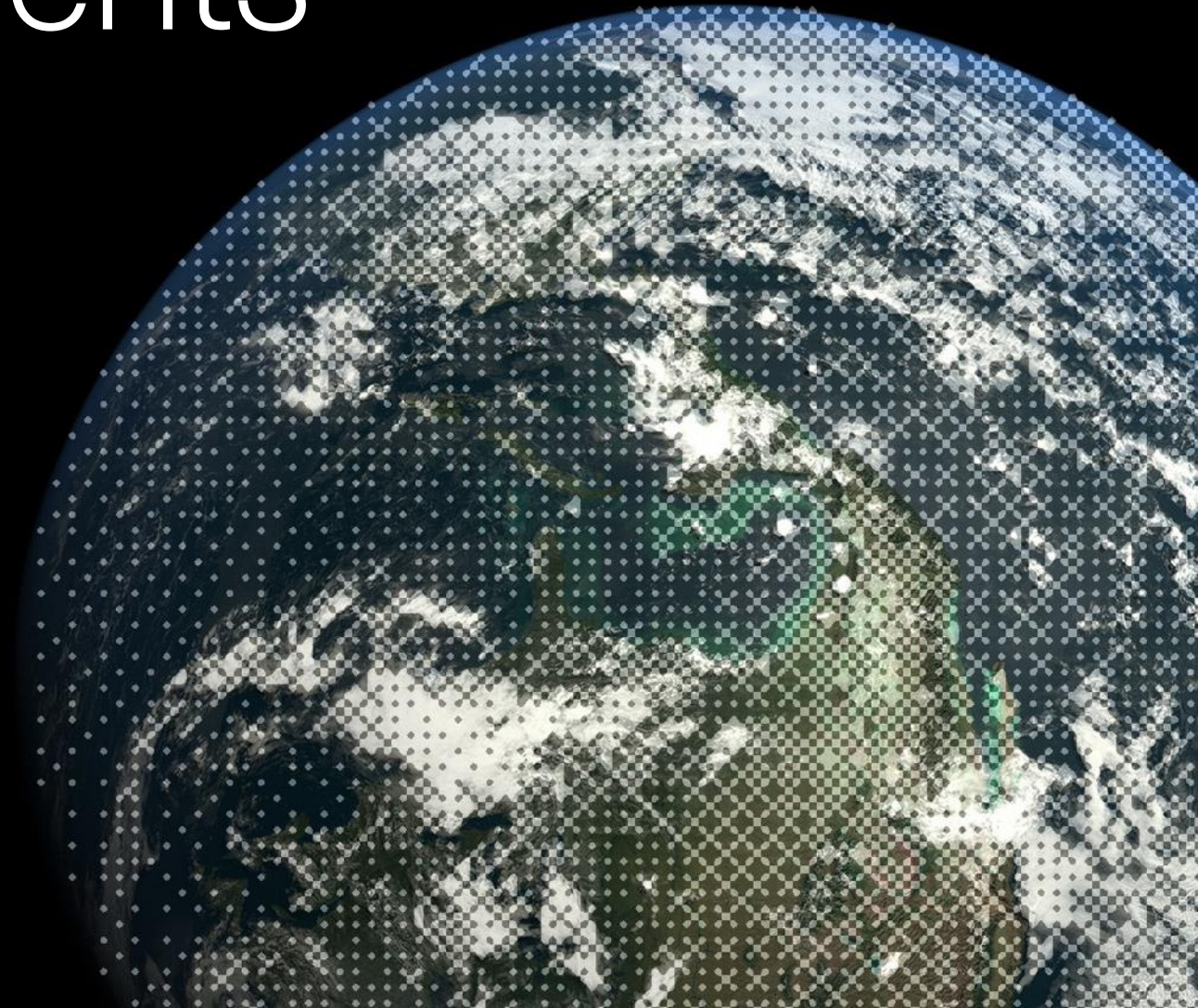


From Commitments to Courage

Who's Driving Sustainability's
Second Act?

