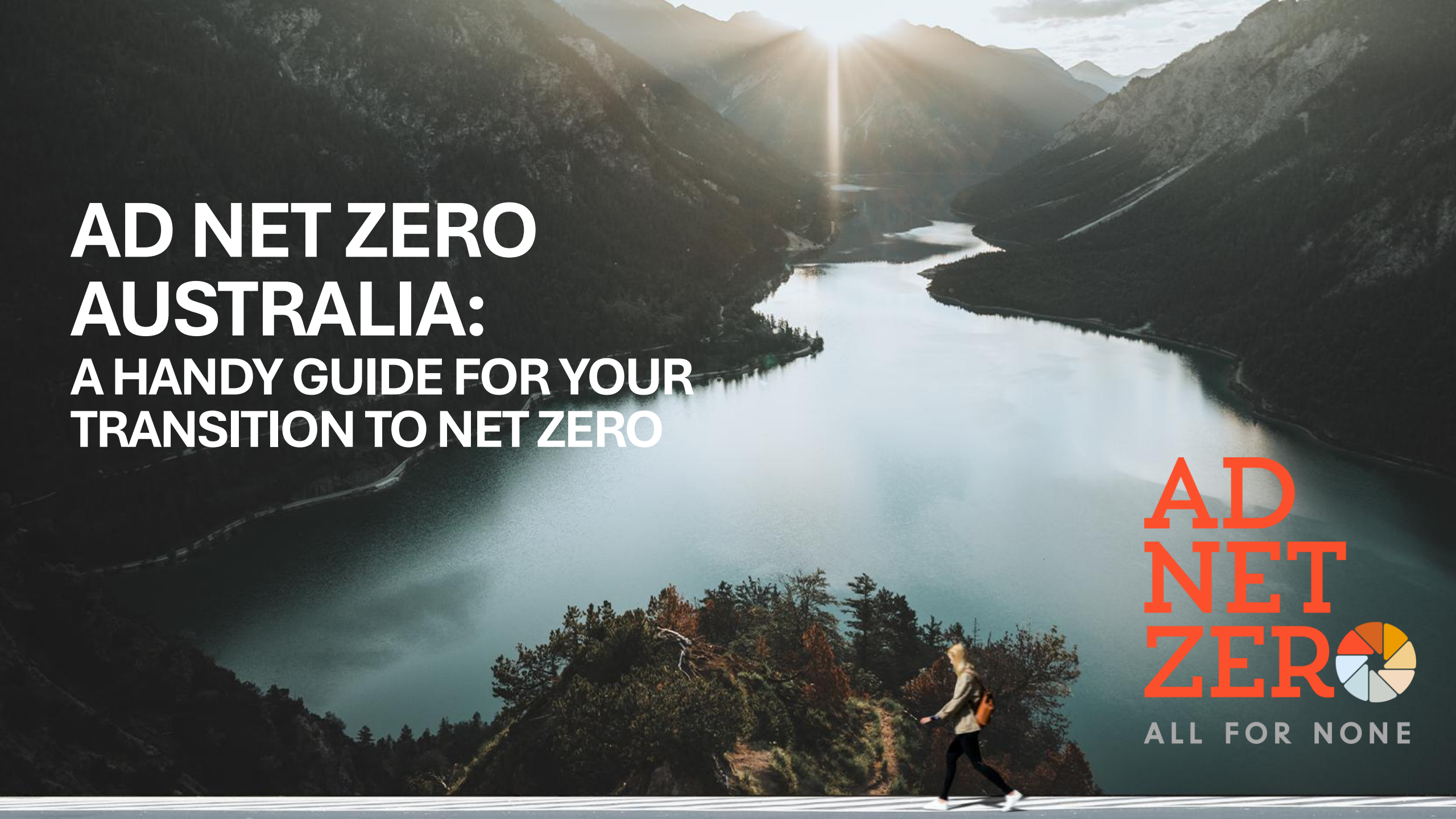


AD NET ZERO AUSTRALIA:

A HANDY GUIDE FOR YOUR TRANSITION TO NET ZERO

AD NET ZERO

ALL FOR NONE



HOW THIS GUIDE HELPS YOUR TRANSITION TO NET ZERO

This guide is designed for people across the advertising, marketing and media industry, regardless of sustainability expertise, looking to reduce their carbon impact.

