



**IAB EUROPE
ACADEMY**

**ENVIRONMENTAL
SUSTAINABILITY
IN DIGITAL
ADVERTISING**

OVERVIEW

With growing concerns about climate change and environmental degradation, **digital advertising professionals** are becoming more conscious of the environmental impact of their professional activity and have an increasing desire to see their organisation take the necessary steps to reduce carbon emissions. By signing up to **IAB Europe's unique training course**, participants will gain valuable insights into effective measures that can be implemented across different departments and functions to instigate **transformative change** and make a **positive impact** on the digital advertising supply chain. Simultaneously their respective organisations will be fostering an increasingly needed culture of environmental awareness and scaling up their education opportunities in a cost-effective way.

FORMAT & DURATION

Five 2-hour sessions over 5 consecutive days:

- Four modules, each lasting 2 hours, covered over the first 4 days
- One Q&A session on the fifth day, featuring a recap of each module and providing additional opportunities for participants to ask questions of the trainer



DELIVERY METHOD

- Virtual with the IAB Europe Academy Training Platform

TRAINING MATERIAL

- Presentation slides
- Interactive polls
- Case study handouts
- Feedback form at the end of the course



TRAINING CONTENT OVERVIEW

MODULE 1: Introduction to Environmental Sustainability

Objective: To provide an understanding of the key concepts, frameworks, standards, and targets for environmental sustainability in the digital advertising industry, focusing on GHG emissions, climate impact, corporate sustainability, and carbon accounting.

1. Introduction

- **Welcome and Objectives (5 minutes)**
 - Brief overview of the session & key learning outcomes
- **Activity (5 minutes)**
 - Quick introduction round & Interactive poll on participants' familiarity with sustainability practices

2. A Brief History of Environmental Sustainability (10 minutes)

- **Environmental Impacts as an economic externality**
 - Social vs. private cost/benefit
- **International cooperation on environmental impacts**
 - United Nations work – Kyoto - Paris



3. Environmental Impacts and GHG Emissions (10 minutes)

- **Drivers & Effects of Environmental Impacts (10 minutes)**
 - Explanation of environmental impacts with a focus on GHG emissions
 - Effect on the environment, i.e. climate change, public health, and biodiversity
 - Main emission sources in digital advertising

4. Frameworks and Standards (35 minutes)

- **Greenhouse Gas Protocol (GHGP) (10 minutes)**
 - Introduction to GHGP
 - Importance and application in the digital advertising industry
- **Science Based Targets initiative (SBTi) (10 minutes)**
 - Overview of SBTi
 - Setting and achieving science-based targets
- **European Sustainability Reporting Standards (10 minutes)**
 - Overview of ESRS
 - Importance to regulatory framework
- **Serviced Emissions (5 minutes)**

5. Carbon Accounting Concepts (45 minutes)

- **Emission scopes, allocation methods, ownership (10 minutes)**
 - Introduction to carbon accounting
 - Key concepts: scope 1, scope 2, and scope 3 emissions
- **Double Materiality (5 minutes)**
 - Impact materiality
 - Financial materiality
 - Application in regulation
- **Marginal and Average Emissions, Location- vs. Market-based Emissions (10 minutes)**
 - Explanation of marginal vs. average emissions
 - Grid example (e.g. Google)
- **Philosophy of Carbon Accounting (10 minutes)**
 - Understanding the philosophical approach to carbon accounting
 - Importance of transparency and accuracy
 - Allocation vs. consequence
- **Offsetting Strategies (10 minutes)**
 - Overview of carbon offsetting
 - Types of offset projects and their effectiveness

6. Conclusions and Q&A (10 minutes)

- **Summary of Key Points (5 minutes)**

- Recap of the main topics covered
- Final thoughts on the importance of sustainability in digital advertising

- **Q&A Session & Closing**

- Open floor for participant questions and discussion
- Additional resources and next steps for participants

MODULE 2: Introduction to Environmental Sustainability

Objective: To provide a comprehensive understanding of the carbon emission sources in the digital advertising industry, including the life cycle of access networks, data centres, servers, and communication.

1. **Introduction (10 minutes)**
2. **Digital Advertising Operations (25 minutes)**
3. **Life Cycle Assessment (LCA) (10 minutes)**
4. **Environmental Impacts & Emission Sources (65 minutes)**
5. **Conclusion and Q&A (10 minutes)**



MODULE 3: Quantifying Carbon Emissions in Digital Advertising

Objective: To provide a comprehensive understanding of methodologies for measuring carbon emissions in digital advertising, including GHG models, design principles, use cases, and the challenges involved.