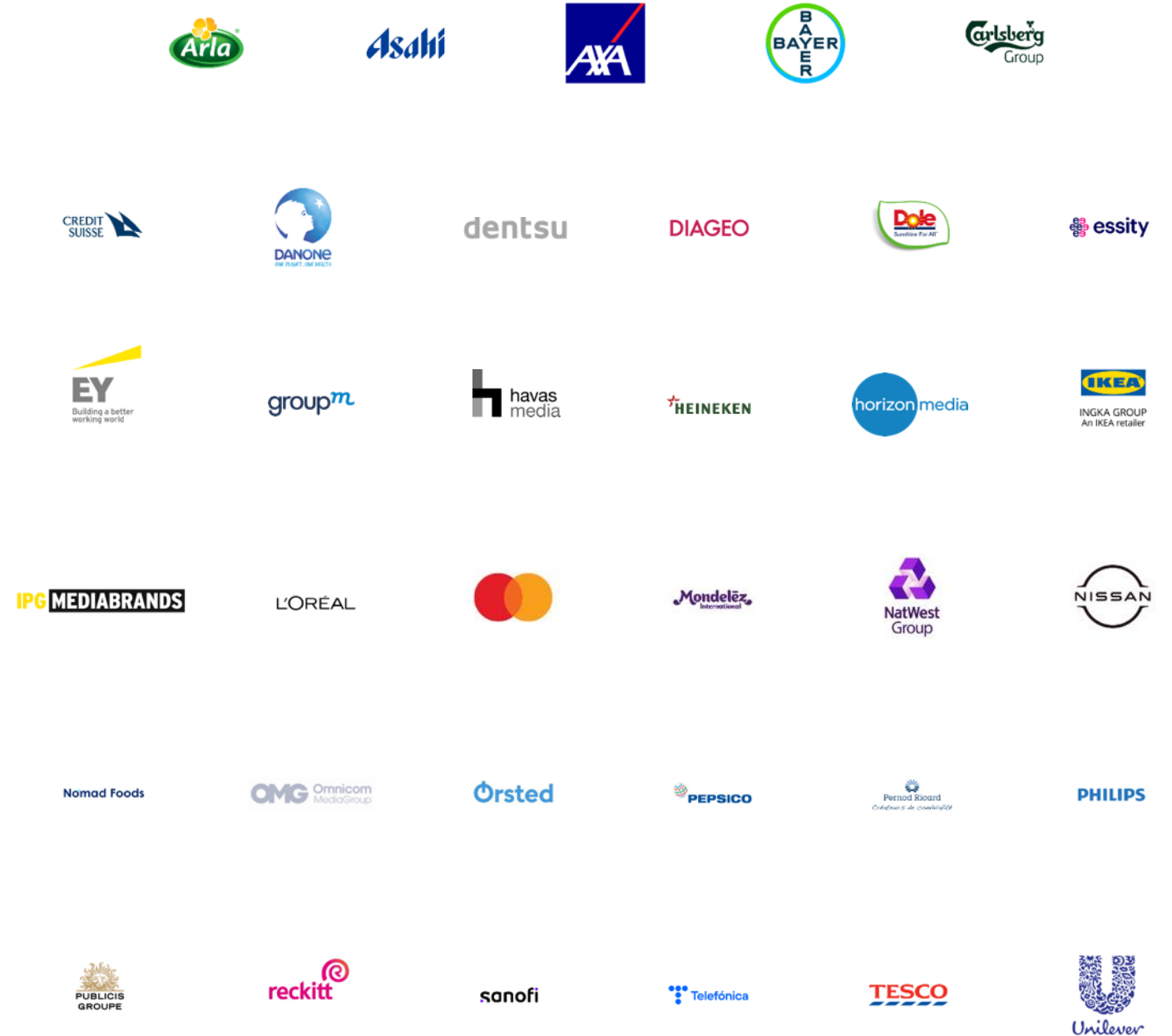


Act I

Acknowledge the need to decarbonise.

The industry has embraced sustainability.

Brands and agencies have committed to reduce their carbon emissions.



