

AD NET ZERO

ONE YEAR ANNIVERSARY

It's been a busy year at Ad Net Zero US, bringing in incredible supporters from all across the ad industry, launching Action Groups, beginning the hard work of emissions reduction plans, and collaborating on frameworks, best practices, and action guides that will help our industry measure and work toward a net zero future.

Take a look at what this community has accomplished and join us for what's next!

101
US Supporter Companies




Our mission to reduce emissions from advertising has attracted 101 companies to join us.

15
Trade Associations




15 Industry Trade Associations are supporters of Ad Net Zero US.

73%
Increase



in US projects in **AdGreen** production carbon calculator. Now 43 US-based companies using AdGreen.

40% Ad Spend











The US advertising industry represents 40% of global ad spend. The US has a carbon footprint per capita 3x the global average. This is why taking action in this market is so important!

20+
Industry panels and collaborations with supporters.

7000
Press mentions



OUR FIRST YEAR - KEY MILESTONES

February	March	April	May
<p>Launch with 4A's, ANA, IAB and 15 other founding supporters</p> 	<p>Began US expert Showcase Sessions</p> <p>13 expert webinars and trainings, covering carbon reduction strategies & tools, consumer insights, regulations.</p>	<p>Launch of US Working Groups and US Leadership Group</p> <p>Hosted 30 WG and USLG meetings in 2023, facilitating discussion and action around reducing emissions in advertising.</p>	<p>US collaboration with GARM and IAB Tech Lab on Global Media Sustainability Standards</p> 
<p>Began collaboration with Green The Bid on production areas of focus.</p> <p>Hard drive re-use guidance launching Q1 2024.</p> 	<p>Ad Net Zero Science based target reporting requirement</p> <p>Launched at Cannes Lions 2023.</p> <p>As of Jan 2024, 40% of US supporters have set public emissions reduction targets and 30% of US supporters have completed or begun the process of target validation with the Science Based Targets Initiative (SBTi).</p> 	<p>Launch of GARM Media Sustainability Guide</p> 	<p>Began Action 1 educational series</p> <p>with 8+ sessions on science-based targets, reporting and emissions reduction.</p>
September	October	December	2024
<p>Ad Net Zero brings advertising to Climate Week NY</p> <p>Through collaborations with the ANA, Meta, Sharethrough, Scope3, IPG Mediabrands - bringing advertising emissions into the climate conversation.</p> 	<p>Ad Net Zero brings sustainability to Advertising Week NY</p> <p>6 ADVERTISINGWEEK</p> <p>Ad Net Zero and AdGreen participated in a Sustainable Production workshop with Green The Bid, Uber, McCann.</p> 	<p>Google x Ad Net Zero Creative Breakfast</p> <p>Celebrating work from Uber, SEPHORA, Bayer and Dove (Unilever) that reduced carbon from the development process.</p> 	<p>Action 5 Consumer Behavior Launch</p> <p>Calling all brand marketers, creatives, and creative strategists to help make sustainable consumer behaviors famous within our industry!</p>

US SUPPORTER GROWTH



JOIN US



Reach out to us via our website at adnetzero.com
Follow us on LinkedIn



WHAT'S AHEAD?

- Launching the Ad Net Zero Foundational Pathways Assessment for the US.
- Launching Action 5 Consumer Behavior US Working Group.
- Releasing Production Best Practices: Hard Drive Re-use and Air Travel.
- Completion of GARM Global Media Emissions Measurement Framework. (six workstreams: Metric + Methodology, Data Collection, Access, Audit + Verification, Monitoring, GHG Optimization)
- Development of Sustainable Events Guide with isla and Action 4 supporters.
- Scaling Ad Net Zero Awards in the US.



AD NET ZERO ACROSS THE GLOBE

Ad Net Zero launched in the UK in 2020, and announced global expansion at Cannes 2022, with Ireland, US, New Zealand following. And Spring 2024 will launch UAE, a European Hub, and Australia!

KEY RESOURCES

