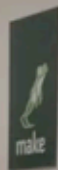


The background features a dark teal color with several stylized floral and leaf-like shapes. In the top left, there is a teal circle with dark teal lines radiating from the center. In the top right, there is a bright yellow shape with pointed, petal-like edges. In the bottom center, there is a pink shape with pointed, petal-like edges. There are also several teal shapes that look like leaves or petals scattered around the central text.

Launch



The background features a dark teal color with several stylized floral and leaf-like shapes. In the top left, there is a teal circle with eight dark teal lines radiating from the center. In the top right, there is a bright yellow shape with several pointed, petal-like extensions. In the bottom center, there is a pink flower-like shape with multiple pointed petals. There are also several teal shapes that look like leaves or petals scattered around the central text.

The Journey to Conscious Media Buying

To

Subject

MAKE IT YOURS



JD CANDIDATE, STETSON UNIVERSITY COLLEGE OF LAW
BEATRICE LAKIN

A 325 18th Ave S Gulfport Florida 33707 USA

M 204 688 8707 **T** 727 564 8800 **E** beatrice.l@stetson.edu

www.stetson.edu



Please consider your environmental responsibility. Before printing this e-mail message, ask yourself whether you really need a hard copy.



PRINT BROUGHT TO LIFE, FROM FORESTS FULL OF LIFE

FSC®-certified printers can...

Verify your
printer's FSC
certification at
info.fsc.org

1



Supply materials
printed on FSC-certified
paper

2



Apply the FSC label
to materials printed on
FSC-certified paper

3



Apply supplementary
FSC logos or brandmarks
to printed materials

4



Provide official evidence
(i.e. invoice claim) that FSC-
certified materials have
been supplied

FSC® F000231



Photo by [C Dustin](#) on [Unsplash](#)



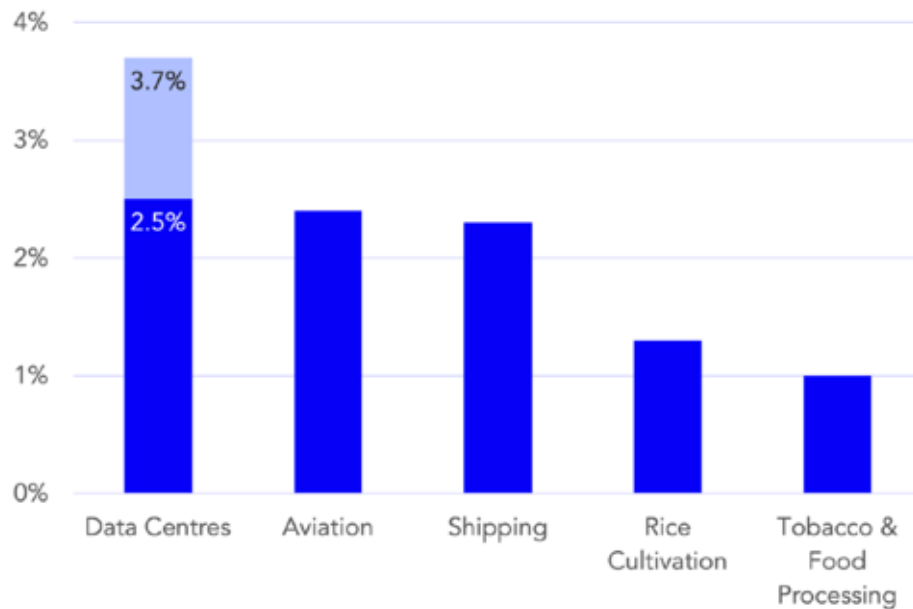
Photo by Brett Sayles: <https://www.pexels.com/photo/server-racks-on-data-center-5480781/>





Global cloud computing emissions exceed those from commercial aviation

Share of global CO₂ emission generated by sector/category



Source: Climatiq Analysis, The Shift Project, OurWorldinData



What causes emissions of data centres?

