campaign

AD NET ZERO awards

WINNERS BOOK 2023

campaign AD NET ZERO awards

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WELCOME

Congratulations to all the winners of this year's Campaign Ad Net Zero awards

We are honoured to help recognise your efforts to make the advertising industry more sustainable, through the way you work and the work you make.

Our industry has a responsibility to help tackle climate change. We can all do this by promoting more sustainable products, services, and behaviours through our campaigns.

We hope the work recorded here inspires others in our industry to think about how they can work more sustainably and create campaigns that are both commercially successful and sustainable.

Seb Munden
Chair of WRAP and Chair of Ad Net Zero

Margaret Jobling
Group Chief Marketing Officer, NatWest

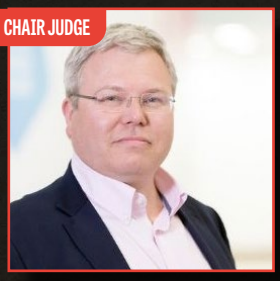
Co-Chairs of the Campaign Ad Net Zero Awards

JUDGES

CHAIR JUDGE

Margaret Jobling
Group Chief Marketing Officer
Natwest Group

CHAIR JUDGE



Seb Munden
Chair
Wrap and Ad Net Zero

Paul Bainsfair
Director General
IPA

James Best
Chair
Credos and Committees of Advertising Practice

Gerald Breatnach
Head of Strategic Insights
Google UK

Traci Dunne
Global Director of Industry Relations
APR

Ben Essen
Global Chief Strategy Officer
Iris

Tom Firth
Founding Partner
M&C Saatchi LIFE

Andrew Griffiths
Director of Policy & Partnerships
Planet Mark

Harriet Kingaby
Co-Chair
The Conscious Advertising Network & Media Bounty

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Climate Strategy Campaign Lead
NatWest Group

Sarah Jones
Director of Planning
Sky Media

JUDGES

Anna Lungley
Former Chief Sustainability Officer
dentsu

Felicity McLean
Associate Director Sustainability Partnerships & Engagement
WPP

Dora Michail-Clendnnen
Chief Strategy Officer
Ozone Project

Isabelle Quevilly
Director Creative Shop
Meta

Will Richardson
CEO & Founder
Green Element Group

Phil Smith
Director General
ISBA

Zoe Vafadari
Chief Brand and Corporate Affairs Officer
Bupa

Laura Wade
Global Head of Sustainability Strategy
Essencemediacom

Kate Waters
Director of Client Strategy and Planning
ITV

Stephen Woodford
CEO
Advertising Association

WINNER

"I love this as an example of impact beyond sales - measuring behaviour change."

FOOD

WINNER: Makro *with* Grey Colombia

PROJECT: Life Extending Stickers

Every day 40% of fruit and vegetables go to waste for cosmetic reasons based on the pre-conceived thought that ripe is wrong. Grey Colombia's admirable attempt to tackle this waste is via a medium which has existed for decades in the fruit and vegetable industry - fruit stickers. To give them real purpose, these stickers became Life Extending Stickers - extending the shelf lives of fruit and vegetables by suggesting recipes based on the fruit's ripeness and colour; particularly in the ripest stages given that is when people tend to avoid their consumption.

Printed on the traditional size of 2.7cm with simple, self-explanatory colours to help buyers find recipes according to the fruit's ripeness stage, the stickers are thought to increase shelf lives by up to six days by showing easy ways for consumers to get the most out of their produce from beginning to end, thus also saving money too as preventing waste benefits our wallets.

The stickers mimic the colour of each food item at various points of its ripeness journey; for instance a banana's sticker goes from green to yellow, to brown and then black, with a serving or cooking suggestion for each colour; such as fried, ice cream, tempura or cupcakes.

As well as extending the average lifetimes of fresh producer, the campaign forecasts it could help create 70 tons less food waste a week (through stores and homes combined.

SHORTLISTED

Knorr *with* MullenLowe Group

WINNER

"This is a very holistic approach to sustainable events - including all the basics of reducing waste but also considering the attendees' carbon footprint and including content that educates attendees too."

BEST PRACTICE IN SUSTAINABLE EVENTS AND/OR AWARDS

WINNER: Cisco *with* George P. Johnson

PROJECT: Cisco Live 2023 Amsterdam

The brief was to deliver the most sustainable Cisco Live to date, thus George P Johnson (GPJ) and Cisco had to collaborate to make meaningful changes, deliver needs and expectations while reducing the event's impact on the environment; all at the same time.

This translated into a journey punctuated by reducing, reusing and recycling, while undertaking waste audit trails and tracking CO2e.

Following a three-year hiatus, Cisco Live 2023 Amsterdam emerged to showcase best-practice across all teams, suppliers and to an audience of over 14,000 participants. TRACE by isla was implemented, providing real-time carbon impact reporting and insight into its environmental impact. To receive supply chain and Stakeholder buy-in, the RFP process and brief was updated to include the TRACE tool, which helped to identify previously unknown areas for improvement. As an example; emissions from F&B would be reduced by 40.8% if beef/ lamb dishes were swapped to other meat, fish or seafood options. GPJ partnered with full-time sustainability consultants for guidance, support, facilitation on processes, embedded best practices across workstreams, maintenance of documentation, carbon tracking and post-event reporting. Reconomy and FESPA UK were also engaged to plan for the sustainable use of graphics and graphics waste. Post-event disposal of all materials saw waste successfully delivered to a central location in the UK, where maximum recycling was achieved, thus diverting 100% from landfill.