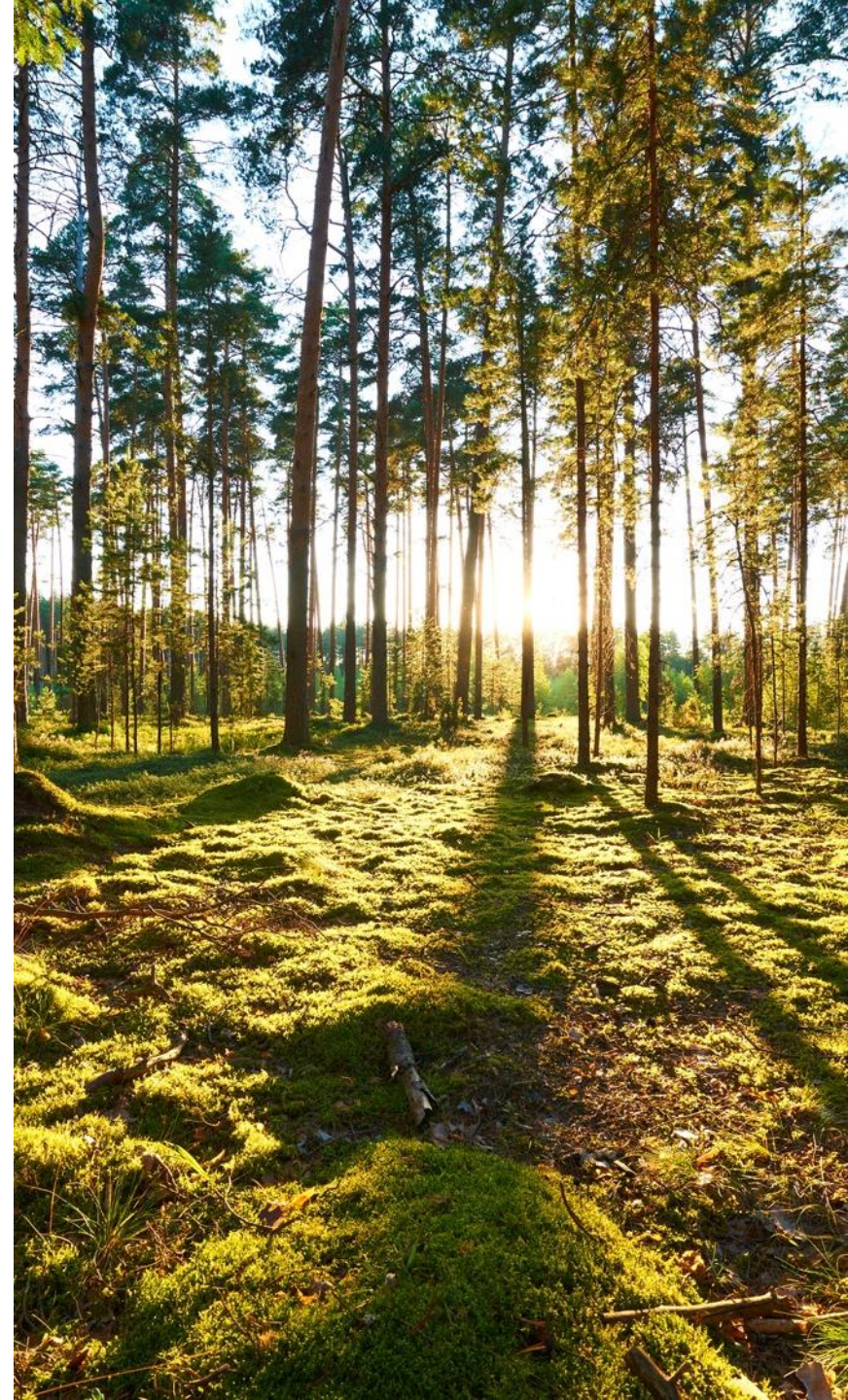
Act II

Turn commitments into action.

Sustainable advertising
is inevitable.

The data and tools
needed to decarbonise
programmatic exist.

Now it's time to act.



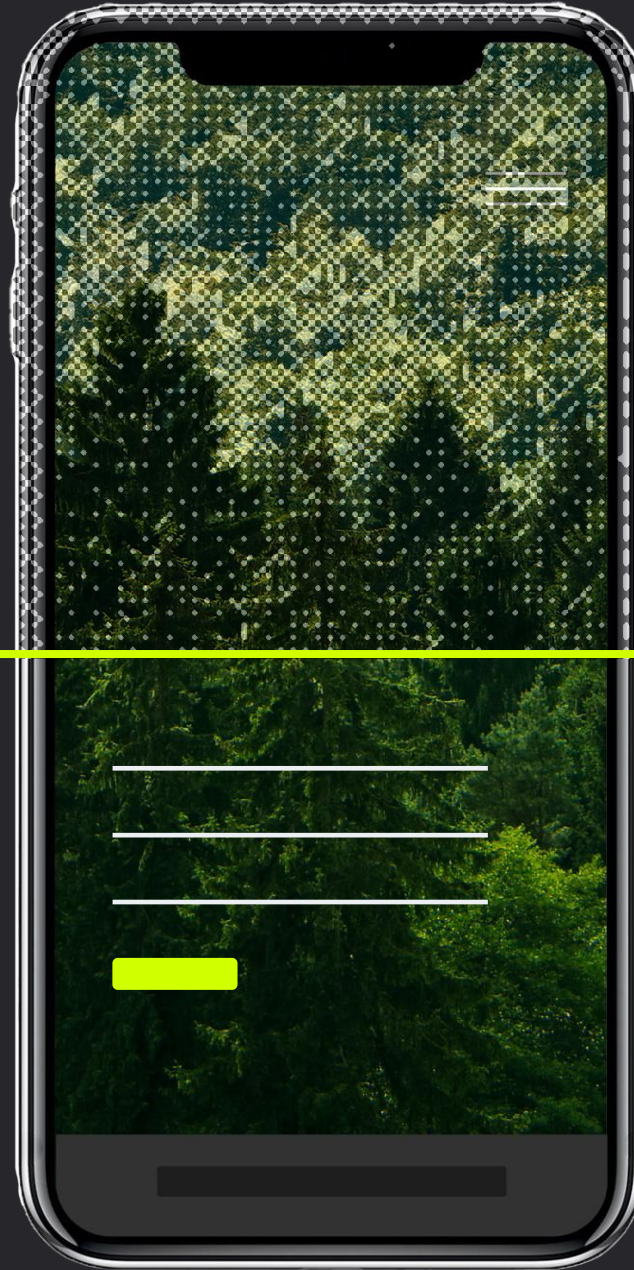
Common myths of decarbonisation

MYTH

Using dark mode or mono for creatives is a good way to reduce carbon emissions.

