



Iris and Climate Action

The damage we're causing, and what we plan to do about it (June 2021)



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01.

Climate change 101

“Climate change is one of the most **pervasive** and **threatening** issues of our time, with far-reaching impacts in the twenty-first century”

It's the crisis that
will **define our lives**
and our careers...



**"We are the first
generation to
feel the impact
of climate
change and the
last generation
that can do
something
about it."**

-Barack Obama

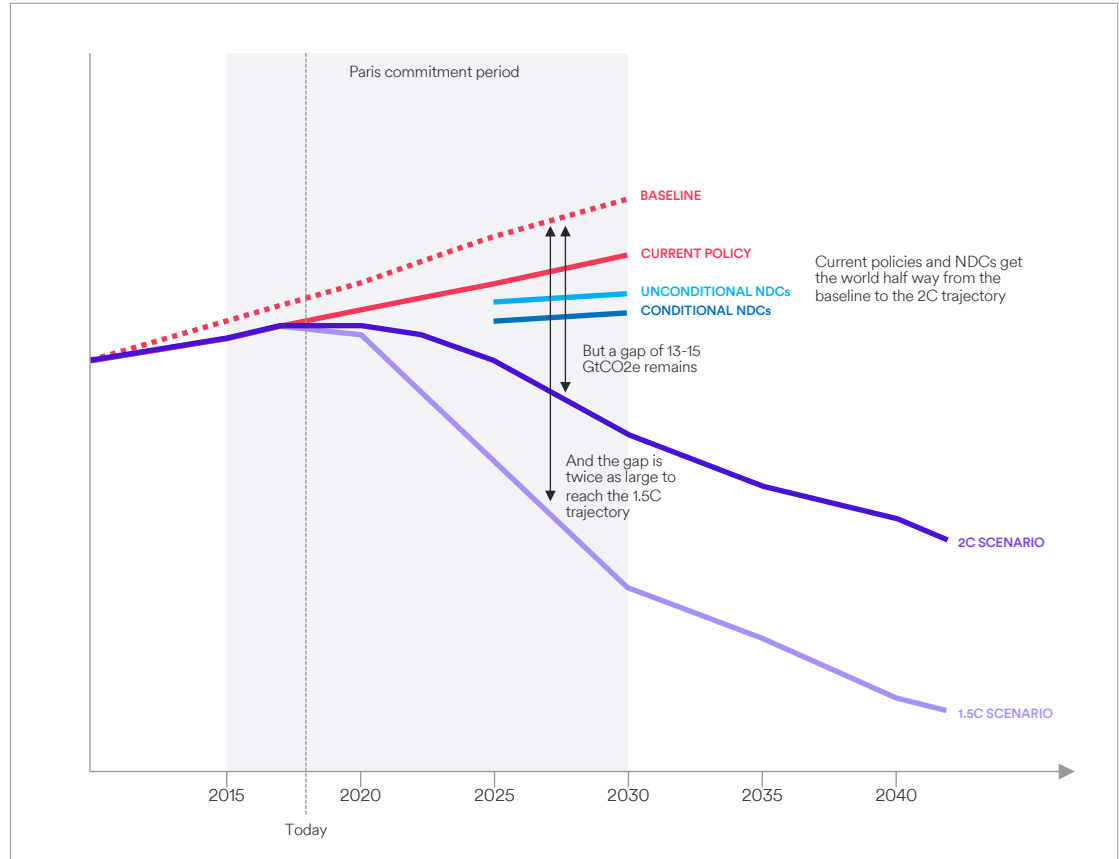
There is **no clear pathway** to success

Emissions of CO₂ have doubled since 1990. And the world's temperature has increased by 1° since pre-industrial levels.

We're now in a race to prevent it increasing more than 1.5° and cause (more) catastrophic global impact. The global goal is to be net zero for carbon emissions by 2050, and carbon negative beyond.

Since the Paris Agreement (2015), carbon emissions have increased, so the 2050 could be brought forward to 2030.

Glasgow's COP26 in November 2021 will be the next major milestone for driving this change.



And the UK industry is waking up to the **challenge and opportunity**

From the operational emissions of IPA agencies alone.³



Average of **3.4 tonnes CO₂e** each year per person working in an IPA agency⁶

The total average annual IPA agency operational CO₂e emissions is **over 84,000 tonnes**



29%
FROM
GAS



13%
FROM
ELECTRICITY



58%
FROM
BUSINESS TRAVEL

of which



60%
COMES FROM
FLIGHTS



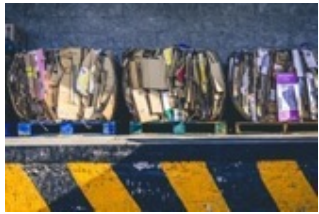
“Many in our industry would argue that we have a special responsibility and a special opportunity to make a difference because of what we do: influence corporate policy and affect people’s behaviour through persuasive communication.”

