

Project: Haleon Annual Report

Client: Haleon / Interbrand

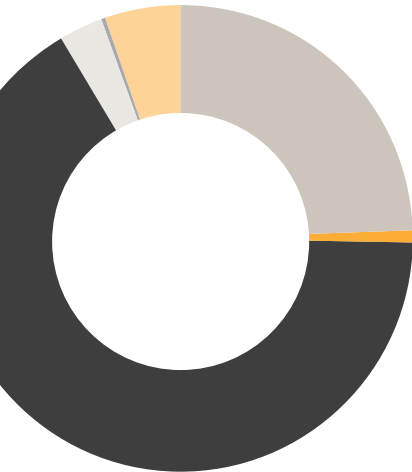
Photographer: Chris Floyd

Date: 16th February 2024

1 day shoot, 4 talent

Stills & Motion

Location House, London, UK



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

We measured the impact for Perma and Flock individually. **Perma 0.24 tCO2e.**
Flock 0.14 tCO2e.

impact

the carbon footprint of this shoot is

0.38 tCO2e

The advertising industry average project footprint is 6.2 tCO2e^[1]. 0.38 tCO2e is just

6% of the industry average

0.0932 tCO2e
0.0026 tCO2e
0.2481 tCO2e
0.0000 tCO2e
0.0108 tCO2e
0.0019 tCO2e
0.0188 tCO2e

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



driving

1130 miles in a 2020 VW Golf^[2], or from London, UK to Rome, Italy^[3].



charging

your smartphone 45,600 times.^[4]

What would 0.38 tonne of CO2e look like? It would fill...



17

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



535,211

reusable coffee cups^[7]



Choosing **vegan catering** over meat based saved **0.18 tCO2e**.



Travel and transport accounted for **65%** of the total footprint. Of the **409 miles** travelled by crew and couriers, **16%** were done using public transport, or an electric or hybrid vehicle.



Shooting in a location powered by **green energy** would have saved around **0.003 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.



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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