FACT

The majority of emissions comes from the supply chain. Small tweaks to creative are not impactful.



Where do emissions come from?

Breakdown of emissions from digital advertising.

Ad selection
emissions

Media
distribution
emissions

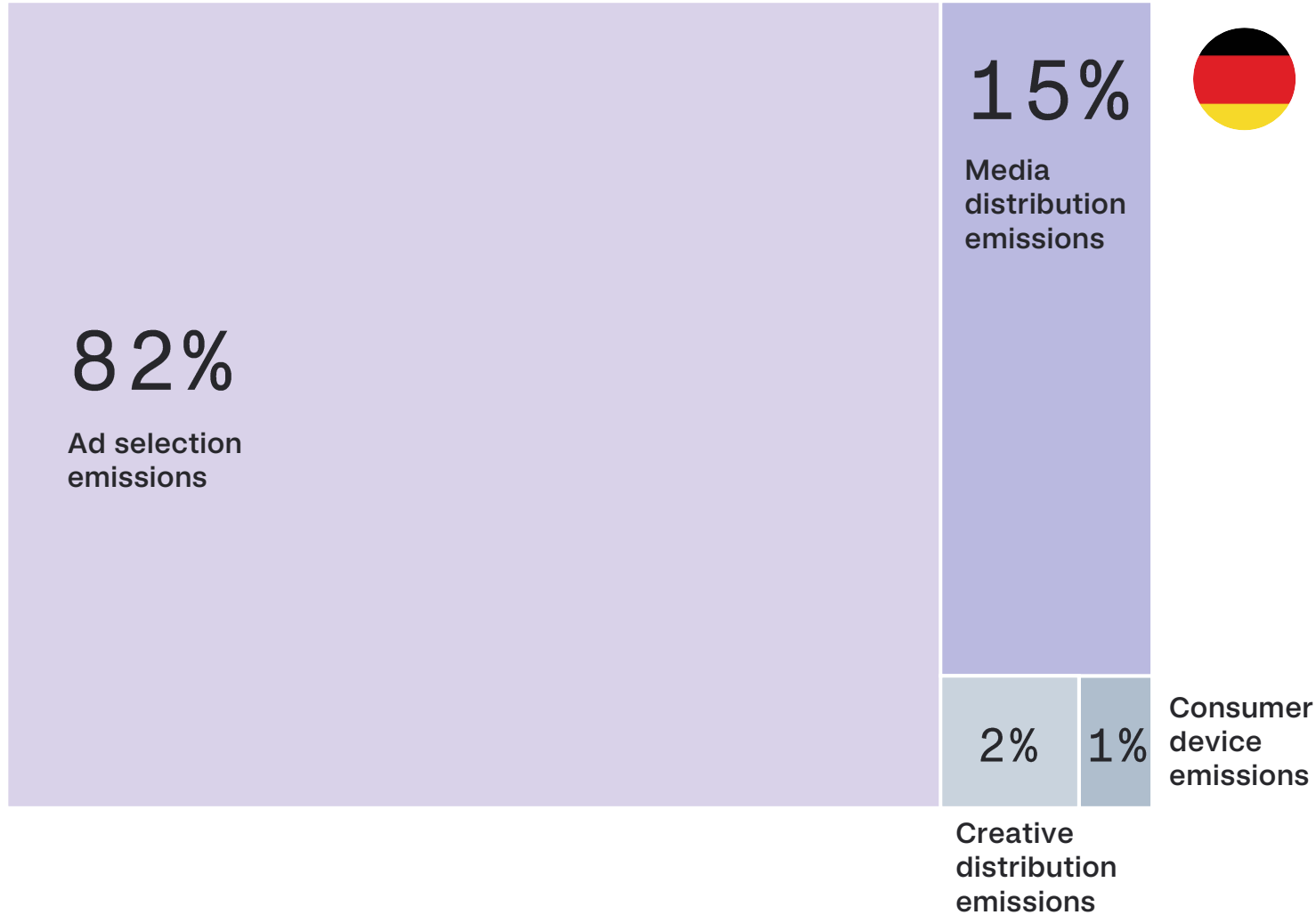
Creative
distribution
emissions

Consumer
device
emissions



Where do emissions come from?

Breakdown of average Germany ad emissions in programmatic display.



Compare two global news domains

Scope3 gives visibility into an ad's supply chain and the associated emissions.

17x difference!

