

Sustainability in Digital Advertising

Andrew Hayward-Wright
Programmatic Advisor, IAB
Europe

26 May 2022



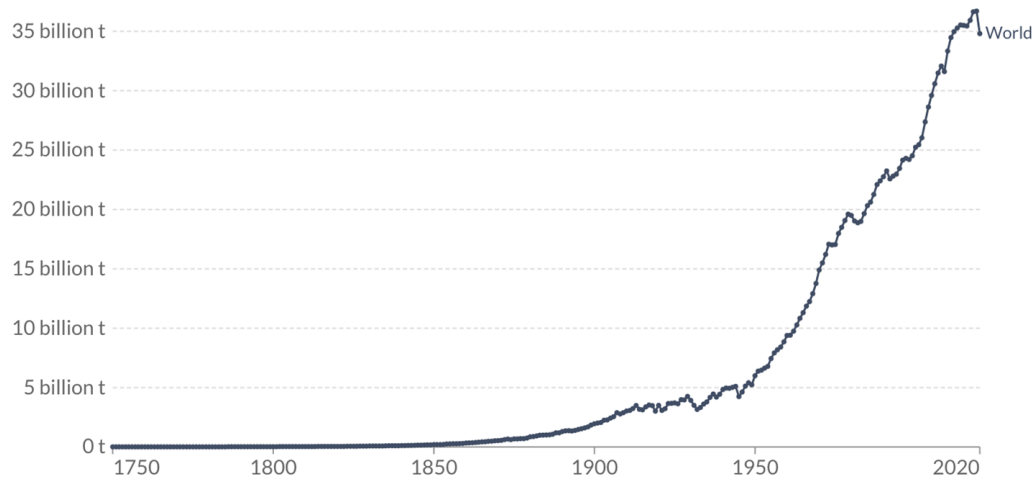
Emissions have continued to rise only stemmed by a reduction in travel

Annual CO₂ emissions

Carbon dioxide (CO₂) emissions from the burning of fossil fuels for energy and cement production. Land use change is not included.

Our World in Data

LINEAR LOG + Add country Relative change



Source: Global Carbon Project

OurWorldInData.org/co2-and-other-greenhouse-gas-emissions/ • CC BY

1750 2020

CHART

MAP

TABLE

SOURCES

DOWNLOAD



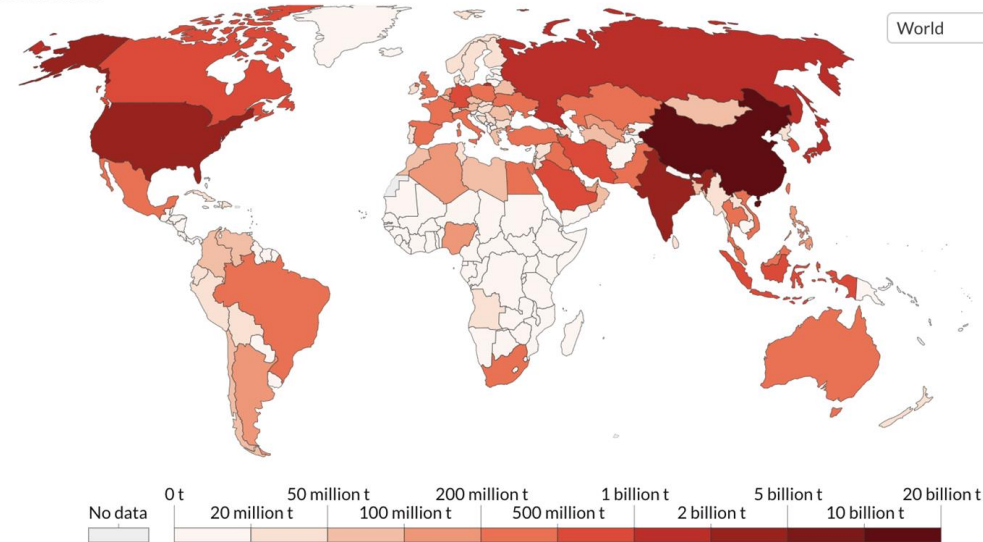
Related: [CO₂ data: sources, methods and FAQs](https://ourworldindata.org/co2-data-sources-methods-and-faqs)

Annual CO₂ emissions, 2020

Carbon dioxide (CO₂) emissions from the burning of fossil fuels for energy and cement production. Land use change is not included.

