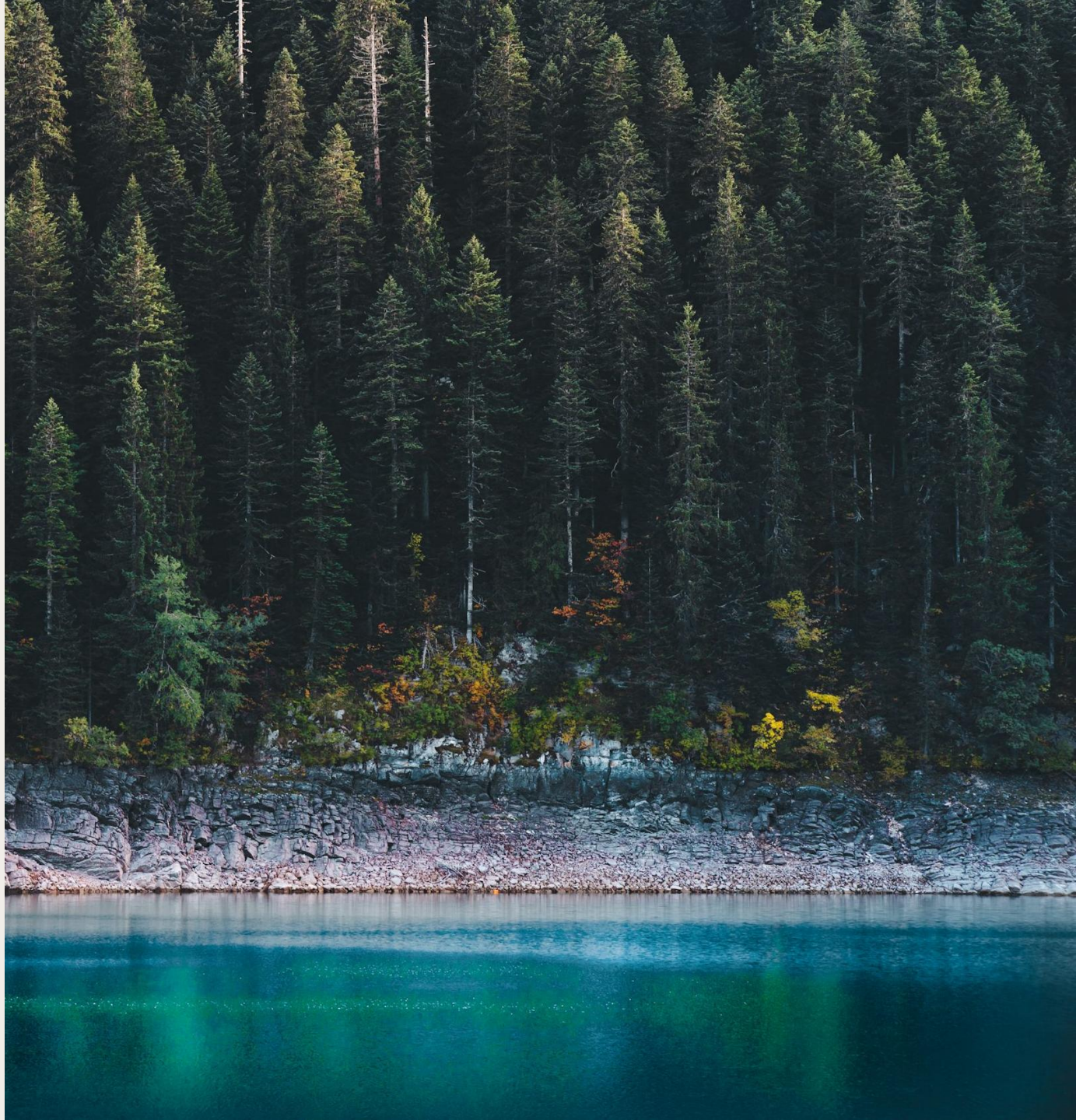
Every Brief Counts

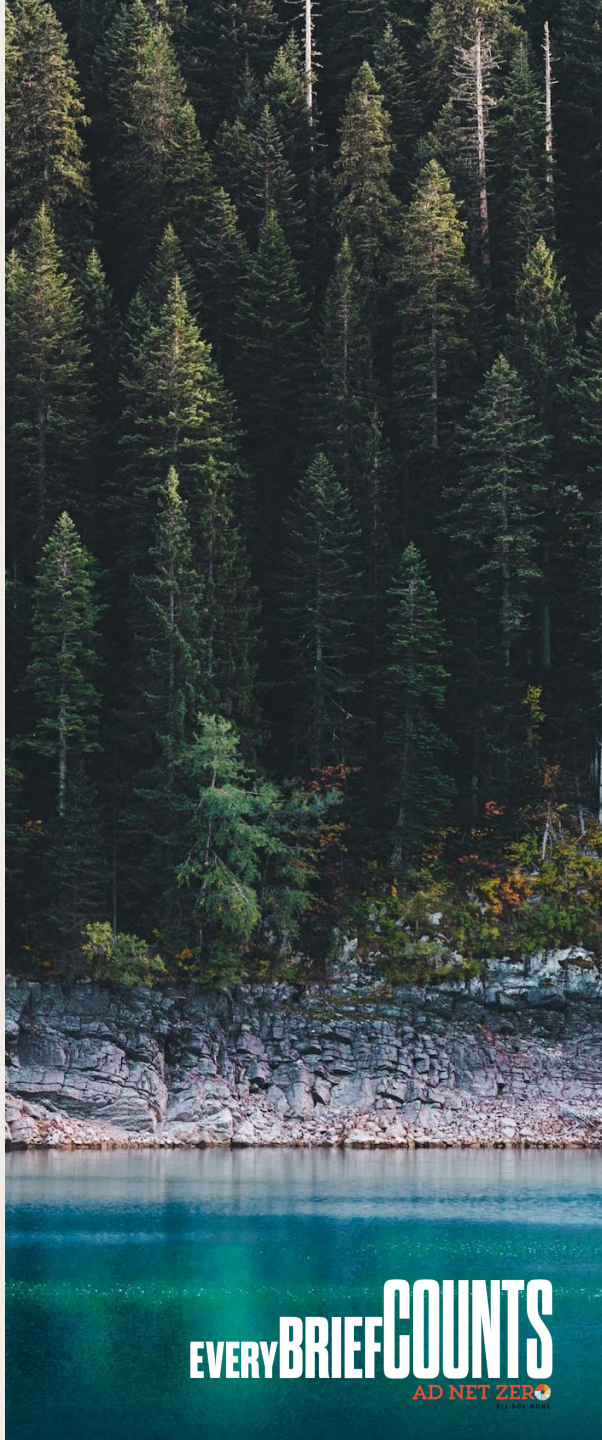
Supporting more sustainable behaviors

AD NET ZERO
ALL FOR NONE



What's in this deck

- Setting the Scene
- EBC Case Study Library
- Appendix:
  - Sustainable Production Travel Guide
  - Additional examples from Ads & Entertainment, and Ad Net Zero Cannes Lions 2025 Compendium
  - Every Brief Counts Core Slides

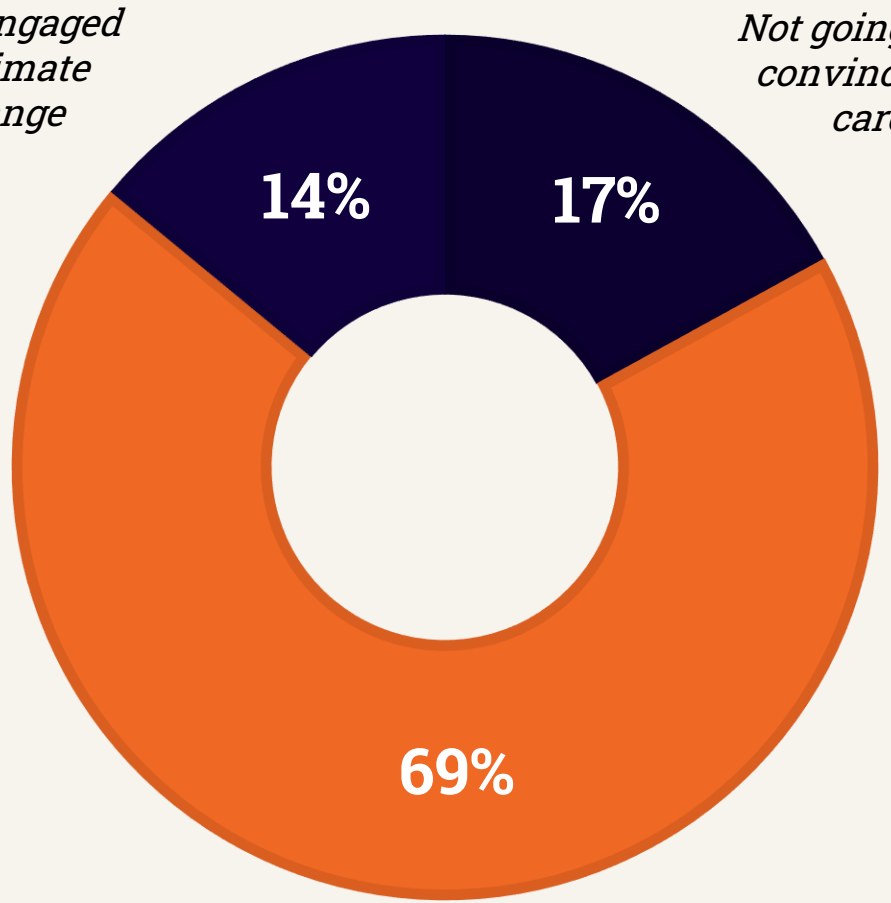


SETTING
THE SCENE
EVERYBRIEFCOUNTS
AD NET ZERO

SUSTAINABLE CONSUMER SEGMENTS ARE GROWING

30%

growth in the active sustainable consumer segment by 2030



Believe climate change is happening and tend to agree that taking action will benefit them in the long term but not too engaged and don't think it's a priority

Source: 1. Kantar Worldpanel Data 2025 / 2. Media Bounty – Beyond the climate bubble

CONSUMERS WANT TO LIVE A MORE SUSTAINABLE LIFESTYLE

85% agree

of consumers globally say they want to live a more sustainable lifestyle

Source: Kantar Worldpanel Data 2025

CONSUMER BENEFITS ARE DRIVING MORE SUSTAINABLE BEHAVIORS

Time saved, **cheaper** water bill

40% growth over 5 years

up to 150 billion gallons of water saved per year (with skip pre-wash, and dishwasher use)

"At Procter & Gamble, we know brands have a responsibility to innovate to deliver irresistibly superior products and packaging that are more sustainable. Through our Cascade brand and many others, we've worked hard through our research, packaging, advertising, and partnership with digital creators to show how easy it can be to save water, waste and energy with products consumers use every day – because they are 'made better, made to save'!"

