

The logo graphic features a large dark blue circle with the text 'IAB EUROPE ACADEMY' inside. To its upper left is a smaller light blue circle overlapping it. To its lower right is a purple circle containing a white star icon with a ribbon. The entire graphic is surrounded by several curved lines in shades of blue and purple.

**IAB EUROPE
ACADEMY**

IAB EUROPE ACADEMY OVERVIEW

WHAT IS THE IAB EUROPE ACADEMY

The IAB Europe Academy is an **educational initiative** designed to provide training courses for digital advertising professionals on thematic areas where IAB Europe and its expert working groups are active and drive uptake of IAB Europe standards.

Developed by industry-leading experts from IAB Europe, and crafted to meet the needs of professionals at all levels, our courses will equip stakeholders across the industry with the skills and knowledge needed to excel in the world of digital.

The courses are intended to be distinct from and complementary to those offered by IAB Europe's member national federations. They aim to provide a focused, high-quality curriculum that aligns closely with a select number of IAB Europe's key workstreams, setting them apart from national offerings.

COURSES AVAILABLE AT LAUNCH

Initially, the IAB Europe Academy will offer training opportunities in **Retail Media Essentials** and **Environmental Sustainability in Digital Advertising**.

By focusing on these relatively new and evolving topics, we aim to cover new ground in the digital advertising landscape and demonstrate a commitment to driving these initiatives forward.



WHY FOCUS ON RETAIL MEDIA

Retail Media represents the third wave of digital advertising and is one of the fastest-growing segments in the industry, projected to reach 31bn Euros by 2028. This growth is fueled by the surge in e-commerce and the increasing reliance on first-party data.

WHY FOCUS ON ENVIRONMENTAL SUSTAINABILITY

Environmental Sustainability is a crucial topic for the future of advertising, as the industry shifts toward more eco-friendly practices.

WHO ARE THE COURSES DESIGNED FOR?

Our courses are designed to meet the needs of digital professionals at all levels, from beginners just entering the digital advertising field to seasoned experts looking to stay updated on the latest industry trends and best practices.



FORMAT AND DURATION

The courses are delivered through an engaging and interactive IAB Europe Academy Learning platform built for the IAB Europe Academy. They include a mix of live (2 hours) sessions, text-based resources, graded quizzes, and interactive Q&A sessions.

- The Retail Media Essentials Course is **one 2,5-hour live session covering five short modules**.
- The Environmental Sustainability in Digital Advertising is **five 2-hour live sessions** covering four detailed modules and additional questions and answers from participants.

COURSE PRICING

- The Environmental Sustainability for Digital Advertising Course costs 1300 EUR (excl. VAT), and is listed at **1573 EUR (incl. 21% VAT)**.
- The Retail Media Essentials Course costs 275 EUR (excl. VAT), listed at **333 EUR (incl. 21% VAT)**.
- Members of IAB Europe and Members of National IABs can benefit from a 10% discount with the discount code: **iabeuropeacademy10**



REVENUE SHARE FOR NATIONAL IABS

IAB Europe created **IAB Europe Academy Referral Programme**, earning National IABs a **30% revenue share** on enrollments directly generated through their dedicated referral link. The referral link will enable effective promotion of the IAB Europe Academy and its courses, while allowing us to track enrollments from each National IAB, ensuring accurate revenue sharing.

CONTACT

For more information all stakeholders and participants can email academy@iabeurope.eu.



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**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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**IAB EUROPE
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RETAIL MEDIA ESSENTIALS

OVERVIEW

Retail Media represents the third wave of digital advertising and is one of the fastest-growing segments in the industry, projected to reach 31bn Euros by 2028. This growth is fueled by the surge in e-commerce and the increasing reliance on first-party data. Recognising these emerging trends, the IAB Europe Academy is dedicated to equipping digital advertising professionals with the knowledge and skills necessary to adapt to new market demands. We will provide you with a solid foundation in Retail Media, exploring key trends, diverse ad formats, and effective measurement techniques.

FORMAT & DURATION

One 2.5-hour session covering five modules

The course will offer a blended learning approach, including:

- **Bite-Sized Learning Modules:** Concise and informative text modules provide a solid foundation in key concepts.
- **Live Video Lesson:** Visually-driven explanations for deeper learning.
- **Interactive Quizzes:** Participants test their knowledge and solidify key learnings through interactive quizzes.

Each module will run for 20 minutes followed by a 7-minute quiz for participants to test their knowledge. You will be offered a 15-minute break between Module 3 and Module 4.



DELIVERY METHOD

- Virtual with the IAB Europe Academy Training Platform
- Some courses will be offered in person in 2025

TRAINING CONTENT

The core curriculum will encompass five modules, addressing the following areas:

1. Demystifying Retail Media: Solidifying the Basics

In this module, we will explore retail media products, providing concrete applications for each one. We'll delve into their nuances, adoption rates, and the Ad Tech companies that support them. Additionally, we will discuss the IAB standard formats for display advertising. By the end of this course, you will have a clear understanding of the various products available to you.

2. Omnichannel Buying

Retail encompasses on-site, off-site, and in-store strategies, making it challenging to develop a cohesive omnichannel buying approach. This module will guide you through the available options, equipping you with the knowledge to support a seamless omnichannel strategy.



3. Measurement and Attribution: On-Site and Off-Site

This course focuses on IAB Europe's standards for on-site and off-site attribution and measurement, encompassing both media and sales measurement. Retailers adhering to these standards will receive certification, which will be significant throughout 2025 and beyond. You'll gain a unique insight into the implications and importance of this certification and these standards.

4. Measurement In-Store

In-store retail media is a vital component of any retail media program, offering unparalleled scale due to store traffic. Often referred to as "the new TV," measuring in-store effectiveness is complex. The IAB US and Europe have jointly established common definitions and measurement standards for this purpose. By the end of this module, you will understand the key terminology and methodologies related to in-store measurement.

5. Retail Media and Market Analysis

IAB Europe publishes an annual market analysis of retail media. In this final course, you will learn about market trends and sizing, empowering you to apply these insights to your day-to-day decisions within the larger retail ecosystem.



FACILITATORS



Yara Daher, Retail Media Consultant at IAB Europe

Yara Daher is a Retail Media Network (RMN) pioneer, having shaped some of the industry's earliest RMN successes while at HookLogic (acquired by Criteo). Based in London, Yara joined HookLogic in 2014 and was instrumental in developing and launching RMNs for Walmart, Target, Best Buy, and other major retailers. She later became Head of Retail Partnerships in the U.S. at Criteo and led Retail Media for the company in Brazil. More recently, Yara guided a portfolio of European startups in Retail Media, including the launches of MikMak and Symbiosys. Currently, Yara co-leads the Retail Media Standards Committee for IAB Europe. She earned a B.A. degree from the University of Southern California and an MBA from Columbia University in New York.

FACILITATORS



Colin Lewis, Retail Media Specialist

Colin is the co-founder of Retail Media Works, which, alongside its sister brand Grace and Co, collaborates with brands and retailers worldwide on digital commerce and retail media strategies. Colin works with like brands like Barilla, Fonterra, PepsiCo, Optimum Nutrition and L'Oreal UK, as well as retailers such as Superdrug, Migros, The Warehouse Group, The Very Group, Ocado Retail, Terry White Chemmart to help set up their retail media networks. Colin has authored eleven best practice reports on eCommerce and retail media and created three indepth courses on digital commerce as well as retail media. Colin also co-hosts the "Retail Media Therapy" podcast.



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FOR MORE INFORMATION CONTACT:
academy@iab europe.eu

VIST:
iab europe.academy