Our World in Data

World



Source: Global Carbon Project

OurWorldInData.org/co2-and-other-greenhouse-gas-emissions/ • CC BY

1750 2020

CHART

MAP

TABLE

SOURCES

DOWNLOAD



Related: [CO₂ data: sources, methods and FAQs](https://ourworldindata.org/co2-data-sources-methods-and-faqs)

The climate crisis like covid is a global problem, the development of one country or sector can not be looked at in isolation.

*<https://ourworldindata.org/co2-emissions>

COP 26 brought the topic of climate change to centre stage



UN CLIMATE CHANGE CONFERENCE UK 2021

IN PARTNERSHIP WITH ITALY

CLIMATE CRISIS

What are the goals at COP26?

The UK is hosting the 26th Conference of the Parties, with four goals to be discussed during the annual climate change summit in Glasgow.



Net zero and 1.5 degrees

Countries are called on to reach **net-zero carbon emissions by 2050** and to keep global temperatures **below 1.5C**.



Protect ecosystems and habitats

States are encouraged to **protect and restore ecosystems** and build resilient infrastructures to withstand climate change.



Mobilise finance

Developed nations are asked to mobilise **\$100bn in climate finance** per year for poorer nations to tackle climate change.



Collaboration

Parties at COP26 will need to **collaborate** to finalise the **Paris Rulebook**, which sets out the rules of the Paris Agreement.



- Requirement for immediate change
- Deadline of 2050 for net-zero
- Aim to keep Global temperatures below 1.5c

Scott Morrison accused of failing to understand the 'urgency' of climate change

Top Stories
Australian journalist faces up to life

COP26 closes with 'compromise' deal on climate, but it's not enough, says UN chief

