La Fede exterior JORNADAS PUBLICIDAD EXTERIOR XXXII

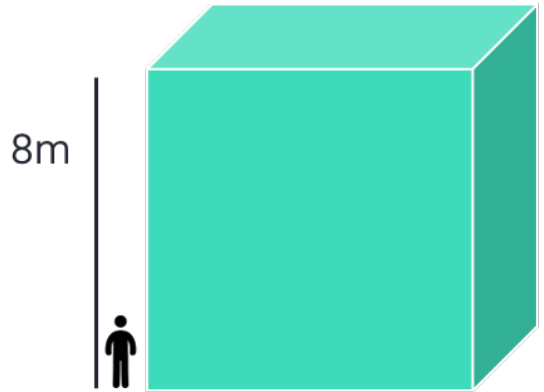
SUSTAINABILITY IN MEDIA – FROM NICE-TO-HAVE TO MUST-HAVE

STEPHANIE HELEN SCHELLER
MANAGING PARTNER SUSTAINABLE SOLUTIONS EMEA
OMG

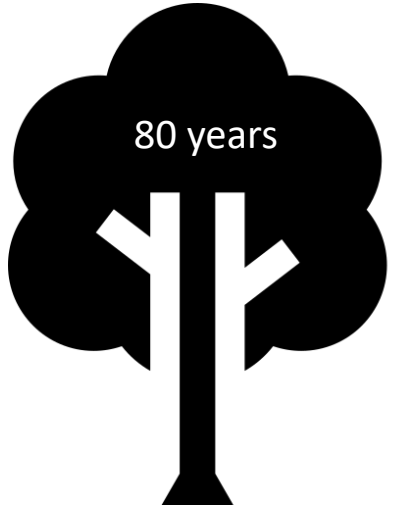
How tangible is the idea of SUSTAINABILITY for you?

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Sustainability is difficult to quantify – Do you know how much is a tonne of CO_2E?



One tonne of CO_2e is about the volume of an **8-meter-high** cube.



To absorb one tonne of CO_2e, a beech tree has to grow for about **80 years**.

The calculations refer explicitly to CO_2 emissions and not to CO_2 equivalents for this visualisation.

Source: https://www.co2online.de/service/klima-orakel/beitrag/wie-viele-baeume-braucht-es-um-eine-tonne-co2-zu-binden-10658/ | https://www.myclimate.org/de-de/informieren/faq/faq-detail/wie-viel-ist-eine-tonne-co2/

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Which causes more greenhouse gas emissions: The media industry or the aviation industry?





Both industries are each responsible for 2-3% of global **greenhouse gas emissions**.

Source: https://adnetzero.com/wp-content/uploads/2024/09/The-Ad-Net-Zero-Global-Media-Sustainability-Framework-2024-1.pdf | https://www.statista.com/statistics/1167298/share-ghg-emissions-by-sub-sector-sector-globally/

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And what does that mean for the media industry in practice?

CO_2e EMISSIONS PER PERSON WORLDWIDE

4.7

tonnes per year

CO_2e EMISSIONS OF A DIGITAL CAMPAIGN

5.4

tonnes per campaign

Source: https://de.statista.com/statistik/daten/studie/159811/umfrage/co2-emissionen-weltweit-pro-kopf-seit-1990/ | https://www.statista.com/statistics/1423821/emissions-digital-advertising/#:~:text=The%20source%20found%20that%20an,four%20metric%20tons%20of%20carbon.

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The influence on the total emissions of an organization varies

In relation to the total emissions of an organization, the **impact of media activities*** varies between:

5 – 40 %

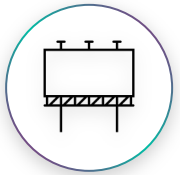
This is dependent on **company-individual factors.**