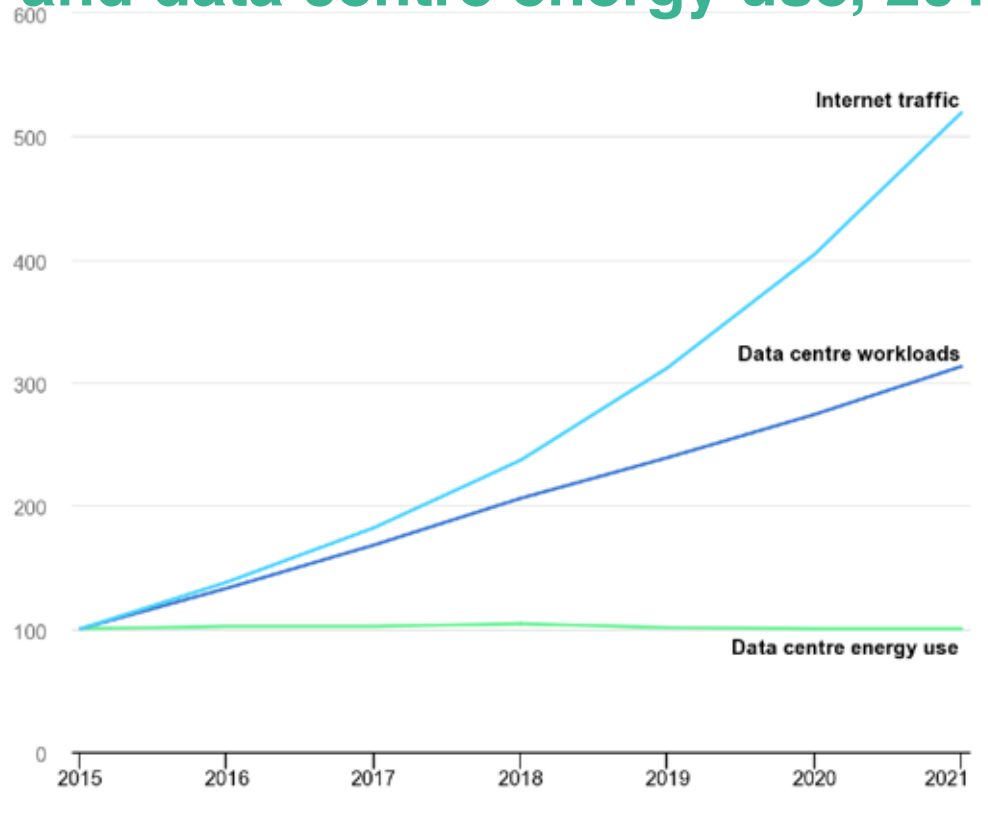
The carbon footprint of a data centre is affected by three factors:

Electricity consumption (to run the servers)

Water consumption (to cool the servers)

The lifetime of the equipment (which impacts the frequency of replacements).

Global trends in internet traffic, data centre workloads and data centre energy use, 2015-2021



2,600,000



37,000



Ultimately, our aim is to help the industry make a meaningful and long-lasting change to the way we make advertising and limiting the impact it has on our climate.





10-POINT PLAN

For any business looking to put climate action into place within their advertising operations, the following is a 10-point plan to do just that.

We have designed this based on best practice from across our Ad Net Zero supporter base. You can find additional information about each point on the relevant page, but, to summarise:

01

Get top-level buy-in; communicate your commitment to all stakeholders.

02

Establish a senior sustainability lead and a cross-discipline "Green Team" of like-minded individuals to help drive progress and hold the organisation accountable.

03

Select a consultancy partner to support you in gathering data and setting reduction actions based on your individual operational emissions profile in line with the industry's target: net zero by the end of 2030.

04

Measure: If you have not already done so, start tracking your utility, waste disposal, water consumption and business travel as a starter. See **page 9** for the Ad Net Zero recommended data list. Get help from a consultancy partner if you need to get audited on your operational emissions.

05

Reduce emissions year-on-year. Key sources of operational emissions are travel and energy, so find ways to be more efficient and greener! You can find more recommendations on how to reduce these on **pages 10, 11 and 12**.

06

Offset unavoidable emissions Some emissions are unavoidable or residual because the technology or alternative processes do not exist. If you really must offset, then seek a credible and permanent carbon removal scheme, but limit this to no more than 10% of your total emissions. Check **page 13** for more information.

07

Establish scientific and verifiable reduction targets. See **page 14** for more information.

08

Sign up and be an active supporter of the Ad Net Zero initiative. Invite all your colleagues to take part – from client-facing teams to those working in finance and operations.

09

Enable and encourage your people to take the Ad Net Zero training programme.

10

Refer to other resources within Ad Net Zero to reduce emissions from advertising, such as **AdGreen** for practical ideas on how to reduce your emissions from production and to the **IPA Media Climate Charter** to understand how to reduce emissions from media.



The world is missing a set of digital standards for sustainability.



<https://thegreenpages.bima.co.uk/>





According to online carbon calculator Website Carbon, **the average website produces 1.76g of CO2 for every page view**; so a site with 100,000 page views per month emits 2,112kg of CO2 every year. The more complex a website is, the more energy it requires to load – and the greater its climate impact. 22 Mar 2021

<https://www.wired.co.uk> › Science › Environment ⋮

Your website is killing the planet | WIRED UK





Photo by [Kevin Bhagat](#) on [Unsplash](#)

A stylized illustration of a pond scene. In the center, a pink lotus flower with multiple pointed petals is in bloom. Surrounding it are several teal lily pads of various sizes. In the top left corner, a larger teal lily pad features a dark teal radial pattern. In the top right corner, a bright yellow sun with pointed rays is partially visible. The background is a solid dark teal color.

What do we do?

Reach out...



Jaye Cowle

😊 Building the happiest performance
agency @ Launch 🐸 through autonomy,...

