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1. General Questions

1.1 What is LEAF?

LEAF is a Sustainability Suite developed by IAB Europe. It includes digital utilities designed to reduce carbon and GHG emissions in digital advertising campaigns by providing monitoring, optimisation, and improvement tools.



1.2 Who should use LEAF?

LEAF is designed for digital advertisers, brands, publishers, ad tech providers, sustainability managers, agencies, industry regulators, and National IABs who want to integrate sustainability into their advertising operations.

1.3 What tools are included in LEAF?

LEAF includes:

- OpenGHG: A web app to measure GHG emissions in digital advertising campaigns.
- CreativeLi: A tool for optimising image and video file sizes to reduce carbon footprint while maintaining quality.

1.4 Why should I use LEAF?

As sustainability is increasingly prioritised as a media investment consideration, **LEAF** provides an easy way for advertisers, agencies, ad tech, and publishers to stay updated on industry standards and best practices. Powered by the learnings and outputs of our Sustainability Standards Committee, LEAF houses solutions that can support meaningful action - whether it's estimating a campaign's carbon footprint or optimising creatives.

2. OpenGHG

2.1 What is OpenGHG?

OpenGHG is a web-based application designed to measure carbon emissions in digital advertising. It allows National IABs to provide default values and enables advertisers, agencies, publishers, and tech vendors to calculate and report emissions.

2.2 What data does OpenGHG use?

OpenGHG uses:

- Market-based default values from National IABs.
- User-provided campaign data.
- Industry-standard formulas based on the Global Sustainable Media Framework.



2.3 What insights does OpenGHG provide?

- Easy-to-understand results with clear explanations.
- Breakdown of emissions by creative production, distribution, consumption, and corporate overhead.
- Ability to edit or use default values provided by IAB Europe.

3. CreativeLi

3.1 What is CreativeLi?

CreativeLi is a digital asset optimisation tool that reduces the file size of image and video creatives without compromising visual quality. This helps lower emissions associated with digital ad campaigns.

3.2 How does CreativeLi work?

CreativeLi uses advanced compression metrics to optimise creatives while preventing both under- and over-compression. This ensures that ad quality and user experience are maintained.

3.3 Why should I use CreativeLi?

- Reduces the environmental impact of digital ad campaigns.
- Maintains visual quality while optimising file size.
- Supports sustainability goals without sacrificing performance.

4. Implementation & Access

4.1 How do I get access to LEAF?

- Please access LEAF directly here: <https://www.leaf.iabeurope.eu/>.
- If you are an IAB Europe Member, your request for access will be validated and you will be granted access shortly.
- If you are not an IAB Europe member, you will be redirected to the subscription page to validate your payment and your access will be granted shortly after.



4.2 How much does a LEAF subscription cost?

LEAF is available as a single-tier subscription:

- 495 EUR + VAT per year for Members of National IABs.
- 545 EUR + VAT per year for Non-Members.
- Free for IAB Europe Members.

4.3 What does the subscription include?

- Full access to OpenGHG and CreativeLi.
- Relevant guides and materials.
- Future updates and feature enhancements.
- New products added to LEAF.

5. Support & Contact

For questions and support please visit the IAB Europe website [here](#) or email us at: leaf@iabeurope.eu.