

Project: H4H SS24

Client: Help for Heroes

Photographer: Phil Hardman

Date: 10th April 2024

1 day shoot, 2 talent

Stills

River North Studios, Trowbridge, UK



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

impact

0.0114 tCO2e
0.0164 tCO2e
0.1554 tCO2e
0.0000 tCO2e
0.0319 tCO2e
0.0001 tCO2e
0.0000 tCO2e

the carbon footprint of this shoot is

0.21 tCO2e

The advertising industry average project footprint is 6.2 tCO2e^[1]. 0.21 tCO2e is just

3% of the industry average

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



driving

624 miles in a 2020 VW Golf^[2], or from the H4H offices in Salisbury to Inverness, Scotland^[3].



charging

your smartphone **25,200** times.^[4]

What would 0.21 tonne of CO2e look like? It would fill...



10

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



295,775

reusable coffee cups^[7]



100% of Perma WFH spaces were powered by **renewable** energy.



Travel and transport accounted for **74%** of the total footprint. Of the **521.8 miles** travelled by crew and couriers, **22%** were done using public transport, or an electric or hybrid vehicle.



Shooting in a location powered by **green energy** saved around **15 kg CO2e**.



The hotel booked was powered by **renewable** energy, with a footprint of only **0.04 kg CO2e**.

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



Sources:

- [1] weareadgreen.org/2023-adgreen-annual-review/
- [2] co2everything.com/co2e-of/vw-golf-2020
- [3] google.com/maps
- [4] edenseven.co.uk/what-does-a-tonne-of-co2-look-like
- [5] climateneutralgroup.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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