Publisher domain #1 (per impression)

TOTAL CARBON PER ADSLOT
0.169 gCO₂e

MEDIA EMISSIONS
0.083 gCO₂e

AD SELECTION EMISSIONS
0.086 gCO₂e

Ad Tech Partner Graph

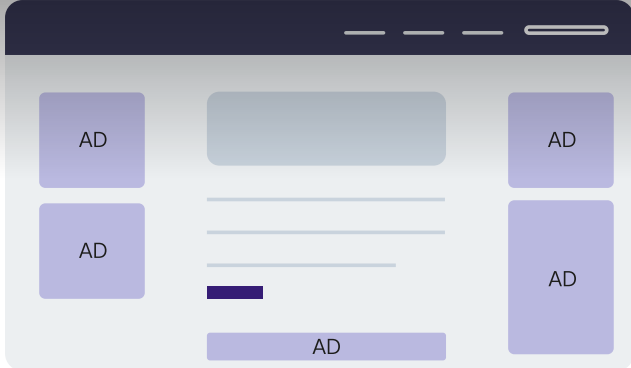
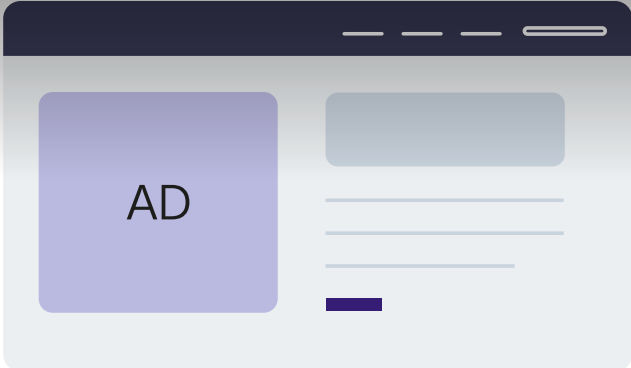
Publisher domain #2 (per impression)

