

Client: Flock / True Agency / KPMG

Photographer: Chris Floyd

Date: 10 - 12 October 2023

3 day shoot

Stills & Motion

Cherry Duck Studios (Studio 1+5) - 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 0.04 tCO2e, Flock 0.64 tCO2e

# impact

0.2640 tCO2e

0.1148 tCO2e

0.1174 tCO2e

0.0347 tCO2e

0.1036 tCO2e

0.0022 tCO2e

0.0387 tCO2e

the carbon footprint of this shoot is

**0.68 tCO2e**

The advertising industry average project footprint is 6.1 tCO2e<sup>[1]</sup>. 0.68 tCO2e is just

**11% of the industry average**

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



### driving

2022 miles in a 2020 VW Golf<sup>[2]</sup>, or from London to Rome, Italy and back<sup>[3]</sup>.



### charging

your smartphone 81,600 times.<sup>[4]</sup>

What would 0.68 tonne of CO2e look like? It would fill...



**31**

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



**957,746**

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



Choosing **vegan catering** over meat based saved **1.3 tCO2e**.



Of the 455 miles travelled by crew and couriers, **46%** were done using public transport, or an electric or hybrid vehicle.



Shooting in a studio powered by **green energy** would have saved **0.12 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/adgreen-mid-year-review-2023](https://weareadgreen.org/adgreen-mid-year-review-2023)

[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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