It’s designed to provide practical and actionable resources, that are relevant to our industry here in Australia.

It focuses on how to reduce the emissions from your business operations. This is the first step in Ad Net Zero's **five-point Action Plan** and is a crucial place to start taking action to reduce your overall impact.

Some of the resources here are created by Ad Net Zero. Others are from third-party organisations, where they provide a best-in-class dataset, toolkit or framework. All are relevant locally for Australian companies.

IN THIS GUIDE YOU WILL FIND SUPPORT FOR ACTION 01 OF THE AD NET ZERO ACTION PLAN

The Ad Net Zero Action Plan

Ad Net Zero's five-point Action Plan provides our industry with a guide for its transition to net zero. The actions are:

Action 01

Future-proof your business by reducing its operational emissions

Action 02

Reduce emissions from advertising production

Action 03

Reduce emissions from media planning and buying

Action 04

Reduce advertising emissions through awards and from events

Action 05

Use our ability to promote more sustainable behaviours

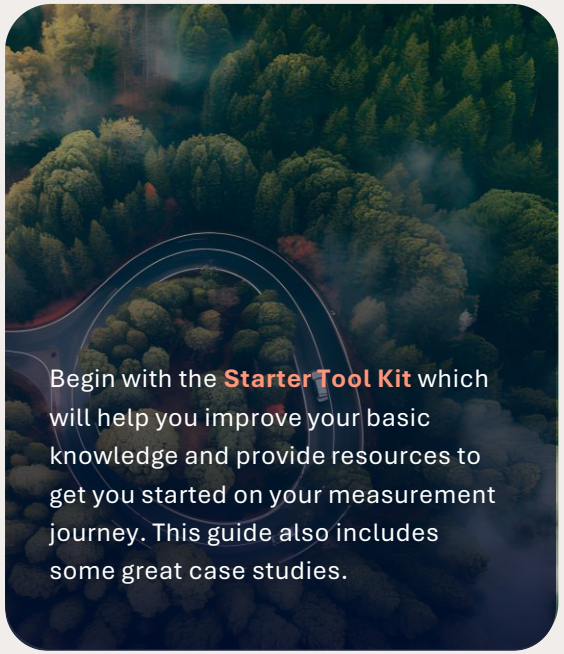
What's in the guide?

1. Starter Tool Kit:
Where to start to improve your understanding of how to get your house in order

2. Action Tool Kit:
Supporting action across focus areas within your business

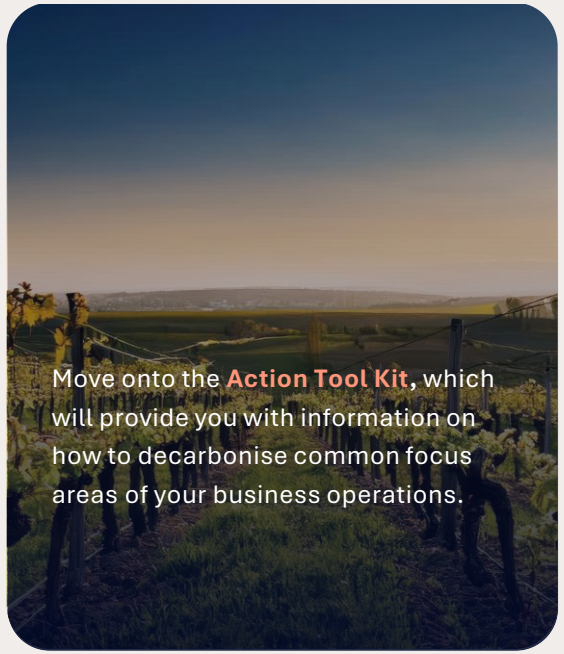
3. Advanced Tool Kit:
Setting business decarbonisation targets and maturing your knowledge