TOTAL CARBON PER ADSLOT
1.494 gCO₂e

MEDIA EMISSIONS
0.021 gCO₂e

AD SELECTION EMISSIONS
1.473 gCO₂e

Ad Tech Partner Graph

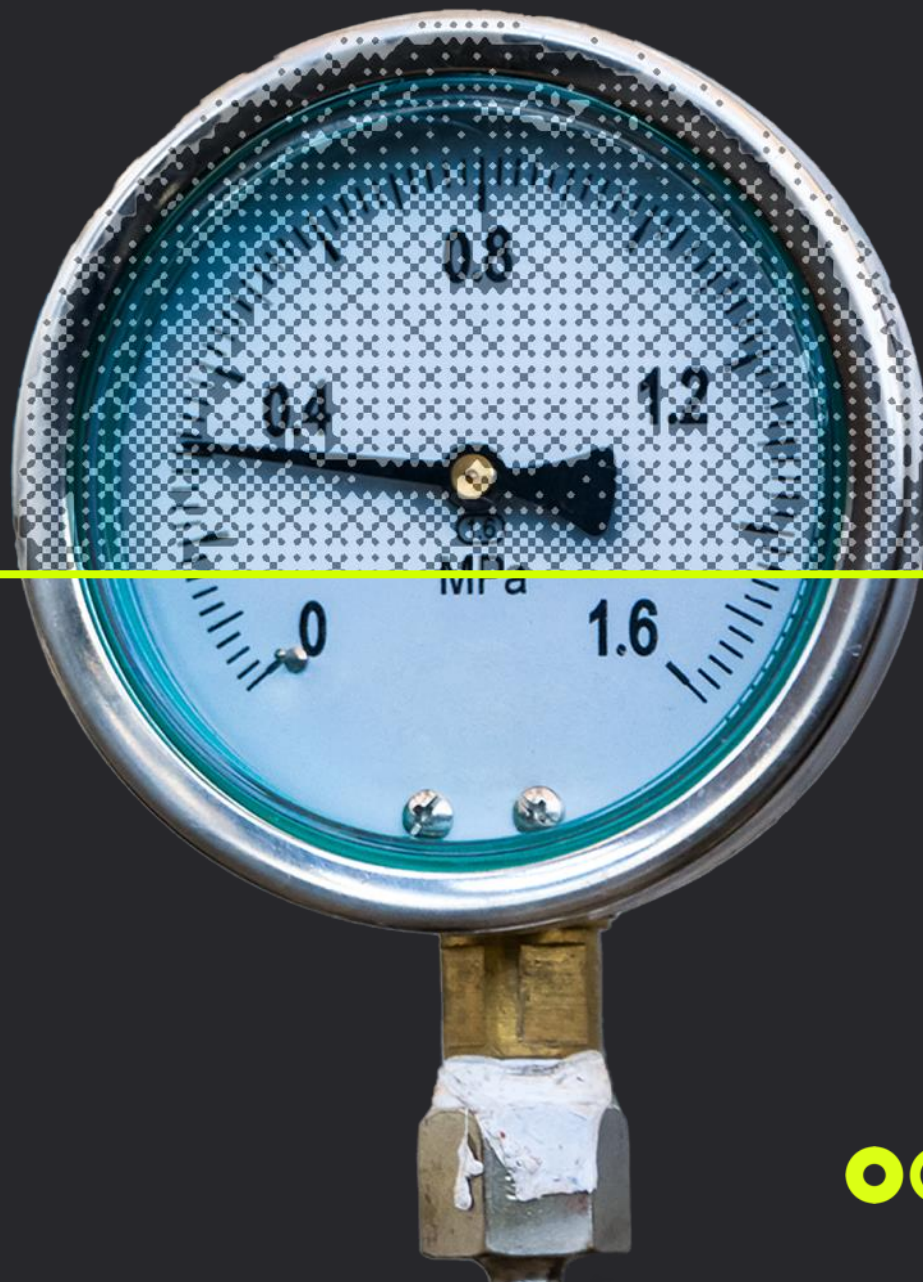


MYTH

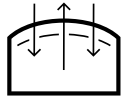
Offsetting emissions is a suitable alternative to putting a reduction plan in place.

FACT

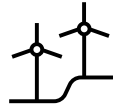
Reduction should always be the priority. Navigating compensation is difficult on your own.



Criteria for high-quality carbon removal



Removes carbon that would otherwise not be removed without purchase or payment



Fosters inclusion of communities and improves environmental quality



Quantifies net carbon removal with verifiable methods



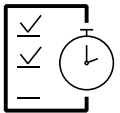
Low risk of re-releasing stored carbon into the atmosphere



Assesses risk of negative impacts for communities



Limits displacement of emissions from one project site to another



Develops a plan for long-term monitoring

MYTH

As long as programmatic is under the industry avg 1g of CO₂e per impression, it doesn't need to be optimised.

FACT

There's a lot of waste in digital and we need to pull every lever to have hope in mitigating global temp rise.

15.3%

of display ad spend is
wasted on made for
advertising inventory

Sites with 26% higher emissions





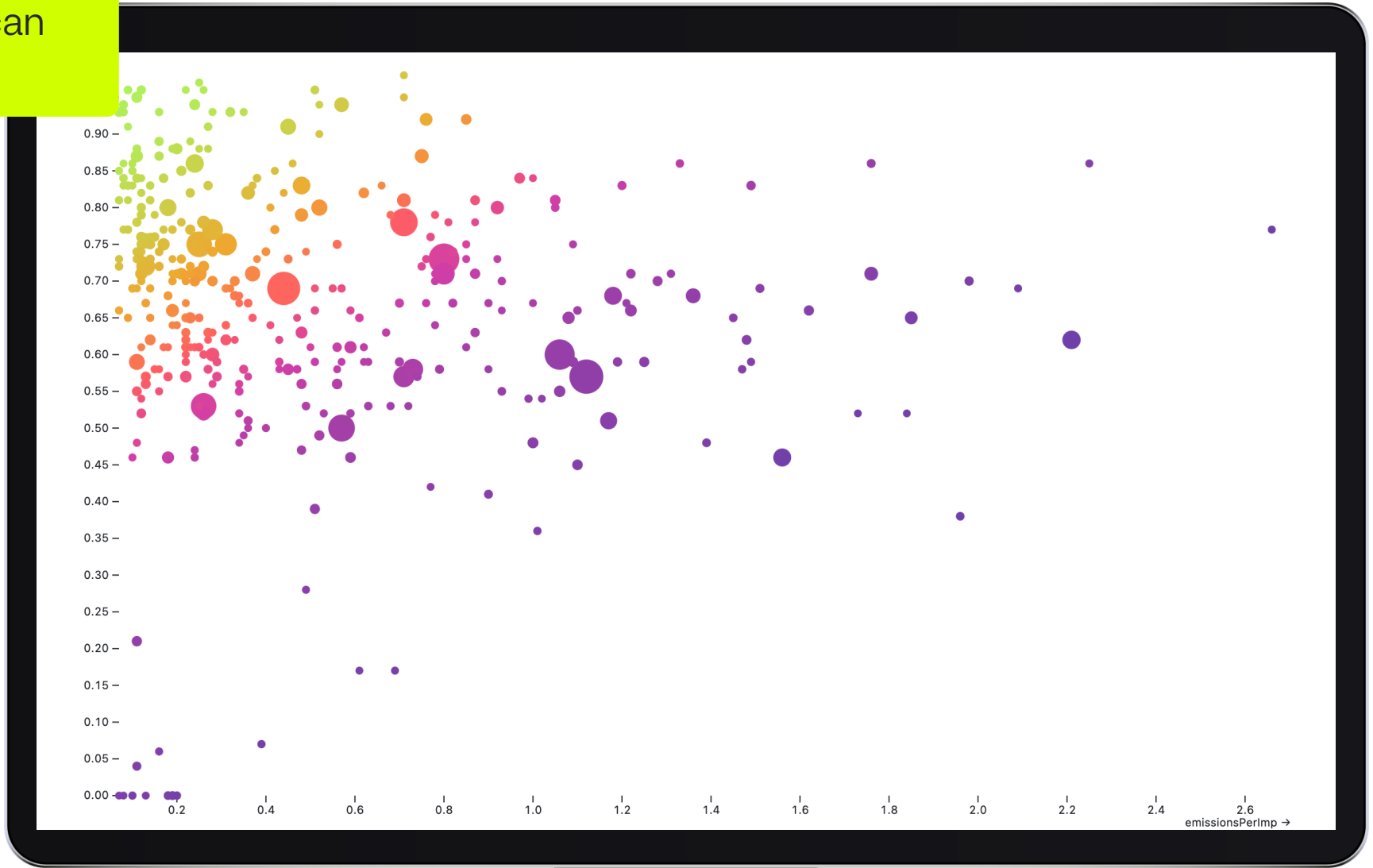
A focus on emissions can boost performance!

