

AdGreen Carbon Calculator Tool Guidance for Unilever Production Activities



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The AdGreen Program

As part of Unilever's overall commitment to be a carbon-neutral company by 2030, and to have net zero emissions from our products from cradle to shelf by 2039, AdPro are leading the conversation with regards to advertising production, in 2020 Unilever became a founding consortium member of AdGreen.

AdGreen has two clear aims namely to (i) measure the carbon footprints of advertising production and (ii) empower the industry to reduce emissions and to act for a zero-carbon-zero-waste target.

AdGreen exists to unite the advertising industry to eliminate the negative environmental impacts of production, enabling the community to measure and understand waste and carbon impacts, empowering them to act for zero waste / zero carbon. Provided free at the point of use, the project comprises of training, online resources, renewable energy and offsetting schemes, a [carbon calculator](#) and certification.

Why Unilever is utilising the Carbon Calculator

Unilever is well-placed to to reduce the environmental impact from advertising shoots, we can be pioneers in the advertising industry and bring other organisations together to genuinely reduce our environmental impact. However, we cannot manage what we can't measure, which is why we believe the carbon calculator tool inspires green and sustainable processes across all our productions to create a more environmentally sustainable advertising production industry now and in the future. We need insights on how we are tracking to reduce emissions and the calculator enables a consistent approach to be utilised on all Unilever production activities.

The Tool & Campaign naming

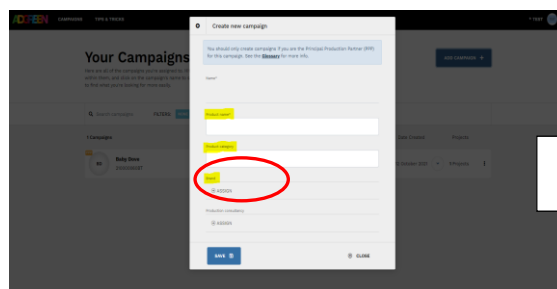
The agency producer or Principal Production Partner (PPP) producer is instrumental in setting up a new Campaign – all information input against the following can be found on either the **AdManager Notification email** or the **Pre-Bid Checklist** and if for any reason this information isn't available or known please contact your Regional Advertising Producer (RAP) who will be able to provide this.

- **Campaign Name:** Please ensure the campaign name is correctly applied from the AdManager notification email
- **Product name:** where there is no specific product i.e., a purpose film please ensure where applicable Brand extension is used e.g. Dove "Masterbrand"
Product Category: For Unilever productions this is a redundant field as we have mapped this in the background please use this field for the Unilever **AdManager number** without exception

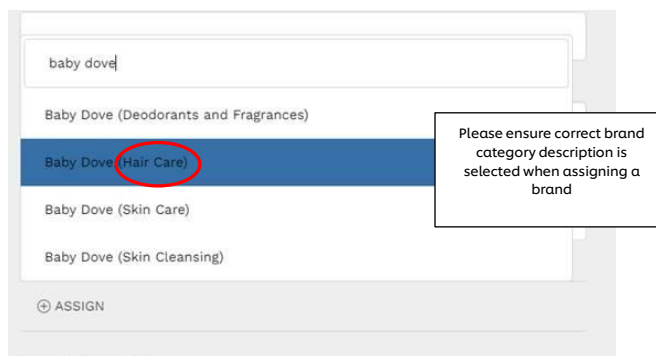


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- Assign a brand:** We have partnered with AdGreen to capture Unilever's brand structure within the tool, this allows users to select from drop down pre-populated Unilever Brand lists when creating new projects in the tool rather than entering manually. Please ensure you select brand with the correct category description rather than the first one that appears on the list.



Triple bid Carbon Expenditure Comparison

Agencies working on a production activity pitch with 3 (or more) competing bids must ensure all production partners upload their relevant production data so that a carbon expenditure comparison can be made and presented to brand ahead of awarding a production. For real impact, these figures should now play a contributing part in the decision-making process along with the budget and treatment.

