

IAB Europe Launches Beta test of New Tool for Estimating Digital Advertising Campaign Emissions

For the last year, IAB Europe's Sustainability Standards Committee has been actively contributing to the development of common standards for the estimation of greenhouse gas emissions arising from digital advertising activities. In close collaboration with Ad Net Zero, the Global Alliance for Responsible Media (GARM), and key stakeholders across media channels, IAB Europe has worked hard to encourage alignment on a variety of methodological considerations that inform how the environmental impact of digital advertising campaigns is calculated. **We are thankful to our partners in this endeavour**, including the many members of the IAB Europe Framework & Methodology working group that have shared their subject-matter expertise.

The ultimate goal of this project is to develop a common environmental modelling framework that captures activities throughout the value chain and reduces disparities between the estimates offered by different vendors. The Association's [Mapping of GHG Estimation Solutions](#) identified various areas where a lack of consistency between sustainability solutions providers leads to differences in estimates that may even span orders of magnitude. Brands, agencies, publishers, and ad tech intermediaries have stressed the **need for robust, trustworthy, and equivalent environmental figures** so further weight can be placed on metrics relating to emissions.



IAB Europe remains committed to this objective and the belief that it is in the industry's best interest to advance this work further. Thus, with the support of Ad Net Zero, we will be offering the required guidance, data, and utilities for our corporate members and National Federations to apply the Global Media Sustainability Framework on digital channel campaigns. The first step is launching the beta test of **OpenGHG, a utility that allows users to calculate digital advertising emissions in a way that is standard-compliant**

by default. Over the next month, we will be collecting feedback from members participating in the test and preparing a work plan to tackle remaining gaps in guidance for framework application before the utility is made available to a wider audience. The Methodology & Framework Working Group will continue to convene with the goal of establishing a common language for environmental impact and enabling commercial actors to optimise their strategy based on the importance they attach to environmental sustainability.

For more information on the OpenGHG tool and how to access it, please contact IAB Europe's Data Analyst and Sustainability Manager, Dimitris Beis at beis@iab europe.eu.