Meta-framework : communication carbon footprint

Better understand and choose methods for calculating the carbon footprint of its communication campaigns

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Why harmonize methods for calculating the carbon footprint of communication campaigns?

Why harmonize methods for calculating the carbon footprint of communication campaigns? Climate change is happening, we see it almost every day. The 6th IPCC Synthesis Report, published on March 20, 2023, notes its acceleration and the devastating effects it is having on the environment and societies around the world. It is the decisions made today that will define how much current and future generations will live in degraded habitat. Each and every one of us is therefore called upon to work to mitigate climate change and to implement concrete and reliable solutions to control and reduce our CO 2 emissions . The communication sector, like all human activities, is concerned and must be part of a more sober trajectory, even if its direct carbon impact is not the greatest compared to other sectors, and it has also other powerful levers to explore to participate in the sustainable transition (see our previous guide: <u>the representation of eco-responsible behaviors in communication</u>).

A large number of companies (brands, creative agencies, media, management, productions, federation, etc.) have understood this and have set in motion by creating different tools and benchmarks to manage the carbon footprint of communication tools. But today, these initiatives are poorly coordinated and it is difficult for a brand to have a clear and precise vision of the footprint of its campaigns. However, we cannot reduce what we do not know how to measure. It was therefore crucial, at this stage, to share expertise and propose a common basis.

Therefore, in a process of co-construction with the whole of the interprofession, as well as the expertise of BL Evolution, the support of Orange and Sidièse, the Union des marques is creating a meta-reference for formalize and unify approaches.

Our goal: to provide a practical reference guide to get brands started measuring the carbon footprint of their communication campaigns. This first work, resulting from a real collective effort, is a calculation method, which will feed, without replacing them, the calculators developed internally or by private operators (agency, consulting firms, SAAS platform, etc.). It will help you to ensure the relevance of the reference systems used. This will make data analysis more reliable and allow you to steer your emissions reduction trajectory. Of course, this approach cannot be limited solely to French territory and is part of the international work carried out by the WFA.

It is an evolving document, a first step, centered on carbon footprint. Other bricks will be added in the coming months, to follow the evolutions of the methods presented and to integrate new media. Thanks again to all the contributors who made it possible.

Jean-Luc Chetrit, *Managing Director, Union des Marques* Sophie Roosen, *Brand and Impact Director, Union des Marques*

A key word: consistency

Being a committed brand means being part of the long term and at Orange, we want to give the keys to the responsible use of technologies: screen time, promotion of refurbished... The credibility of a responsible brand is its proof of commitment on which consumer confidence is built and ultimately the attractiveness of the brand.

asked ourselves how to give the power to act to each of our communicators, whether they are advertisers, internal communicators or event or digital project managers. So, even if the impact of our business is not decisive in the company's total carbon footprint, we thought that monitoring the footprint of our campaigns and projects would seal everyone's commitment around a proven indicator. , tonnes of CO 2 . Our advertising campaigns see their production measured and the choices of shootings challenged, the main pages of our informational sites are redesigned to improve their carbon weight and become lighter and more dynamic, the pooling of our communication assets is industrialized to reduce the overproduction of content. And we still have many other projects to carry out... This path has led us to take an interest in the already abundant carbon calculator market and we have approached the Union des marques to better understand together. We are very happy that this approach and this meta-referential worked together are now brought to everyone's attention through this guide. This work is only a first step.

Now it's up to us to move forward on the real ambition beyond measure: act together to reduce the footprint of our communications and thus work so that the impact of our messages is supported by end-to-end consistency.

Good reading,

Anne Imbert, VP Brand, Advertising & Content – Orange Group

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METHOD FOR CALCULATING THE CARBON FOOTPRINT OF COMMUNICATION CAMPAIGNS FOR BRANDS

1. Scope calculation method and bias

The carbon footprint measurement indicator:

The best known greenhouse gases (GHGs) are carbon dioxide (CO 2), methane (CH4), oxide (N2O) and fluorinated gases. Each having a different Global Warming Potential (GWP). This GWP is measured as a function of that of carbon dioxide and makes it possible to obtain a common unit: the CO 2 equivalent (CO 2 e). The carbon footprint of communication campaigns is calculated based on this measurement.

We dissociate:

• Direct GHG emissions , i.e. within the direct scope of the entity – company, individual, territory – or of the product studied

• Indirect GHG emissions, ie all emissions induced by the activities of the entity or product studied – company, individual, territory. This is usually where the majority of the shows are. It is therefore essential to include the entire life cycle of the product or service in the calculation.

Definition of key terms:

• Functional unit: designates a unit of measurement that will be used to make comparisons.

• **Operational scope:** these are the activities that are included in the calculation about the functional unit. A measure that would exclude part of the perimeter could therefore appear more virtuous than a more exhaustive measure.

It is therefore essential to ensure that the perimeters are equivalent to compare 2 results.



• Scope concerning the life cycle of equipment: although activities can be considered, they can only be partially included if only a part is modeled of their impacts. This is the example of the manufacturing, assembly, and distribution phase of display terminals, which is not systematically included in the calculators currently on the market.

• Input data and assumptions: the input data are decisive for the calculation. To improve the precision of the measurement, since the assessment of the carbon footprint is based on the analysis of material and energy flows, these input data must be based as much as possible on physical data. The use of

monetary data, to be used as a last resort, leads to many inaccuracies. In the absence of

input data, assumptions can be made. The challenge of a frame of reference is to be able to harmonize a certain number of hypotheses.

• Allocation factors: these factors are intermediate assumptions made to allocate part of the impacts when equipment included in the scope is shared. Example: since a computer server can be used for several digital uses and in particular several communication campaigns, all the impacts of a computer server should not be allocated (attributed) to the campaign studied and an allocation factor will be used to define the percentage to be considered. The allocation factor can be the subject of recommendations within PCR (product category rules) or within sectoral repositories. This is the case for TV or Digital for example. The choice of allocation factors can explain certain differences in results in current calculators on the market.

• Emission factors: the input data is multiplied by emission factors to be converted into carbon equivalent.

