

Project: Harley Davidson

Client: Accenture
 Photographer: Si Cox
 Date: 17th - 28th March 2024

7 day shoot, 5 talent
 Stills & Motion
 Location, Granada, Spain



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

impact

0.2891 tCO2e
0.0670 tCO2e
8.7769 tCO2e
0.7594 tCO2e
0.0003 tCO2e
0.7613 tCO2e
0.0824 tCO2e

the carbon footprint of this shoot is

10.74 tCO2e

The average daily footprint of this shoot was **1.53 tCO2e**.

The advertising industry average daily project footprint is 3 tCO2e^[1]. 1.53 tCO2e is just

51% of the industry average

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



driving

31,901 miles in a 2020 VW Golf^[2], or **London, UK to Granada, Spain 24 times**^[3].



charging

your smartphone **1,287,600 times**.^[4]

What would 10.74 tonne of CO2e look like? It would fill...



488

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



15,112,676

reusable coffee cups^[7]



48% of the catering was vegan or vegetarian. Opting for **100%** vegan and vegetarian would have saved an additional **0.55 tCO2e**.



Choosing accommodation on a green energy tariff would have saved **0.66 tCO2e**.



52% of the footprint of this project was from air travel (**5.57 tCO2e**). All flights booked were economy class. Booking 100% economy flights saved between **3.33 and 10.57 tCO2e**.

Of the 8196 road and rail miles travelled by crew and couriers, 22% were done using public transport, or an electric or hybrid vehicle.

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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