THE TOOL KITS



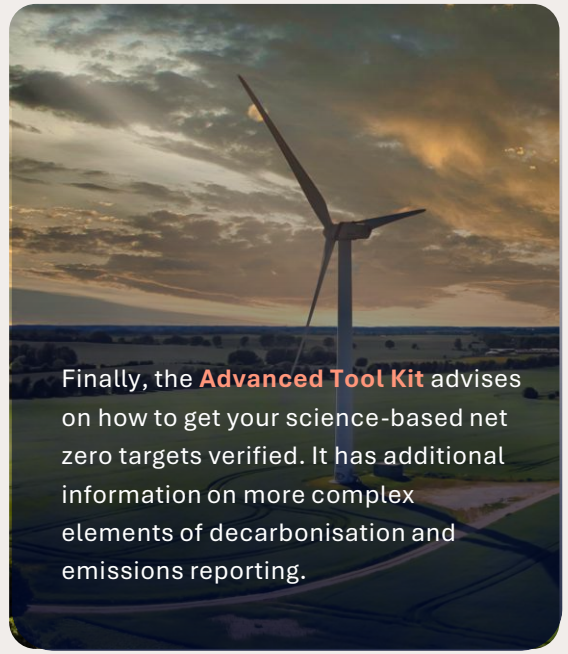
Begin with the **Starter Tool Kit** which will help you improve your basic knowledge and provide resources to get you started on your measurement journey. This guide also includes some great case studies.

Who is this guide suitable for? For people in your organisations with zero/entry-level knowledge on how to decarbonise your business operations. It will help you start your journey with guides to terminology, resources to build your general sustainability/business decarbonisation knowledge, inspirational case studies and resources to get you started on measurement. This guide will help you mature your knowledge so you can progress to use the other tool kits.



Move onto the **Action Tool Kit**, which will provide you with information on how to decarbonise common focus areas of your business operations.

Who is this guide suitable for? This guide has been designed for people in organisations who have already measured their carbon footprints and are now tackling emission reductions. This guide will help you tackle some of the most common emissions across most businesses, so you can progress in your decarbonisation journey towards setting a science-based decarbonisation target.



Finally, the **Advanced Tool Kit** advises on how to get your science-based net zero targets verified. It has additional information on more complex elements of decarbonisation and emissions reporting.

Who is this guide suitable for? This guide is for people who are getting ready to disclose targets, preparing for Mandatory Climate-Related Disclosures in Australia (AASB S2) and who require further information on topics such as ISO standards, offsetting considerations and greenwashing.

1. THE STARTER TOOL KIT



1. THE STARTER TOOL KIT

1 STEP

LEARN THE TERMS

A good starting point to your journey is to learn the terms. There is a lot of baffling language associated with climate change, carbon emissions, net zero and sustainability. These links will help you decipher some of the words you'll need to know.

- The basics of climate change
- Climate 101 Dictionary
- A to Z of climate related words
- Scopes 1-3

2 STEP

UNDERSTAND THE WHY

Decarbonising your business operations (meaning, reducing carbon emissions in your operations), is not just about doing the right thing, it can also be an opportunity that can set you apart from your competitors. These links will give you a deeper understanding on how to set your business up for success.

- Ad Net Zero Business Case for Sustainability.pdf
- Decarbonisation strategy: The comprehensive guide for 2025
- Climate Works "Corporate action for 1.5 degrees"
- McKinsey & Company, "Organizing for sustainability success: Where, and how leaders can start"
- Podcast: EY How the media industry can prepare for a decarbonized future

3 STEP

MEASUREMENT

To be able to reduce your emissions with confidence, you first need to understand what emissions your business operations emit – this is known as your 'carbon footprint'. These links will help you get started on your emissions measurement journey.

- How to Measure Emissions
- GHG Protocol calculation tools and guidance

4 STEP

GET INSPIRED!

Many businesses in our industry have already done some great work in reducing their carbon emissions footprint. Check these out for inspiration!