• **Database**: this is generally the emission factor data source, the ADEME Footprint Database for France. To harmonize the measurements, it is essential that intermediate assumptions such as allocation factors can also be documented. The literature can be inhomogeneous or evolve rapidly on certain subjects (for example, the energy efficiency of networks).

Calculation approaches:

• **The organizational approach**: these are methods for establishing the direct and indirect carbon footprint of the organization's activities over a year. Examples: the Bilan Carbone [®], the GHG Protocol [®], or even the Environmental Organization Footprint (OEF - multi-criteria but allowing to calculate the carbon equivalent).

• The product/service approach: these are methods for establishing the carbon footprint of a product or service, to meet a functional unit that defines this service. Examples: Product Carbon Footprint (ECP - equivalent of Life Cycle Assessment focusing on carbon impact alone), Product Environmental Footprint (PEF - multi-criteria but allowing the carbon equivalent to be calculated). For advertising, for example, we measure the impact of the distribution of a communication campaign over three months.



The perimeter:

The first version of the meta-framework presented today covers 6 media, used in commercial communication and corporate communication. This corpus is intended to be enriched in future versions. The calculations are based on the life cycle of a communication campaign:



The key steps to establish the carbon footprint of your communication campaigns:

- 1 / Choose the calculation method according to the communication channel
- 2 / Determine who will perform the calculation
- 3 / Collect data
- 4 / Take stock of your campaign based on the results

Methods to build your balance sheet:

3 working options have been identified. They allow brands to identify the right tools to use and the relevant actors to calculate the carbon footprint of each communication channel and aggregate these calculations to obtain an overall assessment. The aggregation methods will be consolidated in version 2 of the meta-repository, after a beta-test phase by a working group of pilot brands on their campaigns.

	Option 1 Create an ad hoc calculation tool developed internally covering all communication channel	Option 2 Use a third party (e.g. agency, firm, SAAS platform, etc.) that has already developed its calculation	Option 3 Use the reference calculation tools developed by channel and aggregate the results tool
Main issues for the brand	Succeed In developing a calculation method aligned with existing standards. This method requires having the skills in-house to develop and maintain the tool	Ensure that the third- party tool is aligned for each communication channel with the scopes and calculation methods of existing benchmarks, that it allows all its communication channels to be processed in a unified way and is able to challenge its partner.	Validate with each media that It is able to collect data on each channel, organize and consolidate the results in a report.
Benefits	An Internal calculator, adjustable according to the data available from the brand and the actions carried out. The teams are autonomous.	No development necessary since the tool is a priori already existing (tools developed by the agencies for example).	The data is collected and processed directly by the media requested. No tool development necessary since the tools for calculating the impact are a priori already existing by media (tools developed by the interprofession, or directly by the advertising agencies).
Disadvantages	Development of a complete tool. If the expertise does not exist internally, this requires external support.	A calculation with results whose granularity is to be validated according to the to The data is collected and processed by the partner in possession of the tool. The competence remains outsourced.	Since the calculations are in the hands of different entities, the brand must have a dashboard allowing it to aggregate the impact results as well as the business indicators linked to the campaigns. The granularity may vary depending on the tools used.

2- calculation methods, from creation to broadcast

Scope to include in impact calculations:

For each campaign, all media and all their supports are to be considered in the calculation of the impact, from the creation of content to its broadcast. The diagram below details the differences to consider between physical and non-physical media. The way to model each of these steps based on existing reference systems is detailed below.



Diffusion du contenu sur support physiques (ex : OOH, presse, etc.)

1 / Content creation

Content creation refers to all the production stages prior to the broadcast of the campaign: audio, video, image content. A campaign can contain multiple pieces of content that used different creative processes. Conversely, the same content can be reused for several successive campaigns and broadcast on several types of media.

Impacts to be measured:

- Transport of equipment, people (management, teams)
- Energy and consumable consumption (food, make-up, decorations, etc.)
- The use of services and equipment
- Waste production

Characteristics of the framework:

• This framework was created by the <u>Ecoprod association</u> with many professionals in the audiovisual, film and advertising production sector. Built in 2012, it was updated in 2022 with publication on March 9, 2023. It has recently been homologated by the <u>CNC</u>.

• Carbon'Clap is made up of a methodology detailing the calculations carried out according to the input data and an open-source measurement tool allowing the evaluation of GHG emissions from the creation of content.

• This tool is free and accessible upon registration. In addition, in the member area, reserved for members of the association, a more detailed and personalized dashboard is available. It provides a real-time monitoring report.

Scope covered by the standard:

This benchmark includes the GHG emissions of an audiovisual, cinematographic and advertising production that are linked to its manufacture from the preparation phase to ready-to-broadcast. The animated production is not yet available but will be in fall 2023.
The programs covered in the content creation process are as follows:



• It makes it possible to make a provisional balance sheet upstream of production and a final balance sheet with proven data.

	Option 1 Create an ad hoc calculation tool developed internally	Option 2 Use of a partner tool	Option 3 Use of tools developed by each channel	
Choose the calculation tool	Use the results as input data for the Carbon'Clap measurement tool via an API in the calculator developed in-hou	Partner tool (to be defined) (e.g. tool developed by the advertiser's agency) whose compatibility of scope, modeling and se input data is to be validated	Carbon'Clap tool used by production teams and whose access as a collaborator is given to the brand	
The emission or allocation factors to be use	Factors and models Carbon'Clap from ADEME databases and sector data (modeled by Ecoprod)	Factors and models of the partner tool (robustness of the sources to be validate	Factors and models Carbon'Clap from ADEME databases and sector data (modeled ed) by Ecoprod)	
The input data to integrate	 Production characteristics: type of content, duration, budget, number of days, country of shooting, production and post-production, etc.), Physical activity data (km traveled by the teams, energy consumed to power the technical means, filming and production locations, waste produced, consumables used) Monetary data from the production estimate for the rest of the data (services, insurance, sets, dressing, hairdressing, make-up, equipment rental, and other services) Campaign recurrence: number of campaigns in which the content is used 			
Who organizes the collection of entry data?	Brand production teams	Partner	Production teams	

Where are the main	Production quotes and filming activity data available from the
input data collected?	production teams
The exit indicators to be followed by the brand	 Impact of the creation of campaign content (kgCO2 ecrea) – this indicator is interesting to follow in the campaign, i.e. by dividing the impact of content production by the number of campaigns for which it is or will be reused without reshooting. Impact of content creation per contact affected by the campaign (kgCO2 ecrea/contacts) – the concept of contact depends on each media and will be defined later Impact of content creation per € spent on this creation (kgCO2 ecrea/k€) Impact of content creation per minute of content produced (kgCO2 ecrea/k€) Impact of content creation per day of shooting (kgCO2 ecrea/kgCO2 ecrea/min)



Example of application: Brand X carries out a multi-media advertising campaign entitled XX.

