

Client:
Ogilvy

Project:
Sainsbury's Rolling Deals

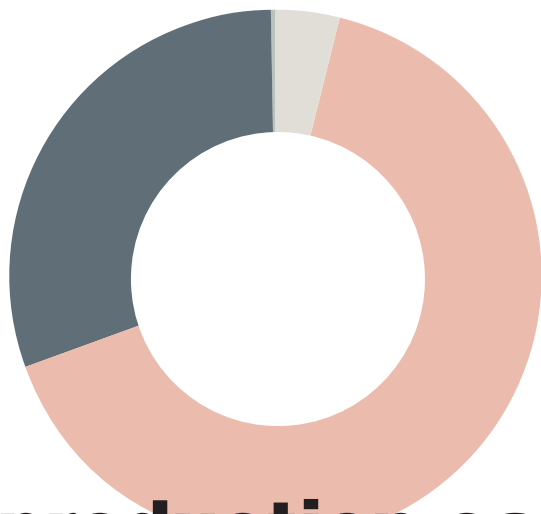
Photographer:
Adrian Wolfson

Full shoot production
1 day shoot
3 talent
Motion
UK studio

Carbon Footprint

certificate

by perma collective



● Non-filming spaces	0.00424 tCO2e
○ Filming spaces	0.0000 tCO2e
● Travel and transport	0.0696 tCO2e
○ Accommodation	0.0000 tCO2e
● Materials	0.0323 tCO2e
● Disposals	0.0001 tCO2e

Our production carbon footprint was 0.14 tCO2e

IN OTHER 'WORDS'



0.14 tCO2e is about the same as the emissions created by driving 416 miles in a 2020 VW Golf.^[1] Or from the Sainsbury's offices in London to Edinburgh, Scotland.^[2]



It would take 70 mature trees a year to absorb this much CO2e. It would take around 20 years for those trees to reach maturity.^[3]

We prevent and reduce

We used a studio powered by green energy. This saved 221 kg CO2e. This is equivalent to a bus journey from the Sainsbury's offices in London to Lisbon, Portugal.^[5]

The catering for this shoot was vegan. Compared with a beef based option, this saved 0.18 tCO2e. That's more than the entire footprint for the production of this project!

Thank you for working together with us to minimise the environmental impact of this shoot.

AdGreen's data shows that the average total footprint of a shoot is 4.7 tCO2e.^[4] 0.14 tCO2e is just 6.4% of this.

Behaviour changes that had the biggest impact:

- . Studio powered by green energy
- . Vegan catering on set
- . Models' own wardrobe
- . Zero to landfill waste management



Sources:

- [1] co2everything.com/co2e-of/vw-golf-2020
- [2] google.com/maps
- [3] help.bulb.co.uk/hc/en-us/articles/360038629732-How-we-calculate-our-carbon-impact
- [4] weareadgreen.org/wp-content/uploads/2023/03/AdGreen-Annual-Review-2022.pdf
- [5] co2everything.com/category/travel-and-transport

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