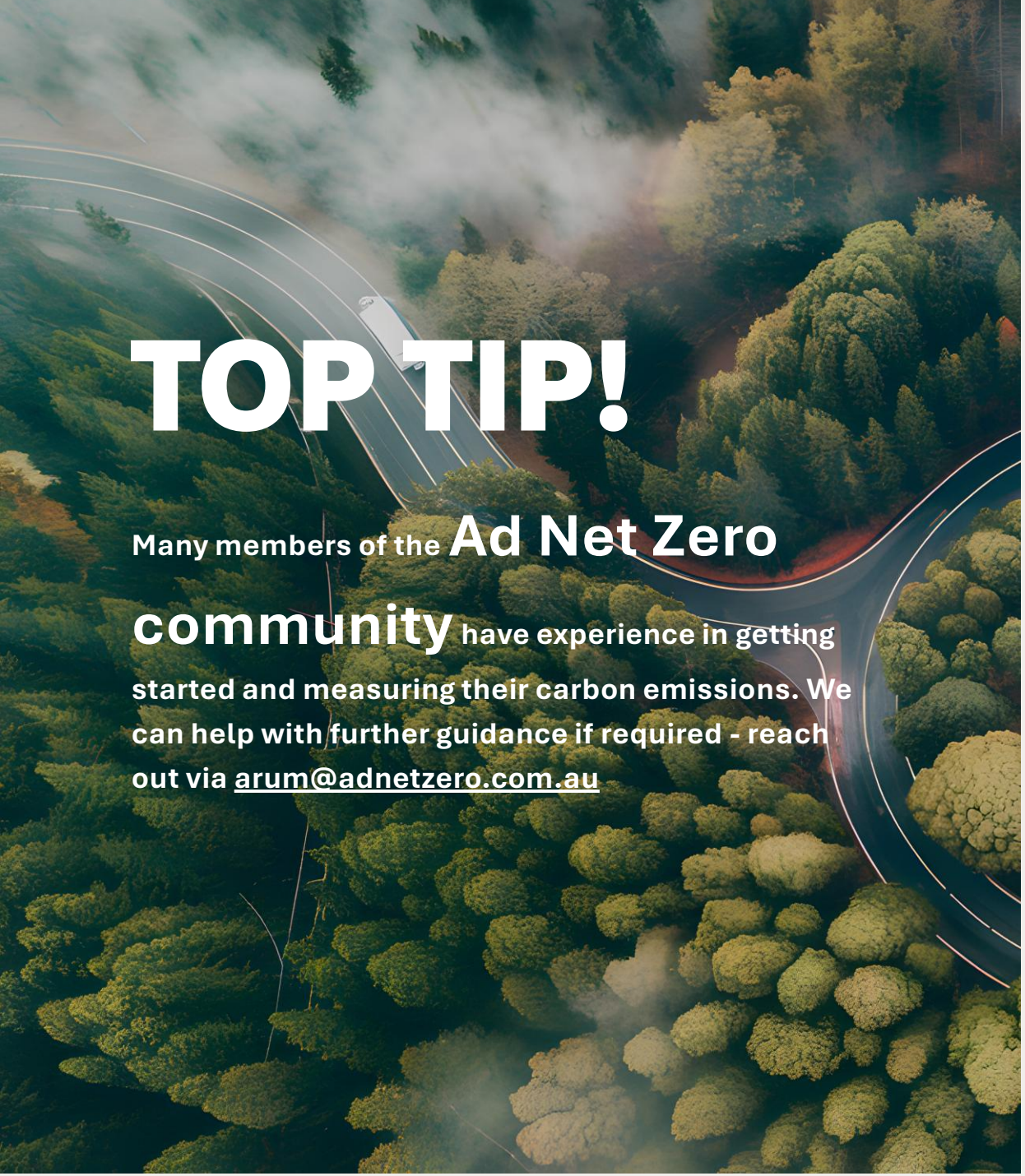
- Spotify
- Trainline
- L'Oreal
- Immediate Media
- Hogarth
- Find more here under 'Case Studies'

5 STEP

UPSKILL

There are a lot of 3rd party courses available for you to upskill yourself in all things carbon and climate change. Here are some options:

- UNCC, Net Zero 101: What, Why and How?
- UNCC, Becoming a Climate Champion
- UNCC, Climate Change, From Learning to Action
- University of Sydney, Net Zero Sprint course
- Net Zero Literacy, Carbon Literacy Course