9.74 M impressions

CO₂e / imp .657g

CTR .173%

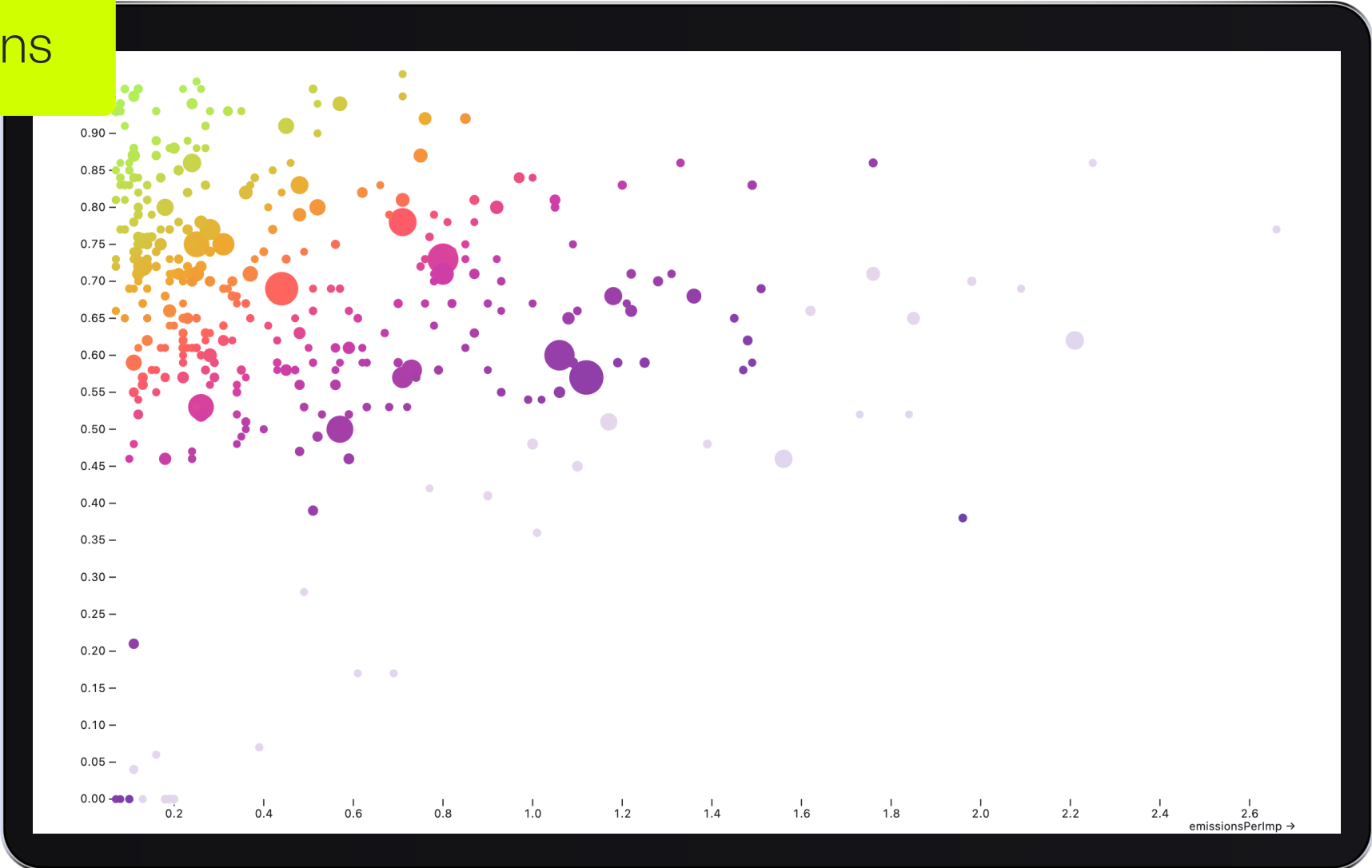
VCR 65.1%



Removing **10%** of domains

Result

| | |
|-------------------------|--------------|
| CO ₂ e / imp | -9.9% |
| CTR | +2.5% |
| VCR | +1.4% |