The brand is doing a shoot to make a video production that will result in 10 video assets. Filming takes place in Romania, with a team of 30 people over 5 days. The Communication team wishes to calculate the carbon footprint of the creation of the production of this content, it calls on the creative agency Y which carried out the filming. This agency has a calculator based on the Ecoprod framework.

Putting the calculation of the carbon footprint of content creation into practice: Use of a partner tool (option 2)					
	Most of the input data (travel related to filming, purchases, etc.) being integrated into the agency's calculation tool to which the brand refers, the input data to be collected is only: the CO2 impact e of the creation of content, sent directly by his	Examples of values: • Total CO2 e for filming and production: 20.1 tCO2 e • Breakdown by emission category:			
The Input			Emissions (tCO2e)	Emissions (%)	
data to Integrate	To carry out some checks and identify reduction	Travel related to filming	15.2	76%	
	levers, it is interesting to also collect the details of this measure provided by item (at least the main thems)	Energy (generators)	3.1	15%	
	items).	Other positions	1.8	9%	
		TOTAL	20.1	100%	
The emission or allocation factors to be used	The modeling and allocations are implemented directly in the calculator of the requested agency. The brand must first confirm that these calculations have been carried out on a computer that complies with the Ecoprod/Carbon 'Clap reference system.				
Who organizes the collection of entry data?	The brand has appointed a person in charge of collection. This person collected the data from the campaign manager on the agency side.				
Where are the main Input data collected?	The calculation of the carbon impacts is sent directly to the brand by the agency.				
Output Indicators to follow and conclusions	Indicators to monitor: • Impact of the creation of campaign content (kgCO2 ecrea) • if provided (ideal): Distribution of the impact (kgCO2 ecrea) by program item • impact of content creation by contact affected by the campaign (kgCO2 ecrea/contacts) – the notion of contact depends on each media and will be defined later • impact of content creation per € spent for this creation (kgCO2 ecrea/k€) • impact of creation content per minute of content produced (kgCO2 ecrea/min) • impact of content creation per day of shooting (kgCO2 ecrea/day) Conclusions: • The impacts are mainly related to air travel by the film crew, think about the location of the shoot, the nature of the transport, the pooling and optimization of production (photo/video, etc.). • Using a less carbon-intensive energy source can have a significant impact.				



Feedback: LeJouet campaign, Orange: "On the production of video and display assets, we obtained very clear information thanks to the calculator of our agency which had carried out the filming. We know we can improve the impact of shoots, including travel.

also gave useful information for calculations on the diffusion step."

2 / Digital advertising

Digital advertising refers to advertisements broadcast on digital media operated by all types of players: publishing and news, video streaming, retail and services, TV & radio, social networks, etc. The formats and content distributed are varied: classic display (image, text), video, audio or native, classic social (image, photo, text) or video. Content is viewed via broadcast terminals (smartphones, computers, tablets, TV screens, etc.). They are stored in servers and transmitted via internet networks (wifi, 4G).

Impacts to be measured:

• The entire life cycle (manufacturing, energy consumption and end of life) of the servers, networks and terminals involved in the distribution of advertisements.

• Entire life cycle (manufacturing, energy consumption and end of life) of servers and networks of third-party players for the sale of programmatic broadcasting space.

Characteristics of the framework:

• Framework for calculating the carbon footprint of the broadcasting of digital campaigns SRI & Alliance Digitale, V2 (04/2023): Link

• This framework was co-constructed with the involvement of players in the digital broadcast chain under the lead of the Syndicat des Régies Internet (SRI). It is based on the most recent methodological standards (PCR ADEME) and has been the subject of a consistency study with other standards on the same theme.

• The reference system includes a methodological guide which specifies the principle and the scope of calculation of the carbon footprint of a digital campaign and a database with average factors which allow the calculation of the impact from data.

• It is open source and kept regularly updated in terms of the scope taken into account and the emission factors used.

Scope covered by the standard:

• Manufacture, use and end of life of the servers and networks used when the space is allocated (full life cycle)

• Manufacture, use and end of life of servers and networks used for the distribution of advertising content to the user's terminal (full life cycle)

• Manufacture, use and end of life of user terminals (full life cycle). Their weight is particularly significant in the overall footprint of digital advertising.

