (18p) for potatoes grown in UK (23p)

BEEF Swap imported beef (23p) for British lamb (22p) or chicken (23p)

TOMORROW: WAR ON PLASTIC

CURRY Swap a lamb mchali (17p) for a chicken

PIZZA Swap a frozen pizza (28p) for a

WINE Swap French wine (23p) for beer

How to make a difference • **Even small changes help**

HERE WE ECO!

THE SEVEN PLEDGES Go to thesun.co.uk/pledge

- 1 Eat more plants**
- 2 Cut food waste**
- 3 Turn down heating**
- 4 Insulate homes**
- 5 Switch energy firm**
- 6 Repair & re-use**
- 7 Drive electric**

easyJet

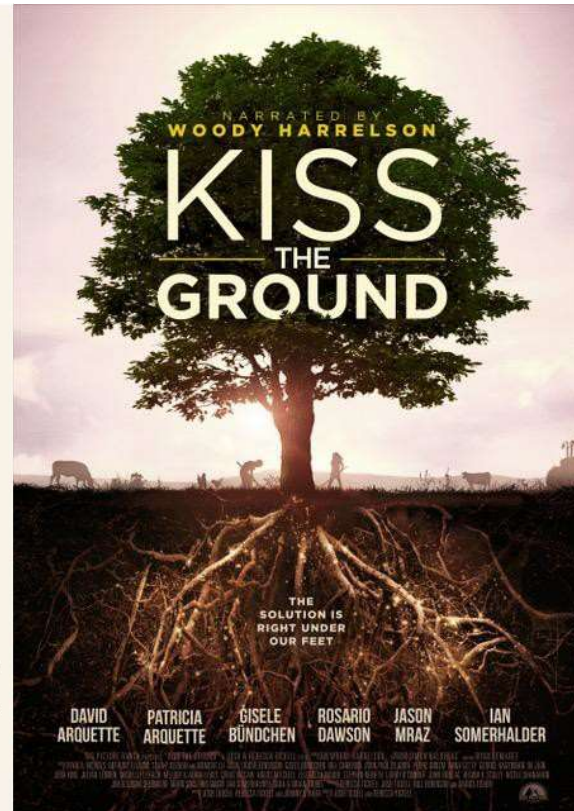
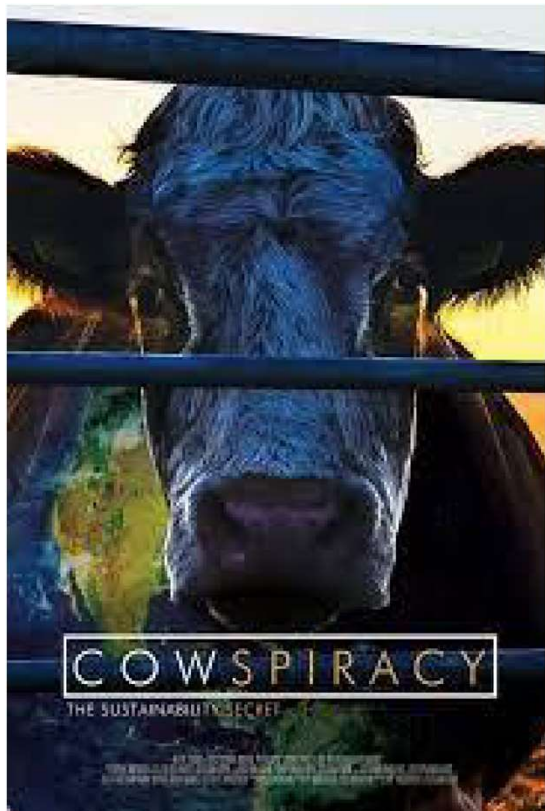
38°C LONDON

26°C FARO

Cool down in Portugal

easyJet

The need to see the whole picture...



NETFLIX

Netflix has named DoubleVerify and Integral Ad Science as its measurement partners ahead of launching its ad tier next month.



Widening the role of sustainability professionals

Media content **'moves'** society

The **vast majority** of media organisations are **funded by advertising**

The **primary goal of advertising** is to drive **(unsustainable) consumption**

You have to include the **Advertised Emissions** when considering your net zero plans / influencing consumer behaviour

You have influence over the advertising on your platform

You have to reduce the Advertised Emissions of the advertising you carry if you are **committed to becoming and more sustainable / net zero organisation**

A QUESTION

Given we are in a **climate emergency**, what is the most we can do, so our children, nephews and nieces, have a **beautiful planet** to live on?