

the path to decarbonising advertising: measuring our carbon footprint

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“With 60% of BBC audiences feeling that brands should follow sustainable practices, yet only 11% of audiences feeling leading brands are doing a good job, you can see the opportunity that exists for sustainability-centric brands to steal market share.”

Jamie Chambers, Vice President ANZ
BBC World News and BBC.com



Source: Sustainable Marketing - How It Is Affecting Consumers, Brands And The Planet (IAB Australia, July 2021)

sustainable marketing.

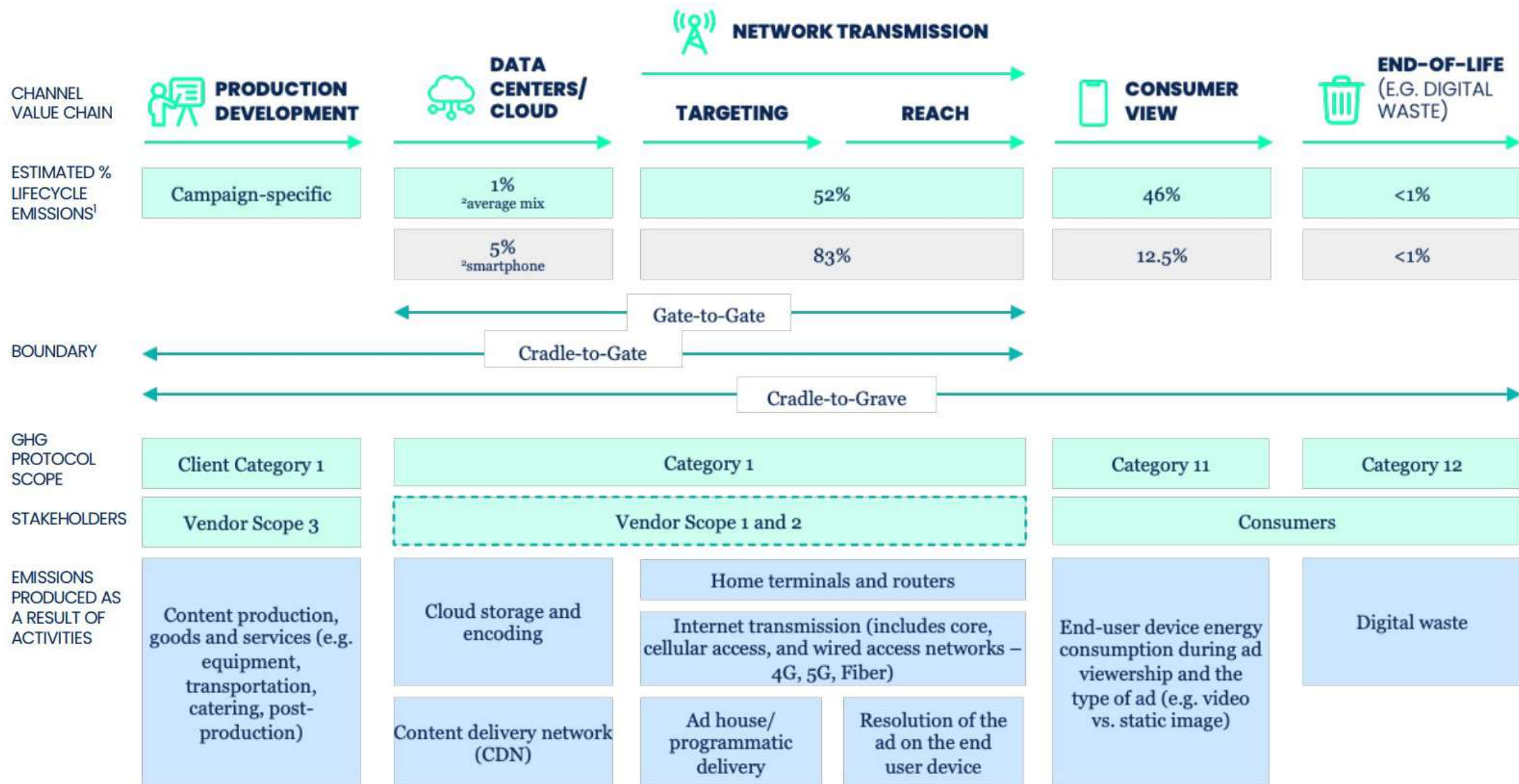
how it is affecting consumers, brands and the planet



member
Q&A series.

