

# Project: H4H XMAS 24

Client: Help for Heroes

Photographer: Phil Hardman

Date: 24th July 2024

1 day shoot, 3 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

# impact

0.01tCO2e
0.00 tCO2e
0.22 tCO2e
0.01 tCO2e
0.08 tCO2e

the carbon footprint of this shoot is

# 0.32 tCO2e

The advertising industry average project footprint is 6.2 tCO2e<sup>[1]</sup>. 0.32 tCO2e is just

## 5% of the industry average

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



### driving

951 miles in a 2020 VW Golf<sup>[2]</sup>, or from the H4H offices in Salisbury to Barcelona, Spain<sup>[3]</sup>.



### charging

your smartphone 38,400 times.<sup>[4]</sup>

What would 0.32 tonne of CO2e look like? It would fill...



# 11

e-sprinter vans<sup>[5][6]</sup>



# 450,704

reusable coffee cups<sup>[7]</sup>



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



Plastic catering packaging was **washed and reused** to reduce waste.



Shooting in a location powered by **green energy** saved around 12 kg CO2e.



The hotel booked was powered by **renewable** energy.

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



Sources:

[1] [weareadgreen.org/2023-adgreen-annual-review/](https://weareadgreen.org/2023-adgreen-annual-review/)

[2] [co2everything.com/co2e-of/vw-golf-2020](https://co2everything.com/co2e-of/vw-golf-2020)

[3] [google.com/maps](https://google.com/maps)

[4] [edenseven.co.uk/what-does-a-tonne-of-co2-look-like](https://edenseven.co.uk/what-does-a-tonne-of-co2-look-like)

[5] [climateneutralgroup.com/en/news/what-exactly-is-1-tonne-of-co2-v2](https://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](https://vanguide.co.uk/vans/mercedes-benz/mercedes-benz-esprinter-l2-electric-fwd)

[7] [uk.keepcup.com/size-guide](https://uk.keepcup.com/size-guide)

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