– James Best, Chair, Ad Net Zero

And within client businesses, they are **looking for leaders** to guide them

Complex challenge, multiple stakeholders

Everyone knows it needs to be done, but thinks its someone else's responsibility



Operational efficiency
COO & CTO

A commitment to more sustainable business **necessitates a drive to increase efficiencies** – by reducing waste, energy or travel.



Customer demand
CMO & CTO

Consumer behaviour is changing. Sustainability is increasingly a **table stake for businesses seeking to acquire and retain customers.**



Talent acquisition
HR

Increasingly, **people are actively seeking out employers whose values align with their own**, or who help them to find or reinforce a sense of purpose.



Shareholder expectation
CFO

A clear, strong commitment to environmental, social and corporate governance is increasingly a **precondition for new investment**; whilst more existing investors are turning activist in search for better returns.



Regulatory risk
Legal

Businesses must be able to both **respond to changes in the regulatory environment**, as well as keep NGOs on side (especially where they control access to resources).

Strategy, Innovation & Performance

Accountability, Transparency & Risk Management

Authenticity (Brand)

We set **our climate ambition** back in September 2019



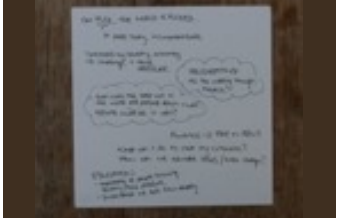
‘Leaders of the **early majority**’

Leadership is doing things before anybody else does them.

Leadership is making decisions when you don't know 100% what the outcome will be.

Leadership is short term sacrifice for long term gain.

And since then, we've been on a **journey**



Climate Summit

Establishing an emotional connection with the issue and recognising the scale of the challenge.



Create and Strike

Organising mass participation for the climate strikes and encouraging 170 organizations to join us.



The Great Reset

Leading the Great Reset, creating the brand and film to celebrate the behavioural changes made during the pandemic (reducing emissions by 7%), and encouraging creators to further the message.



Ad Net Zero

Part of establishing the industry body to lead everyone towards net zero over the next decade.



Ecoeffectiveness

Development of new approach to measurement to bake carbon emissions into marketing effectiveness.

We've set **two ambitious goals** in our quest for progress

1. Net zero by 2025
2. Climate action plan for every major client

02.

What's our footprint?

Towards the end of 2020
we kicked off an initiative to
measure our carbon footprint
and **build a roadmap** to get
to Net Zero emissions

Purpose of project

1. Measure our current carbon footprint across all 14 offices
2. Identify the changes we need to make to get to Net Zero by 2025

Why bother?

1. It is important to calculate a baseline to facilitate target setting and future comparisons.
2. Producing a carbon footprint highlights those areas of operation which produce the most emissions, or 'carbon hotspots'.
3. These areas of high impact can be focused on in the next year.

Green)|)|
Element



What we looked at

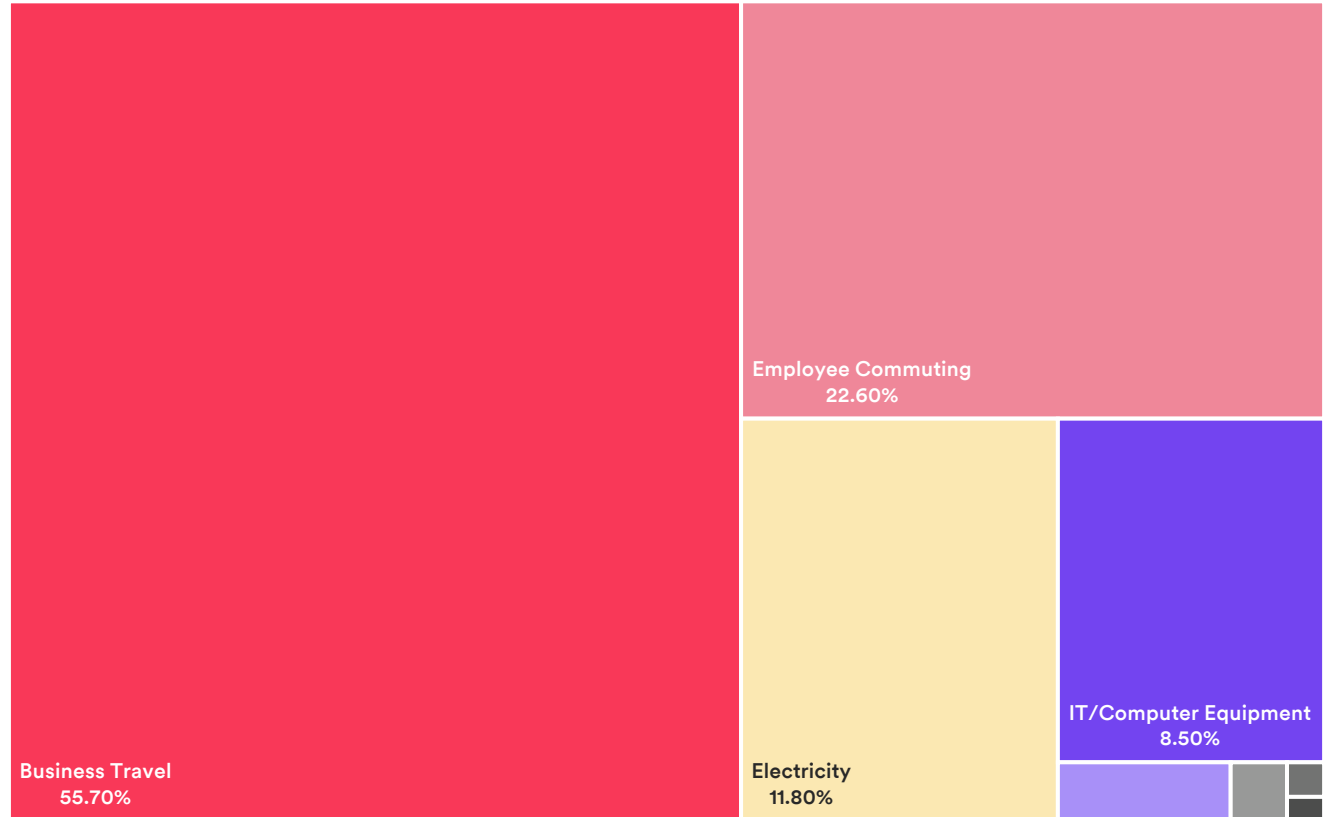
Iris' carbon footprint includes emissions from all measurable fuels, water, energy, paper purchases, IT equipment, transport and waste produced from operations in 11 global country offices.