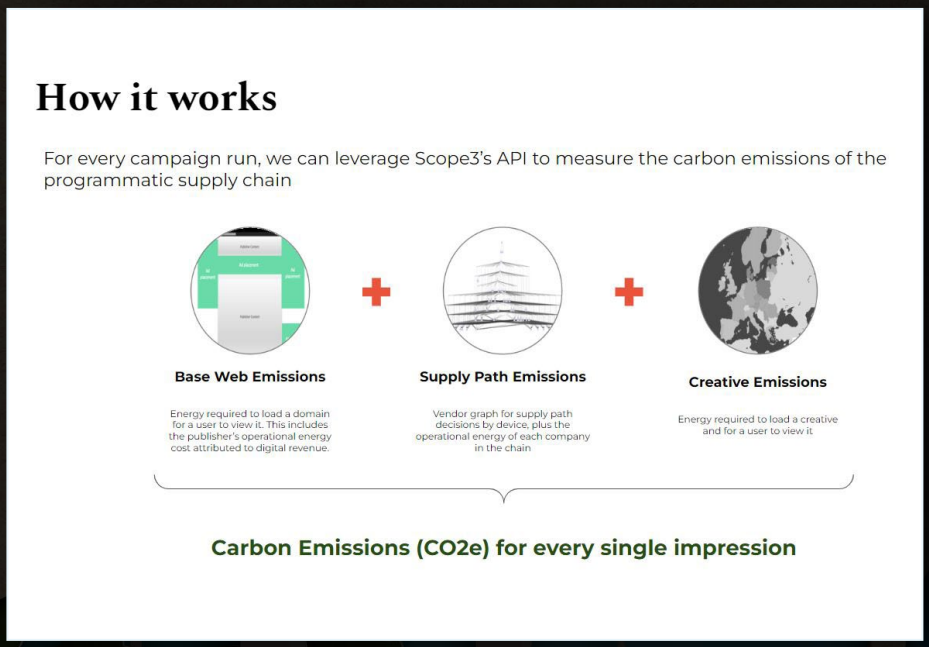
HIGHLY COMMENDED

- Verizon *with* Momentum Worldwide

SHORTLISTED

- CI Group

WINNER



"An innovative and truly ambitious entry from Sainsbury's. The team have clearly been inspired by Sainsbury's overarching sustainability strategy to think differently about the way they reach their audiences and the impact they can have. Especially impressed that the media cost saving was used to support UK agriculture (directly linked to Sainsbury's supply chain)"

RETAIL

WINNER: Sainsbury's *with* EssenceMediacomX

PROJECT: Reduce, Reinvest, Repeat: Helping Sainsbury's Argos slash its media carbon footprint

As part of its commitment to decarbonising its business, Sainsbury's has vowed to become Net Zero across its own operations by 2035. With media investment comes a heavy carbon footprint; one million ad impressions is equivalent to one metric tonne of carbon – or one round trip flight from Boston to London. Knowing this, a new sustainable media-buying framework had to be devised and implemented to minimise this impact.

And already the results are proving you can reduce carbon and boost performance: This innovative new approach has not only reduced carbon emissions by 37.9% in three months but also delivered 34% more impressions for the same investment, helping to generate funds to support carbon removal and the UK farming and agriculture sector, including natural fertilisation and pesticides and promoting sustainability throughout the Sainsbury's supply chain.
Cost per customer acquisition was down by 36% compared to open marketplace buys and furthermore, in 2022 Sainsbury's wrote to 400 of its top suppliers asking them to report and disclose their carbon reduction targets, thus earning a place as a leading company on CDP's 2021 Supplier Engagement Leaderboard.

In the same year, Sainsbury's became the first retailer to launch 1 litre refillable recyclable handwash pouches, sourced 100% renewable electricity and it cut best before labels on 275 own brand products, helping households save 11,000 tonnes of food each year.

HIGHLY COMMENDED

- eBay *with* EssenceMediacom

SHORTLISTED

- MPB

WINNER

"Really exciting creative technique that will no doubt change the way we produce advertising and films in future."

"Great to see this happening - it shows real organisational intent and sector leadership."

BEST BUSINESS TRANSFORMATION

WINNER: Reckitt

PROJECT: Reckitt Virtual Production

In its commitment to sustainability and reducing its carbon footprint, Reckitt has already achieved a 66% reduction in absolute carbon emissions and is purchasing 93% renewable electricity in its manufacturing operations, with a goal of reaching net zero by 2040.

Its advertising production models are also being revolutionised in order to further its sustainability efforts, with the company turning its back on traditional elaborate set builds, travel and logistical complexities. Reckitt is embracing Virtual Production; an emerging technology that combines live actors with CG backgrounds on a vast LED "volume", allowing filmmakers to transport actors to any location or even fictional worlds at the click of a button.

Compared to traditional video productions, Reckitt's virtual studios have achieved up to 75% CO2 emissions savings per shoot day, and with an ambitious target of producing 80% of its 200 annual ads in virtual studios, Reckitt is already making significant progress. By June 2023, over 50% of Reckitt's advertising video productions in the EU were created using virtual studios and its goal is to produce 80% of all master assets through virtual production by the end of 2024.

Further sustainability achievements include a 66% reduction in greenhouse gas emissions compared to 2015, meeting its target reduction of 65% by 2030 impressively early, what's more, 94% of its factories have achieved zero waste to landfill status.

WINNER

This category is sponsored by

Google

"The submission demonstrates a holistic understanding of the challenges for agencies and the industry, and meaningful actions are being taken across all Ad Net Zero pillars, crucially including pillar 5. Passion and principle shines through the submission."

BEST PRACTICE IN SUSTAINABILITY AWARD - SMALL AGENCY

WINNER: Media Bounty

On a mission to be the leading ethical agency by 2026, Media Bounty's commitment to climate is baked into its DNA, and has been since its inception 14 years ago, when it selected for its charity partner an organisation dedicated to protecting critically threatened habitats for biodiversity and climate.

Today, it is diligent with its carbon measurement and reduction - applying this to all client projects, not just those that ask for it and Media Bounty is not afraid to turn down work from brands that are at odds with its values.

The agency is so passionate about climate it has developed a theory of change on how advertising could help climate action, sought funding for it, and now has built a body of work that's redefining how the sector addresses climate communications. Since then, it has 'astroturfed' Glasgow and key transport hubs to block fossil fuel ads from COP26 and has conducted game-changing research on the 'Persuadable' audience who hold the most potential for climate action. Projects over the last 12 months have included a collaboration with climate charity Possible on the Bump into Brum campaign to reduce carbon emissions and encourage Birmingham locals to enjoy the streets they love, and The Hidden Relationship, which encouraged people to switch their pensions to ethical providers and banks to divert from fossil fuels.

