

Project: Vyxeos

Client: Salt Thinking
Photographer: Phil Fisk
Date: 24th - 25th April 2024

2 day shoot, 3 talent
Stills & Motion
Big Sky Studios, London, UK



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

We measured the impact for Perma and Flock individually. **Perma 0.29 tCO2e.**
Flock 0.06 tCO2e.

impact

0.0845 tCO2e
0.0895 tCO2e
0.1021 tCO2e
0.0040 tCO2e
0.0376 tCO2e
0.0001 tCO2e
0.0290 tCO2e

the carbon footprint of this shoot is

0.35 tCO2e

The advertising industry average project footprint is 6.2 tCO2e^[1]. 0.35 tCO2e is just

6% of the industry average

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

- driving**
1041 miles in a 2020 VW Golf^[2], or from London, UK to Madrid, Spain^[3].
- charging**
your smartphone 42,000 times.^[4]

What would 0.35 tonne of CO2e look like? It would fill...

- 16** e-sprinter vans^{[5][6]}
- 492,958** reusable coffee cups^[7]

Choosing **vegan catering** over meat based saved **0.45 tCO2e**.

Travel and transport accounted for **30%** of the total footprint. Of the **546.40 miles** travelled by crew and couriers, **50%** were done using public transport, or an electric or hybrid vehicle.

Shooting in a location powered by **green energy** saved around **0.08 tCO2e**.

The wardrobe used on this shoot was a mix of **preloved & new**. All was returned to store or passed forward to be **reused**.

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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