	Option 1 Creation of an ad hoc tool by the brand	Option 2 Use of a partner tool	Option 3 Use of tools developed by each channel		
Choose the calculation too	Calculator developed Internally using calculation mechanics and the SRI & Alliance Digitale database. Take over the SRI & Alliance Digitale database which provides modeling for the market and specifiable data with default averages according to 3 levels of precision. A priori, the brand will only be able to retain the lowest level of precision (level 1).	Partner tool (to be defined) (e.g. tool developed by the advertiser's agency) whose compatibility of scope, modeling and input data is to be	Tools developed by the digital agencies for each distribution media – the brand will be able to select the few media to solicit which represent 80% of its impression volumes for validated		
The emission or allocation factors to be used	Average factors and models from the SRI database & Digital Alliance for common market data and level 2 and 3 default data	Partner tool factors and modeling (SRI compatibility & Digital Alliance to be validated)	Third-party tool factors and models (SRI & Digital Alliance to be validated)		
The Input data to Integrate	By format broadoast during the oampaign • Total number of impressions • Breakdown of impressions by country of broadcast (%) • Breakdown of impressions by type of broadcast terminal (%) • Content viewing time (s) (viewing time exposure for the display and duration of the spot completion rate for video) • Weight of broadcast content				
Who organizes the collection of e	Internal brand team ontry data?	Partner	Media or agencies concerned		
Where are the main input data collected?	The main data is present in the campaign reports. Dynamic collection potential for certain elements via analytical tools.				
The exit Indicators to be followed by t	Total Impact of digital broadoasting (kgCO2 edigital) • Breakdown of the Impact (kgCO2 edigital) by digital third party by digital phase (servers - programmatic, networks - programmatic, servers - broadcasting, networks - broadcasting, terminals - broadcasting) • Breakdown of the Impact (kgCO2 edigital) by phase of the digital distribution life cycle (manufacture and end of life, use) the bigging ct of digital distribution per contact reached by the campaign (gCO2 edigital/1000contacts) – for digital, contacts are defined by the number of Impressions • Impact of digital distribution per € spent for this distribution (kgCO2 edigital)€) • Impact of digital broadcasting per second of broadcast content (tCO2 edigital/s)				



Feedback: LeJouet campaign, Orange: "On digital, we obtained fairly consistent information thanks to the campaign reports sent by our agency, which contained the majority of the necessary data. This exercise tells us that the exposure times are a orange" determining factor of the carbon footprint and can be monitored in a finer way to improve the measurement, this gives us a path for improvement for the next campaigns.

APPLICATION EXAMPLE

Brand X carries out a multi-media advertising campaign entitled XX. It was broadcast for 1 year on several digital channels :

- Pure player websites (Leboncoin...)
 / Display (native format)
 - pre-roll video.
- Press media (20min, LeMonde, Le Point...) / Display (header)
- Social networks (Facebook, Instagram, Youtube) / video 20 seconds.

Digital TV media sites (TF1, M6) / 30-second

The Communication team wishes to calculate the carbon footprint of the digital distribution of this campaign, it has a tool built on the SRI measurement reference, at a level 2 of granularity as defined, thus allowing a good measurement granularity.

A media agency Y having been commissioned for this campaign, it is this agency that holds most of the information necessary for the proper calculation of the impacts.

Putting into practice the calculation of the carbon footprint of digital diffusion Creation of an ed hoc tool by the brand (option 1)					
The input data to integrate	Level 1 • Total number of impressions • Breakdown of impressions by type of broadcast terminal (%) • Viewing time content(s) (exposure time for display and duration of the spot x completion rate for video) • Weight of content broadcast (kb) • Number of programmatic or over-the-counter campaigns. Level 2 • Breakdown of impressions by country of distribution (%) • Breakdown of impressions by network (fixed / mobile) (%)	 Examples of values • 200 million impressions including 50 million in static (display) and 150 million in video (different durations) Distribution 55% smartphones, 35% PC, 10% tablet. • In display, the exposure time cannot be collected and is estimated with a market average of 10 seconds. Completion rate is not tracked and is modeled at 100% on videos (default). • Weight of display formats: 100 kB • Weight of video formats: modeled by an average bitrate (bitrate) of 1.2 Mb/s, this allows video durations to be taken into account. • 100% programmatic • Breakdown of impressions by country of broadcast: 50% In France, 25% country of broadcast (%) Beiglum, 10% Spain, 10% Poland, 3% Italy, 1% Romania, 1% Luxembourg. • 90% broadcast on fixed network: 10% on mobile. 			
The emission or allocation factors to be used	The models and allocations are implemented directly in the brand's calculator in line with the recommendations of the SRI: • The impact of servers and networks is estimated according to the bandwidth consumed (proportional to the weight of the formats and the number of impressions) • The impact of the terminals is estimated according to the time of use of the terminals (proportional to the weight of the formats and the number of impressions) The emission factors used are those aggregated by the SRI V2.0 standard. The brand has therefore updated its calculator				

3 / TV advertising

TV advertising refers to advertisements broadcast on non-catch-up live TV media. The contents broadcast are videos only (spots) of varying lengths. Broadcast media are viewed via broadcast terminals (mainly televisions), stored in servers, and transmitted via internet networks (TNT, satellite, IPTV, wifi, etc.).

Impacts to be measured:

- Energy consumption
- The production

Characteristics of the framework

• <u>SNPTV</u> framework, V1 (09/2022)

• This framework was co-constructed with the involvement of SNPTV member TV agencies, TV broadcasting channel players and carbon impact measurement players, under the direction of the National Union for Television Advertising (SNPTV). It is based on the most recent methodological standards (PCR ADEME) and on the technical expertise of players in the sector.

• The repository includes a guide that defines the scope of calculation as well as the models used to calculate the carbon footprint of a TV campaign and a database with average factors allowing the calculation of the impact from data of entries.

• It is available exclusively to SNPTV member networks.

Scope covered by the standard:

• The scope considers the servers and networks called upon to distribute the advertising content to the user's terminal.

- Are considered in the calculation:
- Manufacture, use and end of life of user terminals (full life cycle).
- Their weight is particularly significant in the overall footprint of digital advertising.
- Use of servers and networks (partial life cycle)

- Use of servers and networks (partial life cycle) in accordance with the SRI V1 repository, pending the expected improvements in V2 which will be updated

Life cycle stage	Servers	Networks	Terminals
Upstream (Manufacture, distribution)	Excluded	Excluded	Included
Use	Included	Included	Included
End of life	Excluded	Excluded	Included