Marc Pritchard

THERE IS HUGE ROOM FOR IMPROVEMENT TO REPRESENT MORE SUSTAINABLE BEHAVIOURS IN ADVERTISING

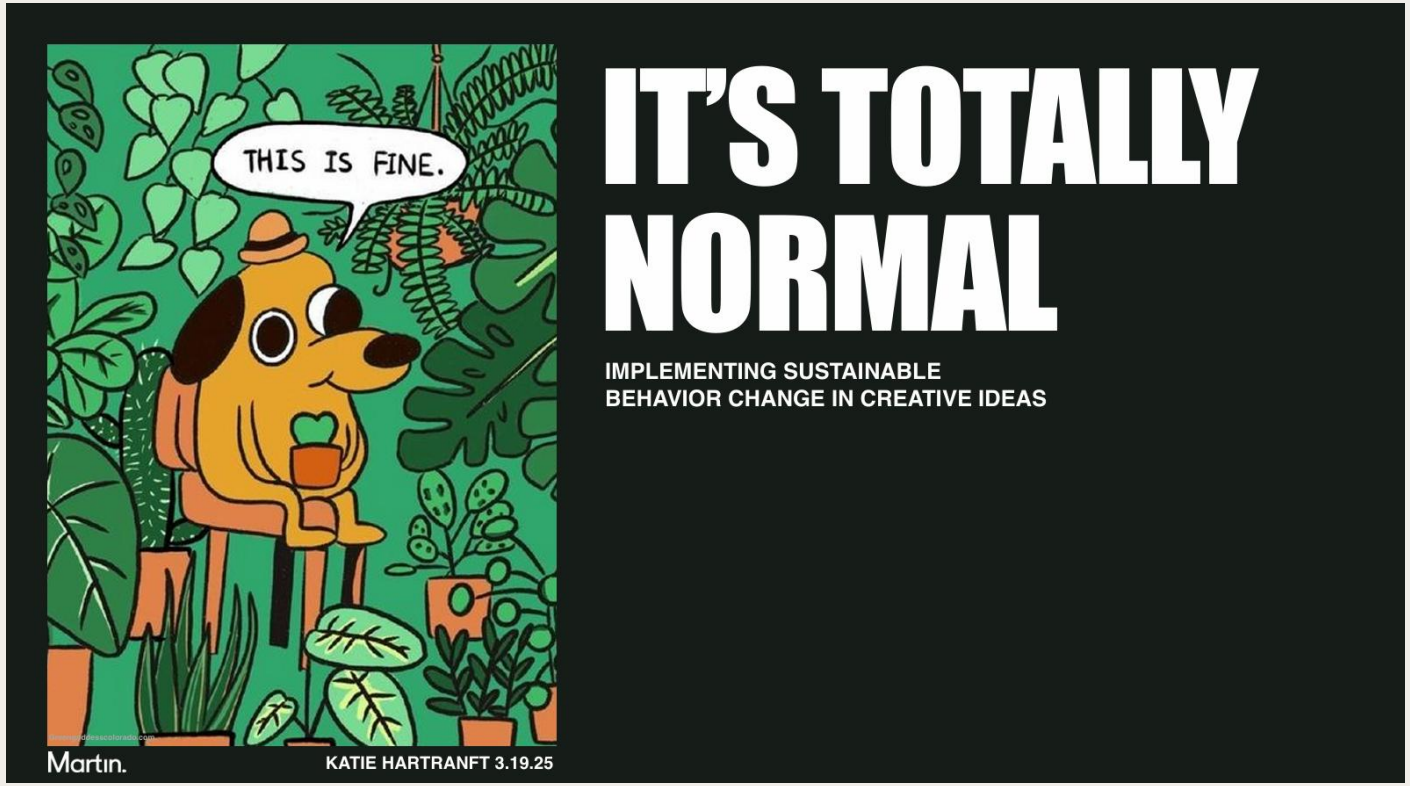
KANTAR

Sustainable behaviours featured in ads	TOTAL	TV	Digital	Print & OOH
Sustainable **Travel & Transport**	2.7%	3%	2%	3%
Sustainable **Food & Dietary**	1.5%	2%	0.7%	-
Sustainable **Purchase & Packaging**	1.4%	2%	0.4%	0.6%
Sustainable **Home & Energy**	0.9%	1%	1%	0.1%
TOTAL - Any of these sustainable behaviours?	**5.3%**	**5.8%**	**3.6%**	**3.3%**

Source: KANTAR link database, data from Nov 2024 – August 2025 analysis of ads tracked in LINK pre-testing database (9,728 ads reviewed)

HERE ARE TWO RESOURCES TO GET STARTED…

‘It's Totally Normal: Sustainable Behavior Change’



IT’S TOTALLY NORMAL: IMPLEMENTING SUSTAINABLE BEHAVIOR CHANGE

Ad Net Zero's 'Every Brief Counts'

- **Every creative ideation starts with a blank canvas...**

EVERY BRIEF COUNTS

EVERY BRIEF COUNTS
AD NET ZERO ALL FOR NONE

TRANSPORTATION
HOME & ENERGY
PRODUCTS & PURCHASES
DIET

PRODUCTS AND PURCHASES

EVERY BRIEF COUNTS

The high-level behavior	What does this look like in advertising?	GHG Emission Reduction Potential*	Source(s)
Buy pre-loved clothing	Featuring any interaction with clothing? Consider showing pre-loved items, including rented outfits, clothing swaps and sharing clothing with friends.	High	Reuse Business Models in Apparel
Prioritize less packaging / materials	Featuring packaging of any kind? Consider showing refillable products, shopping at refill stores, opting into items with consolidated or bulk shipments, more efficient packaging (e.g., no extraneous display packaging, frustration-free packaging) and re-usable boxes/larger containers.	Medium	Reduced Plastics
Think circular and long lasting products	Featuring the consumption of products? Consider showing conscious consumption, such as the use of repurposed, repaired or circular items.	Medium	CAST
Promote effective recycling	Featuring any packaging that could be recycled? Consider showing individuals recycling with proper methods - rinsing out plastics/glass/metals, sorting at home in bins or bringing to a recycling facility.	Recycling, general – Medium Recycling metals – Medium Recycling paper – Low Recycling plastics – Low	Recycling Recycled Metals Recycled Paper Carbon Waste and Resources Metric

*GHG Emissions Reduction Potential is estimated from scientific sources listed and takes into consideration the magnitude of the change (emissions per activity).

WE CAN MAKE ADVERTISING THAT DELIVERS...

- For **clients** (economics)
- For **consumers** (social)
- For the **planet** (environmental)

Building blocks of more sustainable messaging

Implicit / background nudges

Small, likely subliminal creative choices within normal scope of most briefs.

Explicit / clearly showcasing a more sustainable behavior

And perhaps more climate-forward messaging or purpose.

BOSCH

Haier

IKEA

CHIPOTLE

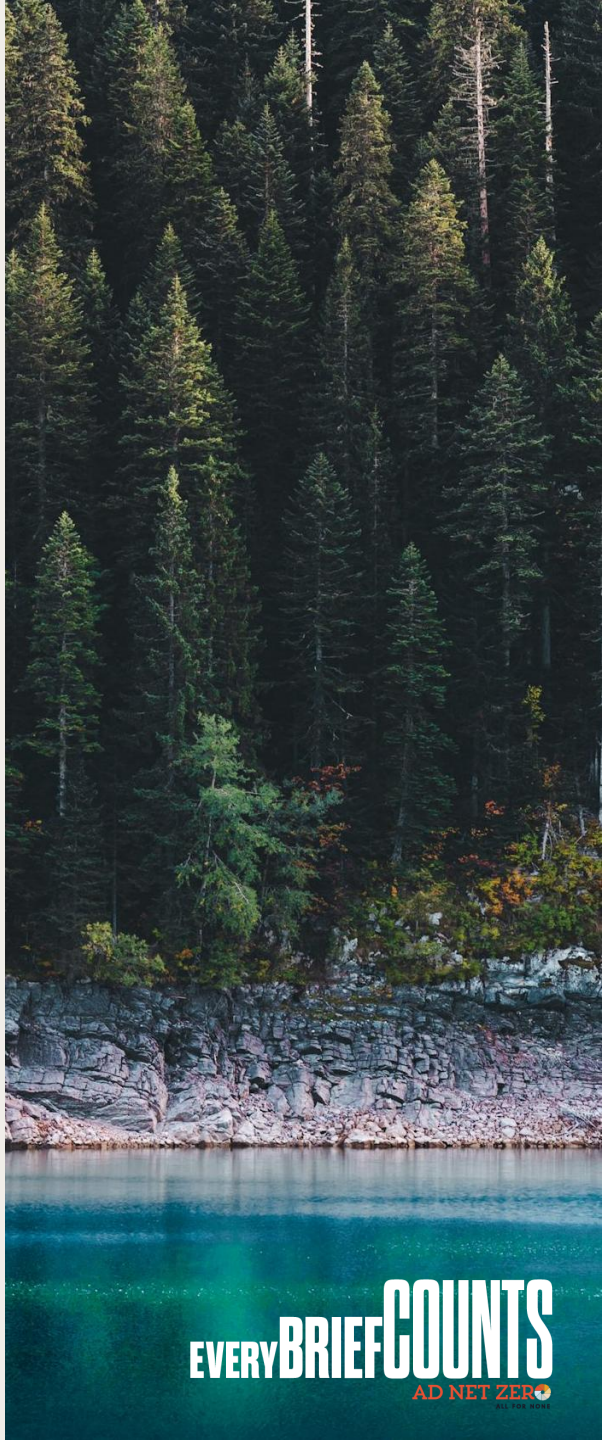
EVERY BRIEF COUNTS CASE STUDY LIBRARY

EVERY BRIEF COUNTS
AD NET ZERO

Case Study Library

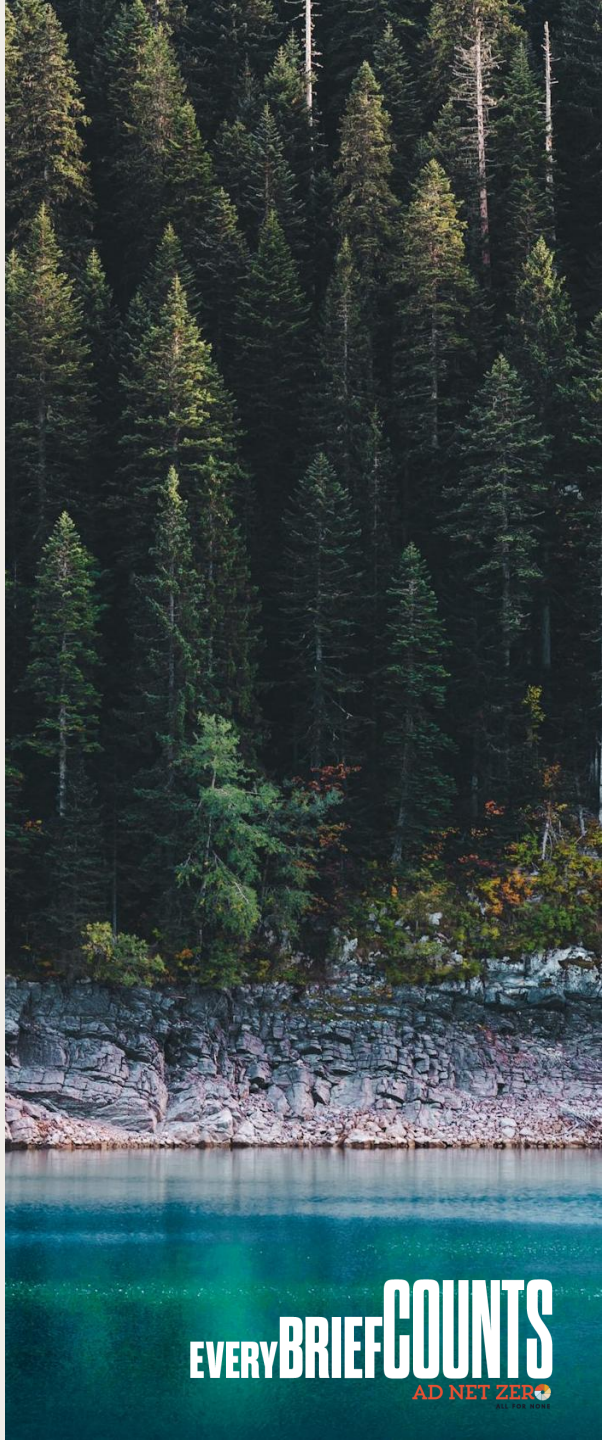
- TikTok | MG OMD | giffgaff
- Vinted
- ITV
- Havas Media | Havas Play | ITV | EDF
- JCDecaux