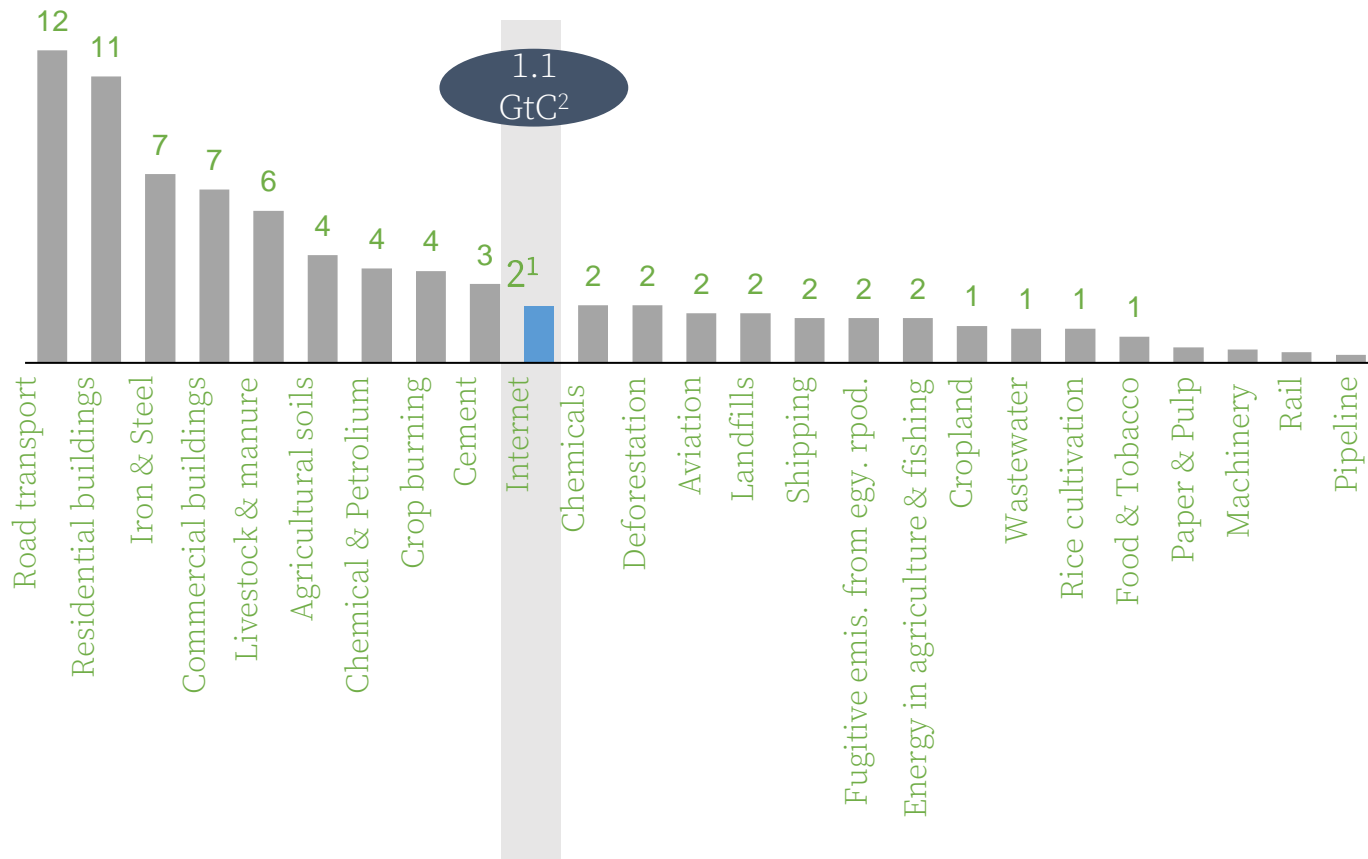
Coal power emissions per capita, G20 nations above world average

Country	Annual average 2015-2020 in tonnes of CO2
Australia	~4.8
South Korea	~3.8
South Africa	~3.2
United States	~3.0
China	~2.8
Germany	~2.2
Japan	~2.0
Canada	~1.8
EU-27	~1.5
World	~1.5

- The onus is now on private companies and individual sectors to address their own emissions
- We must innovate the technology used and practises undertaken with sustainability at the heart of these developments

The internet is a big polluter & is on par with aviation

Internet substantial share of global greenhouse gas (GHG) emission, %



The Ad industry has started to react



The Time to Act Is Now: Media Industry's Unique Position on Reducing the Internet's Carbon Dioxide Impact

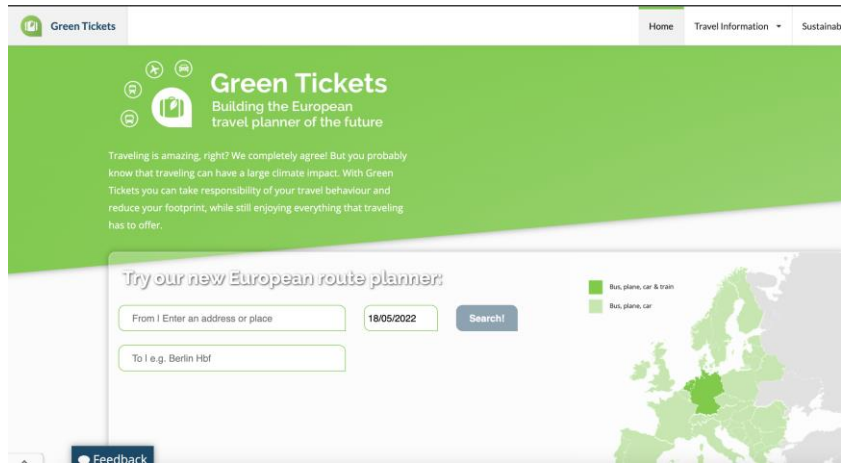
Dentsu International One of First Companies in the World to Have Net Zero Target Validated

