



LAUNCH OF AD NET ZERO in IRELAND

IAPI to lead first international chapter of advertising's climate action initiative

16th June 2022: IAPI (Institute of Advertising Practitioners in Ireland), AAI (Advertising Association of Ireland), MII (The Marketing Institute of Ireland), CPI (Commercial Producers of Ireland) and IAB have launched **Ad Net Zero** for the Irish market. Ad Net Zero, the industry-wide initiative to help advertising respond to the climate crisis caused by CO2 emissions, was launched in the UK in 2020 and is led in the UK by the Advertising Association, IPA and ISBA.

Ad Net Zero in Ireland will join the Ad Net Zero Steering Group and will be the first country to join an initiative which is attracting increasing international attention and will be the first full collaboration in Ireland across the advertising, marketing, media and production sector with a collective vision to address climate change and reduce carbon emissions across the industry. The industry in Ireland is so committed to this initiative that all of the bodies have voted for an all-in approach resulting in a potential 80 supporters signing up from the outset.

Ad Net Zero Ireland will also participate in the **Ad Net Zero Global Summit to coincide with COP27** in November, all geared to drive rapid, long-lasting change in the advertising industry.

Sebastian Munden, Chair of Ad Net Zero and EVP and General Manager, Unilever UK & Ireland said: *"The climate crisis has taught us the need for collective action. Following the success of Ad Net Zero in the UK – receiving more than 100 supporters in less than two years - we are raising our international ambitions for our industry to come together and reach net zero by end of 2030. We're excited to be working with Ad Net Zero in Ireland in helping support the Irish ad industry achieve this goal too. I encourage everyone in the UK and Ireland to reach out and find out how you can become an Ad Net Zero supporter and we welcome conversations with other international markets as the world collaborates to tackle the climate emergency."*

Charley Stoney, CEO of The Institute of Advertising Practitioners in Ireland (IAPI) who has led the charge for creating the Ad Net Zero Ireland collaboration said: *"IAPI and our partner industry bodies are delighted to be joining Ad Net Zero. I have found it very inspirational to have received such engagement from all competing sectors of the industry for the first time ever. The drive for Sustainability is such an over-riding priority for business. I truly believe that we can make a difference by joining Ad Net Zero and taking action to reduce carbon emissions."*

"We know the only way to address climate change is through collaboration, collectivism, and a shared vision and that is what Ad Net Zero will be in Ireland – a space to plan for our future"

AD NET ZERO

ALL FOR NONE

by taking action now. There has been an urgent rally call from the advertising industry in Ireland to address climate change with 92% of people worried about the negative impact that our industry has on the environment, 91% agreeing that the industry has an important role in addressing climate change because of our ability to connect with Irish consumers and 74% stating that the industry needs to move faster to face the climate challenge. Ad Net Zero will provide a clear set of actions from getting our own house in order by reducing carbon emissions from our operations, in addition to reducing carbon emissions from advertising creation, to ensuring we plan media in the most sustainable manner, driving for net zero events and by influencing consumer behaviour to enable sustainable choices.

“The need for this was reinforced at the recent IAPI Leaders Day when over 50 agency leaders voted unanimously for an ALL-IN approach to Ad Net Zero. In other words, if you’re a member of IAPI, you’re automatically opted in.”

Ad Net Zero in Ireland engaged the professional services of Elizabeth Sheehan, Independent Marketing & Sustainability specialist and she has been instrumental in bringing this to fruition, alongside Abi Moran, CEO, Folk Wunderman Thompson and Fiona Field, MD, OMD, both of whom are on the IAPI Board.

Ad Net Zero in Ireland will build on learnings from the group to adopt and adapt the Ad Net Zero 5-point action plan and deploy the tools, including Green Element and AdGreen, to best suit the Irish market.

Ad Net Zero has led the way in pledging the industry to become Net Zero by 2030. To drive towards the goal – Ad Net Zero provides advice, education, training, carbon calculation etc all set up in the UK and Ireland will collaborate with the working groups. Our supporters will be provided with a clear 5 Action Framework to help reduce carbon emissions from their activities and will collaborate with Purpose Disruptors and #changethebrief to ensure the influence of the advertising communications can be a force for positive change.

As supporters of this mission critical collaboration all supporters will be included in working groups, training, certification and will have a voice in the future planning of the industry in a collaborative way.

NOTES FOR EDITOR

About Ad Net Zero

Acknowledging the need for advertising as a sector to respond to the urgency and scale of the climate crisis caused by CO2 emissions, the Advertising Association’s Climate Action Group produced a report and recommendations for cross-industry action in November 2020 to be taken forward under the umbrella of the Ad Net Zero initiative.

Concern over the issue is shared across the advertising sector by individuals and companies alike. Some 92% of people working across the industry are worried about the



negative impacts of the industry on the environment; more want their agencies to take climate action.

Many agencies and companies across the industry have taken their own steps to work more sustainably. New policies and commitments are being announced by firms large and small all the time. But more needs to be done collectively.

People across the sector want advertising to be part of the solution to the climate crisis, through the role it can play in influencing corporate policy and consumer behaviour, helping people make more sustainable choices in what they buy, use, and do. 91% agree that knowing their organisation is taking climate action would improve their job satisfaction.

Ad Net Zero was established to provide focus for this necessary collaboration. Working together, the supporters will drive carbon-curbing policies throughout the advertising eco-system and will strengthen and extend the sector's response to a shared challenge.

Ad Net Zero in Ireland is led by an all-industry Council comprising members of IAPI, CPI, AAI, MII and IAB.

For more information, please contact:

Charley Stoney, CEO, IAPI

charley@iapi.com

About IAPI – Institute of Advertising Practitioners in Ireland:

IAPI is the body for the commercial creativity and communications industry in Ireland. Our purpose is to firmly position our industry as a fundamental engine of Ireland's future growth.

We do this by:

- Positioning Ireland as a global centre of excellence for commercial creativity and media planning.
- Empowering our members to grow the value of their business. Elevating the industry through driving world class professional standards.
- Advocating for the interests of our members at Corporate Board, Government and international levels.
- Fostering a culture of strategic leadership, creativity and innovation within our members.
- Delivering first class training and education across a multi-discipline industry.
- Broadening the strength and appeal of our industry to attract world class talent Promoting diversity and inclusion as a strategic and economic imperative.



IAPI is driven by its 60 member agencies. The board is elected by the members. Members decide the priorities and drive our agenda. The staff listen and respond to member's concerns.

Ad Net Zero in the UK is being led by an all-industry Steering group

For more information, please contact:

Advertising Association UK

Matt Bourn, Director of Communications

Matt.Bourn@adassoc.org.uk

About the Advertising Association

The Advertising Association promotes the role and rights of responsible advertising and its value to people, society, businesses, and the economy. Responsible businesses understand that there is little point in an advertisement that people cannot trust. That's why, over 50 years ago, the Advertising Association led UK advertising towards a system of independent self-regulation which has since been adopted around the world. There are nearly thirty UK trade associations representing advertising, media, and marketing. Through the Advertising Association they come together with a single voice when speaking to policymakers and influencers.