See appendix for more inspiration



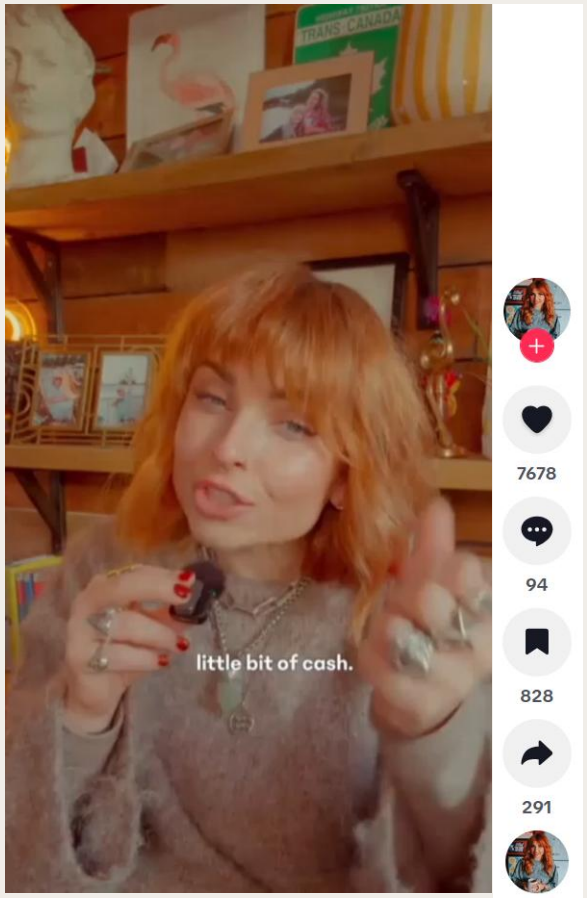
TikTok | giffgaff | MG OMD

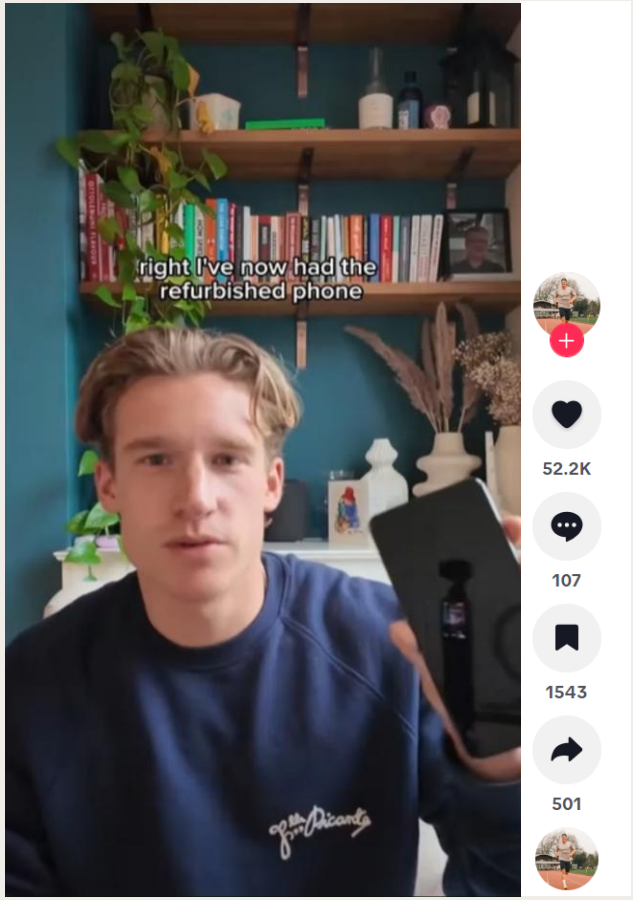
360° Sustainability – Brief, Production, Media, Influencers



CASE STUDY: Influencers Inspiring Their Followers

giffgaff TikTok MG omd



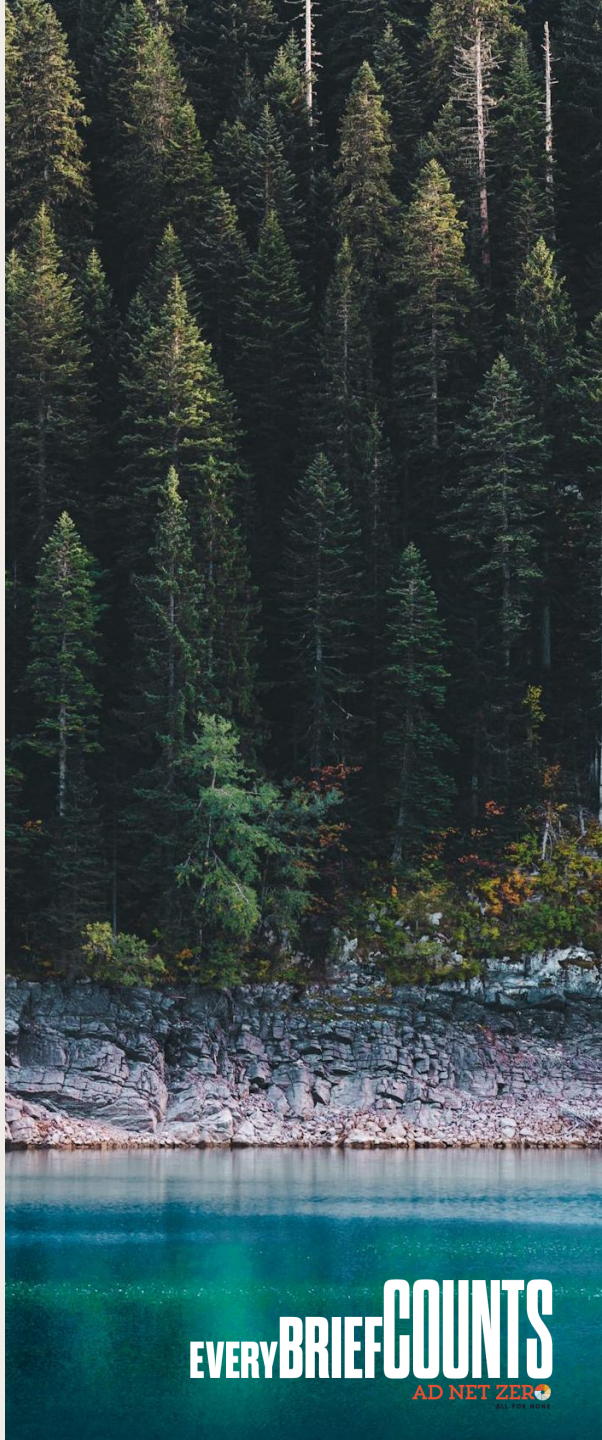


- ✓ Conscious creator collaborations
- ✓ Measuring carbon emissions across the value chain
- ✓ Sustainable production practices
- ✓ Energy efficient media
- ✓ Championing industry-wide change

+7.5%	Increase in awareness
871	Refurbished phones sold

Learn more: [TikTok partners with giffgaff to create 'first-of-its-kind' end-to-end sustainable advertising campaign with Ad Net Zero]

Vinted Secondhand Showdown



SECONDHAND SHOWDOWN WITH C4 AND VINTED

Learn more: Watch Second-Hand Showdown with Vicky Pattison | Stream free on Channel 4

Brief

Highlight Vinted as an uncompromising, sustainable alternative to fast fashion during key life stages.

Solution

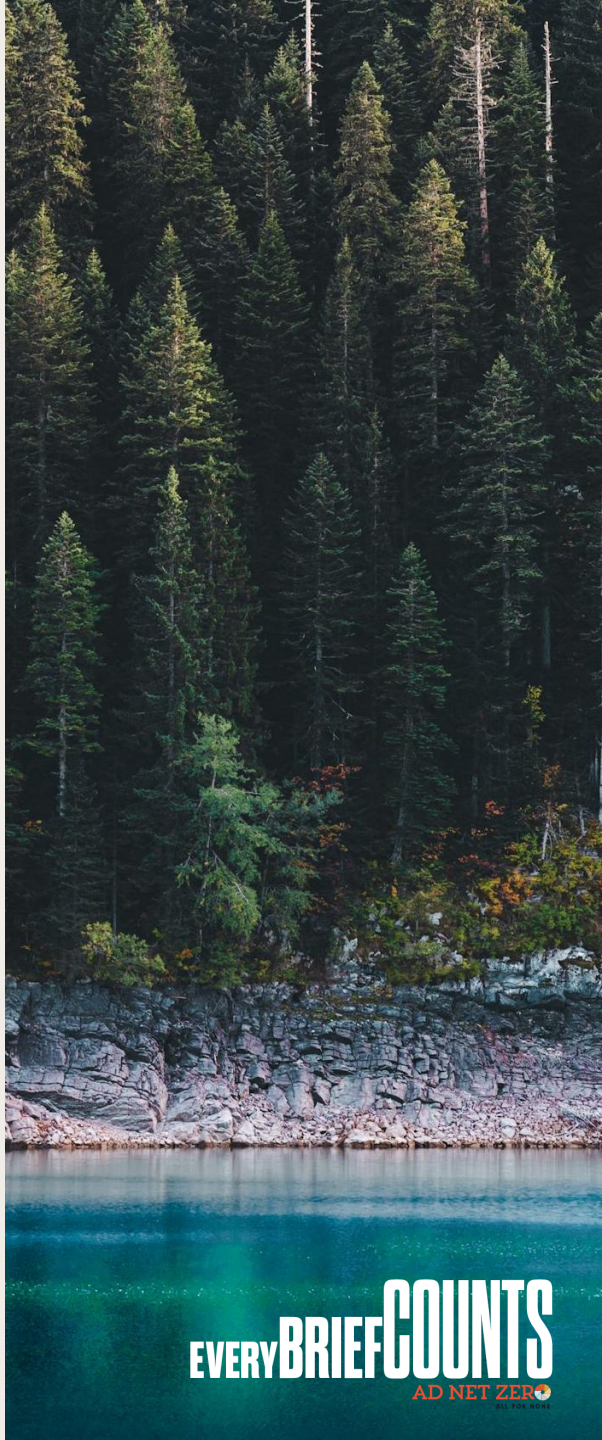
Aiming to showcase Vinted's range and deepen engagement, the team created a competitive format where two stylists dressed contributors undergoing major life changes, demonstrating the platform's style credibility and heart.