1. Introduction (10 minutes)

- **Objectives (5 minutes)**
 - Brief overview of the session & key learning outcomes
- **Activity (5 minutes)**
 - Quick introduction round and interactive poll on participants' familiarity with carbon measurement methodologies

2. Overview of GHG Models (20 minutes)

- **What is a GHG Model? (5 minutes)**
 - Definition and importance of GHG models
 - How GHG models are used in estimating carbon emissions in digital advertising
- **Basical Design principles (15 minutes)**
 - Key design principles of effective GHG models (precautionary principle, data quality, representativeness, drives meaningful action)
 - Real-world use cases in digital advertising

3. Deep Dive into Frameworks (15 minutes)

- **Overview of Different Frameworks (5 minutes)**
 - Explanation of various methodologies for estimating carbon emissions resulting from digital advertising
 - Comparative analysis of their applicability in digital advertising
- **Detailed Examination of Key Methodologies (40 minutes)**
 - BAFTA albert, SRI x AD, GSMF, GroupM/WPP, Tech Carbon Footprint Standard

4. Shortcomings and Challenges (20 minutes)

- **Data Availability and Quality (10 minutes)**
 - Challenges in accessing accurate and comprehensive data
 - Impact of data quality on measurement outcomes
- **Other Challenges (10 minutes)**
 - Methodological limitations
 - Issues related to scalability and standardisation

5. Material from IAB Europe Mapping (15 minutes)

- **Importance of Mapping (10 minutes)**
 - Overview of Mapping of GHG Estimation Solutions
 - Key differences between vendors
 - Link to GSMF standards



- **Use cases (5 minutes)**
 - Real-world examples of mapping uses

6. Conclusion and Q&A

- **Summary of Key Points (5 minutes)**
 - Recap of main topics covered & final thoughts on the importance of sustainability in digital advertising
- **Q&A Session & Closing (5 minutes)**
 - Open floor for participant questions and discussion
 - Additional resources and next steps for participants

MODULE 4: Optimising Digital Advertising Operations for Efficiency and Sustainability

Objective: To provide insights and strategies for optimising the digital advertising supply chain to enhance efficiency and sustainability without negative impact, including best practices and use cases.

1. Introduction (10 minutes)

- **Objectives (5 minutes)**
 - Brief overview of the session & key learning outcomes
- **Activity (5 minutes)**
 - Quick introduction and interactive poll on participants' familiarity with supply chain optimisation in digital advertising



2. Environmental Strategies by Area (60 minutes)

- **Advertiser (15 minutes)**
- **Agency (15 minutes)**
- **Ad Tech (15 minutes)**
- **Publisher (15 minutes)**

3. Best Practices and Use Cases (20 minutes)

- **Case Studies of Successful Implementation (20 minutes)**
 - Detailed analysis of successful case studies
 - Key takeaways and lessons learned
 - 4 5-minute case studies

4. Interactive Activity (20 minutes)

- **Group Discussion and Brainstorming (20 minutes)**
 - Participants discuss potential strategies for their own organisations
 - Sharing of ideas and feedback

5. Conclusion and Q&A (10 minutes)

- **Summary of Key Points (5 minutes)**
 - Recap of main topics covered & final thoughts on the importance of sustainability in digital advertising
- **Q&A Session & Closing (5 minutes)**
 - Open floor for participant questions and discussion and additional resources and next steps for participants



MODULE 5: Q&A Session on Environmental Sustainability in Digital Advertising

Objective: To provide participants with the opportunity to ask questions and gain deeper insights into sustainability, carbon emissions, measurement methodologies, and optimisation strategies in the digital advertising industry.

This module will dedicate 25 minutes to each previous module to provide a brief recap of the key points covered and open the floor for participants to ask questions.



FACILITATOR



Dimitris Beis, Data Analyst & Sustainability Lead, IAB Europe

Dimitris drives IAB Europe's initiatives in sustainability, offering educational resources and in-depth emissions analysis while contributing to industry standards for digital channels. He also leads the AI Working Group, focusing on the impact of artificial intelligence on the digital ecosystem, and supports market intelligence efforts through advanced research and analytical insights.

Before joining IAB Europe, Dimitris worked at CNN International Commercial and was a founding member of Blue Marble Energy Services. Dimitris obtained a BSc (Hons) in Economics, Statistics, and Mathematics from Queen Mary University of London.



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