EXTERNAL ASSISTANCE

Many businesses use 3rd parties and consultants to assist with their decarbonisation journey. Here are links to some you could try ***(NB Ad Net Zero does not have affiliation with any of the companies listed here***):

- Platforms for carbon accounting such as Salesforce Net Zero Cloud, Envizi, sumday, greenly, Terrascope, Watershed
- Sustainability consultants such as EY, PWC, KPMG, Deloitte, ERM, 2XE, Anthesis, Pangolin Associates and Edge Impact

2. THE ACTION TOOL KIT



2. THE ACTION TOOL KIT

Information provided below can help you reduce some of the most common emissions that effects all businesses, regardless of where you sit in the marketing and advertising ecosystem

ELECTRICITY

First up is electricity that your business purchases directly, reportable under your Scope 2 emissions. Often the lowest hanging fruit is taking the first step and switching to renewable energy. This can be done through a range of options:

- Switching to GreenPower™ via your electricity retailer or equivalent such as unbundled RECs/Renewable Energy Certificates
- Entering into a Power Purchase Agreement for wind/solar options
- Considering on-site solar panels if appropriate

Australian Resources

- FAQ about Electricity (GHG)
- Government advice on reducing electricity emissions
- GreenPower Program Strategy

PURCHASED GOODS & SERVICES

All business purchase some kind of goods or service as part of their operations. The emissions generated in the development of such goods and services are reportable under your Scope 3 emissions. This can be a large category of emissions e.g. IT software/equipment, marketing & any major spend for your company.

Key levers are:

- Talk to your top suppliers to see if they are measuring emissions: do they have Lifecycle Assessments (LCAs) for products they sell? Do they have plans to decarbonise or have lower carbon options, if not, encourage them to start their journey.
- Update your procurement policy to include sustainability & low carbon options as criteria to consider for future contracts

BUSINESS TRAVEL

Next up is business travel, which includes flights, accommodation, taxis and hire cars. Emissions associated with travel on behalf of your business are reportable under Scope 3. This category of emissions does not include your employees commuting based emissions, which are reportable under a separate Scope 3 category.

The key levers to pull to reduce these emissions are:

- Update travel policy to encourage lower-carbon flights, routes, class of travel
- Set targets to reduce business travel per team
- Encourage alternative modes of transport like car share, hybrid/EV car hire

Australian Resources

- 10 ideas to reduce your travel footprint
- WWF-UK Sustainable Travel Policy 2023.pdf

WASTE

Finally, waste is a problem world over. Good waste management is not only the responsible thing to do but it can also reduce waste-related emissions and potentially save businesses money.

For a quick win, engage your building manager to look at existing waste management and look at key waste emissions reduction policies e.g.:

Ensure consistent recycling options are available in all offices/premises

Introduce new waste streams such as green waste, e-waste

Develop staff & customer education campaigns to reduce waste & encourage correct recycling

Australian Resources

- Government advice on managing waste
- National Television and Computer Recycling Scheme – DCCEEW
- Office Tech - Tips to Reduce Emissions.docx



TOP TIP!

Review your carbon footprint to identify the top sources of emissions for your business and start from the **biggest**, working your way down for most impact. Each emission source will need a different decarbonisation approach.