+90% Increase in brand consideration

+60% Saw Vinted as leaders in reducing fashion's impact

+30pt Gap to eBay closed on brand consideration

ITV
Taking Heatpumps mainstream



The brief (from OmniGov & DESNZ)

Drive awareness and consideration of heat pumps as a means to help citizens reduce carbon emissions in their home and the home energy grant available to help fund them

The behaviour change brilliance of the soaps

The partnership

- 2 x in show story mentions (10th April, 13th May)
- Bespoke ad which runs around the show
- Social post featuring Dr Liam, tapping into Emmerdale fan community

Eszter Gurbicz | Added 2 hours ago

How long? | 2-3 minutes

Government energy department partners ITV's Emmerdale to promote heat pumps

ITV Creative made the campaign.

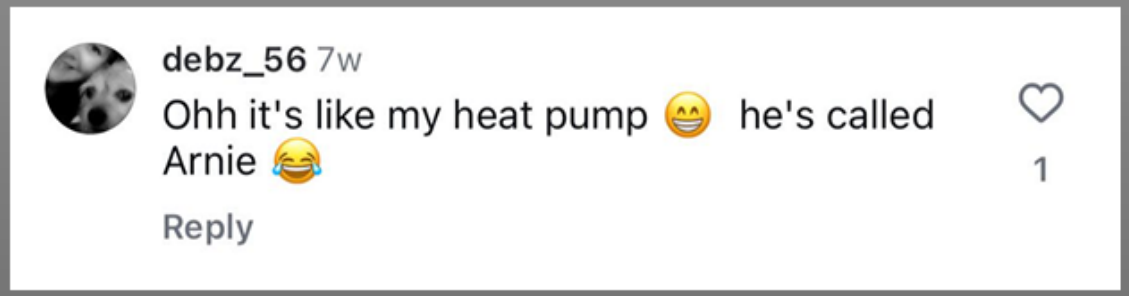
Campaign Press Coverage

Facebook

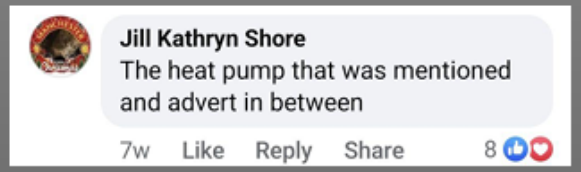
Impressions: 354.3K
Engagements: 3224
Video views: 179.8K
Link clicks: 206

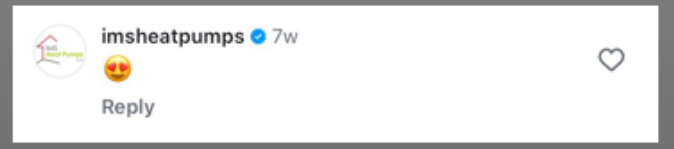
Instagram

Reach: 88.5K
Video views: 124.7K
Likes: 4,498


debz_56 7w
Ohh it's like my heat pump 😄 he's called Arnie 😂
1
Reply

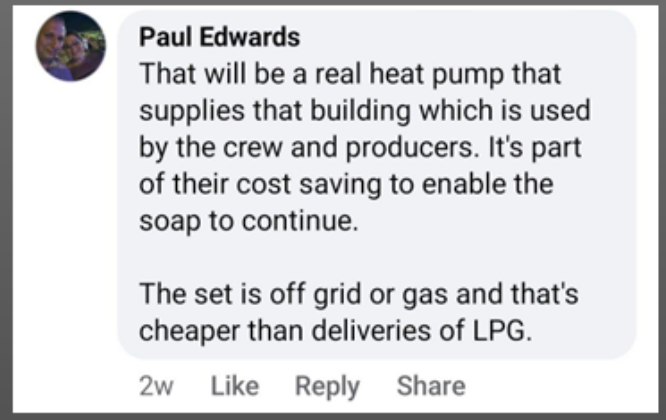
Adam Zappel
Did he claim his £7,500 Government grant for that installation? 😂
7w Like Reply Share 2


Jill Kathryn Shore
The heat pump that was mentioned and advert in between
7w Like Reply Share 8


imsheatpumps 7w
😍
Reply

piitutiittanen 7w
👏👏👏
Reply
1
andyliam20 7w
I enjoyed the new advert shown on itv1 tonight for heat pumps. The new Emmerdale heat pump looks great with the green ribbon on it 💚
Reply
2
annabnzl 7w
👏👏👏
Reply

Heidi Hye
If you'd got that a few months ago the lake wouldn't have frozen over and you'd still have Leyla, Suzy and Amy 😂
7w Like Reply Share


Paul Edwards
That will be a real heat pump that supplies that building which is used by the crew and producers. It's part of their cost saving to enable the soap to continue.
The set is off grid or gas and that's cheaper than deliveries of LPG.
2w Like Reply Share

Hayley Hoose
Did you get your 7 thou grant off the government
7w Like Reply Share 10

Zane Green
How long before it gets murdered?
🤣🤣
6w Like Reply Share 5

marcelle.connjamieson 7w
Loving the heat pump Emmerdales new addition! 😍 and it's lovely to see Liam !!
4
Reply

What happened?

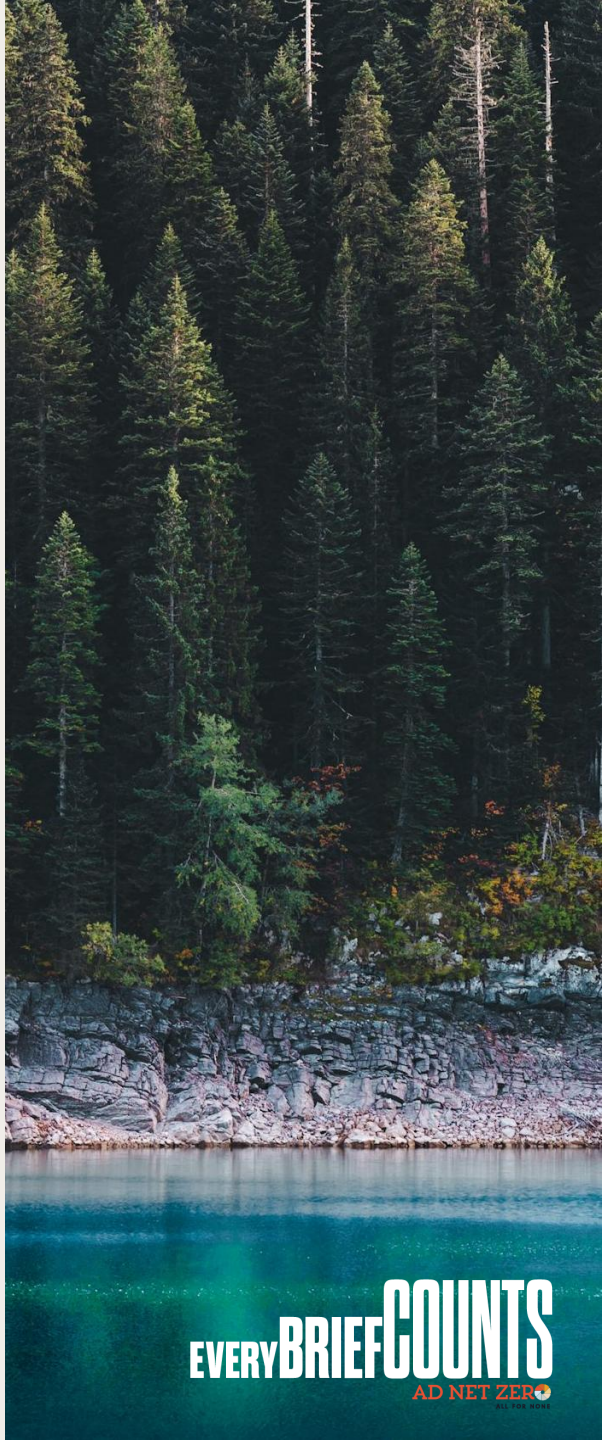
- Understanding of the grant nearly doubled, rising from 24% to 42%.
- Twice as many viewers (66%) as non-viewers (32%) believe heat pumps are a credible heating option (Savanta survey).
- Viewers were twice as likely to consider installing a heat pump compared to non-viewers (62% vs 28%).
- 59% of viewers expressed intent to apply for the Boiler Upgrade Scheme grant.
- Google Trends data showed searches for "heat pumps" doubled on episode air dates.

"If Dr Cavanagh wants to benefit from low-carbon heating, reduce his emissions and save around £100 on bills when using a smart tariff, then a heat pump is exactly what the doctor ordered!"

Miatta Fahnbulleh

Havas + ITV + EDF

Sunday Saver Challenge x Coronation Street



The background

Summarized from: EDF Lights Up Coronation Street with Sunday Spark | LBBOnline

- First of it's-kind-partnership between ITV and an energy supply (Britain's EDF).
- Ad places specially built EDF-themed orange house on ITV's television show *Coronation Street*.
- Focuses on **how its customers are leading change**, with EDF's 'Sunday Saver Challenge' (offers customers up to 16 hours of free electricity on Sundays for reducing their peak day usage during the week).
- Campaign builds on EDF's new 'Change Is In Our Power' brand platform developed by Lucky Generals and launched in 2024.

EDF
CORONATION ST.

The details

Summarized from: EDF Lights Up Coronation Street with Sunday Spark | LBBOnline

- EDF content aired before, during and after '*Coronation Street*' episodes across ITV's platforms for a **seamless multichannel experience** from ad break and episode, to catch-up and social.
- The partnership ran for six weeks across TV, BVOD, digital and OOH, as well as EDF and ITV's social channels.
- As founding participants in Ad Net Zero's Every Brief Counts pilot, Havas Media UK and ITV are embedding sustainable behaviours into content.
- This also contributes to the commitments of the Climate Content Pledge, of which ITV is a signatory.

Beyond the message to the media

Summarized from: EDF Lights Up Coronation Street with Sunday Spark | LBBOnline

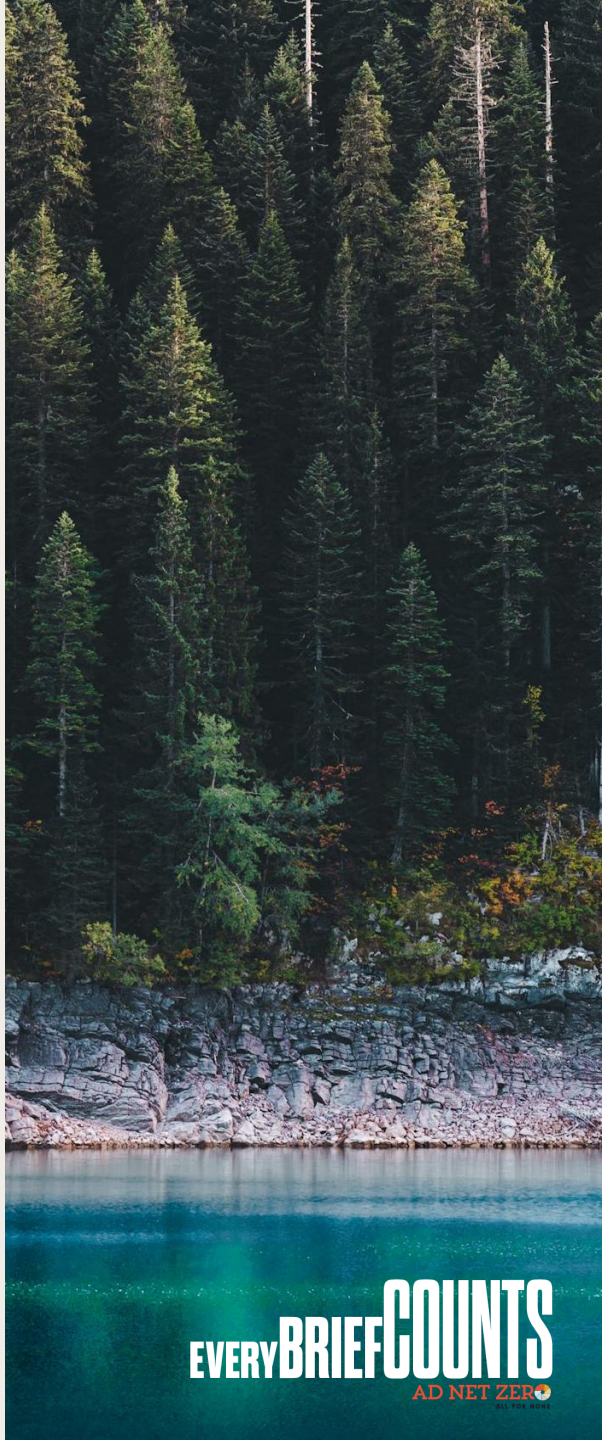
- EDF has doubled its investment into Havas Media Network's **Sustainable Market Place** and used Havas' Carbon Calculator to **measure media emissions**.