Of the 7.5million people reached, more than half said they are considering switching to a bank that doesn't fund fossil fuels.

SHORTLISTED

CULT Spindle Productions

WINNER

This category is sponsored by

Google

"Powerful entry showcasing the role and significance of cultural transformation, creativity and broadcast for behaviour change at scale."

BEST PRACTICE IN SUSTAINABILITY AWARD - MEDIA OWNER

WINNER: ITV

PROJECT: ITV's approach to Net Zero transformation

As Britain's biggest commercial broadcaster, ITV has made climate action everyone's job; with senior leader bonuses linked to climate action performance and all areas of the business having clear goals in the green sphere.

Last year, it set new targets of 90% emissions reduction across all scopes by 2050, achieved an A rating on CDP, putting it in the top 2% of disclosing companies worldwide, and trialled Virtual Sets and large scale batteries for location power, among other solutions as part of its work towards net zero production.

It also enhanced its commitment to climate content on screen with an industry-first tracker monitoring climate-related content across all genres, from over 100 hours of regional news content to storylines in soaps. It works closely with advertisers to stimulate the demand for greener products; with its immensely successful Love Island and eBay partnership inspiring over a million viewers to change their shopping habits.

A Love Island-themed clothes swap was even arranged for staff to ensure action is happening top-down and bottom-up, along with mandatory Climate Action training, with 6,400 ITV colleagues completing this in 2022.

Further sustainability events were held that year including a workshop on how to have a greener Christmas and production teams undertake continuous albert training courses to keep up with innovations in the industry.

HIGHLY COMMENDED

the Guardian

WINNER

This category is sponsored by

Google

"Sets the bar for agency networks approach. Really mature, holistic strategy developed over several years with a large level of investment and partnership. Great to see leadership incentives tackled."

BEST PRACTICE IN SUSTAINABILITY AWARD - LARGE AGENCY

WINNER: dentsu

PROJECT: Inspiring people everywhere towards a new way of living

One of the world's largest digital media and communications networks, dentsu led the industry in being the first to set a SBTi-verified net zero target and achieve RE100 accreditation for sourcing 100% renewable electricity across international markets since 2020 (excluding Japan).

In 2021, the Japanese-headquartered firm launched its 2030 'Social Impact' strategy, setting out its commitment to climate action, to building a diverse and inclusive workforce and society, and to ensuring safety, ethics, justice and inclusivity in the digital world.

Year-on-year, it has reported strong results against its environmental and social targets, including reducing Scope 1 and 2 absolute carbon emissions by 53% across dentsu Group in 2022 (from a 2019 baseline), achieving its science-based target on Scope 1 and 2 nine years early, and reaching more than 59 million people with campaigns that promote sustainable behaviours, consumption and production.

From linking dentsu's corporate finance and executive incentive plan to ESG, to enabling global training to equip client teams with the skills and tools required to support brands on their own transition to net zero, the Social Impact team has successfully embedded sustainability at the heart of dentsu's business, operations and culture.
This year, the business united more than 8,000 employees to give more than 31,000 volunteer hours to local nature and circular economy causes as part of One Day for Change, dentsu's annual global volunteering event.

SHORTLISTED

- EssenceMediacomX, GroupM and WPP
- Reckitt
- Sainsbury's Argos *with* EssenceMediacomX

WINNER

"This is a fantastic campaign. Very well executed. Multifaceted and dimensional. Taking on the plastic bottles water companies is a good thing. They have changed consumer behaviour and now we need to re-educate."

BEST PROGRESS / LONG-TERM CHANGE

WINNER: BRITA *with* Iris

PROJECT: BRITA

Undeniably the more sustainable way to drink purified water, one litre of Brita-filtered water creates a carbon footprint 99% smaller than bottled water. But despite Brita's positioning as a brand which optimised tap water, it was unable to compete with bottled water's increasingly aspirational endorsements.

And the bottled water market is turning into a growing environmental problem: from 2013-2018 annual UK consumption doubled to roughly 4 billion bottles of water, responsible for 678,023,069kg-e of CO2 each year.
Brita needed a strategy to turn around its fortunes and take on this problem - and it did this by pivoting from selling tap drinkers tastier water to selling bottled drinkers more sustainable water.

With Joanna Lumley at its helm as spokesperson, it began delivering this message in 2018 by playfully educating the British public on the problems with single use plastic.

It supported them through their 'green guilt' during the pandemic, offering support through a 'Greening Good Guide' that provided small, positive steps to lower their climate anxiety and it held up a mirror to the problems of Big Water advertising itself by publishing a whitepaper . co-authored with a leading economic think-tank, proving the link between advertising and bottled water sales, which is now being used to lobby government and drive legislative change. 414 pieces of coverage and 815m impressions later, Brita's penetration has gone up 44% and it's on track to displace c6.5billion plastic bottles a year by 2025, saving an average 1,090,769,612kg-e of carbon each year.

SHORTLISTED

- Sky Media *and* Savanta

WINNER

*"Such a refreshing approach to B2B, brilliantly executed and with f**kloads of fantastic results to prove the impact and drive positive change. "It's got it all. Environmental impact and sizzling creative."*

BUSINESS & INDUSTRIAL

WINNER: Flock Freight *with* Maximum Effort

PROJECT: Define Your Load

The challenge was to stand out from traditional freight companies and herald innovative solutions to help reduce carbon emissions. Freight B2B historically tends to be very traditional, lacking in recognisable national brands and communication is often hyper-masculine and monotone . Thus, the solution lay in ditching jargon, acronyms and legalese and enlisting beloved Blues Clues host Steve Burns to blurt out not-safe-for-work language to connect with other businesses at a human level. 'Define Your Load' leans into irreverent humour to demystify the seen (and unseen) load sizes that drive the supply chain we all depend on. The shock of hearing cherished Nickelodeon children's character Mr Blue's Clues explaining the differences between "sh*tloads" and "f*ckloads" spoke to the pain points for both shippers and truckers.

