

Project: Lipton - Part 1

Client: Flock/ Design Bridge & Partners

5 day shoot, 5 talent

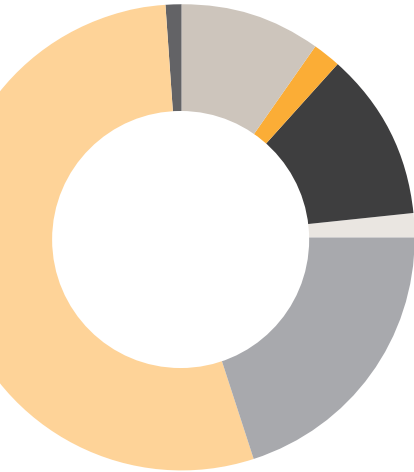
Photographer: Frankie Turner

Stills only

Date: w/c 2nd + w/c 9th Sept 2024

Big Sky Studios, London, UK

impact



- Working spaces
WFH + office spaces
- Shooting spaces
Studio energy
- People transport
- Accommodation
- Catering
- Data storage
- Equipment transport

- 0.11 tCO2e
- 0.02 tCO2e
- 0.13 tCO2e
- 0.02 tCO2e
- 0.22 tCO2e
- 0.60 tCO2e
- 0.01 tCO2e

the carbon footprint of this shoot is

1.11 tCO2e

The advertising industry average project footprint is 6.2 tCO2e^[1]. 1.11 tCO2e is just

18% of the industry average

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



driving

3300 miles in a 2020 VW Golf^[2], or from London, UK to Cairo, Egypt^[3].



charging

your smartphone 133,200 times.^[4]

What would 1.11 tonne of CO2e look like? It would fill...



40

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



1,563,380

reusable coffee cups^[7]



Opting for **vegan** and **vegetarian** catering rather than meat/fish based saved **198 kg CO2e**, and was **657 kg CO2e less** than beef based catering.



Of the 22 journeys made by crew and talent, 73% used **public transport, or an electric or hybrid vehicle**. All cabs and couriers booked by production were **electric vehicles**.



The studio was selected based on its **green credentials**. Shooting in a location **powered by green energy** saved around **199 kg CO2e**.



All set and wardrobe sourced went on to be **reused** after the shoot.

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-i2-electric-fwd

[7] uk.keepcup.com/size-guide

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