

Project: Porsche Winter Tyres

Client: Swerve

Photographer: Beetle Rhind

Date: 17th Dec 2023

1 day shoot, no talent

Stills & Motion

Wales, UK

impact



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

0.0729 tCO2e
0.0266 tCO2e
1.3228 tCO2e
0.1091 tCO2e
0.1447 tCO2e
0.0025 tCO2e
0.0266 tCO2e

We measured the impact for Perma and Swerve individually. **Perma 0.04 tCO2e.**
Swerve 1.66 tCO2e.

the carbon footprint of this shoot is

1.71 tCO2e

The advertising industry average project footprint is 6.2 tCO2e^[1]. 1.71 tCO2e is just

28% of the industry average

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



driving

5084 miles in a 2020 VW Golf^[2], or from New York City to Las Vegas^[3].



charging

your smartphone 205,200 times.^[4]

What would 1.71 tonne of CO2e look like? It would fill...



78

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



2,408,451

reusable coffee cups^[7]



Choosing **vegan catering** over meat based saved **0.31 tCO2e**.



77% of the project footprint was travel and transport related. Of the **3,085 miles** travelled by crew and couriers, **4%** were done using public transport, or an electric or hybrid vehicle.



Opting for accommodation powered by **green energy** would have saved **0.10 tCO2e**.



Using essential crew only and pushing for everything to be **reused** or **recycled** meant a minimal waste footprint of **0.0025 tCO2e**.

Thank you for working together with us to minimise the environmental impact of this shoot.

ADGREEN
where low impact counts

ALBERT
Production Training

Sources:

[1] weareadgreen.org/2023-adgreen-annual-review/

[2] co2everything.com/co2e-of/vw-golf-2020

[3] google.com/maps

[4] edseven.co.uk/what-does-a-tonne-of-co2-look-like

[5] 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

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

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