The following activities have been included:

Electricity (kWh)
Gas (kWh)
Water (m³)
Waste (tonnes)
Paper (tonnes)
IT equipment (tonnes)
Commuting (km)
Business travel (km)
Hotel Stays (no. of nights)*

Our current Carbon Footprint in 2019 is **2,242.57 tco2e**

This is the equivalent to 5,564,690 miles driven by an average passenger vehicle.



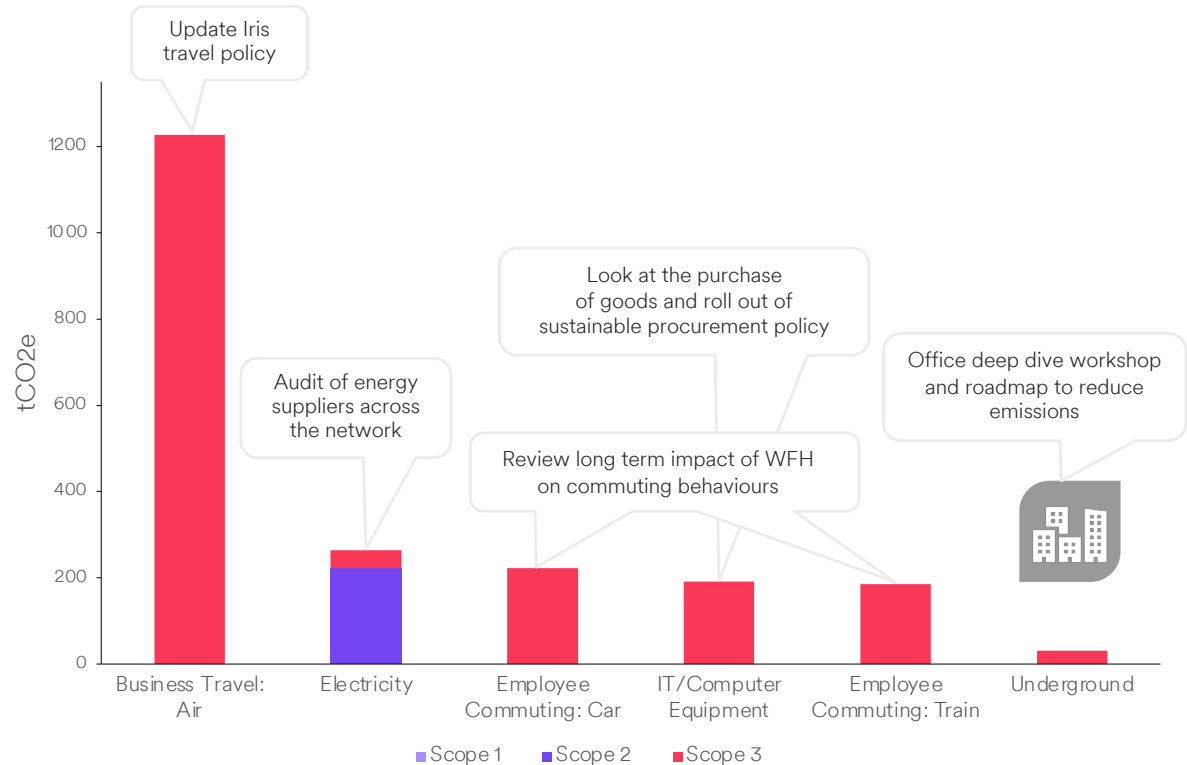
We identified some **consistent themes** across offices

Across the business, travel is the biggest carbon hotspot.