	Option 1 Creation of an ad hoc tool by the brand	Option 2 Use of a partner tool	Option 3 Use of tools developed by each channel	
Choose the calculation to	Calculator developed internally from the calculation mechanics and the database to be requested from the SNPTV. The SNPTV database provides market models to be used by everyone and specifiable data in each calculator with default averages according to 3 levels of precision. A priori, the brand will only be able to retain the lowest level of precision (level 1).	Partner tool (to be defined) (e.g. tool developed by the advertiser's agency) whose compatibility of scope, modeling and input data is to be validated	Tools developed by the TV agencies for each broadcast channel – the brand will be able to select the few agencies to solicit which represent 80% of its audience volumes for the campeign Work in progress on a tool common to all agencies (release scheduled for June 2023	
The emission or allocation factors to be used	Average factors and models from the SNPTV database for common market data and level 2 and 3 default data	Factors and models of the partner tool (SNPTV compatibility to be validated)	Factors and models of the tool developed by TV agencies (a priori compatible with SNPTV recommendations)	
The input data to integrate	By ad format broadcast during the campaign Audience 4+ total spot Number of broadcasts of the spot Spot duration (s)			
Who organizes the collection of entry data?	Brand	Partner	Authorities concerned	
Where are the main input data collected?	The main data is present in the campaign reports.			
The exit indicators to be followed by the brand	Total impact of TV broadcasting (kgCO2 etv) - Breakdown of the impact by digital third party of TV broadcasting (kgCO2 etv) - Breakdown of the impact by phases of the life cycle (manufacturing and end of life of servers, networks and terminals, use of servers, networks and terminals) of TV broadcasting (kgCO2 etv) - Impact of TV broadcasting per contact affected by the campaign (gCO2 etv/1000contacts) – for tv the contects are defined by the audience 4 + spots - Impact of TV broadcasting per € spent for this broadcast (kgCO2 etv/€) - Impact of TV broadcasting per second of content broadcast (kgCO2 etv/€)			

APPLICATION EXAMPLE

Brand X carries out a multi-media advertising campaign entitied XX, it was broadcast for 1 year on various TV channels (TF1, TMC, F2, F3, M5, W9, necessary to request the TV channels. C8, BFM, L'Equipe, etc.).

The duration of the advertisement is 40 seconds

On the other hand, a media agency Y having been (video provided in the format required by the channels), commissioned for this campaign, it is this agency The Communication team wants to calculate the which holds most of the information necessary for carbon footprint of the broadcast the proper calculation of the impacts.

	Putting into practice the calculation of the Use of tools developed by each channel	e carbon footpri el (Option 3)	int of TV broad	leasting	
	Most of the input data (audience, broadcast duration) being integrated into the tools of the management and/or agencies to which the brand refers, the	Examples of values: Total CO2 e for TV broadcasting over the period considered. 1501CO2 e over 1 year Breakdown by country (audience and impact) over the period considered			
	input data to be collected is only, the CO2 impact e of TV broadcasting directly sent by his interlocutor (possibly by channel). This impact will be integrated by the brand alongside other media.		France (all channels)	Belgium (ell channels)	(all channels)
The input data to integrate	To carry out some checks, it is interesting to collect in addition: • The details of this measurement provided by the management companies / agencies: by country, by digital third party, by	Audience (millions)	139	100	50
		Carbon impact (1002e)	38.9	38.0	38.1
	distibution method • The GRP by country for the campaign (possibly by channel), or even ideally the audience. • The CO2e impact for 1000 contacts (possibly per chain)	Impact per 1000 contacts (gCO2e / 1000 contacts)	280	360	722
The emission or allocation factors to be used	The modeling and allocations are implement However, the brand must first validate that th complies with the SNPTV reference system.	ed directly in the ese calculations	calculators of t are indeed car	the players invo ried out on a c	olved. omputer that
Who organizes the collection of entry data?	The brand has appointed a person in charge campaign manager on the agency side.	of collection. Th	is person colle	cted the data fr	on the
Where are the main input data collected?	Data excluding carbon impact is present in the agency. The calculation of the carbon impacts is sent	e campaign rep directly to the b	orts by default, rand by the aut	which are tran	smitted by es requested.

Indicators to follow: Total impact of the TV broadcast (kgC02 etv) - If provided (ideal): Distribution of the impact by digital third of the TV broadcast (kgC02 etv) - If provided (ideal): Distribution of the impact by phases of the cycle of life (production and end of I file of servers, networks and terminals, use of servers, networks and terminals) of TV broadcasting (kgC02 etv) -If provided (ideal) : Impact of TV broadcasting per contact affected by the campaign (gCO2 etv/1000contacta) - /or /v the contacts are defined by the audience 4+ of the spot - impact of TV Output Indicat to follow and conclusions broadcast per € spent for this broadcast (kgCO2 etvH) + Impact of TV broadcast per second of content diffused (ICO2 etvis) Findings : Impacts are approximately evenly distributed across countries, but for very different audiences. The question of the choice of countries is a strong optimization lever. To reduce the direct impact, it is envisaged to favor shorter formata.

4/ Print advertising

Print advertising refers to print advertisements in magazine print media and daily print media (newspapers). The printed contents are therefore photos or images whose inset sizes in relation to the page vary.

Impacts to be measured:

- Production of paper and consumables
- Energy and fuel consumption for all stages of transport and handling
- Waste Management

Characteristics of the framework:

• Eco Impact SEPM, V2 (07/2022), V2 expected in April

• This reference system was co-constructed with 85% of magazine press players in collaboration with Ecograf and Greenspector and under the direction of <u>the Syndicat des</u> <u>Éditeurs de la Presse Magazine (SEPM)</u>. It complies with the requirements of the Greenhouse Gas Protocol, the ISO 16759: 2013 and ISO 14067:2018 standards and the INTERGRAF recommendations for the evaluation of greenhouse gas emissions generated during the production of a print. This compliance has been verified by the ECOCERT Environnement certification body.

• The framework includes a methodological guide that explains the scope of calculation, the models used to calculate the carbon footprint and an Eco Impact calculator allowing each publisher, according to their specificities, to calculate their footprint.

• It is only available to publishers who are the only ones able to provide the data needed to calculate the impact of their magazine.

Scope covered by the standard:

• This standard covers the distribution of advertisements by magazine publishers on their physical and digital media. We only consider here the part of the repository dealing with physical media (print). The SRI repository (mentioned above) is more suitable for all digital formats than the digital part developed by the SEPM, specific to publishers. It should nevertheless be noted that the two reference systems (SRI and SEPM) converge on the scope considered and certain modeling hypotheses due to collaborative work between the two syndicates.