Publishers are seeing increases in advertiser requests around climate and sustainability coverage

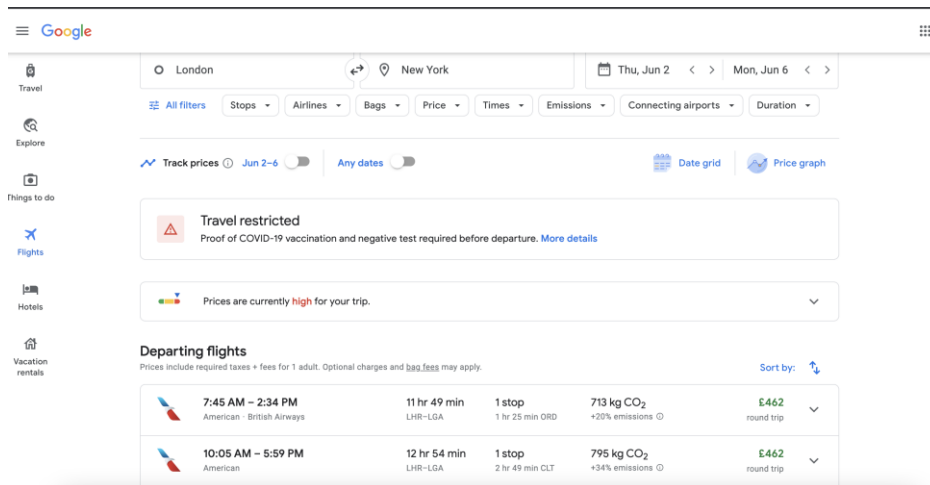
IPA Media Climate Charter



As an industry change must come from within



- Behavioural change will be hard
- The internet is not tangible to many
- Society is geared towards consumption



Internet usage is predicted to explode as data transfer will grow by ~44x until 2030

Key growth drivers of data until 2030



Video explosion

Internet traffic expected to grow by at least **40% per year** until 2030¹ – driven largely by video consumption



Mobile internet

Number of **mobile Internet subscriptions growing faster** than fixed broadband – driven largely by regions with limited fixed broadband¹



Higher expectations

Consumers **expect higher and higher quality content** delivered online. For companies, meeting expectations becomes a business imperative

Investment in digital advertising is forecasted to grow meaning every campaign counts

