

## NET ZERO STRATEGY

### OUR CHALLENGE

The Climate Emergency is the biggest challenge we will face in our lifetimes, dwarfing the current Covid-19 crisis. Action is needed now, and for the long-term, to change the impact we are all having on the planet we live on.

The Grove Media's ambition is to get the climate impact of our operations, and that of our industry, down to 'real net zero', in terms of carbon output, within the next decade. This goal is within our reach by the end of 2030 through a clear series of actions.

By working in harmony with the Advertising Association's Climate Action Working Group, Ad Net Zero and other leading industry partners, and implementing their recommended 5-point action plan, we believe this will be the start of our journey which will help make a meaningful, long-lasting change to the way we plan and buy advertising and the impact that has on our climate.

### THE AD NET ZERO 5 POINT ACTION PLAN

As a responsible and sustainable business and industry we must:

- **GET OUR OWN HOUSE IN ORDER**
  - **ACTION POINT 1 - Curtail operational and individual carbon emissions:**  
measure carbon footprints, reduce emissions from travel, energy and waste, and offset remaining emissions through carbon removal schemes
- **CURB EMISSIONS FROM THE ADVERTISING PROCESS**
  - **ACTION POINT 2 - Curb emissions from advertising production:**  
measure and reduce impacts with support from [AdGreen](#)
  - **ACTION POINT 3 - Curb emissions from media planning & buying:**  
adopt the [IPA Media Climate Charter](#)
  - **ACTION POINT 4 - Curb emissions through awards and from events:**  
'Ecoeffectiveness' sustainability criteria for awards, measure and reduce impacts with support from [isla](#)
- **USE OUR INFLUENCE TO CHANGE BEHAVIOURS**
  - **ACTION POINT 5 - Harness advertising's power to support consumer behaviour change:**  
adopt initiatives like [#ChangeTheBrief](#) and offer support to Government in the run up to COP27 and beyond

This can **Reduce Carbon, Save Money** and **Retain Talent**

## THE AD ZERO STRATEGY AND OUR PROGRESS

- **ACTION POINT 1 - Curtail operational and individual carbon emissions:**

All agencies and marketing services companies are encouraged to join Ad Net Zero and commit to curtail their operational carbon emissions to achieve net zero by 2030. To do this, they will measure carbon footprint data, reduce emissions as far as possible (with a focus on minimising air travel and switching to renewable energy), and offset what cannot be reduced through carbon removal schemes. They will also share Ad Net Zero's aims through their organisations by encouraging employees to understand and take ownership of their own personal carbon impact, and to adopt sustainable behaviours.

- **OUR PROGRESS**

- The directors have fully committed to the Ad Net Zero action plan and are aiming to join and become full paid-up members by 2023.
- The Grove Media over the last 5 years has:
  - Informed employees of our net zero target and their important role in monitoring and reducing their own carbon footprint
  - Implemented green travel policies which has reduced unnecessary business travel; promoted cycle to work schemes, promote electric car use and pool sharing where possible
  - Signed up to our green lease memorandum with our landlord to work together to reduce our carbon footprint and strive towards net zero.
  - Adopted technology to encourage and switch the majority of our internal meetings to remote.
  - Reduced our office energy usage by over 90% by reducing our square footage and implementing hybrid / homeworking policies for all our staff.
  - Encouraged our staff to switch their home energy supplier to one that's a renewable energy supplier.
  - Continued our aim for zero waste to landfill by championing paperless office processes and practices together with reuse and recycle principles in all areas of the business.
  - Considered and favour the procurement of our office supplies from more environmentally sustainable companies and seek to only work with organisations that have proven green credentials.
  - Introduced a staff benefits policy of providing three holidays for all employees to work with local community projects to encourage sustainability practices.
  - Considered joining a carbon removal 'carbon offsetting' scheme to make an equivalent contribution for compensating for any excess carbon dioxide emissions.

- **ACTION POINT 2 - Curb emissions from advertising production:**

All agencies and production companies - with client support - will be encouraged

to commit to zero waste/zero carbon production. AdGreen, an advertising production sustainability initiative, will provide information and tools to support the industry in this transition. Ad Net Zero will work with AdGreen to promote widespread use of these resources by 2023.

- **OUR PROGRESS**

- The directors have fully committed to zero waste/zero carbon production and to help our business transition effectively, we look forward to reviewing, using and implementing, where possible, all the information, tools and support provided by AdGreen in 2023

- **ACTION POINT 3 - Curb emissions from media planning & buying:**

All media agencies will be encouraged to adopt the [IPA Media Futures Group's Climate Charter](#), enabling media planning and buying choices to be made with their carbon emissions impact front-of-mind. The Charter is designed to provide the tools and resources to support the transition to a zero-carbon future. We will work towards this becoming an accepted element in media planning for all advertisers as part of the Ad Net Zero plan.

- **OUR PROGRESS**

- The directors are working with our industry body, the IPA, on adopting their climate charter and becoming a registered and approved Climate Charter Subscriber Agency.
- We aim to complete this registration during early 2023 and then use the IPA's Media Carbon calculator to calculate the CO2 emission for each of our clients' campaigns and display these on their media schedule and recommend carbon offset to mitigate the effects of their advertising campaign on the environment.

- **ACTION POINT 4 - Curb advertising emissions through awards and from events:**

Ad Net Zero will challenge industry awards bodies to ensure that the sustainability credentials and climate impact of campaigns inform judging. It will also encourage organisers of events and conferences to put sustainability at the forefront of planning, seeking in particular to curtail long-distance travel, where possible.

- **OUR PROGRESS**

- Being one of the leading media independents in the industry for over 50 years, the directors have leveraged this enviable position to promote sustainability and the impacts of climate change during discussion forums, industry awarding judge panels, thought leadership content articles and various industry networking events.
- The directors aim to continue to enhance our presence and voice within the industry, promoting sustainability whenever the opportunities arise.

- **ACTION POINT 5 - Harness advertising's power to support consumer behaviour change:**

Ad Net Zero will ask the UK ad industry, through its engagement with this plan, to put Climate Action at the heart of its work to help change consumer behaviour. Initiatives like [#ChangeTheBrief](#) should be adopted to provide advertisers with more sustainable solutions to their campaign briefs. At the same time, Ad Net Zero extends its offer to the Government to provide meaningful support through advertising to encourage consumer behaviour change.

- **OUR PROGRESS**

- The directors are committed to working in partnership with Change The Brief Alliance to directly address the challenge of the climate crisis by promoting sustainability via every channel available.
- In 2023, the directors aim to become full members of this alliance and begin utilising the insights and expert advice on how we can adapt our work to promote more sustainable choices and behaviours for the greater good whilst working with the community to share and support each other on our net zero target.