• The standard covers the entire distribution chain of a paper magazine, from the production of pulp and paper to delivery to the point of sale or to the subscriber. The scope is shown below:

• The estimate of emissions generated by the end-of-life management of magazines is not included to the perimeter of the tool, as well as the proportion of unsold items. Indeed, if the production of unsold products is well considered, the fact that it is necessary to produce a quantity greater than the quantity sold is not considered.

	Option 1 Creation of an ad hoc tool by the brand	Option 2 Use of a partner tool	Option 3 Use of tools developed by each channel	
Choose the calculation tool	Retrieve the results of the Eco Impact tool SEPM as input data in the calculator developed in-house – the brand will be able to constitute an impact database to be reused for each calculation for its most used formats in collaboration with the publishing agencies	Partner tool (to be defined) (e.g. tool developed by the advertiser's agency) whose compatibility of scope, modeling and input data is to be validated	Eco Impact SEPM tool used by print agencies for each magazine medium – the brand will be able to select the few agencies to solicit, which represent 80% of its sales volumes for the campaign	
The emission or allocation factors to be used	Average factors and models specific to each magazine, taken from the tool Eco Impact SEPM	Factors and modeling of the partner tool (SEPM compatibility to be validated)	Average factors and models specific to each magazine, taken from the too Eco Impact SEPM	
The input data to integrate	Campaign data: insert size, number of pages, number of deliveries, delivery medium Data specific to the publisher: papers used (references, producers, location of paper mills), printers/ stitchers, distances traveled (between sites and distribution)			
Who organizes the collection of entry data ?	Authorities concerned	Partner	Authorities concerned	
Where are the main input data collected?	The data relating to the campaigns are present in the campaign reports. The rest is available from the publisher.			
The exit indicators to be followed by the brand	Total impact of print distribution (kgCO2 eprint) Breakdown of the impact by phases of the life cycle of the magazine (paper production, transformation, printing & stitching, transport, end of life) of print distribution (kgCO2 eprint) Impact of print circulation per contact reached by the campaign (gCO2 eprint/1000contacts) – for print, contacts are defined by the number of magazines sold containing the advertisement Impact of print distribution per € spent for this distribution (kgCO2 eprint/€)			

APPLICATION EXAMPLE

Brand X carries out a multi-media advertising campaign entitled XX. It was broadcast for 1 year on various daily press and magazine media (LeMonde, LeFigaro, L'Obs, LePoint, Les Echos, Capital, Télé Loi sirs, etc.).

The advertisement is displayed in SPQ (Single Page Quadri) format. The Communication team wants to calculate the footprint carbon of the dissemination of this campaign, it can turn to the SEPM repository. As this calculator is not directly accessible to the brand, it will be necessary to contact the media agencies.

On the other hand, a media agency Y having been commissioned for this campaign, it is this agency which holds most of the information necessary for the proper calculation of the impacts.

Putting into practice the calculation of the carbon footprint of print distribution Use of tools developed by each channel (Option 3)					
The input data to integrate	Most of the input data (number of pages printed, paper weight, etc.) being integrated into the tools of the boards and/or agencies to which the brand refers, the input data to be collected is only: the CO2 impact and the print distribution sent directly by his interlocutor (possibly by type of magazine). To carry out some checks, it is interesting to collect in addition: • The detail of this measurement provided by the boards / agencies: by country, by media	Examples of values: • Total CO2 e for print distribution over the period considered: 45 tCO2 e over 1 year • Breakdown by country (printing and impact) over the period considered			
			France (all media)	Belgium (all media)	
		Impressions (millions)	25.9	5.0	
		Carbon impact (tCO2 e)	37.0	8.0	
	The number of impressions made • The CO2e impact for 1000 contacts (possibly by media)	Impact per 1000 impressions (gCO2 e / 1000 impressions)	1,430	1,600	
The emission or allocation factors to be used	The modeling and allocations are implemented directly in the calculators of the players involved. The brand must first validate that these calculations are indeed carried out on the SEPM calculator (or in accordance with its methodology).				
Who organizes the collection of entry data?	The brand has appointed a person in charge of collection. This person collected the data from the campaign manager on the agency side. The agency collected information from the media using the SEPM calculator.				
Where are the main input data collected?	Some data excluding carbon impact (media, impressions) are present in the default campaign reports, which are sent by the agency. The calculation of the carbon impacts is sent directly to the brand by the authorities/agencies requested.				

Indicators to follow:

Total impact of print circulation (kgCO2 eprint) • If

- provided (ideal): Distribution of the impact by phases of the life cycle of the magazine (paper production, transformation, printing & stitching, transport, end of life) print distribution (kgCO2 eprint)
- If provided (ideal): Impact of print circulation per contact reached by the campaign (gCO2 eprint/1000contacts) – for print the contacts are defined by the number of magazines sold containing the advertisement
 - Impact of print distribution per € spent for this distribution (kgCO2 eprint/€)
 Findings :
 - The impacts are mainly proportional to the number of impressions.
 It is important to obtain more details from the media on the optimization levers: a priori paper type and weight, management of unsold stock, etc.

Output Indicators to follow and conclusions

5 / Outdoor advertising (OOH & DOOH)

Outdoor advertising refers to the delivery of a campaign on billboards (out-of -home, or OOH) and screens (digital-out-of-home, or DOOH). For OOH advertising, the content is photos or images printed on tarpaulins or posters whose distribution device may vary (adhered poster, dedicated street furniture, vehicles, etc.). The advertising content is printed on a support (poster) transported to the furniture where it will be displayed and then collected and recycled in most cases. This furniture, which can sometimes be dedicated to advertising displays, has its own life cycle (manufacturing, transport and installation, maintenance, end of life) and may require energy to operate on the display (lighting, rotation, etc.)

For DOOH advertising, content can be videos or still images shown on dedicated indoor and outdoor screens.

