

## Project: Lipton - Part 2

Client: Flock/ Design Bridge & Partners

3 day shoot, 5 talent

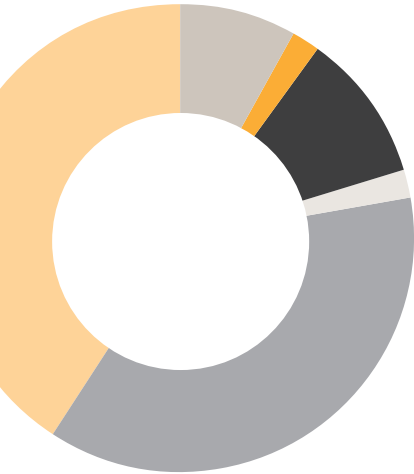
Photographer: Frankie Turner

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

0.04 tCO2e

0.01 tCO2e

0.05 tCO2e

0.01 tCO2e

0.18 tCO2e

0.20 tCO2e

the carbon footprint of  
this shoot is

# 0.49 tCO2e

The advertising industry average project footprint is 6.2 tCO2e<sup>[1]</sup>. 0.49 tCO2e is just

## 8% of the industry average

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



### driving

1456 miles in a 2020 VW Golf<sup>[2]</sup>, or from London, UK to Lisbon, Portugal<sup>[3]</sup>.



### charging

your smartphone 58,800 times.<sup>[4]</sup>

What would 0.49 tonne of CO2e look like? It would fill...



# 18

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



# 690,141

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



Opting for **vegan** and **vegetarian** catering rather than meat/fish based saved **203.20 kg CO2e**, and was **675.32 kg CO2e** less than beef based catering.



Of the 10 journeys made by crew and talent, 70% 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 **99.13 kg CO2e**.



We chose to work with Bleach London hair salon, who only use **vegan and PETA approved ingredients**.

**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] [climatenutralgroup.com/en/news/what-exactly-is-1-tonne-of-co2-v2](https://climatenutralgroup.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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