Shippers want timely delivery, savings on shipments that don't fill an entire truck, and less damage or delays. Truckers, meanwhile, want full truckloads and efficient routing that enable them to earn more.

And it paid off. The Define Your Load campaign resulted in a 181% brand awareness lift and 140% ad recall lift over Flock's previous best performing asset. The record-breaking campaign also led to a 604% increase in new inbound leads, 481% increase in new marketing qualified leads, and a 104% increase in new marketing starts that doubled acquisitions.

HIGHLY COMMENDED

- SSE *with* Iris

WINNER

This category is sponsored by

ADGREEN

"Fascinating and impressive: a comprehensive international 'virtual production' policy, driven by its business case (more and better content at lower cost, etc) brought really significant carbon savings and at scale. Excellent real life with/without comparisons via AdGreen showing 75% CO2 reductions."

BEST PRACTICE IN SUSTAINABLE AD PRODUCTION

WINNER: Reckitt Virtual Productions *with* MurphyCobb

PROJECT: Reckitt Virtual Productions

MCA is helping Reckitt lead the way in sustainable advertising production through its embedded production team and the adoption of Virtual Production at scale. Traditionally, the advertising industry relied on extensive travel, elaborate set builds, and logistical complexities. However, MCA has guided Reckitt in embracing Virtual Production as a best practice solution, with cutting-edge technology combining live actors with a vast LED "volume". By enabling filmmakers to transport actors to any location seamlessly, eliminating elaborate set constructions and multiple location shoots, Reckitt's environmental impact has been significantly reduced. Through these virtual studios, which enable the company to create more and better content without shooting more, the company has achieved impressive CO2 emissions savings; up to 75% per shoot day compared to traditional video productions. And already, Reckitt has made substantial progress towards its ambitious target of producing 80% of its 200 annual ads in virtual studios by 2024. Already, over 50% of Reckitt's advertising video productions in the EU, where the majority of its work is produced, have successfully transitioned to virtual studios.

Reckitt is also making significant strides in reducing its carbon footprint having already achieved a 66% reduction in absolute carbon emissions and it is purchasing 93% renewable electricity in its manufacturing operations, with a goal of reaching net zero by 2040.

HIGHLY COMMENDED

- BUPA *with* AMV BBDO
- Guinness *with* AMV BBDO

SHORTLISTED

- TAZO *with* Edelman
- E.ON *with* House 337
- Ford *with* Makerhouse, A Hogarth Studio

WINNER

"Cultural influence/ creating aspirational new kind of lifestyle that people want to participate in. This will have genuine long term impact with an audience open to positive/negative influence and role models"

CLOTHING & ACCESSORIES

WINNER: ITV *with* EssenceMediacom

PROJECT: eBay & Love Island

How do you persuade Gen Z and Millennial shoppers that second-hand clothes are stylish and cool? This campaign employed a two-pronged approach; firstly by pointing out just how harmful to the environment fast fashion has become, and secondly by flipping the narrative and igniting a second-hand evolution via the cast of ITV's Love Island.

The campaign saw eBay become the show's first-ever "pre-loved" fashion partner and saw islanders provided with a wardrobe of second-hand clothes chosen by a celebrity stylist, demonstrating just how stylish pre-loved can be. Islanders were also encouraged to re-wear and swap items which were later featured in live eBay auctions.

The results of the campaign were exceptional - eBay saw more people looking for second-hand clothes than ever before, with searches for 'pre-loved fashion' rocketing by an astonishing 7,000%. And on Google, there have been 756% more searches for 'eBay pre-loved clothes' and 660% for 'pre-loved' month-on-month. Today, clothes are so cheap they're often worn once and then binned, and according to Greenpeace, 300,000 tonnes of clothes are burned or buried in the UK every year. Within an industry producing 100 billion new garments every year, 100,000 of which are sent to landfill every five minutes, this is a battle won in the crucial arena of sustainable shopping and it was done by taking a niche behaviour and making it as mainstream and as relevant and as aspirational as could possibly be.

WINNER

"A very simple idea that will make a huge difference in the e-waste category given the scale of Currys by making sustainability accessible and easy for the majority."

"Love the concept and the clean execution approach and the phrase 'Brand Spanking Used'."

COMPUTERS, ELECTRONICS, HOUSEHOLD APPLIANCES & TECH

WINNER: Currys *with* AMV BBDO

PROJECT: Cash for Trash

Currys 'Cash For Trash' puts forward the case for supporting a net zero economy, making it easy and normal for all electronics to be recycled, or given a second-life.

When customers brought in their old tech when buying new, they received £5. Regardless of where the tech was originally purchased, customers were rewarded for 'good' behaviour and for handing it in, not hoarding it, with the ambition to accelerate the transition to a circular economy by designing the infrastructure needed.

The UK is the world's second largest e-waste generator per capita, contributing to climate change due to the chemicals released when it is burned, and the toxic substances released into the surrounding soils. As a result, it has just 60 years of harvests before its soils stop producing as a consequence of e-waste.

This campaign has been a valuable opportunity to harness advertising's power to support a demand-led change in behaviour around end-of-life emission removal. Since it launched, 103,000 tonnes of potential e-waste has been collected, the equivalent of the C02e of 38K petrol cars, or the benefit of pedestrianising a town the size of Dover. What's more, 'Cash for Trash' was 16 times more cost-efficient than offsetting the equivalent C02, and moreover tackled the problem of e-waste today rather than kicking it down the road for future generations.

The measures transported the brand from fourth to first place in the category on measures around caring for the environment, and 'Cash for Trash' now recalls 4x the volume of old tech versus its previous 'trade-in' vehicle, becoming a permanent fixture in January 2023.

SHORTLISTED

- Intel *with* VMLY&R

WINNER

"Impressive Covid 'pivot'. Demonstrates real commitment/deep values. Was a creative solution that helped their community of bars, the brand and made the best of a bad situation more generally. Good evidence. Well told story."