We need to **act quickly** to address these drivers

The top 6 identified carbon hotspots account for 94.59% of Iris' total 2019 carbon footprint (2,121 tCO₂e) with travel as the main contributor.



From the measurement study, there are **5 priority actions**

1

Carbon hotspots

Review each area of emissions across individual offices, especially hotspot items to identify priority areas of improvement.

2

Scenario mapping

Workshop to prioritise areas of impact based on science-based targets benchmarks and level of effort for implementation.

3

Detailed office plan

Work with office leads & sustainability champions to define a bespoke climate action plan with clear targets.

4

Knowledge sharing

Create a platform to share best practice behaviours and policies (procurement, energy suppliers etc.)

5

2020 behaviours

Run Carbon Emissions analysis for 2020 to give an accurate POV of future footprint.

03.

Racing to Net Zero...

We've set two
ambitious and
transparent goals
on the **progress plan**

1. Net zero by 2025
2. Climate action **plan***
for every major
client by 2021

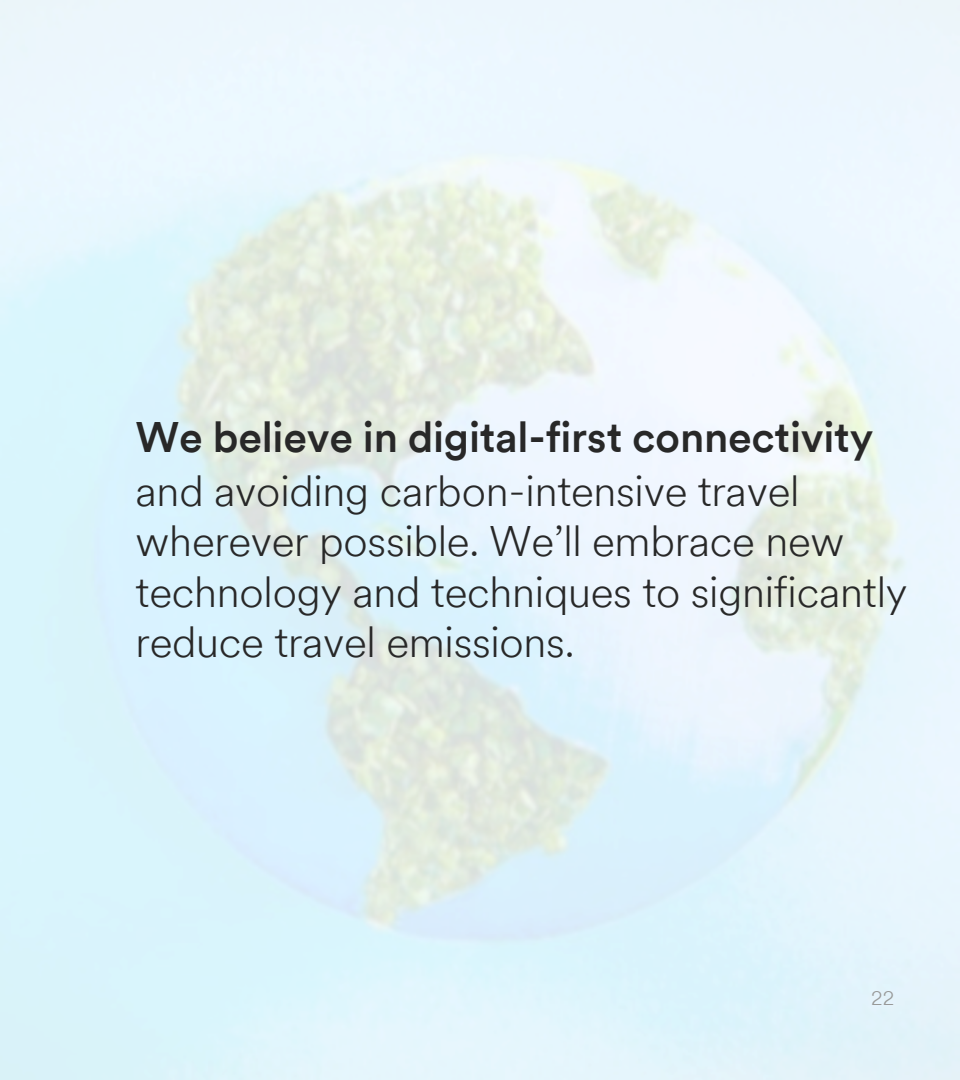
We have a **5-part plan...**



1. Travel

This is our biggest challenge to reaching Net Zero by 2025.