- EDF is also partnering with Jolt's carbon-negative EV charging network in London and **powering DOOH with clean energy**.

- Meanwhile, their campaigns also tap into **sustainable targeting** across DAX, Spotify, Acast (e.g., Climate Curious podcast), and AudioXi, further aligning EDF with climate-conscious audiences.

JCDecaux

Every pDOOH Brief Counts



Every pDOOH Brief Counts

- **Media Value:**
  50% impression uplift
- **Creative testing**
- **Campaign Effectiveness study**

Why programmatic DOOH?

- Target specific audiences where you need to **increase awareness of sustainable products or behaviours**
- Tailor creative to specific **sustainable trends or metrics to increase relevance**
- Use **sustainable data points** (EV charger proximity, grid carbon intensity, local air quality) as activation triggers
- Reach consumers in **proximity to stores**
- **Prime audiences** ahead of key mobile shopping times
- **Measure performance in real time** and optimise delivery, **improving ROI** across all channels

	pDOOH	Online display
Precision targeting	✓	✓
Contextual relevance	✓	✓
Dynamic creative	✓	✓
Data driven	✓	✓
Trigger action	✓	✓
One-to-one targeting	✗	✓
Click based conversion	✗	✓
Granular attribution & tracking	✗	✓
Frequency capping	✗	✓
Bot traffic	✗	✓
Content clash	✗	✓
Low viewability formats	✗	✓

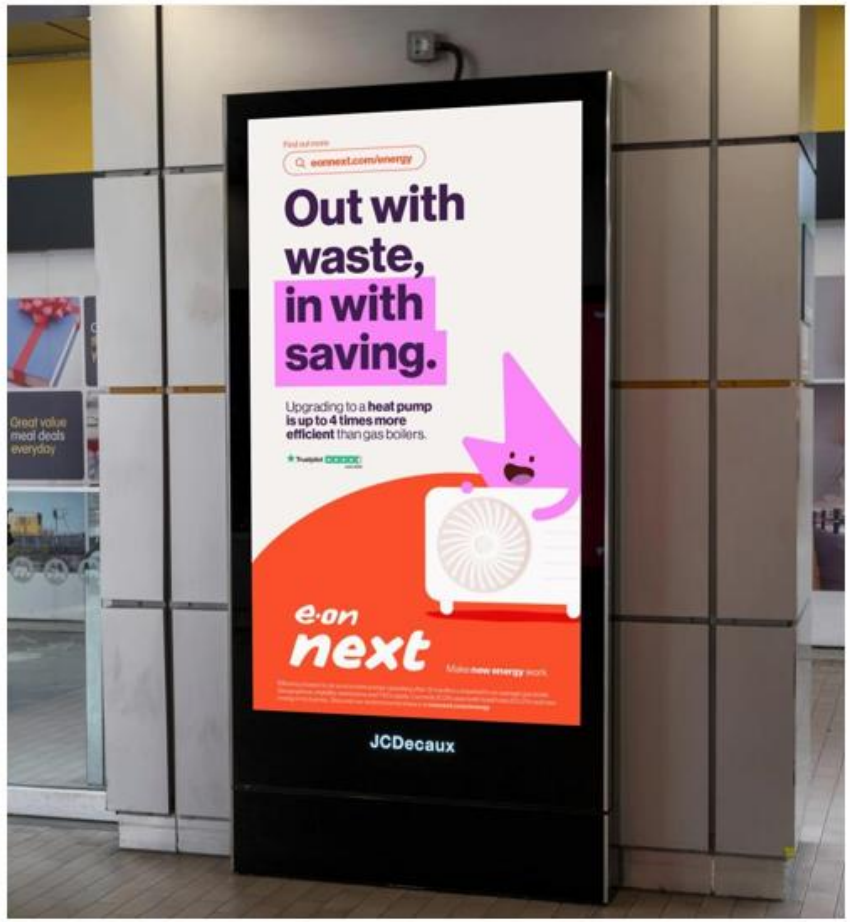
Sustainable Behaviours: Travel and Transport

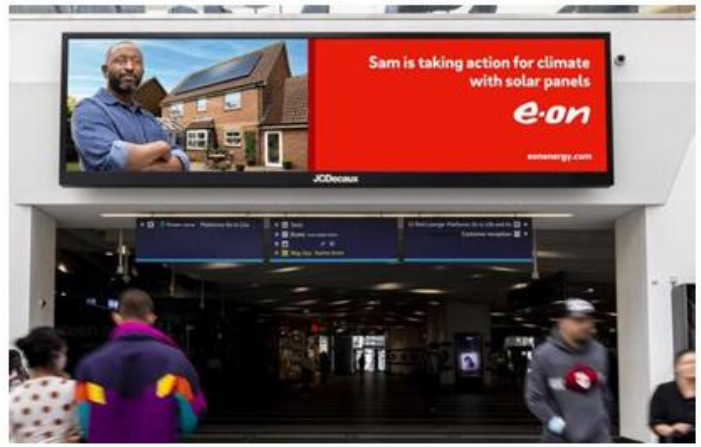
Electric vehicles - Public transport - Car sharing - Walking - Cycling - E-bikes - Hybrid working / meetings - Sustainable holidays

Sustainable Behaviours: Travel and Transport

Electric vehicles - Public transport - Car sharing - Walking - Cycling - E-bikes - Hybrid working / meetings - Sustainable holidays

Sustainable Behaviours: Home and Energy

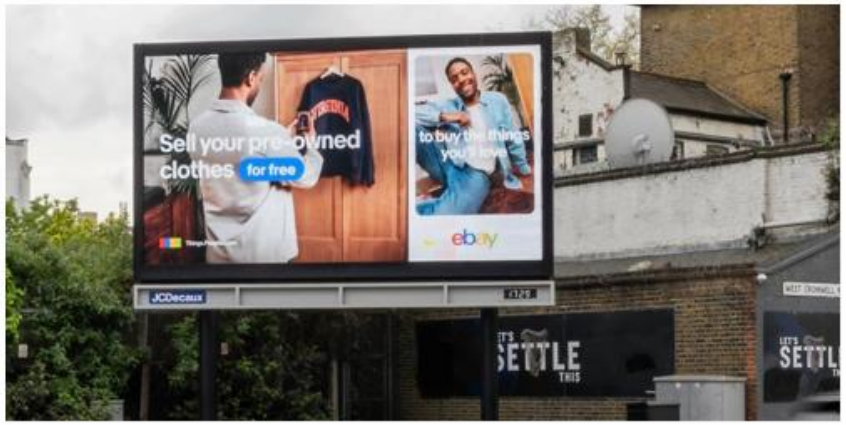




Renewable energy tariffs - Solar panels - Heat pumps - Building renovation - Efficient living spaces

Efficient cooking devices - Lower home temperatures

Sustainable Behaviours: Purchasing and Packaging

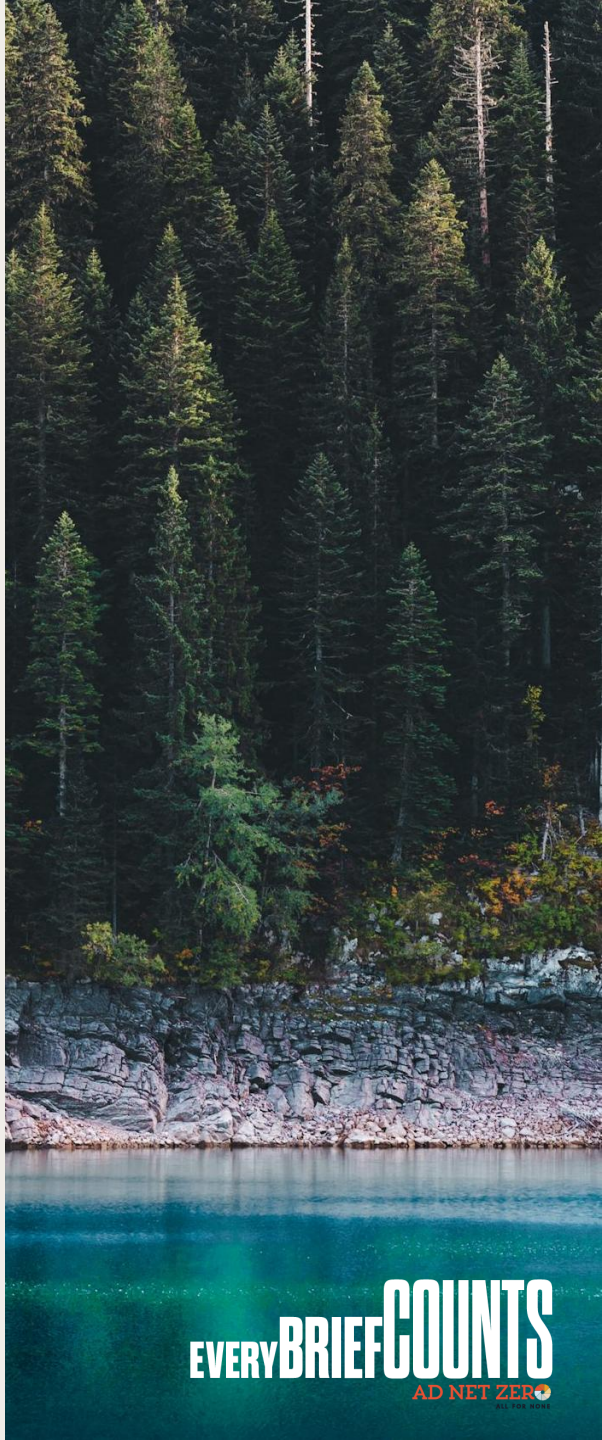


Buying used items - Pre-loved clothing - Repair services - Rental models - Reduced packaging - Refillables - Recycling

AD NET ZERO

APPENDIX

1) Sustainable Production Travel Guidance
2) Additional ads & entertainment examples
3) Every Brief Counts core slides



New resource: Sustainable Production Travel Guide

Plane Type & Seat

Larger seats take up more space — meaning each passenger accounts for a bigger share of the plane's fuel burn, not to mention, more amenities = more waste.