DRINK

WINNER: Heineken *with* Publicis Dublin *and* Le Pub

PROJECT: Unwasted Beer

10% of all global greenhouse emissions come from food and drink waste and lockdown made matters much, much worse. As global supply chains ground to a halt, billions of tons of food goods began to deteriorate, creating a food waste crisis. With bars being forced to remain shut, and a keg of beer's shelf-life just 120 days, bar owners were facing the prospect of pouring millions of pints of beer down the drain. This would have a devastating impact on the environment globally and given Heineken's public pledge to become carbon neutral in its beer production by 2030, it knew it had to act. So instead of letting the beer go to waste, Heineken reversed its entire business model.

It bought back 333,000 kegs (16.5 million litres of lockdown beer) from bars that had closed across different markets. The Unwasted Beer was transformed into a range of sustainable solutions, which were then served to communities globally: fertiliser, animal feed, biogas (by fermenting expired beer in a digester), heat, water, electricity. Unwasted Beer heated 61,687 homes with green energy daily. The initiative returned an estimated €8 million to bar owners and generated over 37 million impressions through media coverage. This is the story of how Heineken turned lockdown beer that was going to waste, into a global sustainability programme.

SHORTLISTED

- Heineken *with* WeAre8 *and* dentsu X

WINNER

"A great submission detailing hugely positive steps in giffgaff's sustainability work. The details behind their media planning choices are a great blueprint for others to learn from."

BEST PRACTICE IN SUSTAINABLE MEDIA PLANNING

WINNER: giffgaff *with* MG OMD *and* Neverland

PROJECT: giffgaff - We're up to Good

In 2023, giffgaff became B-Corp certified with a score of 85.8. Sim cards are recycled polystyrene (rPS) or recycled ABS plastic (rABS), packaging is 100% FSC accredited MIX paper, a mix of recycled and sustainable forest pulp. 75% of all phones sold by giffgaff are refurbished and are delivered in boxes that are FSC accredited, made from fully recycled materials and are also recyclable. That year also saw the brand pledge to a future of sustainable advertising, under the moniker 'We're up to Good'.

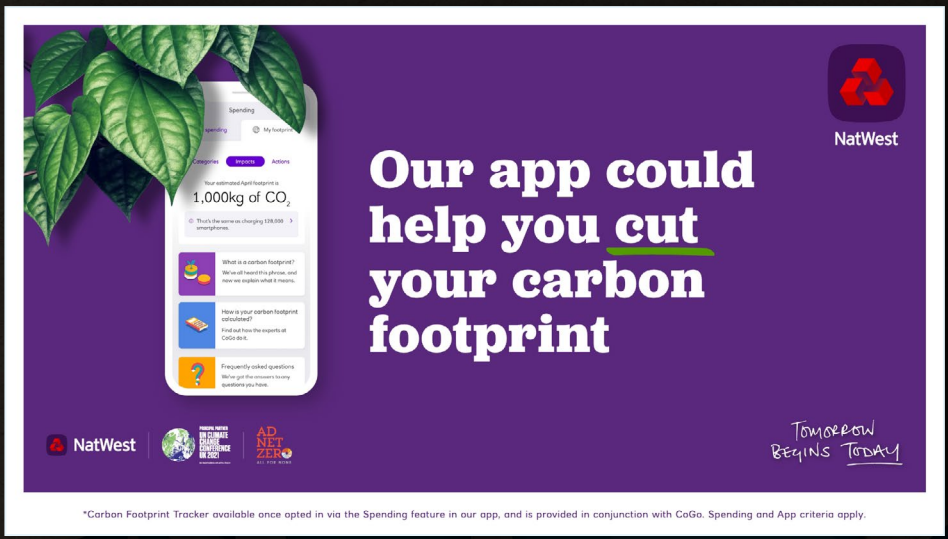
Among the measures taken to deliver a campaign worthy of this statement were it being shot in the UK to lower carbon emissions, despite this being a much more expensive option. Actors were encouraged to wear their own clothes to give a sense of self-representation and avoid single use wardrobe. On-set work experience opportunities were given to young people from underrepresented backgrounds in the local area for the shoot. The production was paperless and used reusable, wireless batteries. Reusable water bottles were encouraged on set and refuse was sorted and recycled before being processed.

The AdGreen carbon calculator tracked the shoot's carbon emissions which was 5.04 tonnes CO2e compared to an abroad shoot, which was estimated at 35.7 tonnes of CO2e per 10 people travelling. To date, the campaign has truly been up to good, by delivering a carbon saving of 7,314kg of CO2 when compared to a standard media plan.

SHORTLISTED

- Tesco *with* EssenceMediacom
- EssenceMediacomX
- Good-Loop
- dentsu *with* Merkle
- Wavemaker UK

WINNER



"The breadth of NatWest's commitment is market-leading and the centrality of sustainability to the bank's strategy is exemplary, as is the leadership commitment. The cited examples are all impressive and the carbon tracker banking app is especially impressive."

FINANCE

WINNER: NatWest

PROJECT: How NatWest is driving sustainable behaviour change across homes, lifestyles, and businesses

In 2022, NatWest Group became the first UK bank to have science-based targets validated by the SBTi. These targets underpinned its first climate transition plan, supporting its ambition to halve the climate impact of its financing activity by 2030 and achieving net zero by 2050 (aligned with 1.5°C/Paris Agreement). As one of the UK's largest banks, it's also determined to support its customers to change their own behaviours, across their homes, lifestyles, and businesses.

Given that 14% of the UK's emissions come from homes, the bank launched the NatWest Greener Homes Retrofit Pilot, to demonstrate the benefits of retrofits and support customers to transition to energy efficient homes. It integrated carbon footprint tracking into its mobile banking app, to empower customer behaviour change by helping them decipher symbols like 'kg CO2e' and what to do with that information. It launched the NatWest Carbon Planner, a free digital platform designed to help businesses to evaluate and reduce their carbon footprint.