We all know how much we travel, both in our daily commute, and in the course of business. And it really adds up.



We believe in digital-first connectivity and avoiding carbon-intensive travel wherever possible. We'll embrace new technology and techniques to significantly reduce travel emissions.

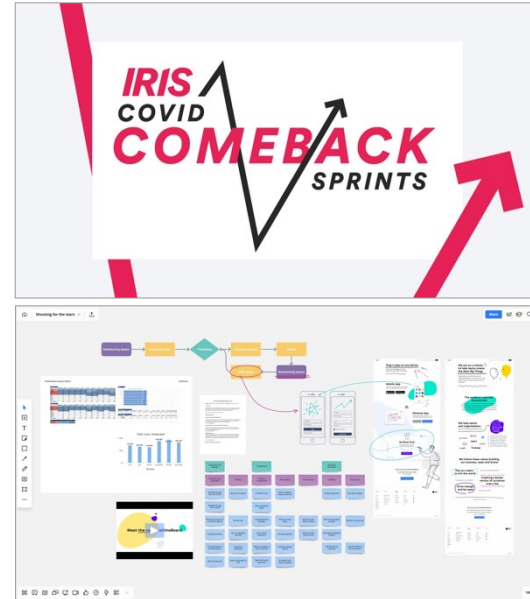
We've been **operating 'digital first'** for a year now...

Internal connection



The Forehand and Backhand Interviews

Client connection



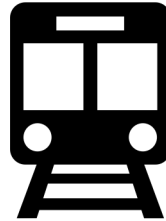
In addition to changing our behaviours, **better measurement will be key**

We need to provide information and options to help people make smart decisions.

London to Amsterdam is our most frequently travelled route. Here you can see the benefits (lower cost, lower carbon) of choosing to travel by train.



Avg. CO2 per flight = 33kg
Avg. cost per flight = £104



Avg. CO2 per train = 4kg
Avg. cost per train = £94

There are **multiple benefits**
to this way of working



Connected

**More accessible
and responsive
across offices**

Support multiple clients, across multiple continents (in one day).
Build talent teams without boundaries.



Efficient

**Greater efficiency
and productivity**

Increased energy and influence; reduced transit time in airports and planes.



Cheaper

Cost saving to clients

Less charged back to cover agency travel costs, more budget to invest elsewhere.




Sustainable

**Reduced
carbon footprint**

Obviously.

2. Production

We've already made great strides towards greener productions, but there's more we can do...



We're committed to sustainable productions. Going forwards, we will make green recommendations to reduce our footprint in the production process.

1. Using the Progress Panel to sense check our work

Work will be reviewed to ensure that we are looking at **appropriate sustainable behaviours** to embed into the everyday.

We will also highlight and encourage **alternative solutions to the actual production** in order to reduce our carbon footprint.



2. Having a progressive Production Policy to discuss with clients and partners

We have started to include a **DEI&S Production policy** within all of our PPM documents, which allows us to have upfront conversations with both clients and suppliers about how best to approach a job.

Any brief to external partners have **clear guidelines** for when it comes to ensuring our productions are as green as possible.

For example:

- Green runners
- Waste mandates (paper, water, catering, flooring)
- Sustainable wardrobe, props etc.
- Global vs. local



3. Using the CO2 Calculator to aid better choices

AdGreen will be releasing a CO2 calculator in September 2021.

We are creating an interim calculator based on emissions intel that will give us an overview of the top line CO2 emissions for each of our shoots, based on:

- Travel
- Accommodation
- Catering

Some Typical Production Activities

Activity Type	Activity	kg of CO2e
Space	One day in the studio (1000kWh)	340
Space	One night in a hotel for one person	10
Space	One day in a postproduction suite	10
Space	One day in the production office (10ppl)	5.5
Transport	One long-haul one-way flight in economy	1420
Transport	One European one-way flight in economy	214
Transport	One UK one-way flight in economy	184
Transport	One European one-way train ride	74
Transport	One UK one-way train ride	32
Transport	One taxi ride in an electric cab	1.4
Fuel	One day on location (150l diesel in a Gerry)	473
Materials	One set build (build + timber)	679
Materials	One day of veggie catering for 1 person	6.6
Disposal	20 x 20l bag of mixed waste going to energy/recovery/recovery/incineration	1

The next few slides show a hypothetical example of a shoot, and **how different decisions** can help **reduce the carbon impact**

Hypothetical example:

5 day shoot in South Africa, JNB

- 2 Creatives
- 1 Producer
- 2 Client Service
- 2 Clients

- 2 travel days
- Petrol taxis to and from airport.
- Business class return flights
- Diesel / Petrol vans around location
- Hotel for 7 nights
- Meat catering for 7 days