INDUSTRY
e.g. consumer goods vs. steel industry



NUMBER OF CAMPAIGNS
e.g. always-on campaigns vs. two flights per year



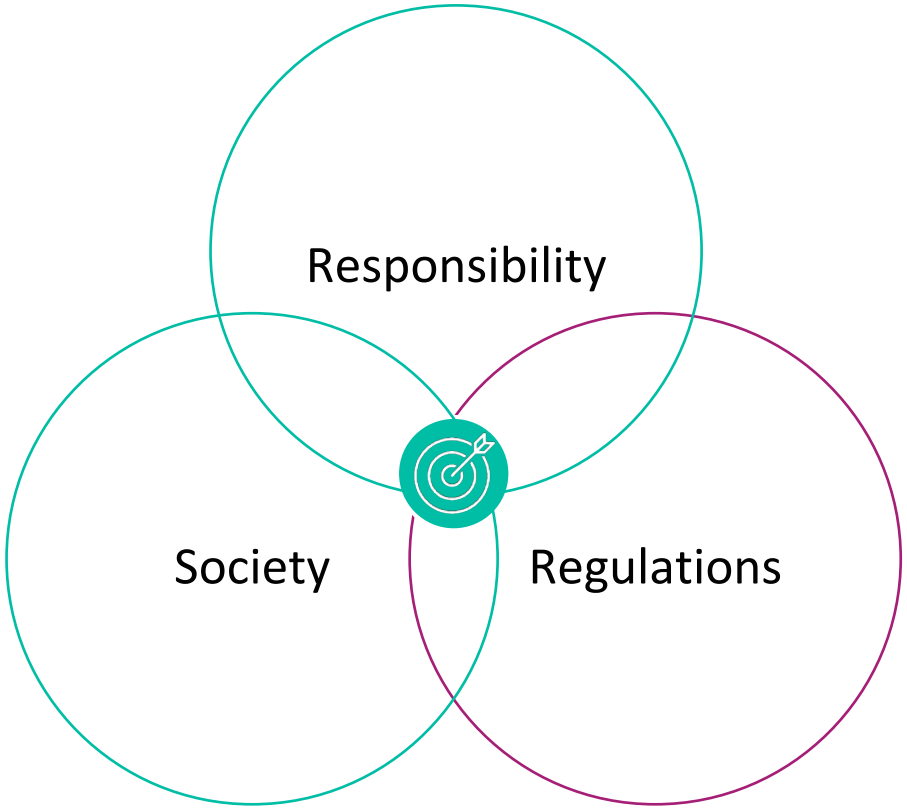
MEDIA-MIX
e.g. print vs. online-display

* refers to the media activities of advertisers who, for example, place ads in advertising blocks and positions

Source: https://adnetzero.com/wp-content/uploads/2024/09/The-Ad-Net-Zero-Global-Media-Sustainability-Framework-2024-1.pdf

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Companies are caught between the priorities of the sustainability development



Companies will **increasingly face the challenge of integrating sustainability** into their business activities on the basis of legal requirements.

Source: https://www.co2online.de/service/klima-orakel/beitrag/wie-viele-baeume-braucht-es-um-eine-tonne-co2-zu-binden-10658/ | https://www.myclimate.org/de-de/informieren/faq/faq-detail/wie-viel-ist-eine-tonne-co2/
The calculations refer explicitly to CO_2 emissions and not to CO_2 equivalents for this visualisation.

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All over the world, regulations are increasingly focusing on sustainability



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In Europe, most of the regulations focus on carbon reporting



Corporate Social Reporting Directive

Media Carbon Measurement

Green Claims Directive

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And what are the implications for the media industry in practice?

Transparency?

30+
Carbon measurement approaches

Consistency?

Metrics?

Data sources?