- **Private Jets:** 10-20x more emissions than commercial flights.
- **First Class:** 4-6x more emissions than economy flights.
- **Business Class:** 3-4x more emissions than economy flights.[1]

Route & Frequency

Fuller planes = fewer emissions per passenger. Opt for direct routes, higher occupancy flights, and modern aircraft. Combine trips, use virtual options, and prioritize essential travel only whenever possible.

Did you know? Flying **4 fewer people** cross-country to a production shoot can save about 5.4 metric tonnes of CO2e — **equivalent to the annual electricity use of one U.S. household.**[2]

Cost Savings & Morale

Reducing unnecessary travel saves money and supports sustainability goals without sacrificing quality. Many companies now maintain travel budgets around 20% lower than pre-COVID levels, while lowering their footprint through hybrid meetings and smarter trip planning.[3]

Tip? Make it relatable! Framing travel choices in simple terms — "class, route, and frequency" — helps employees understand their personal impact.

Best Practice 01: Incorporate air travel reduction into company policy.

McCann Worldgroup

Business Travel Emissions Reduction Overview

- **68% reduction** in business travel emissions (1H 2024 vs 2019 baseline)
- **60% reduction** vs 2023
- Supported by a **company-wide green travel policy** and a **sustainable production manifesto** (annual carbon budgets set per office)

Key Actions:

- Sustainability Lead partnered with COO, senior leaders, and office champions
- Embedded in **creative development** and **team KPIs** (carbon budgets reviewed alongside financial metrics)
- **Green travel policy:**
  - Economy class required for flights under 6 hours
  - Limited attendees at shoots
  - Policy shared with teams and clients

Results:

- **Business class flights** reduced to 11% of total (down from 27% in 2023)
- **Internal summits** reorganized into smaller, regional hubs to cut travel emissions
- **Project Bright Green** (with TfL): Saves 2.5M kWh annually, reducing carbon emissions

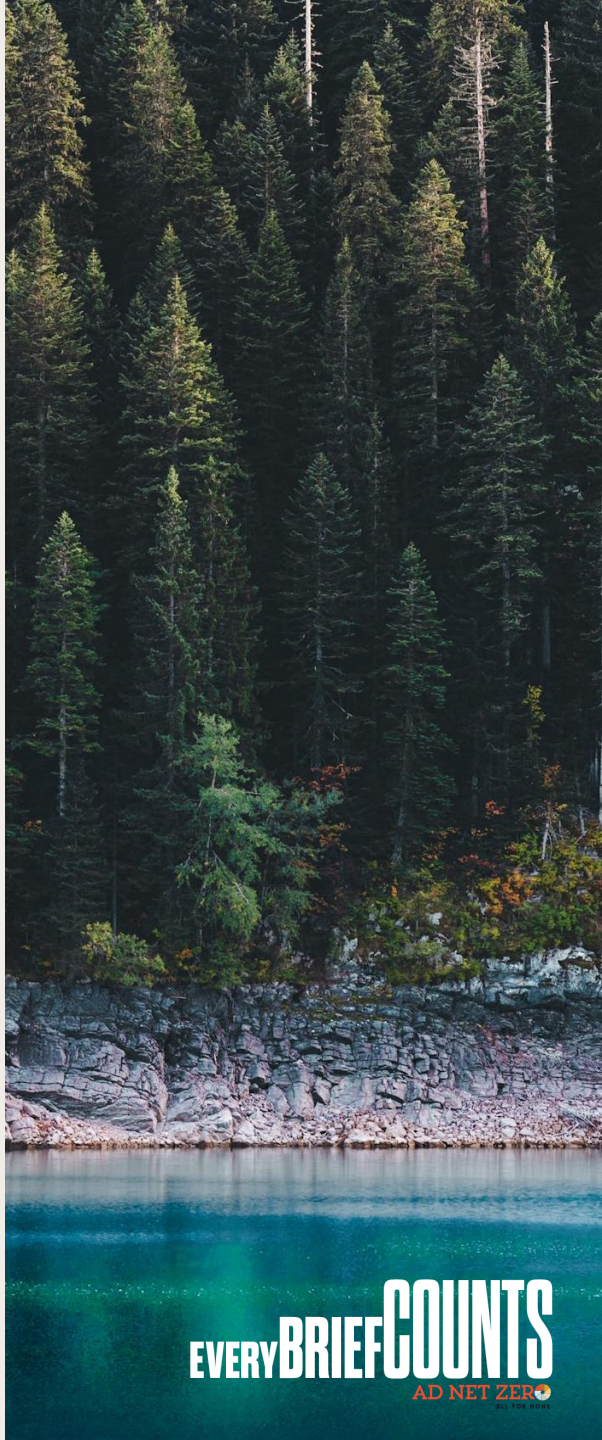
Key Learnings:

- Align carbon goals with financial goals for stronger buy-in
- Leadership and local champion involvement critical
- Regular tracking and enforcement of travel policy essential for sustained reduction

SUSTAINABLE PRODUCTION TRAVEL GUIDE

APPENDIX

2) Notable ads & examples from entertainment



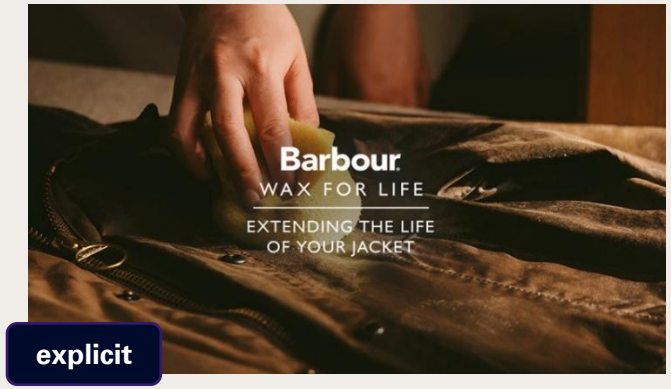
Other examples of normalizing sustainable behaviors in ads

explicit

(US) Hellman's "Make Taste Not Waste" – focuses on avoiding food waste for monetary reasons, but normalizes talking about food waste

implicit

(UK) eBay & Love Island 2022-2025 seasons –360-degree campaign, encompassing on-screen integration and off-screen activations. 2025 coincided with New Year, associated with fresh start and wardrobe clear-outs.



explicit

(UK) Barbour apparel – brand promotes slow fashion, longevity and ownership of products vs. consumption.

implicit

(US) Redwing "Will your Wings" - Labels in shoes promote longevity, quality, and legacy – and normalizes circularity, ownership vs. consumerism, slow fashion.

explicit

(US) Chobani Oat – agency redfined "oat milk is for hippies" stereotype.

implicit

(US) OLIPOP – Agency intentionally featured electric vehicle in a spot.

Ad Net Zero Compendium of 120 Cannes Lions sustainability-related entries

AD NET ZERO
ALL FOR NONE

Learnings from the Work

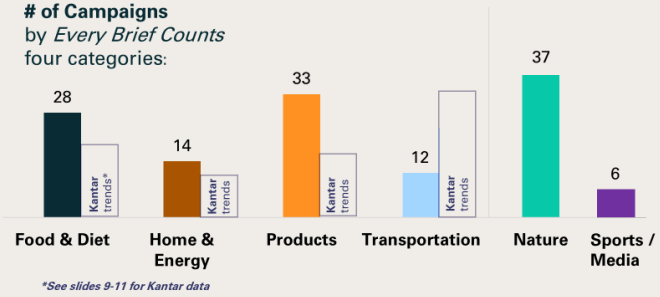
Cannes Lions 2025 Entries

July 2025

What we noticed

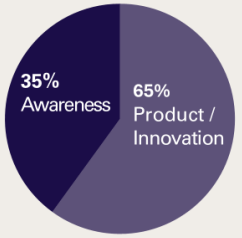
Type of sustainable behaviour / theme

# of Campaigns
by *Every Brief Counts*
four categories:



*See slides 9-11 for Kantar data

Types of messaging



100% of the campaigns we noted featured an **explicitly sustainable message.**

Implicit behaviours are a massive opportunity.

Was the work deemed more effective?

Possibly, but review might have unintentionally contained more award-winning campaigns, due to ordering in LoveTheWork.

Most awarded campaigns were those featuring **Social Impact**, **Nature**, and **Transportation.**

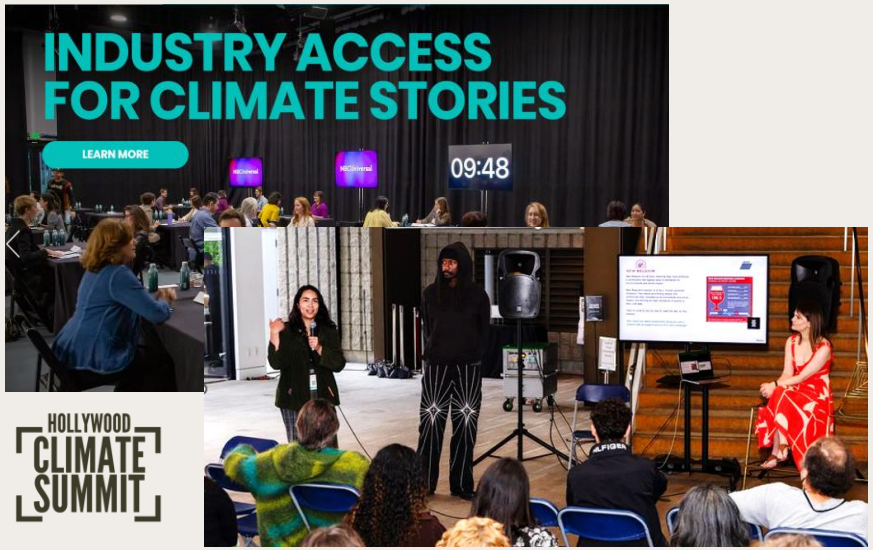
Gold
6% winners
(vs. Gold 2% avg)

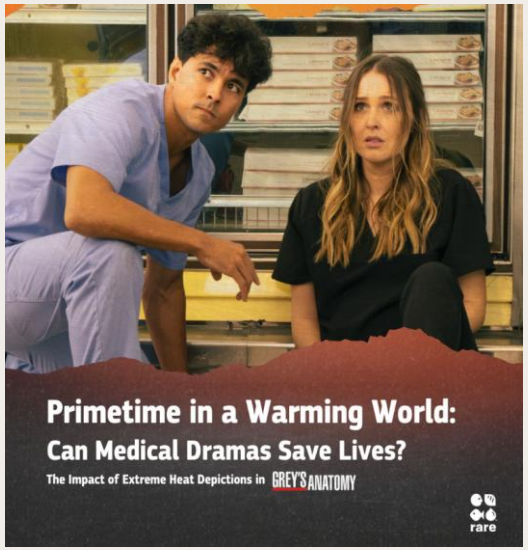
Silver
13% winners
(vs. Silver 4% avg)

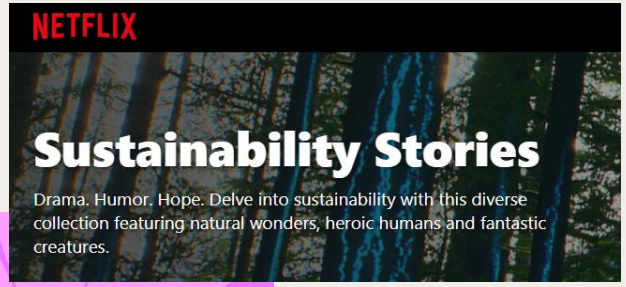
Bronze
19% winners
(vs. Bronze 6% avg)

2025 Compendium

Collaboration with film & entertainment, where climate storytelling has become commonplace







POLICY PLOTLINES
THE TRUTH BEHIND THE SCENES

Toolkit

Sustainability on Screen: Character Choices, World Building & Settings

Information on real world sustainability topics to inform and inspire character and story design.