In order to capture this data the PPP will need to set up duplicative projects **at the pitching stage** in order for each production company to input their figures.

Project name	Project ID	Status	Phase	Photographer/ Director	Tonnes CO2e	Date created	Content type
Baby Dove - PP1	2500007087-1	Not started	Delivered		0.00	10/20/2023	Original
Baby Dove - PP2	2500007087-2	Not started	Delivered		0.00	10/20/2023	Original
Baby Dove - PP3	2500007087-3	Not started	Delivered		0.00	10/20/2023	Original



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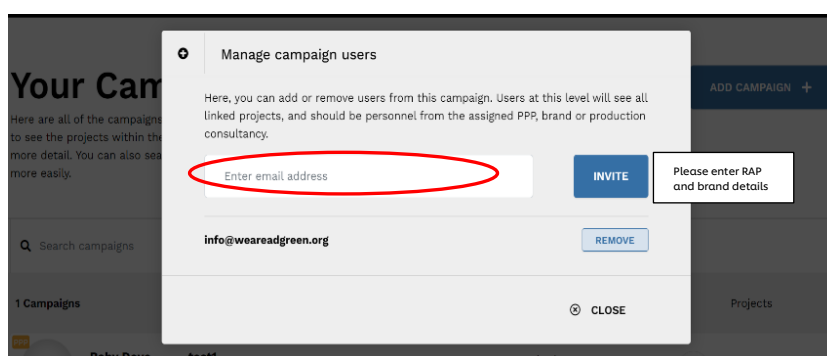
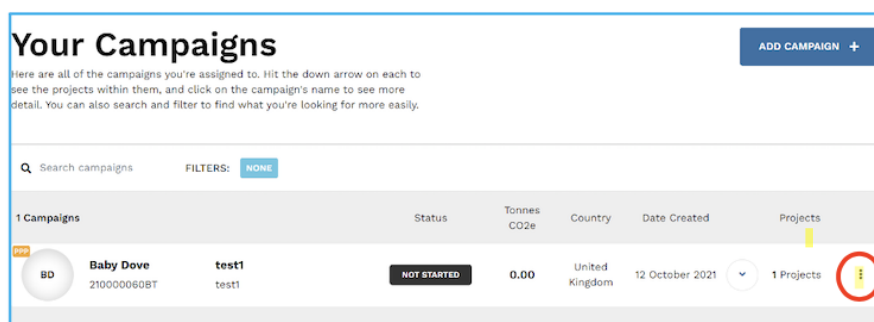
The tool is currently being developed to capture the triple bids, in the interim please only **'submit your footprint'** for the awarded production company. The other entries will remain for reference only and must NOT be submitted.

Please ensure these carbon expenditure figures are provided either on the budget itself or the triple bid overview and presented to brands at the treatment/budget meeting.

For any activities being entered which do not have triple bids (i.e. re-edits, adaptations, etc) please still provide the carbon expenditure at budgeting stage ahead of award for the applicable supplier.

RAP & Brand Project Access

For all Unilever campaigns please ensure that the correct Regional Advertising Producer (RAP) and relevant brand member is assigned campaign viewing rights to review the carbon calculator submission. In order to provide access simply add via manage campaign users.



The intent is that Carbon expenditure figures provide awareness and start the discussion and collaboration between the agency, PPP, RAP and the brand team on how and where we can reduce our carbon budget on every triple bid. It is the agency's responsibility to ensure these figures now appear on the agenda of any Pre-PPM meeting or PPM.



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Offsetting

As part of Unilever's overall commitment to be a carbon-neutral company by 2030 we would ask our partners to uphold this value when producing Unilever advertising material. Offsetting should not be used in place of making impactful changes that will genuinely reduce your carbon footprint or used as a distraction from the real solutions to reduce emissions.

Calculator Training

If you are unsure about how to complete or use the tool, then further training is available via AdGreen. Simply register at: [AdGreen Training](#).



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