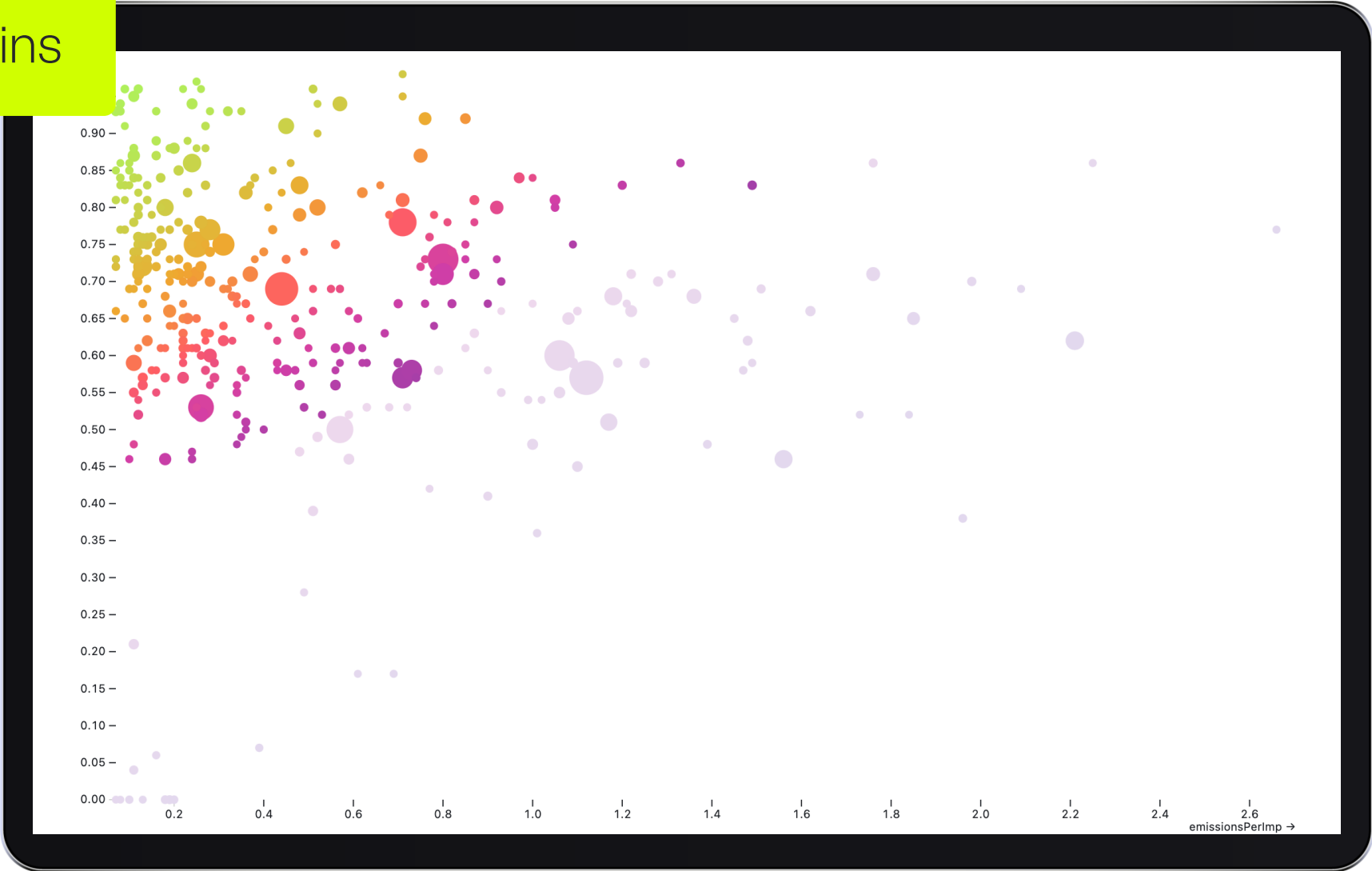
Removing **20%** of domains

Result

CO₂e / imp **-30.9%**

CTR **+5.5%**

VCR **+6.9%**



Three steps to becoming the stars of Act II.



"Have the **least**
possible impact on
the **environment**
per unit of **effective**
advertising."



Brian O'Kelley 

CEO at Scope3

@bokelley



Thank you.

scope3.com

SCOPE3