Sustainable Entertainment Alliance

Toolkit

NRDC's Rewrite the Future Tip Sheet

From NRDC's Rewrite the Future, resources for storytellers and narrative questions to consider for your project.

Toolkit

Good Energy's Playbook for Screenwriting in the Age of Climate Change

An open-source digital guide to portraying climate change on-screen, including story inspiration, cheat sheets, character profiles, solutions, and projections into the future.

Toolkit

Reality of Change: ABCs of Climate Storytelling for Unscripted TV

Reality of Change's digital tip sheet on framing climate & sustainability within unscripted television, including the ABCs of Climate Storytelling and advice from Rare on how to incorporate high-impact sustainability behaviors into new and existing shows.

World's First Vegan Cooking Competition Show Streams This Fall

A new cooking show is about to revolutionize the vegan scene.

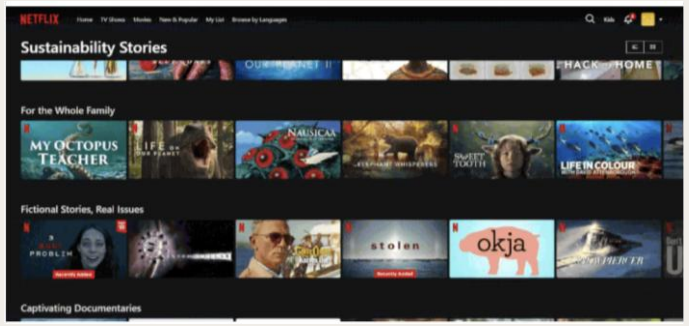
ALEJANDRA TOLLEY / **Jul 16, 2022**

Where is background climate storytelling happening?
Entertainment examples

[And Just Like That: Small moments on screen can boost climate-friendly food norms]() | **Rare**
New study finds that even minor dialogue that reflects real-world food trends can inspire audiences at home.

[Small Screen, Big Impact: How Madam Secretary Boosted Support for Climate Policy and Climate Justice]() | **Rare**
environmental behavior.

[Sex Education]() | **Climate Spring**
World Building: Normalising sustainable behaviour



Netflix Sustainability Stories | **Netflix**
Netflix has a collection of over 250 entertaining sustainability stories you can browse through.

[Storytellers leading the way]() |
NRDC's Rewrite The Future
NRDC's deep environmental expertise to support entertaining stories that reflect our climate-altered world and path toward a better future.

[Climate Clips Archive]() | **Rare**
A collection of climate mentions showing up in various film and TV shows.

Where is background climate storytelling happening?
Entertainment examples

The Last Of US | **ema** 5 environmental Lessons from HBO's The Last of Us

Shrinking | **Rare Climate Clips Archive**
A collection of climate mentions showing up in various film and TV shows.

By The Time | **Potential Energy for Science Moms**
Aired during the SuperBowl 2025, created by a nonpartisan group of climate scientists, and parents, focusing on love for the next generation.

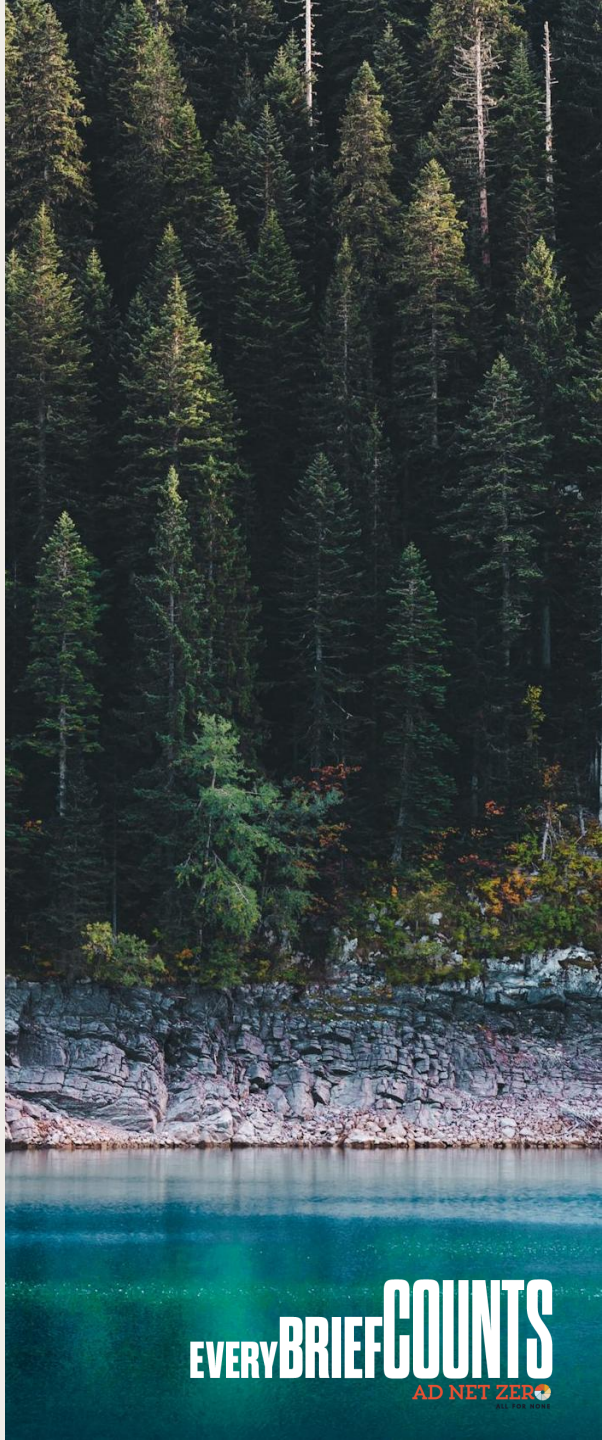
Kingdom of the Planet of Apes | **Disney**
Champions Conservation with Kingdom of the Planet of Apes

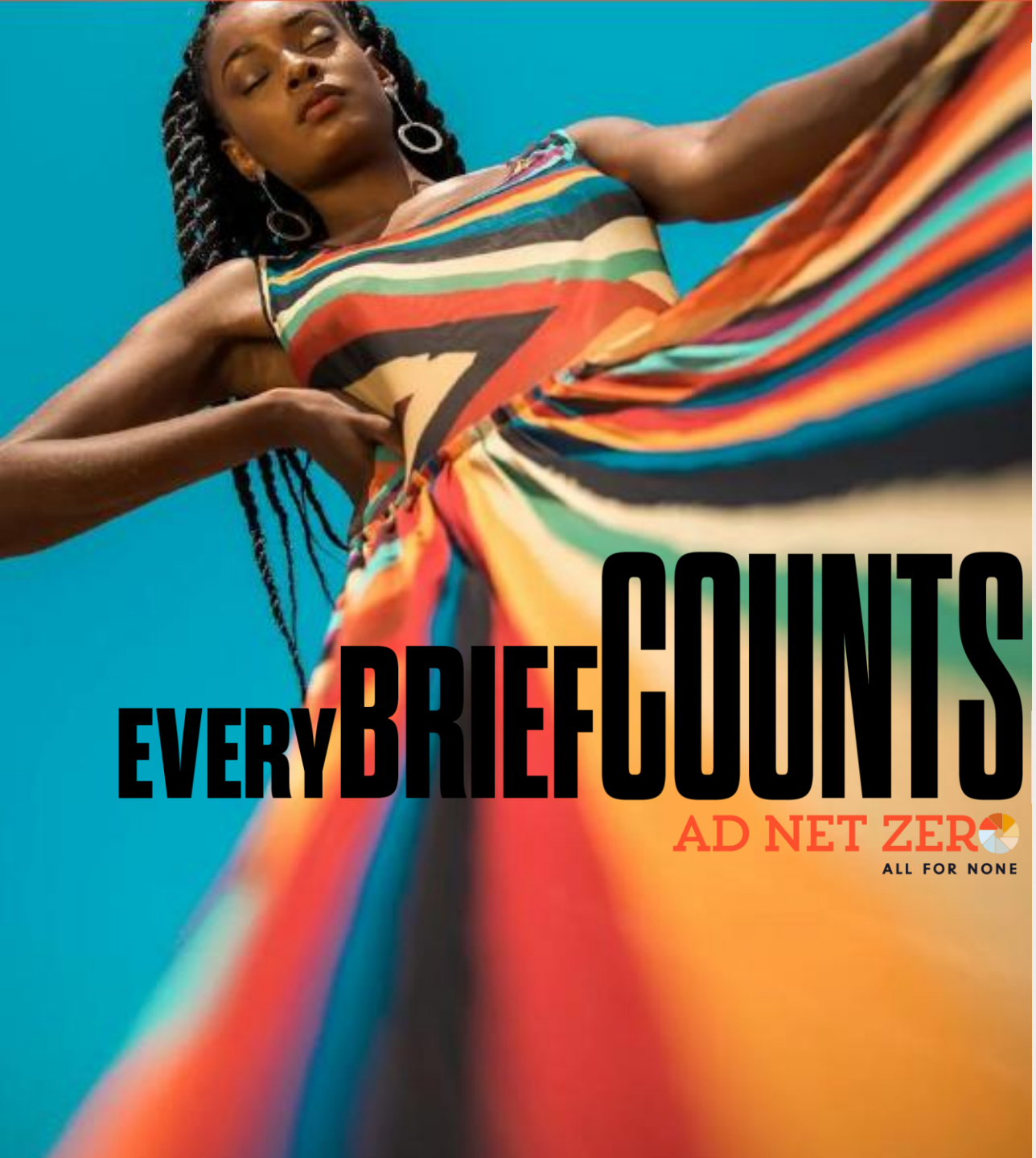
Hacks | **The Hollywood Reporter**
How 'Hacks' Snuck in Climate Activism Between Jokes

Good Energy & Colby College: Climate Reality On-Screen | The Climate Crises in Popular Films, 2013 – 22

APPENDIX

3) Every Brief Counts core slides





EVERY BRIEF COUNTS TOOLKIT

TRANSPORTATION
HOME & ENERGY
PRODUCTS & PURCHASES
DIET

DIET

Roughly **one third** of the world's food is wasted (1.3 billion tons annually)[1]; 70% of waste comes from households.[2]

Food waste amounts to about **10%** of global emissions.