56,968.87kg CO₂

Travel	Description	Miles	No. People	1=kg CO ₂ e	Total
Flight Economy	LHR-JNB 5620 miles one way	11240		0.47	0
Flight Business	LHR-JNB 5620 miles one way	11240	7	0.68	53502.4
National Rail		20		0.08	0
Car Petrol (based on avg of 38.8 miles per gallon)	Greater LDN - LHR	20	7	0.28	39.2
Car Diesel (based on avg of 38.8 miles per gallon)	All travel to LHR and around JNB	1000	7	0.31	2170
Car/Van Electric	All travel to LHR and around JNB	500		0	0
Accommodation		Nights	No. People		
London-Accommodation (Hotel/AirBnB etc)				20.4	0
Non London-Accommodation (Hotel/AirBnB etc)		5	7	17.4	609
Catering		Days	No. People		
Full day, meat diet		7	7	13.23	648.27
Full day, veggie, locally sourced, seasonal diet				6.6	0
Total Shoot CO₂ Emissions					56968.87

One Production Carbon Calculator

For every shoot, we need to assess our carbon footprint and ensure that we are taking the correct measures for us to get to net zero by 2025. Please calculate your carbon output by using the calculator. If your carbon output is too high for your production tier, you will need to look at options to reduce.

Hypothetical example:

5 day shoot in South Africa, JNB

- 1 Creative
- 1 Producer
- 1 Client Service
- 1 Client

- 2 travel days
- Travel to and from airport by train
- All taxis and cars electric
- Economy return flights
- Hotel for 7 nights
- Veggie catering for 7 days

21,670.40kg CO2

Travel	Description	Miles	No. People	1=kg CO2e	Total
Flight Economy	LHR-JNB 5620 miles one way	11240	4	0.47	21131.2
Flight Business	LHR-JNB 5620 miles one way	11240		0.68	0
National Rail		20	4	0.08	6.4
Car Petrol (based on avg of 38.8 miles per gallon)	Greater LDN - LHR	20		0.28	0
Car Diesel (based on avg of 38.8 miles per gallon)	All travel to LHR and around JNB	1000		0.31	0
Car/Van Electric	All travel to LHR and around JNB	500		0	0
Accommodation		Nights	No. People		
London-Accommodation (Hotel/AirBnB etc)				20.4	0
Non London-Accommodation (Hotel/AirBnB etc)		5	4	17.4	348
Catering		Days	No. People		
Full day, meat diet				13.23	0
Full day, veggie, locally sourced, seasonal diet		7	4	6.6	184.8
Total Shoot CO2 Emissions					21670.40

One Production Carbon Calculator

For every shoot, we need to assess our carbon footprint and ensure that we are taking the correct measures for us to get to net zero by 2025. Please calculate your carbon output by using the calculator. If your carbon output is too high for your production tier, you will need to look at options to reduce.

Hypothetical example:

5 day shoot in London

- 1 Creative
- 1 Producer
- Client Service and Client on remote viewing
- London based shoot location
- All travel via electric cars or rail
- Veggie catering for 5 days

74kg CO2


Travel	Description	Miles	No. People	1=kg CO2e	Total
Flight Economy	LHR-JNB 5620 miles one way	11240		0.47	0
Flight Business	LHR-JNB 5620 miles one way	11240		0.68	0
National Rail		20	2	0.08	8
Car Petrol (based on avg of 38.8 miles per gallon)	Greater LDN - LHR	20		0.28	0
Car Diesel (based on avg of 38.8 miles per gallon)		1000		0.31	0
Car/Van Electric	All travel	500	2	0	0
Accommodation		Nights	No. People		
London-Accommodation (Hotel/AirBnB etc)				20.4	0
Non London-Accommodation (Hotel/AirBnB etc)				17.4	0
Catering		Days	No. People		
Full day, meat diet				13.23	0
Full day, veggie, locally sourced, seasonal diet		5	2	6.6	66
Total Shoot CO2 Emissions					74.00

One Production Carbon Calculator

For every shoot, we need to assess our carbon footprint and ensure that we are taking the correct measures for us to get to net zero by 2025. Please calculate your carbon output by using the calculator. If your carbon output is too high for your production tier, you will need to look at options to reduce.

3. Creative

In this section we look at how we can be more mindful in our work going forwards, without reducing the creative impact of our work.



Be seen to be green. In the work we produce, we'll ensure we're promoting sustainable behaviours wherever possible, using our influence to drive change through communications.

We have the opportunity to use our influence in the work we produce to normalise and promote green behaviours. This was at the heart of the **Great Reset**





Show a vegan food truck instead of a fast-food café...



Different modes of transport, from bikes to electric cars...



Stylish LED bulbs which use a fraction of energy...