CHECK OUT THESE VIDEOS FROM AD NET ZERO TO SUPPORT YOUR EFFORTS

1. Emissions reductions case studies
2. Business Travel
3. Purchased goods



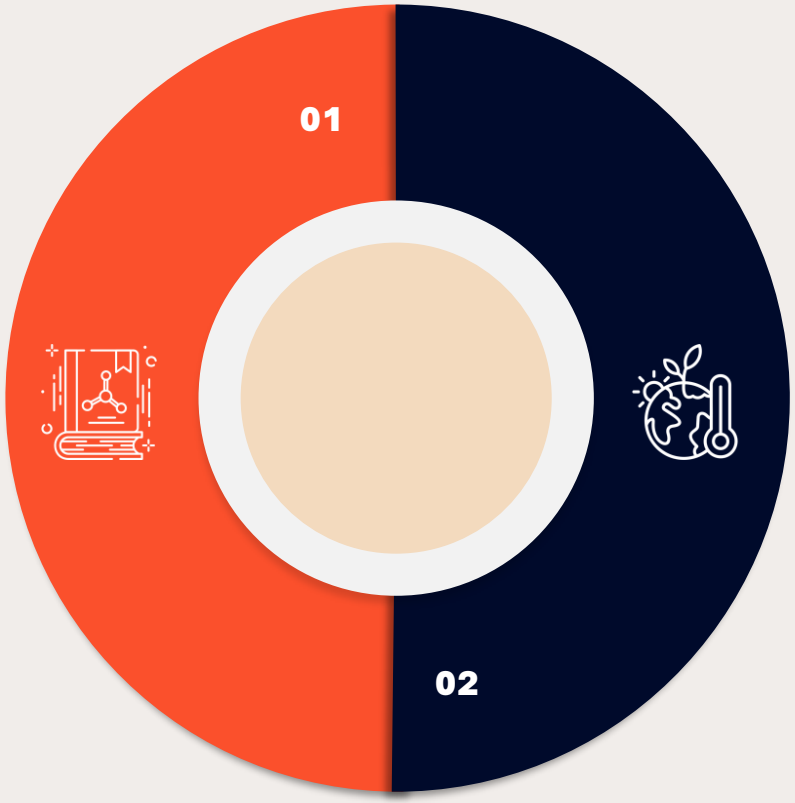
3. THE ADVANCED TOOL KIT

3. THE ADVANCED TOOL KIT

SCIENCE-BASED TARGET SETTING

You have measured your carbon footprint; you understand the top sources of your business emissions and have ideas on how to reduce them. What now? As members of Ad Net Zero, you have made a commitment (ideally within 18 months of your membership commencing) of having science-based targets. The links below go into detail on what this means, but in simple terms this means having reduction plans for all your emission sources and requesting a 3rd party to validate those plans to prove they can be delivered.

- What does setting a target mean?
- What is Ad Net Zero asking?
- SBTi - what you need to know
- SBTi Getting Started Guide
- SBTi Glossary



MANDATORY CLIMATE-RELATED DISCLOSURES

Many members of Ad Net Zero, and the broader industry, will be subject to mandatory climate-related disclosures, that apply in Australia from 2025. While Ad Net Zero and the mandatory disclosures are not linked, the Ad Net Zero program will assist businesses to reduce their emissions, which are reportable in the disclosures.

If you are not sure if these disclosures apply to your business, check out page 6 here.