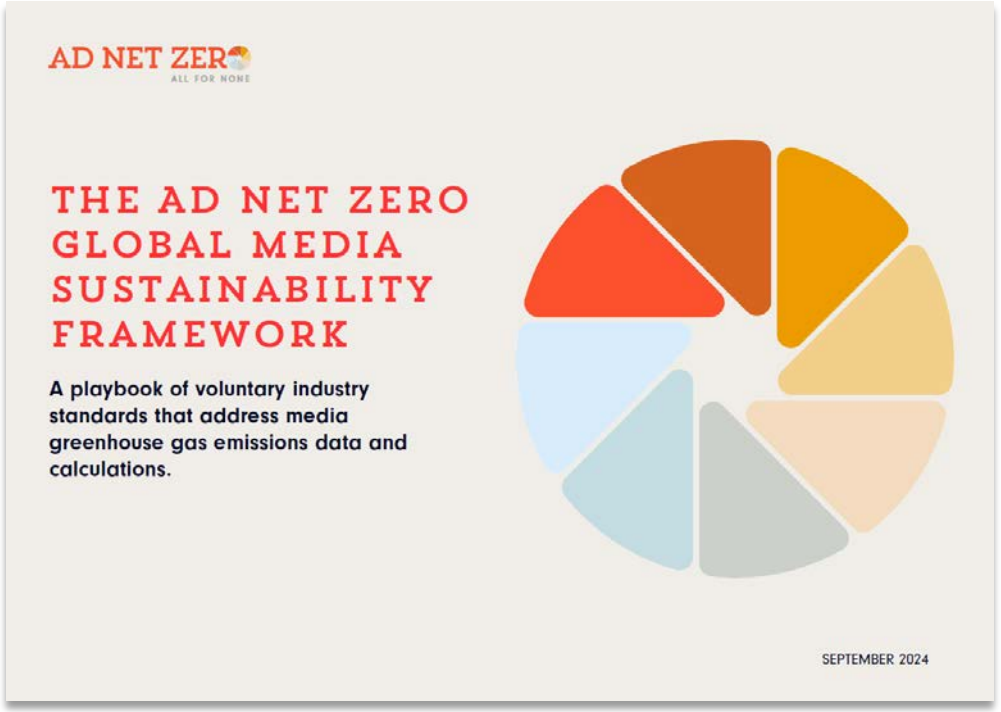
Methodology?

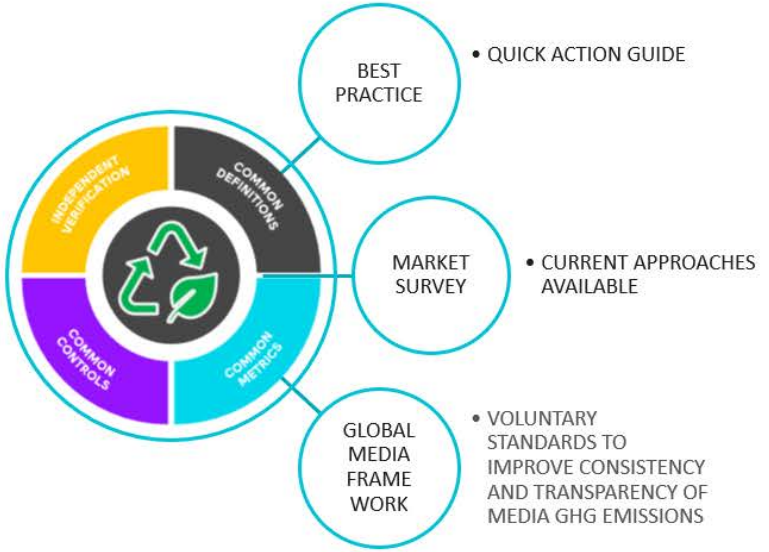
Baseline?

Source: https://adnetzero.com/wp-content/uploads/2024/09/The-Ad-Net-Zero-Global-Media-Sustainability-Framework-2024-1.pdf

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Standardized media carbon measurement:
Global Media Sustainability Framework





Source: https://adnetzero.com/wp-content/uploads/2024/09/The-Ad-Net-Zero-Global-Media-Sustainability-Framework-2024-1.pdf

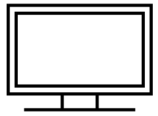
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For the first time, there is a universal standard for carbon measurement

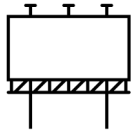
SIX CHANNEL EMISSION FRAMEWORKS



Digital



TV/Video



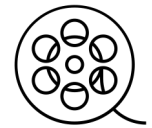
OOH



Print



Radio/Audio



Cinema

CREATION → **DISTRIBUTION** → **CONSUMPTION**

A universal framework of industry standard for carbon measurement that will enable more consistent, comparable, and transparent measurement.