We need to focus on the emissions of our campaigns

It is the sum of the parts

60

million tones CO₂
emitted by
digital ads industry

45

million passenger cars

2000

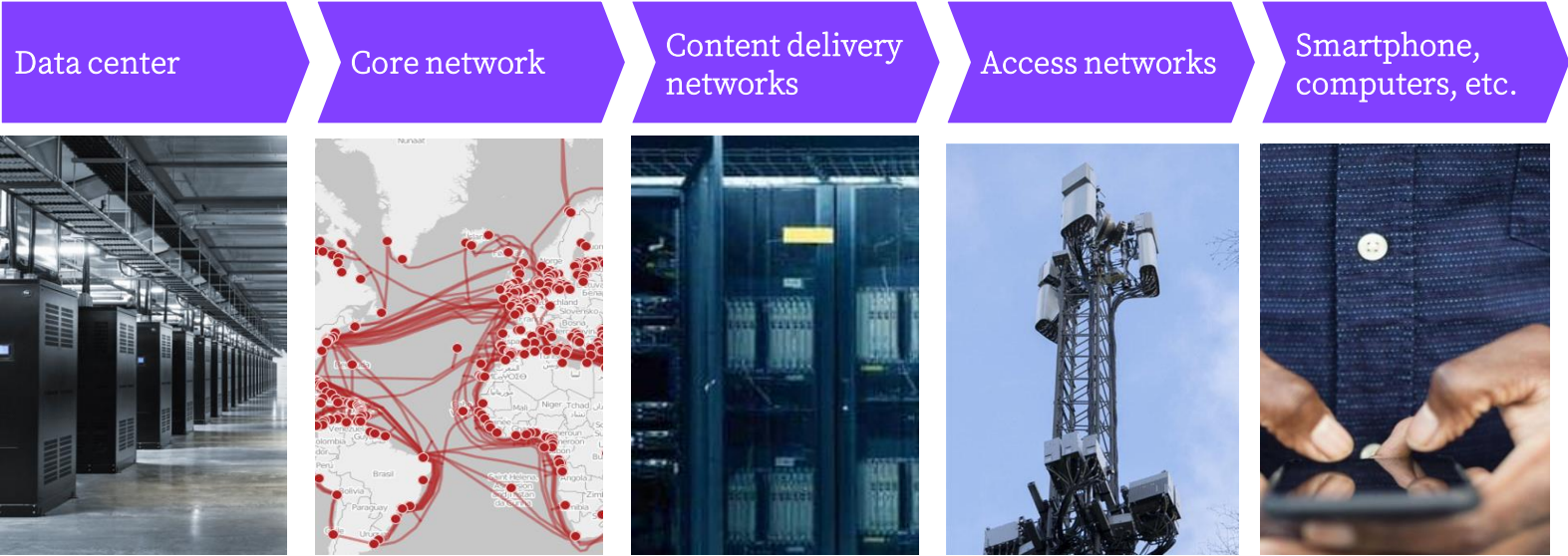
billion plastic bags



5.4 tonnes
per
campaign



What drives these emissions? Internet as a supply-chain of data



What can be done to reduce Co2 produced by this supply chain?



Increase efficiency of data transfers

Replace and build out infrastructure with faster processors and more intelligent data centres



Reduce the amount of data being sent

Being smarter about IF and HOW data should be sent



Supply the Internet with green energy only

Still not a true solution, since this taps into the very scarce pool of green energy, effectively limiting it for use by other industries

Offsetting is good but not enough

*“I don't think there is such a thing as a ‘carbon neutral’ fossil fuel, it’s a bit of an oxymoron.”***

Gilles Dufrasne, of the not-for-profit group Carbon Market Watch

Source: <https://www.greenpeace.org.uk/news/the-biggest-problem-with-carbon-offsetting-is-that-it-doesnt-really-work>

The screenshot shows a Greenpeace article. At the top, the Greenpeace logo is on the left, and navigation links for 'The challenges we face', 'Take action', 'Updates', 'Email signup', and 'Donate/Join' are on the right. The main headline reads: 'The biggest problem with carbon offsetting is that it doesn't really work'. Below the headline is a sub-headline: 'Airlines and oil companies love talking about carbon offsetting. But to be serious about tackling climate change, they need to stop carbon emissions from getting into the atmosphere in the first place.' The article is dated '26TH MAY 2020' and is categorized under 'FORESTS' and 'BLOG'. There are social media share icons for Facebook, Twitter, and WhatsApp. Below the article is a 'What is carbon offsetting?' section with a small profile picture of a woman. A cookie consent banner is visible, asking 'Let us know you agree to cookies'. At the bottom, there is a 'NEWS' section with a sub-headline: 'Climate change: 'Carbon offsetting not get-out-of-jail-free card''. The article is by Richard Daniel and Pete Cooper, dated 24 January, and is related to 'COP26'. A 'Top Stories' sidebar on the right lists: 'LIVE Russia plans to curb entry from 'unfriendly' states', 'Oscar winner Will Smith hits Chris Rock on stage', and 'What is the background to Will Smith's attack?'. The 'iab.europe' logo is in the bottom right corner.