Consider all options, without compromising on creativity



We open on a beach




In the UK?



Or a studio?

4. Ecoeffectiveness

Ecoeffectiveness is about measuring the CO2 impact of the work we create.



Truly effective marketing is also sustainable. It's no longer enough just to measure the commercial impact of our work, we must also understand its carbon impact.

We will help our clients become industry leaders in the application of Ecoeffectiveness.

Marketing's new effectiveness challenge

As an industry, empowered by the IPA, we have invested in years of data and analysis to become experts in how advertising makes sales go up. We now need to do the same to develop the science of how advertising can make emissions go down.

The defining challenge for 21st century advertising that will dominate the rest of our careers is this question:

'How to maintain or increase profitability while decreasing carbon emissions to zero?'

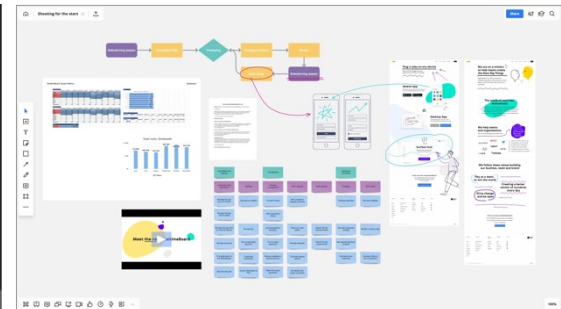
**HOW TO INCREASE
PROFITABILITY WHILE
REDUCING EMISSIONS
TO ZERO?**

Ways you can help your clients on the journey

- Open measurement conversations between client marketing and sustainability teams.
- Include emissions measurement in objectives and case studies
- **Introduce Future Strategy team for a 2 hour 'Sustainability diagnostic' session**



	Vision / policy	Organising	Training	Performance measurement	Communication	Products / propositions
Not started	No explicit vision or policy	No delegation of responsibility for managing sustainability	No sustainability-related training or guidance provided	No measurement of sustainability KPIs	No communication or promotion of sustainability-related issues	No measurement in new sustainable products / propositions
Grassroots	Unwritten set of guidelines	Informal delegation of responsibility and accountability	Select staff occasionally attend specialist courses	Ad-hoc performance measurement and reporting to management	Ad-hoc promotion and communication	Only low or no-cost measures taken
Functional	Unadopted policy	Some delegation of authority but line management and authority unclear	Ad-hoc internal training for select staff as requested	Performance management against targets with management reporting	Some use of company communication mechanisms to promote sustainability	Low or medium cost measures considered if short ROI
Strategic	Formal policy but not active commitment from the top	Clear line management accountability and responsibility for improvement	Targeted training following training needs analysis	Working towards organisation accreditation (ISO, B Corp etc.)	Regular staff briefings, performance reporting and promotion	Resources routinely committed to developing new sustainable products / propositions
Purpose	Active commitment from top management and regular review	Fully integrated into management structure with clear accountability	Appropriate and comprehensive staff training tailored to identified needs, with evaluation	Accredited organisation	Extensive communication of sustainability issues both within and outside the organisation	Changing customer expectations of your sector by delivering new sustainable products / propositions



Diagnostic is interactive – run using Zoom + Miro

5. Participation

This section is about what you can do!

Progress through participation.

We will do everything we can to make this people-powered, from encouraging everyone to make positive behavioural shifts to sharing our thinking to help others on the race to Net Zero.

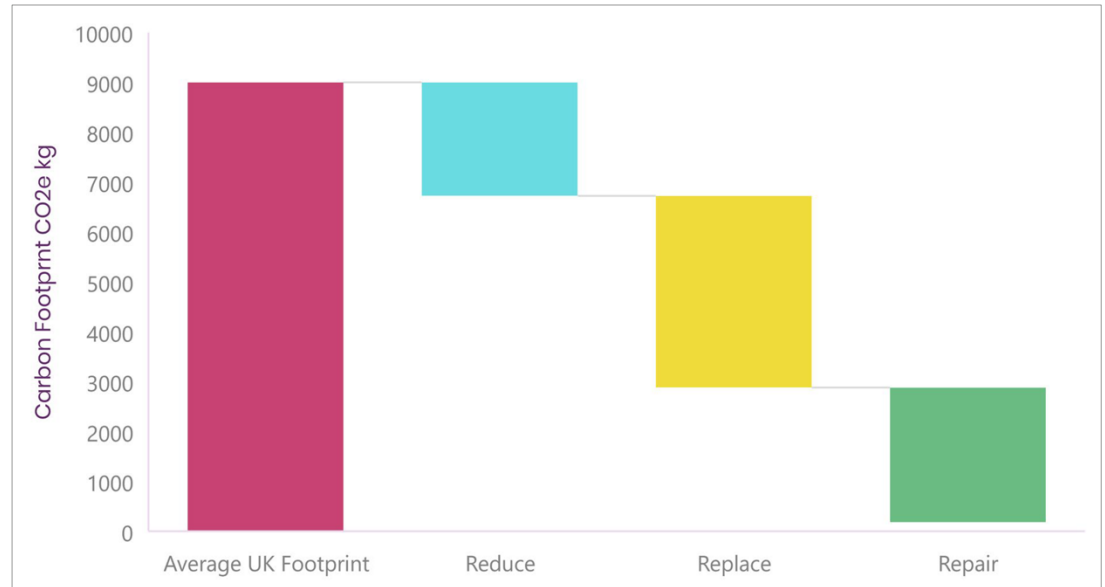
80% of Iris' carbon footprint is created by us, as individuals