WINNER

"Great new business adopting a challenger brand approach. Nice creative idea with 'no more period dramas' and a serious minded approach to production."

HEALTH & WELLBEING

WINNER: Sky Media *with* Hatch London

PROJECT: Here We Flo: Keeping the Planet Clean in Life's Messiest Moments

From biodegradable pad liners to organic tampons, all Here We Flo products are vegan, cruelty free and made from 100% organic or natural materials. In 2021, when the inaugural Sky Zero Footprint Fund initiative launched in the UK, the judges agreed the brand offered people a simple, sustainable swap and that TV could be a fundamental part of the step-change the brand and the planet needed.

Creative agency Hatch London was tasked with helping Here We Flo to bring its period drama to life, playfully recreating a deliberate and unashamed parody of a Bridgerton-esque Victorian era dinner setting to promote their natural and biodegradable sanitary products. The ad was produced following best practice advice and recommendations from the Advertising Association's AdGreen programme and the Sky Zero Footprint Fund working group.

Once unveiled at the London May Fair Hotel in October 2021, alongside the other four finalists' ads, Here We Flo was selected as the £1m Grand Prix Winner and the ad made its TV debut as part of a series of special Net Zero Carbon ad breaks to coincide with the COP26 conference.

Since winning the Footprint Fund, the brand has extended its distribution in Superdrug and has achieved some incredible industry recognition, with Marketing Week calling the advert "April's most effective TV ad" in 2022. During the TV campaign, Here We Flo saw their highest-ever website engagement with site visits +1,000% YoY.

WINNER

"Very compelling idea. Simple, replicable activation off an obvious but forgotten truth."

INTERNATIONAL

WINNER: Makro *with* Grey Colombia

PROJECT: Life Extending Stickers

With an estimated 40% of fruit and vegetables going to waste each day due to the preconceived thought that too ripe is wrong, the brief was to prevent food waste.

Enter Grey Colombia's admirable effort via a medium which has existed for decades in the fruit and vegetable industry - fruit stickers.

To afford them real purpose, these stickers were rejuvenated as Life Extending Stickers - extending the shelf lives of fruit and vegetables by suggesting recipes based on the fruit's ripeness and colour; particularly in the ripest stages given that is when people tend to avoid their consumption.

Printed on the traditional fruit label size of 2.7cm with simple, self-explanatory colours to help buyers find recipes according to the fruit's ripeness stage, the stickers are thought to increase shelf lives by up to six days by showing easy ways for consumers to get the most out of their produce from beginning to end, thus also saving money too as preventing waste benefits our purses.

The stickers mimic the colour of each food item at various points of its ripeness journey; for instance a banana's sticker goes from green to yellow, to brown and then black, with a serving or cooking suggestion for each colour; such as fried, ice cream, tempura or cupcakes.

As well as extending the average lifetimes of fresh produce, the campaign forecasts it could help create 70 tons less food waste a week (through stores and homes combined.

SHORTLISTED

- dentsu
- Knorr *with* MullenLowe Group
- Iberdrola *with* Weber Shandwick
- Meta *and* WWF Spain
- Minderoo Foundation *with* M&C Saatchi Group AUNZ

WINNER

"A sobering and extremely impactful campaign which achieved extraordinary cut-through."

NGO / CHARITY

WINNER: Minderoo Foundation *with* M&C Saatchi Group AUNZ

PROJECT: The Plastic Forecast - Minderoo Foundation

The world is facing a plastic crisis, with billions of tonnes of plastic burdening the Earth and millions more produced annually. To address this urgent issue, Minderoo Foundation enlisted M&C Saatchi to create the Plastic Forecast.

By combining scientific research on atmospheric plastic particles with daily weather forecasts, the Plastic Forecast estimates the amount of plastic that descends upon us each day, even in the absence of rainfall. This innovative approach connects the devastating impact of plastic production to something familiar to everyone: the weather.

The Plastic Forecast was launched during the UN talks in Paris, supported by a small paid media campaign and featured in live events. The campaign generated significant support, with over 2,250 media mentions and a reach of 1.3 billion. Influential figures, including government officials such as Christophe Béchu, the French Minister of Ecological Transition, the UN Environmental Programme on Twitter with 28.2K followers and various celebrities promoted the campaign on social media platforms.

Whilst the Plastic Treaty negotiations are ongoing, a step forward has been made with the first draft being developed for further negotiations, driven by the mounting public pressure and support. What's more, Minderoo Foundation now plans to take the Plastic Forecast to other cities, with the aim of transforming the concept of "plastic rain" into a symbol of devastation, similar to "acid rain," and raising awareness about the catastrophic toll of plastic production on the environment.

HIGHLY COMMENDED

- Meta *and* WWF Spain

WINNER

"A significant and burgeoning contributor to the decarbonisation of advertising's digital ecosystem. A business of influence and benefit to the industry, it continues to learn, evolve its offering and catalyse good practice across the industry."

BEST START-UP

WINNER: Scope3

Scope3's laser-like focus on helping to decarbonise media and advertising has seen the development of a model that precisely measures the emissions of digital advertising, with the granularity and nuance necessary to understand the actual impact on the earth's atmosphere. In turn, the company's products are leveraging that data to drive meaningful reduction across the industry, providing concrete evidence that sustainable media performs better.

Founded as a public benefit corporation, Scope3's emissions data and reduction solutions are now being used by the world's biggest brands and agencies – like Mastercard, Sanofi, Reckitt, IPG, GroupM and more – and 40+ publisher and adtech partners. At the time of entry, the company had tripled its revenue and its client base had grown by 70%.

As an example, Scope3 systems have reduced gCO2PM (grams of carbon emissions per 1K impressions) by 56% for Sanofi while maintaining performance for its April UK campaign - and is now working to apply this strategy across all campaigns globally. Meanwhile, PHD for Audi, has lowered the carbon footprint to 52% below industry average and achieved +65% CTR vs. their target goal.