Source: https://adnetzero.com/wp-content/uploads/2024/09/The-Ad-Net-Zero-Global-Media-Sustainability-Framework-2024-1.pdf

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The global media sustainability framework addresses challenges in six major areas

KEY FACTS

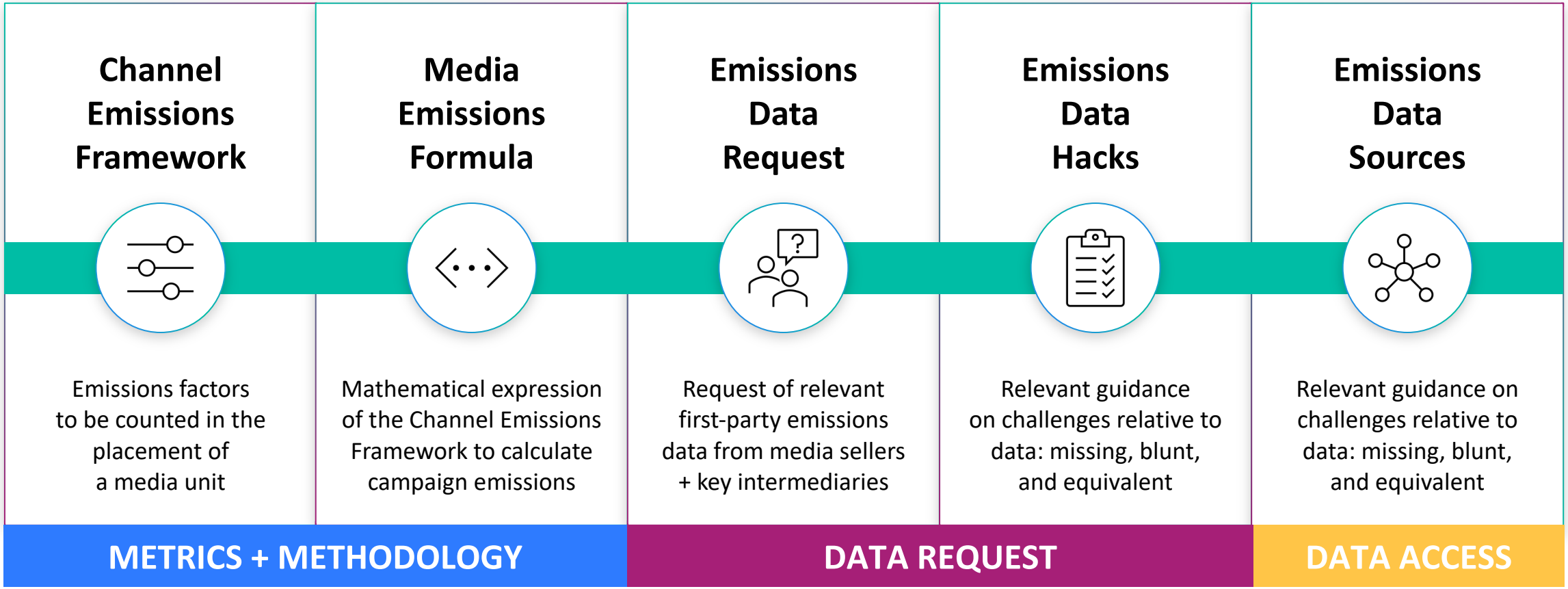
- On the basis of qualitative/quantitative research, **challenges** were identified.
- The framework offers **practical solutions** for these six areas
- Combination of the instruments to ensure **transparency, accuracy and precision**
- Consistent for all physical and digital media channels



Source: https://adnetzero.com/wp-content/uploads/2024/09/The-Ad-Net-Zero-Global-Media-Sustainability-Framework-2024-1.pdf

