

## IAB Europe's OpenGHG - FAQ

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**Q. What is the OpenGHG Estimation Tool (OpenGHG)?**

OpenGHG is a tool developed by IAB Europe to support the adoption of a common framework for quantifying the environmental impact associated with a digital advertising campaign. It allows our members to build their own, modular greenhouse gas models, as well as their own sets of default values. The tool is still in development and is being made available to our members on a beta test basis.

**Q. Why has IAB Europe developed OpenGHG?**

The main purpose of the OpenGHG tool is to underpin alignment on the practical application of the Global Media Sustainability framework that is spearheaded by Ad Net Zero.

First, the utility provides a testbed for application of the framework's formulae. The goal is to establish a common interpretation of these, including standard guidance on how to apply them. As pieces of guidance are validated within the relevant industry working groups, OpenGHG will be updated to match them.

Second, the utility incorporates a standard structure for default value sets, which are saved as config-parsable text files. These sets include entries for variables that should be common assumptions across framework applications (e.g. the energy intensity of data transfer), as well as back-up entries for data points that may be missing in a particular application (e.g. energy intensity of asset storage).

The IAB\_Europe.txt defaults file available to every user is currently experimental and updates will likely be frequent in the short term. IAB Europe will also be working in collaboration with National Federations and local market stakeholders to determine which default values require localisation based on feasibility and impact materiality.

Finally, OpenGHG provides a platform for all of IAB Europe's members to develop their own digital advertising-specific greenhouse gas models and test an early application of the Global Media Sustainability framework. Additional features will be planned and integrated based on the direction of industry-level work and feedback from IAB Europe members.

**Q. How does OpenGHG link to the Global Media Sustainability Framework on digital channel campaigns?**

OpenGHG integrates the Media Sustainability Framework developed by the Global Alliance for Responsible Media and Ad Net Zero. IAB Europe's Framework & Methodology Working Group provided extensive feedback during the development of the digital channel formulae, and will be

maintaining its extension of support during upcoming development phases. OpenGHG is offered to our members with the support of Ad Net Zero as we continue to facilitate cross-industry alignment on media sustainability.

**Q. Who can access the OpenGHG tool?**

The OpenGHG beta test is open to all IAB Europe members. Organisations interested in participating should contact IAB Europe's Data Analyst & Sustainability Manager, Dimitris Beis at [beis@iabeurope.eu](mailto:beis@iabeurope.eu).

### **Q. How do I access OpenGHG?**

OpenGHG can be accessed through your browser at [openghg.iabeurope.eu](https://openghg.iabeurope.eu). Keep in mind that given we are releasing the utility in beta, it has not been thoroughly tested in different environments yet. A mobile version of the website will be made available soon.

### **Q. How does OpenGHG work?**

Users can create models of digital advertising campaigns. Models feature the standard **stages** featured in the Global Media Sustainability Framework: Creative Production, Selection, Delivery, Consumption, and Corporate Overhead. Under each stage, users can add different **sections**. These represent different activities, i.e. different media sources under the Selection stage or different user device groups under the Consumption stage. After populating their model with sections, users can view the emissions estimated to be caused by the campaign in the Results tab.

### **Q. Which countries does OpenGHG cover?**

The tool features defaults for a selection of countries based on the geographic scope of our work as a starting point. We expect the list to be expanded soon.

### **Q. What data do I need to be able to use OpenGHG?**

OpenGHG facilitates a lean application of the Global Media Sustainability Framework. It enables users to build standard-compliant models even if they do not have access to data across the value chain, by drawing from sets of default values. As such, the data required to build a simple model through the utility is quite basic; an impression count, location, and device type are required.

### **Q. What are the OpenGHG calculations based on?**

The Global Media Sustainability Framework's formulae have been applied using preliminary guidance that reflects discussions within IAB Europe's Framework & Methodology and other industry-level working groups. Additionally, IAB Europe is providing a preliminary set of default values. The decisions taken in applying the framework, as well as the common set of defaults will be evaluated by members of the Framework & Methodology Working Group starting in September.

**Q. Does OpenGHG store my data?**

The data you add to your models is stored so that you may load and edit these models across sessions. The default value sets you create are also stored so they may be edited or used for models across sessions.

**Q. Where can I find OpenGHG's privacy information?**

OpenGHG uses a single session cookie to ensure the website functions securely and properly. For more information, please refer to IAB Europe's Privacy Policy [here](#).

**Q. What is the deadline to provide feedback on the OpenGHG Beta test?**

Users are encouraged to submit feedback over the next month (until mid-September). Any methodological questions will be fielded during IAB Europe's Framework & Methodology Working Group meetings. Questions or suggestions relating to the user interface will be addressed on a rolling basis.

**Q. How often will OpenGHG be updated?**

Minor changes relating to the user interface are likely to come in the following weeks, based on the feedback we receive from users. Major updates and methodological overhauls will commence in September.

**Q. When will OpenGHG be finalised and fully released?**

A stable release will be facilitated once the Framework & Methodology Working Group completes work on validating the required guidance and data.