

# Are your campaigns carbon zero in their net media delivery?

There are many ways in which we bring our industry purpose, ‘We are the Changers’, to life, argues Sophie Price – including in the area of sustainability.

“We are the changers. In an ever-changing media world, we’re at the flux. New ideas, new problems, new solutions.”

So begins the MFA’s ‘We are the Changers’ Manifesto, and while it goes on to say, “we are not all saving lives...”, I do believe we ALL have a role in helping to sustain our planet. Not just as citizens, but as influential changers in the media industry.

At Cannes in Cairns last month, I was lucky enough to catch Ben Welsh’s Net Zero to Net Hero talk. It was a rallying cry to advertising professionals to use their influence to fight climate change.

Ben has written a brilliant novel called *The Pitch*, which humorously highlights the lip service our government and our industry typically pay to the issue. I am, however, pleasantly encouraged by the genuine and speedy change the media industry is making in this regard. Much of it is invisible – such is the nature of media – so I thought I’d take the opportunity to highlight a few leading examples.



Among media owners, outdoor companies are really leading the way. The re-energised City of Sydney network, by QMS, will be powered by 100% renewable energy through a hybrid of green power and offset credits from installation. And oOh!media’s SmartSkins, a world-first innovation, provides advertisers with a 100% recyclable billboard solution. Both initiatives will pave the way for greater change as we continue to explore more sustainable media options.

*Australian media agencies are also starting to introduce sustainability charters. GroupM, for example, has a charter to make advertising better for people through sustainability and identifies media partners that are actively finding ways to reduce their carbon impact through its Sustainable Partner Program. Currently rolling out globally is a carbon calculator to measure and offset the carbon footprint of a client’s media plan.*

And all across our industry, sustainability frameworks are being incorporated into most media negotiations this year.

Finally, we’re starting to see campaigns that are carbon zero in their net media delivery. For example Lion, in partnership with UM, has recently unveiled XXXX Zero, Australia’s first carbon-neutral alcohol-free beer. UM planned an OOH execution that would help reduce carbon emissions by using a paint that helps clean the air.

This is all evidence that as media professionals, we are The Changers when it comes to sustaining this incredible planet of ours.

But as Ben Welsh said in his inspiring talk: “The world is our only marketplace.” So we can always be doing more.

*Sophie Price is Chief Strategy Officer at MediaCom.*