

Client: And Begin
Photographer: Kellie French
Date: 28 + 29 September 2023

2 day shoot
Stills
Loft Studios - UK

impact



- Non-filming spaces
WFH + office spaces
- Filming spaces
Studio energy
- Travel and transport
- Accommodation
- Materials
Art department + catering
- Disposals
- Post-production

0.0425 tCO2e
0.0709 tCO2e
0.0068 tCO2e
0.0000 tCO2e
0.0217 tCO2e
0.0001 tCO2e
0.0169 tCO2e

the carbon footprint of this shoot is

0.16 tCO2e

The advertising industry average project footprint is 6.1 tCO2e^[1]. 0.16 tCO2e is just

3% of the industry average

0.16 tCO2e is the same as the emissions generated by...



driving

476 miles in a 2020 VW Golf^[2], or from London to Frankfurt, Germany^[3].



charging

your smartphone 19,200 times.^[4]

What would 0.16 tonne of CO2e look like? It would fill...



7

e-sprinter vans^{[5][6]}



225,352

reusable coffee cups^[7]



Choosing **vegan catering** over meat based saved **0.31 tCO2e**.



Of the 55 miles travelled by crew and couriers, **60%** were done using public transport, or an electric or hybrid vehicle.



Shooting in a studio powered by **green energy** would have saved **0.04 tCO2e**.



All set and props on this shoot were **hired, reused or recycled**.

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

ADGREEN
where low impact counts

ALBERT
Production Training

Sources:

- [1] weareadgreen.org/adgreen-mid-year-review-2023
- [2] co2everything.com/co2e-of/vw-golf-2020
- [3] google.com/maps
- [4] edseven.co.uk/what-does-a-tonne-of-co2-look-like
- [5] climatenutralgroup.com/en/news/what-exactly-is-1-tonne-of-co2-v2
- [6] vanguide.co.uk/vans/mercedes-benz/mercedes-benz-esprinter-l2-electric-fwd
- [7] uk.keepcup.com/size-guide

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