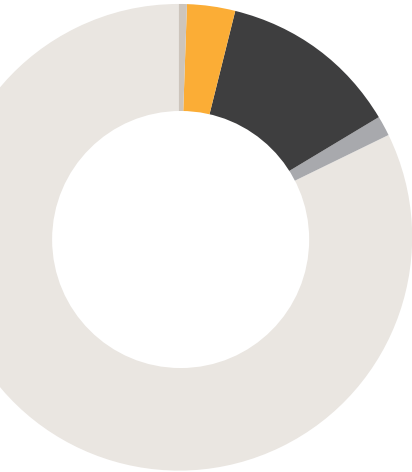


Project: Visa

Client: Visa / Prodigious
Photographer: Tom Watkins
Date: 23rd September 2024

1 day shoot, 1 talent
Stills, Motion
Studio Shoot

impact



- Work spaces
WFH + office spaces
- Equipment, transport & couriers
- People transport
- Accommodation
- Data storage

0.01 tCO2e
0.04 tCO2e
0.15 tCO2e
0.02 tCO2e
1.00 tCO2e

the carbon footprint of this shoot is

1.22 tCO2e

The advertising industry average project footprint is 6.2 tCO2e^[1]. 1.22 tCO2e is just

20% of the industry average

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

- driving**
3627 miles in a 2020 VW Golf^[2], or from London, UK to Cairo, Egypt^[3].
- charging**
your smartphone 146,400 times.^[4]

What would 1.22 tonne of CO2e look like? It would fill...

- 44** e-sprinter vans^{[5][6]}
- 1,718,340** reusable coffee cups^[7]

We used one digital technician across both stills and motion, **reducing the number of people required on set.**

Crew were asked to **carpool** or use **public transport**. Of the 6 journeys made by crew and talent, **50%** were done using **public transport**, or using an electric or hybrid vehicle.

Lighting was hired from **sustainable solution GripVan**, minimising van size required.

All Perma WFH spaces were **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-l2-electric-fwd
 [7] uk.keepcup.com/size-guide

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