Scope3 is in the process of completing the necessary requirements for becoming a certified B Corp and is putting in place the structure to measure and understand its own carbon footprint. It is fully remote - with no carbon footprint from physical office space at all, and it uses Carbon Direct to measure and compensate for its business travel through a science-backed, carbon removal portfolio.

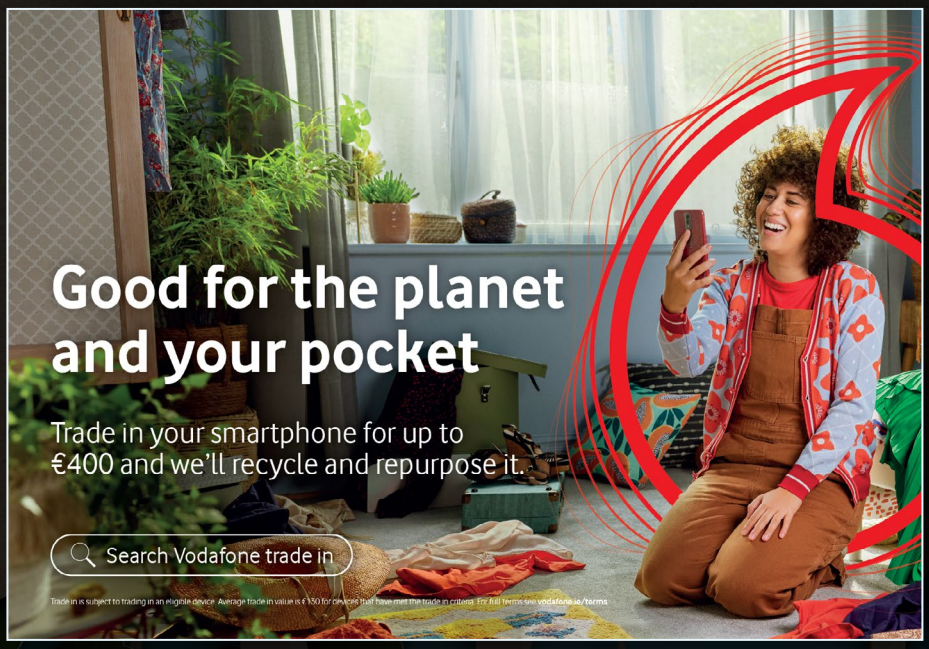
HIGHLY COMMENDED

- IMPACT+

SHORTLISTED

- Cedara
- The GoodNet

WINNER



"This is a really integrated, well executed campaign. The creative is quite charming and clearly worked well given the results are all very strong."

TELECOMS

WINNER: Vodafone Ireland *with* Folk Wunderman Thompson

PROJECT: Vodafone, Home of Trade In

By 2040 e-waste will contribute to 14% of total global carbon emissions and smartphones, one of Vodafone's core business remits, contribute to approximately 10% of that.

Ireland alone generates 155 tonnes of smartphone e-waste annually and despite the abundance of precious metals in smartphones, less than 15% are recycled or traded in. Thus in 2022, Vodafone (which is Ireland's first green network, powered by 100% renewable electricity) set out to tackle this fast-growing waste stream with a smartphone Trade-in service, tool and campaign, designed to empower positive behaviour change at scale.

Faced with staggering numbers of un-recycled phones in Ireland (5 million at last count), deeply-entrenched smartphone hoarding behaviours and very low awareness of both the trade-in service and the increasing problem of e-waste, there was a significant job to do.

Vodafone tackled this with a new TTL campaign; Home of Trade In, effectively rewarding consumers for trading in their used smartphones and doing their part for the planet.

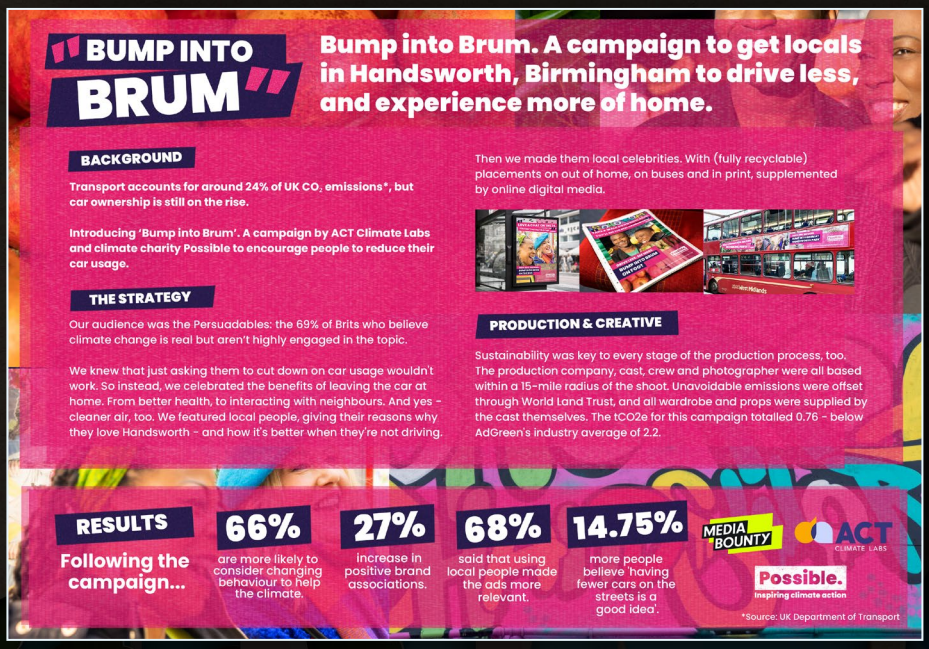
Featuring individuals across Ireland searching high and low for dormant smartphones, the campaign focused on the relief felt upon finding them, knowing they too would be rewarded for being part of the move towards a more sustainable future.

The campaign delivered established mass awareness of pro-environmental behaviour as well as actual change with thousands of smartphones recycled, resulting in a ten-fold increase in trade-ins, smashing all KPIs, and cementing Vodafone's position as a sustainability leader in Ireland.