Impacts to be measured:

- OOH Life cycle of posters and their distribution medium.
- DOOH Billboard Life Cycle

Characteristics of the framework:

• calculator AdOOHc created by <u>UPE</u>, factors updated June 2022

• This repository was co-constructed with the 4 main French players in outdoor advertising with the support of the Axionable firm and under the direction of the Union of Outdoor Advertising (UPE). The emission factors and models present in the calculator were created from the LCAs of the 4 main French players in outdoor advertising, which were developed in accordance with the ISO 14040 standard.

• The reference system includes a methodological note detailing the scope taken into account, the formats processed and the methodological choices, and a calculator for measuring GHG emissions from OOH and DOOH campaigns.

• The <u>calculator is available in opensource</u>. It is fed and updated regularly according to the latest impact data on the heritage of panels and formats available from UPE members.

Scope covered by the standard:

print outdoor advertising formats (OOH) of various sizes: on dedicated furniture, lit or not, scrolling or not, glued, on a bus, on a fixed column, as well as 2 medium-sized digital formats (DOOH): indoor and outdoor.

• The complete life cycle of the panels (DOOH) is taken into account, from the extraction of raw materials to the end of life, as well as that of the OOH posters: It does not take into account the creation of the content displayed on the panels.



	Possibility 1 Creation of an ad hoc tool by the brand	Possibility 2 Use of a partner tool	Possibility 3 Use of tools developed by each channel	
Choose the calculation tool	Request access to the adOOHcc tool API from the UPE. Develop the calculator in-house based on average factors derived from the tool's modelling.	Partner tool (to be defined) (e.g. tool developed by the advertiser's agency) whose scope compatibility, modelling, input data is to be validated	UPE's AdOOHcc tool directly usable by the brand	
The emission or allocation factors to be used	Average factors from the UPE adOOHoc tool	Factors and models of the partner tool (UPE compatibility to be validated)	Average factors from the UPE adOOHcc w tool	
The input data to integrate	Display type: OOH or DOOH display OOH: poster format, number of faces, duration of the campaign DOOH: type of screen (indoor or outdoor), number of logs (number of displays), duration of the spot			
Who organizes the collection of entry data ?	Brand	Brand Partner Brand		
Where are the main input data collected?	The necessary input data is present in the campaign reports.			
The exit indicators to be followed by the bran	Total impact of outdoor diffusion (kgCO2 eext) Breakdown of the impact by phases of the life cycle of billboards and posters (manufacture, transport, installation, operation / distribution, end of life) of outdoor diffusion (kgCO2 eext) Impact of external distribution per contact reached by the campaign (gCO2 eOOH-DOOH/1000contacts) – for OOH and DOOH contacts are estimated from impressions / logs. Impact of external diffusion per € spent for this diffusion (kgCO2 eext/€) Impact of external diffusion reduced to the total duration of diffusion (kgCO2 eext/€) Impact of external diffusion reduced to OOH)			

APPLICATION EXAMPLE

Brand X carries out a multi-media advertising campaign entitled XX. It was broadcast for 1 year in Belgium (DOOH).

.....

The advertisement is displayed in a 2m² digital format – 10-second animation on 200 screens of around 100"

The Communication team wants to calculate the carbon footprint of the broadcast

panels, duration of spot ...

DOOH of this campaign, it is moving towards the UPE calculator. This calculator is directly accessible by the brand.

On the other hand, a media agency Y having been commissioned for this campaign, it is this agency which holds most of the information necessary for the proper calculation of the impacts.

Pt	Itting into practice the calculation of the carbon for Use of tools developed by each channel (C	Dotprint of OOH & DOOH diffusion Option 3)	
The input data to integrate	The data requested by the UPE calculator Format Type décran Nomber de logs © a Durbe du spot en secondes b NOVELE ADVITE	Examples of values: • Screen type: All DOOH-weighted outdoor formats • Number of logs: 400,000 logs over the year • Duration of the spot: 10 s	
The emission or allocation factors to be used	The modeling and allocations are implemented directly in the UPE calculator. Aggregated modeling on all formats, however, allows little granularity in the analysis.		
Who organizes the collection of entry data?	The brand has appointed a person in charge of collection. This person collected the data from the campaign manager on the agency side and then filled in the UPE calculator.		
Where are the main input data collected?	The necessary data (logs, duration of the spot) are preser by the agency.	nt in the default campaign reports, which are transmitted	
Output indicators to follow and conclusions	Indicators to follow: • Total Impact of outdoor diffusion (kgCO2 eext) • Breakdown of the Impact by phases of the life cycle of panels and posters (manufacturing, transport, installation, operation / distribution, end of life) of outdoor diffusion (kgCO2 eext) • If provided (ideal): Impact of external distribution per contact reached by the campaign (gCO2 eOOH-DOOH/ 1000contacts) – for OOH and DOOH contacts are estimated from Impressions / logs. • Impact of external diffusion reduced to the total duration of diffusion (kgCO2 eext/s or day according to DOOH or OOH) • Impact of external diffusion per € spent for this diffusion (kgCO2 eext/s) €) Findings : • Impacts are roughly proportional to the number of logs.		

6 / Fairs and events



Framework characteristics

• CLEO Methodology (Event Performance Calculator V2.0 (30/11/18)

This reference system was co-constructed with the involvement of a scientific committee made up of partners and institutional stakeholders, professionals from the event sector and sectoral stakeholders as well as third-party developers who are experts in carbon calculation subjects, under the direction of the French Union of Event Professions (UNIMEV) and the Paris Region Regional Tourism Committee. In V2, user feedback has also been considered. It is also based on the Bilan Carbone methodology, and the carbon base developed by ADEME.
The reference system includes a methodological guide detailing the scope of calculation, the indicators used and a calculator that allows organizers to measure the impact of their event based on activity data. It is available as open source.

Scope covered by the standard:

• Type of events covered: fairs and exhibitions, congresses, seminars, sporting events, artistic exhibitions and shows, conferences, forums, etc.