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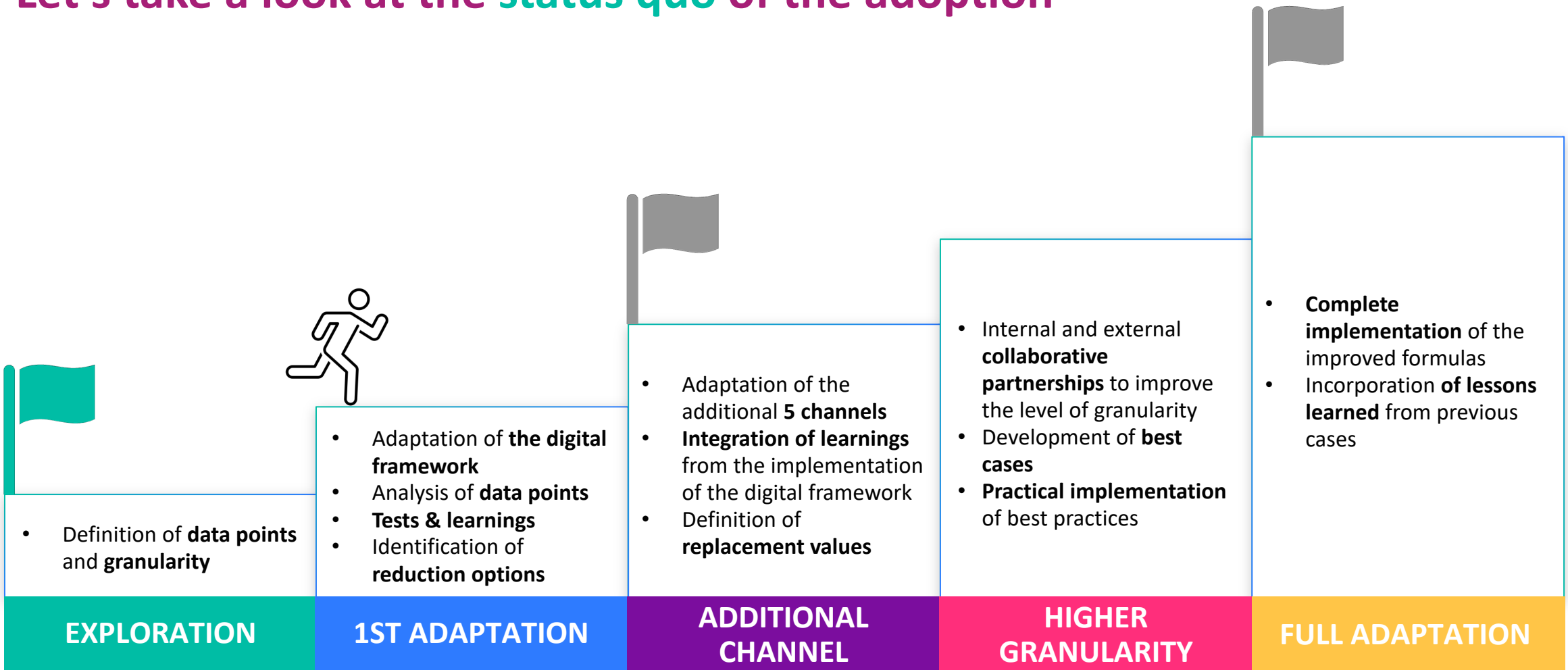
How do the solutions work together?



Source: https://adnetzero.com/wp-content/uploads/2024/09/The-Ad-Net-Zero-Global-Media-Sustainability-Framework-2024-1.pdf

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Let's take a look at the status quo of the adoption



Source: https://adnetzero.com/wp-content/uploads/2024/09/The-Ad-Net-Zero-Global-Media-Sustainability-Framework-2024-1.pdf

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Stay tuned for the OFFICIAL GMSF 1.2 LAUNCH at Cannes Lions this year

What does this look like in practice?