SHORTLISTED

- giffgaff *with* MG OMD *and* Neverland

WINNER



"A strong, local, inspiring campaign that has community at its heart. 66% of those who recalled the campaign considering behaviour change is a good result. The 14% agreeing that having fewer cars is a good idea shows just how much more work there is to do."

TRAVEL & TRANSPORT

WINNER: Possible *with* Media Bounty *and* ACT Climate Labs

PROJECT: Bump Into Brum

A campaign from ACT Climate Labs, Bump into Brum is a project powered by Media Bounty and climate charity Possible, to support its 'Car-Free Cities' campaign to encourage people to reduce their car usage.

Ethnographic research conducted in Birmingham, including interviews with experts and locals on attitudes towards climate change and car ownership, found that 'car-free' terminology had some negative connotations with its audience, who considered it restrictive and impractical. While many climate campaigns ask audiences to make sacrifices for the environment, this creative strategy focused on showcasing the benefits of fewer cars in the street with a hyper-local approach that used trusted messengers from the area.

Four residents were recruited from Handsworth, with their real quotes used to show what they appreciate the most when they leave their cars at home: cleaner air, better health and the ability to socialise with neighbours. It also featured local staples, such as Soho Road, Handsworth Park, and the number 74 bus, to increase the relatability and relevance of the campaign through shared cultural cues. The results showed significant changes in attitudes and behaviours towards car usage, and climate change, with a 40% uplift in people agreeing with the statement "Neighbourhoods should be for people, not cars".

After the campaign ran, there was a 14% uplift in people agreeing that "having fewer cars is a good idea". Of those who recalled the campaign, 66% of people were more likely to consider changing their behaviour to tackle the climate crisis in the next six months.

SHORTLISTED

- Trainline *with* Mother London, Wavemaker UK, GoodNet *and* WeAre8

INTERNATIONAL GRAND PRIX WINNER

"This is smart, scalable but, above all, a simple solution to a huge problem which has to be addressed if we are to successfully tackle climate change. Imagine if we see stickers like these on all fruit and veg everywhere, what a positive impact that could have."

WINNER: Makro *with* Grey Colombia

PROJECT: Life Extending Stickers

Ripe is not wrong, and 40% of our fruit and vegetables are going to waste every single day due to this misconception. Grey Colombia's admirable attempt to tackle this waste is via a medium which has existed for decades in the fruit and vegetable industry - fruit stickers. To give them real purpose, these stickers have been renamed Life Extending Stickers - extending the shelf lives of fruit and vegetables by suggesting recipes based on the fruit's ripeness and colour; particularly in the ripest stages given that is when people tend to avoid their consumption.

Printed on the traditional size of 2.7cm with simple, self-explanatory colours to help buyers find recipes according to the fruit's ripeness stage, the stickers are thought to increase shelf lives by up to six days by showing easy ways for consumers to get the most out of their produce from beginning to end, thus also saving money too as preventing waste benefits our wallets.

The stickers mimic the colour of each food item at various points of its ripeness journey; for instance a banana's sticker goes from green to yellow, to brown and then black, with a serving or cooking suggestion for each colour; such as fried, ice cream, tempura or cupcakes.

As well as extending the average lifetimes of fresh producer, the campaign forecasts it could help create 70 tons less food waste a week (through stores and homes combined.

UK GRAND PRIX WINNER

"A stellar example of an advertising partnership that creates a real, tangible cultural impact, helping promote a more sustainable behaviour to a mass audience."

WINNER: ITV *with* EssenceMediacom

PROJECT: eBay & Love Island

Fast fashion is seriously harming the environment and as the nation's original sustainable marketplace, eBay launched this memorable campaign to stop it in its tracks. Within an industry producing 100 billion new garments every year, 100,000 items are sent to landfill every five minutes. Clothes are so cheap they're often worn once and then binned, and according to Greenpeace, 300,000 tonnes of clothes are burned or buried in the UK every year.

But how do you persuade Gen Z and Millennial shoppers that second-hand clothes are stylish and cool? By flipping the narrative and igniting a second-hand revolution via the cast of a TV show that makes or breaks fashion trends - ITV's Love Island. The campaign saw eBay become the show's first-ever "pre-loved" fashion partner and saw islanders provided with a wardrobe of second-hand clothes chosen by a celebrity stylist, demonstrating just how stylish pre-loved can be. Islanders were also encouraged to re-wear and swap items which were later featured in live eBay auctions.

The results of the campaign were exceptional - eBay saw more people looking for second-hand clothes than ever before, with searches for 'pre-loved fashion' rocketing by an astonishing 7,000%. And on Google, there have been 756% more searches for 'eBay pre-loved clothes' and 660% for 'pre-loved' month-on-month.

A WORD FROM CAMPAIGN AND OUR GRAND PRIX JUDGES

The excellent and varied range of winners for the second Campaign Ad Net Zero Awards is proof that this awards scheme has a growing and important role.

We hope the case studies about the winning work and companies will be an inspiration -- at a time when the need to tackle the climate emergency is only becoming more pressing.

Brands have an opportunity and an obligation to encourage more sustainable behaviour and they don't have to wait for governments to act, particularly when we have seen some political leaders dilute their sustainability commitments this year.

It is exciting to see how our award winners are making a positive difference, even though we know there is much more work to do to build a net zero economy.

Gideon Spanier
UK editor-in-chief
Campaign

> ***We know that people do not respond to scare stories about climate change – they need simple solutions, and we need the advertising industry to communicate these solutions quickly and with real positive impact.***

Baroness Parminter
Chair of the Environment and Climate Change Committee

> ***Advertising needs to think about what the result of its work is and be able to show how it is supporting the UK's fastest transition possible to a net zero future. We need to see ideas being delivered that are scalable with the ability to create mass behaviour change.***

Chris Skidmore MP

> ***I urge the advertising industry to look at its work and consider how its campaigns can have a positive impact on climate action, whether that is through the reduction of GHG emissions, cutting down food waste, or boosting the circular economy. These awards should act as a catalyst for more and more work that makes a real, practical difference.***

Kerry McCarthy MP
Shadow Minister for Climate Change

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