It's not just about the tech - behavioural changes can have an impact too

SPO 2.0

- Duplicating calls increases energy consumption
- Every extra step in the chain creates energy consumption
- Lost bids w/o ads delivered also consume energy

CONSIDERATE TARGETING

- Running multiple identity or targeting solutions drives levels of compute
- New ML based classification systems will also increase energy consumption

AVOIDANCE OF FRAUD

- The double negative impact of ad fraud is the unnecessary use of energy along the supply chain

EFFECTIVE DELIVERY OF ASSETS

- Industry needs to consider if and when to send asset files
- Currently a large portion of ads are downloaded to user devices out of view

The marketing message + brands behaviour + how we deliver the ads = good sustainable advertising

DON'T BUY THIS JACKET



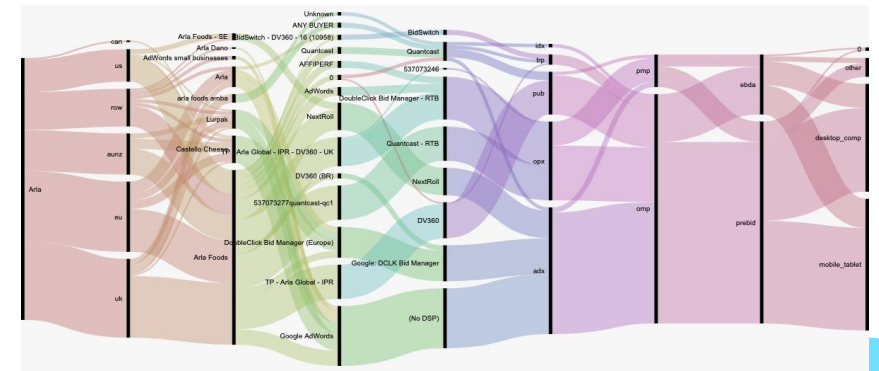
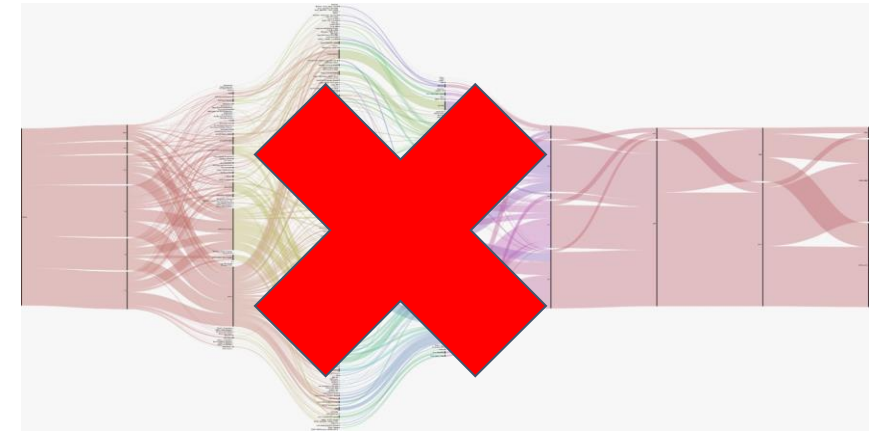
COMMON THREADS INITIATIVE

REPAIR
We've got patches and a repair guide for you. We'll even send you a kit with the necessary tools and supplies. It's a good idea to have a repair kit on hand. It's not just for the jacket, it's for your life.

RECYCLE
We'll take your old jacket back. We'll recycle it into new products. It's a good idea to have a recycling bin. It's not just for the jacket, it's for your life.

REIMAGE
We'll take your old jacket back. We'll recycle it into new products. It's a good idea to have a recycling bin. It's not just for the jacket, it's for your life.

patagonia
www.patagonia.com



Marketing Message to change consumers behaviours

A company's actions back up its marketing message

We activate our digital media in a responsible and sustainable manner

Solutions and processes must address triple bottom line



people



planet



profit

Thank you!

Andrew@seenthis.co.uk
hayward@iabeurope.eu

