

Project: XC Trains

Client: XCT / McCann

Photographer: Nigel Riches

Date: 4th - 6th December 2023

3 day shoot, 12 talent

Stills & Motion

UK Location



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

impact

0.1928 tCO2e

0.0000 tCO2e

0.8921 tCO2e

0.0903 tCO2e

0.0008 tCO2e

0.0132 tCO2e

0.0000 tCO2e

the carbon footprint of this shoot is

1.19 tCO2e

The advertising industry average project footprint is 6.2 tCO2e^[1]. 1.19 tCO2e is just

19% of the industry average

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



driving

3538 miles in a 2020 VW Golf^[2], or from London, UK to St Peterburg, Russia and back^[3].



charging

your smartphone 142,800 times.^[4]

What would 1.19 tonne of CO2e look like? It would fill...



54

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



1,676,056

reusable coffee cups^[7]



Choosing **vegan catering** over meat based saved **0.64 tCO2e**.



Travel and transport accounted for **75%** of the total footprint. Of the **4473.1 miles** travelled by crew and couriers, **67%** were done using public transport, or an electric or hybrid vehicle.



Opting for accommodation powered by **green energy** saved **0.16 tCO2e**.



All set and props on this shoot were **hired, reused or recycled**.

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] 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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