The proposed method includes, in parallel with the calculation of the carbon impact of events, a calculation of the economic, social and tax consequences of events.
Scope covered:

Scope covered:

- Travel & Accommodation of participants
- Space planning
- Intangible services
- Water
- Other positions
- Freight transport
- Participant catering
- Communication
- Energy
- Waste

Rental, design, layout of spaces; content, animations; reception, security, safety, insurance; communication, promotion; reception, catering; travel, freight, handling, etc. Exhibitors, animators, speakers, artists, athletes, sponsors				
	Option 1 Creation of an ad hoc tool by the brand	Option 2 Use of a partner tool	Option 3 Use of tools developed by each channel	
Choose the calculation tool	Internally develop the calculator using the CLEO tool from UNIMEV	Partner tool (to be defined) whose compatibility of scope, modeling and input data is to be validated	UNIMEV CLEO tool directly usable	
The emission or allocation factors to be use	Average factors and models d specific to each magazine, taken from the to Eco Impact SEPM	Partner Tool Factors and ol ^{Models}	Factors and models of the CLEO tool	
The input data to integrate	General information about the event: dates, duration, country, number of participants, budget Travel: number of visitors and staff, place of origin, mode of transport Locations: energy consumption, furniture and materials used for the stands, production of waste Logistics: distance and quantities of equipment and consumables transported Catering: meals served and waste produced Accommodation: number of nights covered Communication: data linked to digital campaigns, print, TV etc. dedicated to the event, production of goodies and communication consumables Other benefits: amounts spent			
Who organizes the collection of entry data ?	Authorities concerned	Partner	Authorities concerned	
Where are the main input data collected?	Physical information is available for direct monitoring during the event or from service providers and suppliers (reception room, caterer, transport service provider, etc.). Information, in particular monetary information, is available in the various quotes made for the event.			
The exit indicators to be followed by the brand	Total event impact (kgCO2 eevent) Breakdown of the impact by emission item (Travel of visitors and staff, Communication, Furniture, Energy, Waste, Catering, Logistics, Other services) of the event (kgCO2 eevent) Impact of the event per contact touched (gCO2 etv/1000contacts) – for events, contacts are all visitors if the brand is organizing the event or the share of visitors met during the event if it only participates Impact of the event per € spent (kgCO2 eext/€) Impact of the event reduced to its total duration (kgCO2 eevent/days)			



Feedback: eco-gesture tour, Orange: "On the event side, we made a calculation on a committed and unique tour for the general public. One of the main issues in an event is the movement of visitors, but here we were moving towards them, which changes the situation!

orange" We have made logistical, technological and material choices, in particular by using solar panels, with regard to our carbon footprint. Long-term investigative work. »

APPLICATION EXAMPLE

Brand X is organizing an event in France. This event takes place in one of the event locations already configured in for this campaign, it is this agency that holds most of the the tool.

Several hundred visitors are expected.

footprint of the brand's participation in the event. She turns to the CLEO computer.

Information necessary for the proper calculation of the Impacts. The calculator being accessible on request to the The Communication team wants to calculate the carbon the Communication team wants to calculate the carbon access to It).

	Putting into practice the calculation of the car Use of tools developed by each channel (Op	bon footprint of an event otion 3)	
The input data to integrate	The data to be collected are as follows: Travel of employees, staff and visitors to get to the event: • Number of employees going to the event: • Number of people in the staff (animators, etc.) working on the event • Number of visitors • Outreach of the event (Local, National, International) • Distance traveled by employees Orange • Distance covered by the staff • Share of visitors coming from the city of the event • Share of visitors from the country of the event • Share of visitors from the country of the event • Outreach of the show / stand • Areas dedicated to the event • Event opening times • Amounts spent on equipment rented / purchased / built for the occasion (furniture, machinery, IT / technical equipment, etc.) • Proportion of furniture and equipment reused after the event • Energy used for heating / air conditioning • Energy efficiency of the rented site Restoration • Amount spent on catering / purchase of food	 Number of meals served Share of vegetarian meals Share of disposable tableware used Logistics for the event • Amount spent on transport (upstream and downstream logistics) for the organization of the event Number of journeys made for the event (upstream and downstream logistics) • Mode of transport Communication Amount spent on communication on digital media • Amount spent on communication on physical media (goodies, POS, etc.) • Number of impressions on display campaigns Number of inpressions on campaigns video Number of other digital communications (eg: emails, etc.) • Number of visits to the website and other digital media (guade paper promotional media published • Number of promotional items such as goodies products • Number of temporary PLV- type supports/ kakemonos, etc. products Other services for the event • Other amounts spent on services for the event (exc insurance, cleaning, accommodation, security, etc.) 	
The emission or allocation factors to be u	Emission factors are implemented directly in the CLEO calculator. The impact of visitor travel is distributed in proportion to the brand's participation. sed		
Who organizes the collection of entry data?	The brand has appointed a person in charge of collection. This person collected the data from the event manager on the agency side and completed the calculator directly.		
Where are the main input data collected?	The data related to the stand, to the power supply can be located in the technical sheets / quotes. Data related to the travel of staff and collaborators must be tracked. Data related to the show (participation, etc.) may be present on the event site, in particular if an extra- financial report is carried out, and must be requested from the organization otherwise. Communication-related data is present in the reports generated by the agency for the event.		

About Union des marques

The Union des Marques is the representative organization of brands of all sizes and all sectors with the purpose of being: "United to build sustainable brands". It promotes responsible communication and marketing and works to strengthen their effectiveness and safety.

The Union des marques is a platform for inspiration and exchange, for networking, support and representation which today brings together 250 member companies, more than 1,600 brands and 6,800 members.

In 2007, it (then the Union of Advertisers) launched the first charter for responsible communication, bringing together a powerful group of companies to promote these issues. Since 2018, the <u>FAIRe program</u>, also developed by the Union des marques, has made it possible to go further by offering voluntary brands a structured and engaging approach around five themes:

- Responsible development of the content of communications
- Communication of brand commitments
- Eco-socio design of communication tools
- Controlled dissemination of communications
- Mobilization of partners and teams

Today, FAIRe brings together nearly fifty signatories. Companies from all sectors of activity, which are making progress in implementing the program's 15 commitments on a daily basis.

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