Low meat diets produce **half as much** heat-trapping gas and half as much water pollution vs meat-rich diets.[2]

Source: 1 [The World Counts], 2 [WasteManaged 2024] 2 [Yale School of the Environment 2023)

EVERY BRIEF COUNTS
AD NET ZERO

DIET

EVERY BRIEF COUNTS
AD NET ZERO

The high-level behavior	What does this look like in advertising?	GHG emission reduction potential*	Source(s)
Shift to more plant-based food	Featuring food, either in the background or being consumed? Consider showing plant-based options (vegan, vegetarian), people preparing and cooking these foods together, or researching recipes, meal plans or restaurants.	Very High	Plant Rich Diets
Reduce food waste and focus on mindful consumption	Featuring food, either in the background or being consumed? Consider ways to show mindful consumption and avoid abundance and waste. Show individuals planning out meals or grocery trips, taking care to prepare their own food, storing food properly for maximum life, etc.	Very High	Reduced Food Waste
Manage food waste and leftovers	Featuring food, either in the background or being consumed? Consider ways to show mindful management of food waste. Show individuals composting in their kitchen or yard, taking care to prepare their own food or package up leftovers, storing food properly for maximum life, etc.	Consumer food waste loss – High Composting – Low	Waste Management UN Environment Programme Composting
Shift to more organic, local and seasonal products	Featuring food, either in the background or being consumed? Consider showing people tending or planning a garden or purchasing organically-grown foods, or portraying regenerative low-energy and low-pesticide farming.	Organic and regenerative farming – High	Emissions due to Agriculture Greenhouse Gas Emissions Food Carbon Footprint
Shift to lower carbon white meats	Featuring food, either in the background or being consumed? If showing meat options, consider showing a generally lower carbon meat such as chicken. Note: while the data varies widely based on situation (method of farming, region, engineered, etc.) white meat generally has a lower carbon footprint.	Medium	Our World in Data Dietary Substitutions Chicken Over Beef

*GHG Emissions Reduction Potential is estimated from scientific sources listed and takes into consideration the magnitude of the change (emissions per activity).

HOME & ENERGY

14% of UK emissions[1] and 20% of US emissions come from **home energy use**.[2]

If considered a country, these amount to the world's sixth largest GHG emitter, larger than Germany.[3]

The carbon footprint of rooftop solar panels are c.12 times lower than using natural gas[2]

Source: 1 [Energy Saving Trust 2024] 2 [The Eco Experts 2024)

EVERY BRIEF COUNTS
AD NET ZERO

HOME AND ENERGY

EVERY BRIEF COUNTS AD NET ZERO

The high-level behavior	What does this look like in advertising?	GHG Emission Reduction Potential*	Source(s)
Prioritize renewable electricity	Showing any use of electricity, either in home or out? Consider showing roof-top solar panels, consumers joining communal or local renewable energy projects, wind turbines in a community, etc.	Solar – Very High Solar hot water heaters – Medium	Distributed Solar Photovoltaics Solar Hot Water
Shift to energy efficient cooking equipment	Featuring people cooking? Consider showing people using lower emitting cooking appliances such as induction/electric cooktops, and smaller items like pressure cookers, microwaves and air fryers when appropriate.	Induction Cooktops – Very High (especially if switching from non-clean energy sources) Smaller cooking equipment – Low	Clean Cooking Home Cooking Methods Carbon Footprint of Cooking
Consider efficient living spaces	Showing any home scenes? Consider showing people in spaces appropriate for the number of people, urban, high density housing such multi-unit housing/apartments, more residents in home to reduce per capita space, or even renting out extra rooms in a house)	High	Buildings PNAS
Reduce energy usage: Refurbishment and renovation, insulation	Showing any kind of building or home? Consider showing LED light bulbs, images that show efforts to ensure good insulation for things such as doors, windows, attic, hot water pipes, etc.	LED – High Insulation – High	LED Lighting Insulation
Reduce energy usage: Appliance usage	Showing appliance usage? Consider showing unused appliances unplugged, managing temperature on refrigerators, the use of multi-functional appliances and the rental of infrequently used appliances.	Refrigerant management – High Laundry appliance management – Medium	Refrigerant Management Residential Laundry
Shift to heat pumps	Showing any in home heating? Consider showing heat pumps (in the background, installation, etc.)	Medium	High-efficiency Heat Pumps
Reduce energy usage: Adjust room temperature	Showing any scenes with an opportunity to promote lower room temperature? Consider showing curtains and blinds pulled during summer and air-con turned down where possible, smart thermostats, insulated windows, etc.	Adjustment of 2 – 5 °C – Medium Adjustment of less than 2 °C – Low	Carbon Footprint Calculator

*GHG Emissions Reduction Potential is estimated from scientific sources listed and takes into consideration the magnitude of the change (emissions per activity).

PRODUCTS & PURCHASES

There is enough clothing on the planet to dress the **next six generations** of people.[1]

By doubling global **circularity** (c.7-8%), we could reduce global emissions by 39% by 2032.[2]

Source: 1 [British Fashion Council 2024] 2 [Circularity Gap 2021)

EVERY BRIEF COUNTS
AD NET ZERO

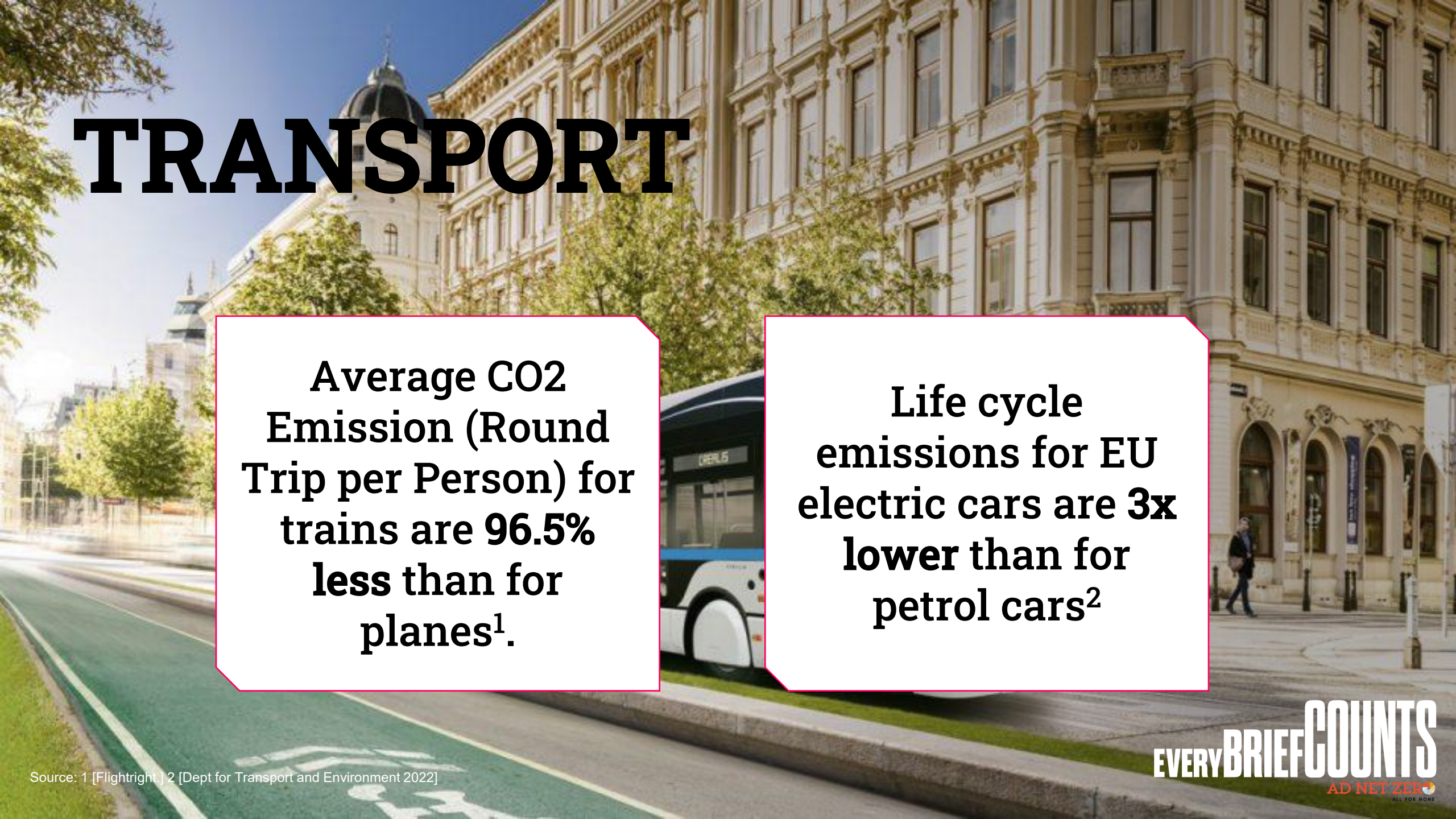
PRODUCTS AND PURCHASES

EVERY BRIEF COUNTS AD NET ZERO

The high-level behavior	What does this look like in advertising?	GHG Emission Reduction Potential*	Source(s)
Buy pre-loved clothing	Featuring any interaction with clothing? Consider showing pre-loved items, including rented outfits, clothing swaps and sharing clothing with friends.	High	Reuse Business Models in Apparel
Prioritize less packaging / materials	Featuring packaging of any kind? Consider showing refillable products, shopping at refill stores, opting into items with consolidated or bulk shipments, more efficient packaging (e.g., no extraneous display packaging, frustration-free packaging) and re-usable boxes/larger containers.	Medium	Reduced Plastics
Think circular and long lasting products	Featuring the consumption of products? Consider showing conscious consumption, such as the use of repurposed, repaired or circular items.	Medium	CAST
Promote effective recycling	Featuring any packaging that could be recycled? Consider showing individuals recycling with proper methods - rinsing out plastics/glass/metals, sorting at home in bins or bringing to a recycling facility.	Recycling, general – Medium Recycling metals – Medium Recycling paper – Low Recycling plastics – Low	Recycling Recycled Metals Recycled Paper Carbon Waste and Resources Metric

*GHG Emissions Reduction Potential is estimated from scientific sources listed and takes into consideration the magnitude of the change (emissions per activity).

TRANSPORT



Average CO2 Emission (Round Trip per Person) for trains are **96.5% less** than for planes[1].

Life cycle emissions for EU electric cars are **3x lower** than for petrol cars[2]

Source: 1 [Flightright.] 2 [Dept for Transport and Environment 2022]

EVERY BRIEF COUNTS
AD NET ZERO
ALL FOR NONE

TRANSPORT

The high-level behavior	What could this look like in advertising?	GHG Emission Reduction Potential*	Source(s)
Take the lowest carbon emitting form of transport possible for the trip	Featuring travel? Consider showing consumers making active choices to take the lowest emitting form of transport possible. This could include walking or cycling if possible, or if not, then taking public transport or using a battery electric vehicle or carpooling. For longer distances, consider showing the use of electric or diesel trains, with flying used when necessary.	Public transport – High Flight reduction – High Battery electric vehicle – Medium (Non-plug in Hybrid – Low) Carpooling – Medium Walking – Lower scalability Biking – Lower scalability E-Bikes – Lower scalability	Public Transit CAST Electric Cars Hybrid Cars Carpooling Bicycle Infrastructure Electric Bicycles
Support hybrid working	Featuring corporate working? Consider showing business meetings as hybrid with some virtual presence or home office settings. Note: this minimizes travel and also encourages better diet practices and can reduce food waste.	Low	Telepresence

*GHG Emissions Reduction Potential is estimated from scientific sources listed and takes into consideration the magnitude of the change (emissions per activity).