Enter **Giki zero**



We've partnered with giki, a digital platform to help all of us change our behaviours and reduce our individual carbon footprints.

Giki uses data to suggest how we can make changes that are right for our lifestyles.



An overview to how it works...



giki zero. PROGRESS STEPS FOOTPRINTS TEAMS

Springy Steps

Hi Paul! Your Giki score is **536**

Cut a tonne in '21

You've done it but keep going!

6 steps committed to 2 steps completed

Personal dashboard with current score

giki zero. PROGRESS STEPS FOOTPRINTS TEAMS

- Go on a climate change demo
- Recycle all cans and tins
- Try shopping at nearest market shop

Impact

Carbon 7,201 kg

Personalised suggestions for what you can do

giki zero. PROGRESS STEPS FOOTPRINTS TEAMS

Good data, happy feet.

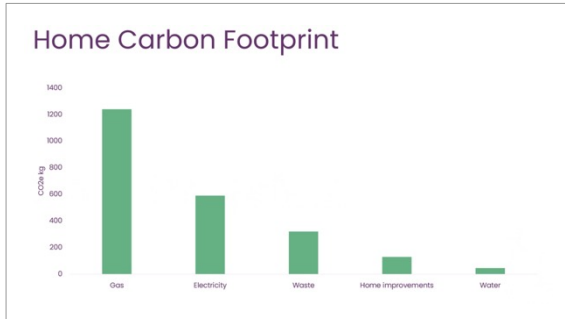
Here, you can add or update info on your lifestyle. Go for the detail – everything impacts your footprint.

Home

- Oil
- Waste
- Water
- Electricity
- Gas
- Home Improvement
- Wood

Food

Changes to make in your home



What will make the biggest impact

Home steps

Big Impact

- Turn the thermostat down
- Insulate
- Renewable electricity
- Recycle everything you can
- Ditch the tumble dryer
- Heat pumps

Quick Wins

- Only boil the water you need
- Keep doors closed
- Turn off whenever you can
- Use the microwave more
- 30C washing

Nobody in Iris is at Planet Saver level yet... Be the first!

WHAT'S TRENDING?

BETTER THAN MOST

- You: 536
- Drama Club: 533
- Team Awesome: 689
- Team Zap: 701

KEEP GOING

- Team Maron: 426
- Team PTS: 478
- The Losers: 482
- Web Team: 483

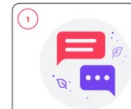
Compete against other teams

And finally...

We need to take our clients on the journey... so we've created the Client Climate Charter

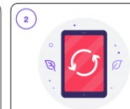


Five key principles



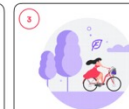
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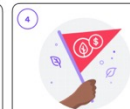
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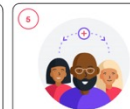
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Truly effective marketing is also sustainable

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Progress through participation

We will do everything we can to make this people powered, from encouraging everyone to make positive behavioural shifts to sharing our thinking to help others on the race to Net Zero.

We'll incentivise them with the '**Carbon Kickback**' – any time we save by digital-first working, we'll reinvest back into their business.



Any questions, speak to the Climate Council



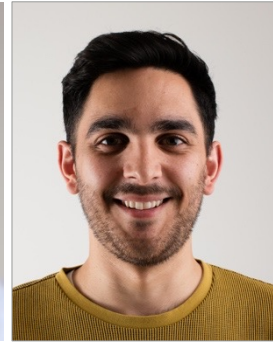
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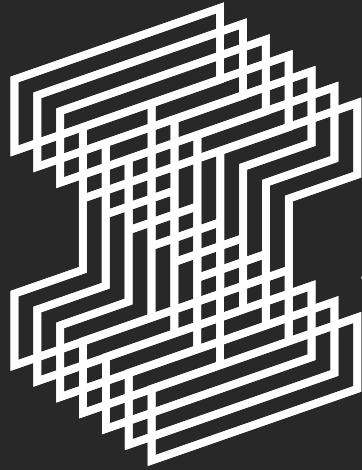
Amy Eagles



Grant Hunter



Paul Egan



IRIS