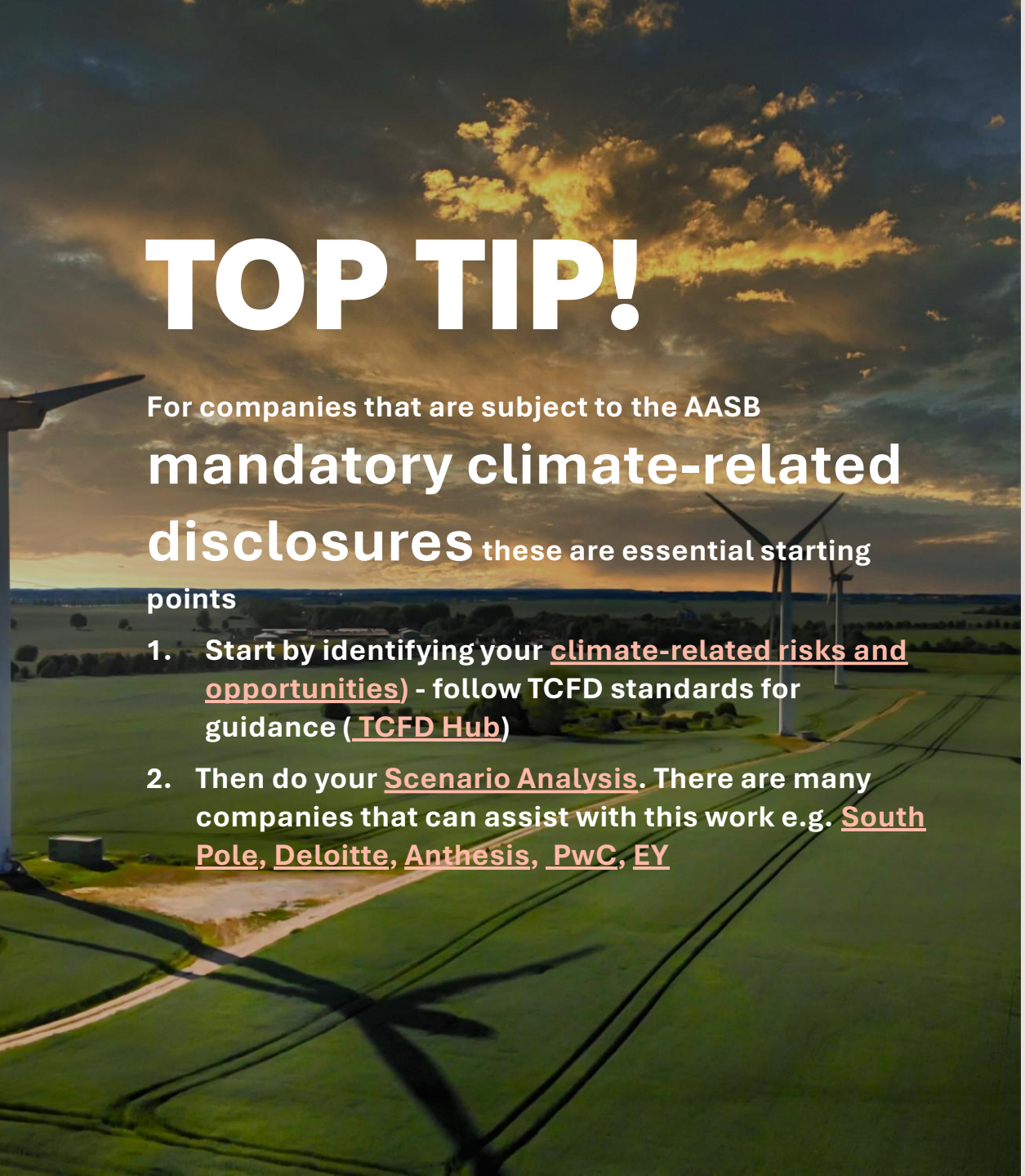
See information below for more details on the disclosures.

Corporates in Australia will progressively be subject **to** mandatory climate-related disclosures**.** These cover two key areas:

- Greenhouse Gas emissions (GHG Protocol)
- Climate-related risks and opportunities

Companies will progressively be subject to audit against these requirements, summarised here**.** Directors of corporates will need oversight of the disclosures - AICD Directors Guide**.**

There is a Knowledge Hub to support organisations preparing for disclosure



TOP TIP!

For companies that are subject to the AASB **mandatory climate-related disclosures** these are essential starting points

1. Start by identifying your climate-related risks and opportunities) - follow TCFD standards for guidance (TCFD Hub)
2. Then do your Scenario Analysis. There are many companies that can assist with this work e.g. South Pole, Deloitte, Anthesis, PwC, EY

OTHER INFORMATION

Get comfortable and enjoy this video (56 mins) hosted by the Ad Net Zero Australian Chapter, with general advice from the US Chapter Lead, and additional local advice on tie in with the AASB mandatory disclosures.

- Ad Net Zero Business Emissions Q&A

Ad Net Zero has also collated some useful information below to support with Sustainability related issues outside of the Ad Net Zero program.

- Understanding ISO standards for GHG emissions: 14064, 14065, and 14067
- The Coming Crackdown on Corporate Greenwashing - Project Syndicate
- Carbon Offsetting Considerations

CREDITS

Ad Net Zero AU relies on collective action from supporters, and this guide has been developed by the members of the Business Emissions Working Group. This includes representatives from oOh!, dentsu, Big Screen Video, Domain, SBS and Val Morgan. Many thanks for your expertise and contribution.

QUESTIONS

Reach out to the Ad Net Zero AU Chapter **(arum@adnetzero.com.au)** with questions, suggestions and to find out how you can contribute to future Working Groups.