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Banner material made of marine plastic

Germany I By blowUP media

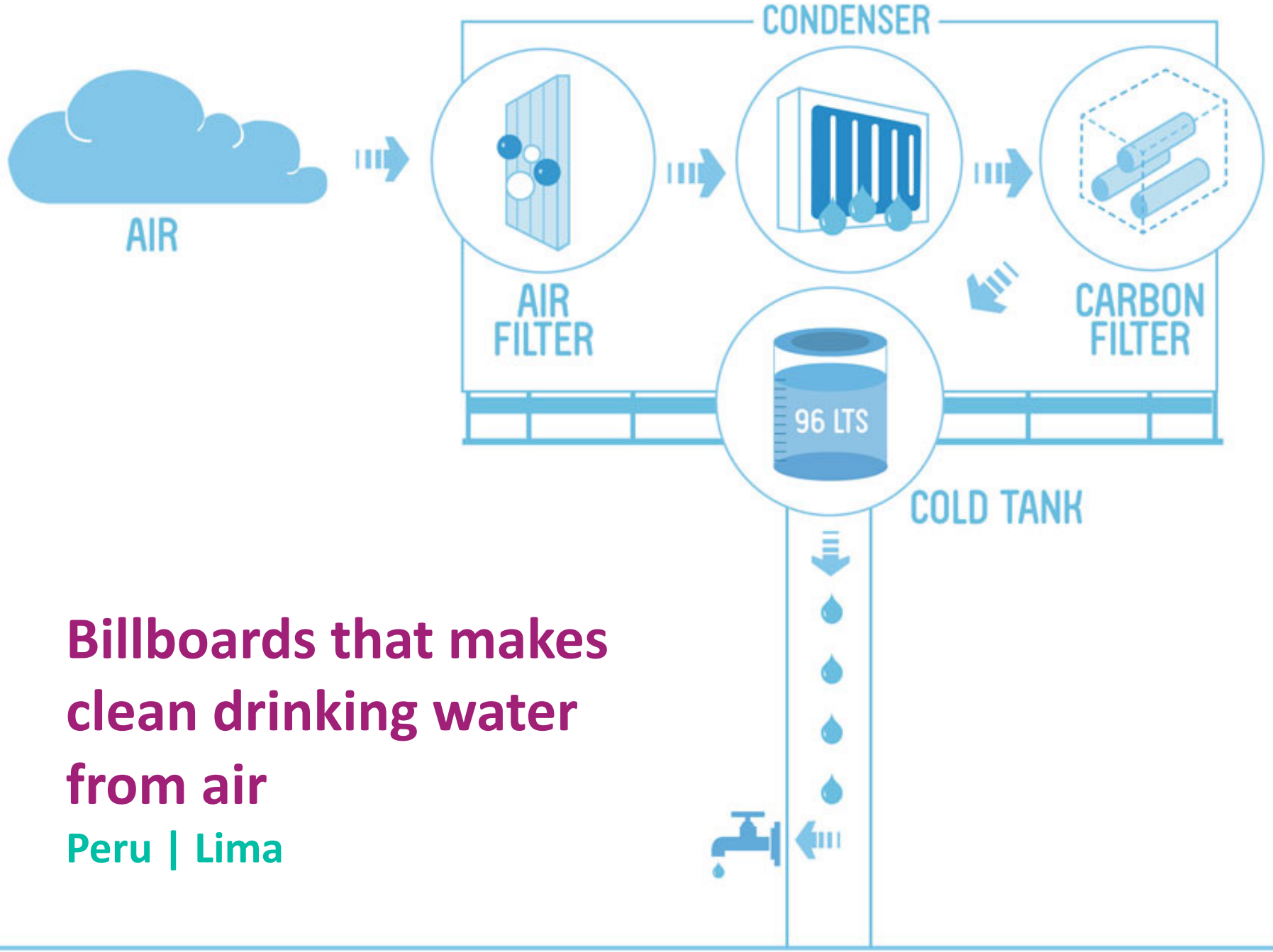


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Billboards with solar energy

