

## Project: Lipton - Part 3

Client: Flock/ Design Bridge & Partners

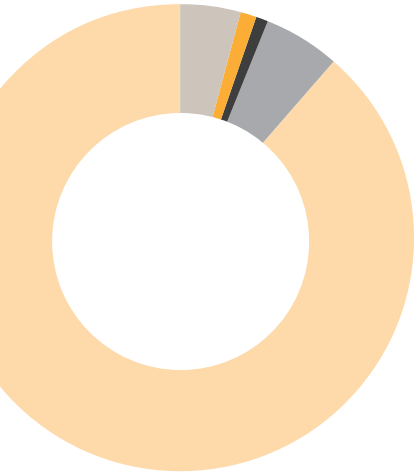
4 day shoot, 1 talent

Photographer: Frankie Turner

Stills only

Date: 17, 18, 21 and 22 October 2024

Big Sky Studios, London, UK



Working spaces  
WFH + office spaces

Shooting spaces  
Studio energy

People transport

Accommodation

Catering

Data storage

# impact

the carbon footprint of  
this shoot is

## 1.14 tCO2e

The advertising industry average project footprint is 6.2 tCO2e<sup>[1]</sup>. 1.14 tCO2e is just

### 18% of the industry average

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



### driving

3390 miles in a 2020 VW Golf<sup>[2]</sup>, or from San Francisco, California to Miami, Florida<sup>[3]</sup>.



### charging

your smartphone 136,800 times.<sup>[4]</sup>

What would 1.14 tonne of CO2e look like? It would fill...



## 41

e-sprinter vans<sup>[5][6]</sup>



## 1,605,634

reusable coffee cups<sup>[7]</sup>



Opting for **vegan** and **vegetarian** catering rather than meat/fish based saved **72 kg CO2e**, and was **241 kg CO2e less** than beef based catering.



Of the 8 journeys included in this footprint, **3** were done using an **electric or hybrid vehicle**, and 5 were in petrol fuelled vehicles. We will continue to encourage crew and talent to use **green transport**.



**1 tonne** of the 1.14 tCO2e generated by the project was attributed to 5 x drives purchased. Future reduction efforts should look at how we can **reduce or reuse drives**.



Shooting in a location powered by **green energy** saved around **115 kg CO2e**.

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



Sources:

[1] [weareadgreen.org/2023-adgreen-annual-review/](https://weareadgreen.org/2023-adgreen-annual-review/)

[2] [co2everything.com/co2e-of/vw-golf-2020](https://co2everything.com/co2e-of/vw-golf-2020)

[3] [google.com/maps](https://google.com/maps)

[4] [ednseven.co.uk/what-does-a-tonne-of-co2-look-like](https://ednseven.co.uk/what-does-a-tonne-of-co2-look-like)

[5] [climatenutralgroup.com/en/news/what-exactly-is-1-tonne-of-co2-v2](https://climatenutralgroup.com/en/news/what-exactly-is-1-tonne-of-co2-v2)

[6] [vanguide.co.uk/vans/mercedes-benz/mercedes-benz-esprinter-i2-electric-fwd](https://vanguide.co.uk/vans/mercedes-benz/mercedes-benz-esprinter-i2-electric-fwd)

[7] [uk.keepcup.com/size-guide](https://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

Certified



Corporation