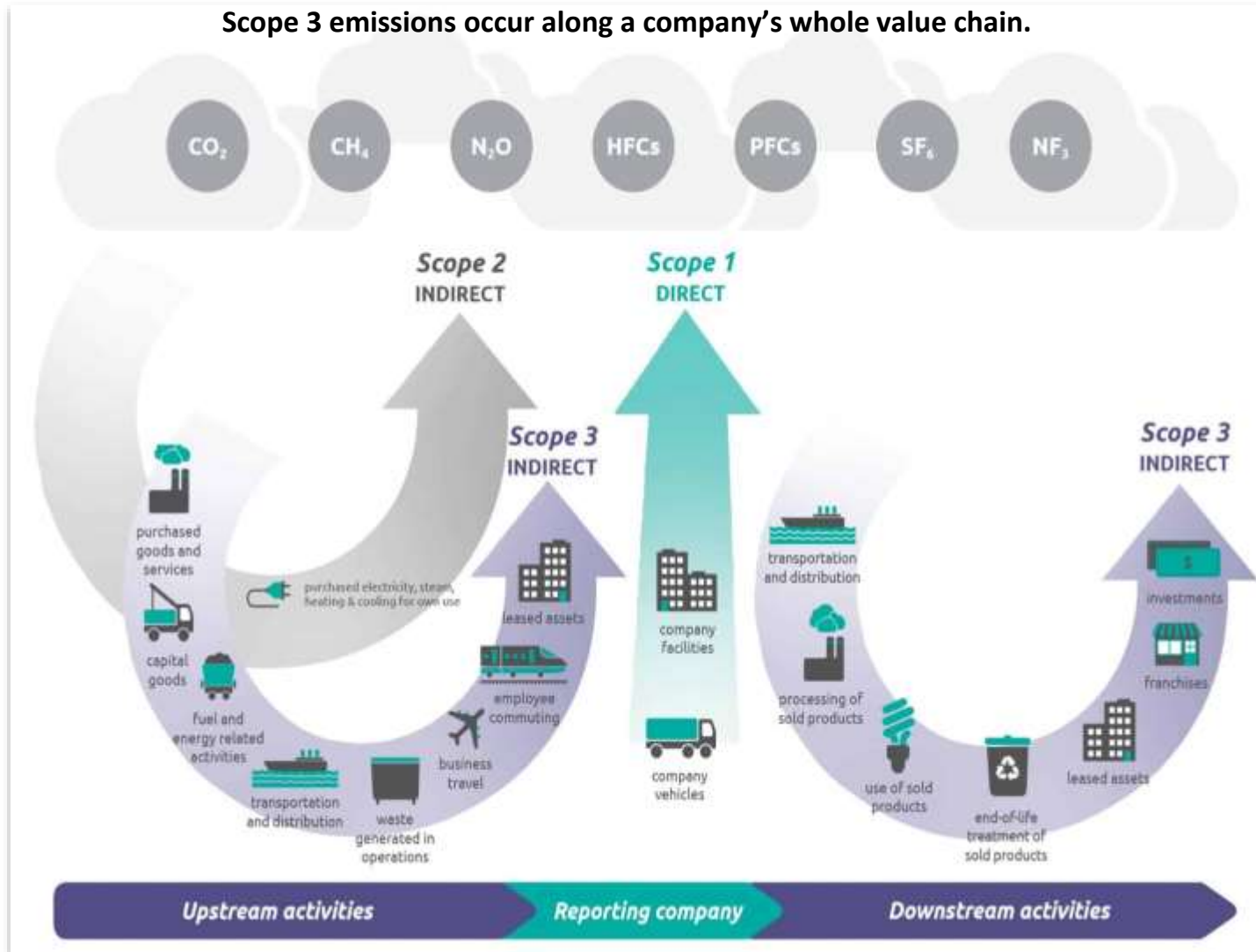


The lifecycle of a digital video campaign



Source: Calculating a Cleaner Future Now: A Unified Methodology for Accelerated Media Decarbonization (GroupM, July 2022)

GHG Protocol Scope 3 guidance - what is Scope 3



Scope 3 emissions - key points

Scope 3 emissions, also referred to as “Corporate Value Chain” emissions and are standardized by the Corporate Value Chain (Scope 3) Accounting and Reporting Standard, a supplement to the GHG Protocol Corporate Accounting and Reporting Standard.

Reporting of Scope 3 emissions is currently **optional**.

GHG Protocol Corporate Standards were first released in 2001 and the Corporate Value Chain (Scope 3) Accounting and Reporting Standard was published in 2011.

Key challenges presented by Scope 3 emissions

Measuring with certainty

Setting the **operational boundaries** - which operations are owned or controlled?

Determining a **calculation approach** that is appropriate, based on emissions factors, data availability, making assumptions etc.

Systems to **collect and manage data** need to be established

Key Learnings from Other Industries on Scope 3

We need a whole systems approach to get this right - but we shouldn't let perfection be the enemy of the good.

We need to think about scope 3 in a systems way. While the focus is on carbon, we need to be aware of other sustainable development goals such as nature, health and other societal impacts. And it's important that we just get on with it; we can't afford to wait for the perfect data or solutions.

Data is both an opportunity and a challenge.

“Almost every estimate is better than zero” is a phrase I will remember. It's a starting point which you can continue to iterate. Better data gives you more strategic options - it allows you to go through a thought process around how and where data can help you solve problems as you tackle the scope 3 challenge.

The power of collaboration.

Industries need to collaborate and partner with other organisations and share learnings with suppliers so that they can learn more quickly. And we need to do this with patience and empathy.