Brazil | Rio de Janeiro





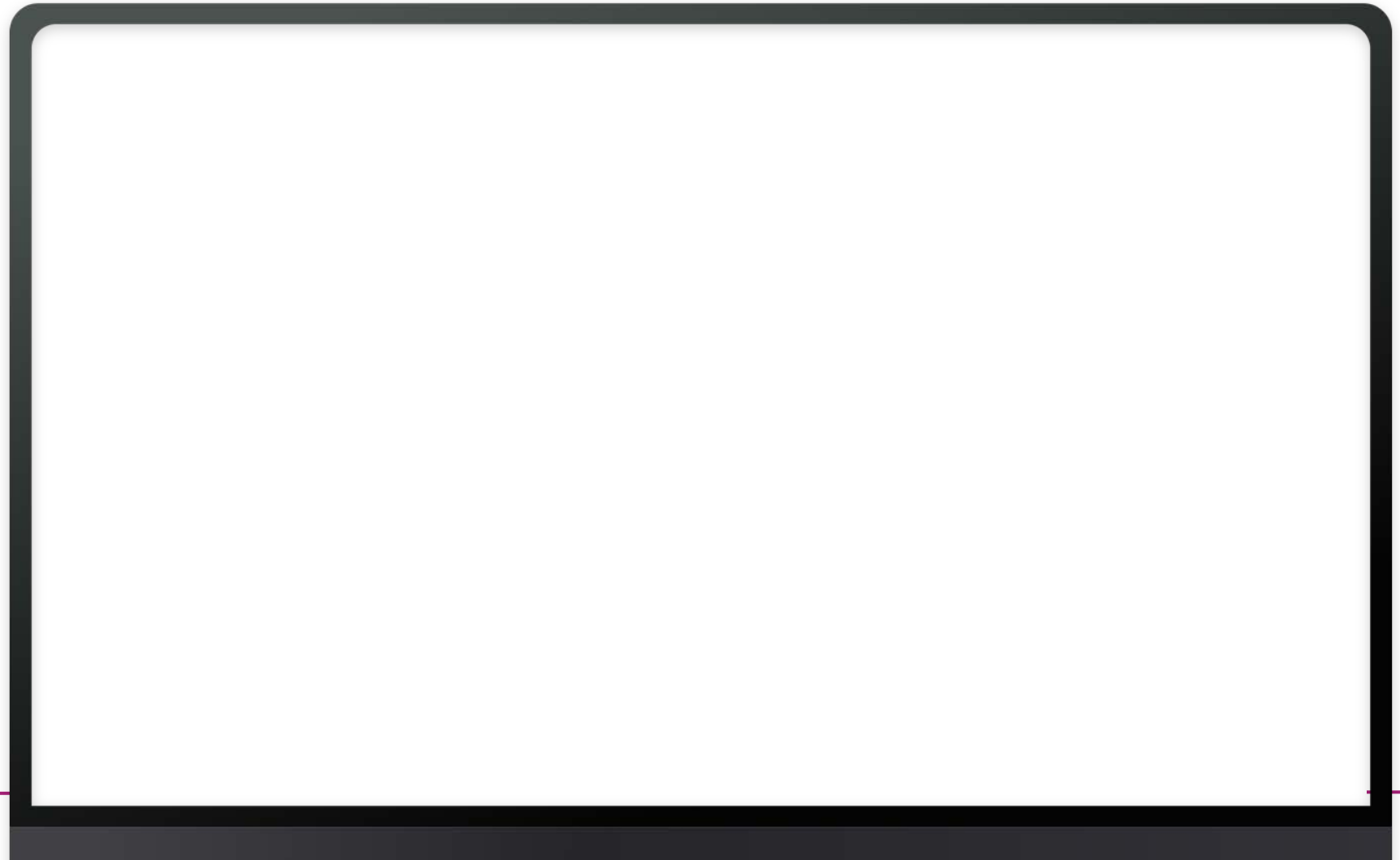


Billboards that makes clean drinking water from air

Peru | Lima

HOW IT WORKS

How to integrate these examples into a holistic media strategy



"It is not enough to know what's wrong, WE MUST ACT."
- Sir David Attenborough

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What actions can you take today?

FOR PERSONAL DEVELOPMENT

- "The Guide to Sustainable Media" from **Ad Net Zero**
- The resource hubs from **IAB Europe** (Sustainability Hub)
- … and, **most importantly**, look forward to an update at the upcoming Cannes Lions Festival!

WITH FOCUS ON COMPANY LEVEL

- **Raising awareness** of the relevance of sustainability and the GMSF
- Definition of **individual responsibilities**
- Checking the **availability** of data

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GET IN TOUCH
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