

Project: Stellaris

Client: Bausch & Lomb / Salt Thinking
Photographer: Liam Arthur
Date: 27th September 2024

1 day shoot, 4 talent *
Stills
Client Offices

impact



- Work spaces
WFH + office spaces
- Shooting spaces
Studio energy
- People transport
- Accommodation
- Catering

0.01 tCO2e
0.00 tCO2e
0.09 tCO2e
0.01 tCO2e
0.03 tCO2e

the carbon footprint of this shoot is

0.14 tCO2e

The advertising industry average project footprint is 6.2 tCO2e^[1]. 0.14 tCO2e is just

2% of the industry average

*supplied by agency

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



driving

416 miles in a 2020 VW Golf^[2], or from London, UK to Edinburgh, UK^[3].



charging

your smartphone 16,800 times.^[4]

What would 0.14 tonne of CO2e look like? It would fill...



5

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



197,183

reusable coffee cups^[7]



Catering was provided by a local, female owned, independent vegan caterer, based within 3 miles of the location.



Opting for vegan catering rather than meat/fish based saved 36 kg CO2e, and was 120 kg CO2e less than beef based catering.



Of the 8 journeys made by the team, 6 were done using public transport or an electric vehicle.



The hotel booked was powered by renewable energy.

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

Disclaimer: This report has been prepared for the exclusive use and benefit of the named client and solely for the purpose for which it is provided. Unless we provide express prior written consent, no part of this report should be reproduced, distributed or communicated to any third party. We do not accept any liability if this report is used for an alternative purpose from which it is intended, nor to any third party in respect of this report.

© perma collective 2024

