



beyond

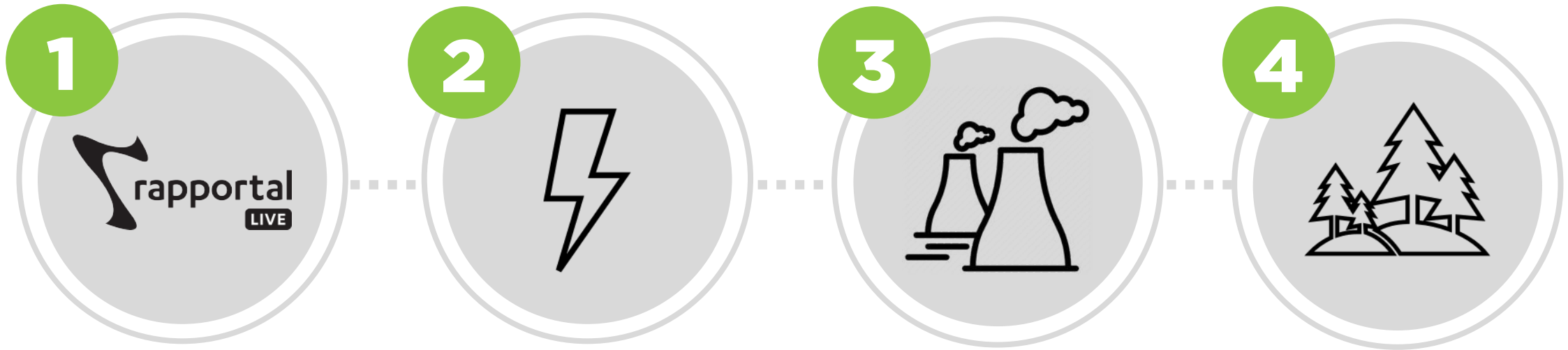
VISION

WE WILL RECOGNISE AND ADDRESS OUR ENVIRONMENTAL RESPONSIBILITY AS AN AGENCY, WHILST ACTIVELY WORKING WITH THE WIDER INDUSTRY TO ENCOURAGE POSITIVE CHANGES IN OOH AND BEYOND.

UK LAUNCH INITIATIVE

**OFFSETTING DOOH
EMISSIONS ON BEHALF
OF OUR CLIENTS**

THE PROCESS



**QUANTIFY TOTAL
NUMBER OF
DOOH HOURS**

Rapportal

**CALCULATE TOTAL
ELECTRICITY
CONSUMPTION**

Media Owner Energy
Consumption Data

 Clear Channel
JCDecaux

**CONVERT
CONSUMPTION DATA
INTO CO2 EMISSIONS**

Green Element
Emissions Calculator


Green
Element

**OFFSET
EMISSIONS ON
BEHALF OF CLIENT**

Gold Standard
VCS Schemes

Gold Standard

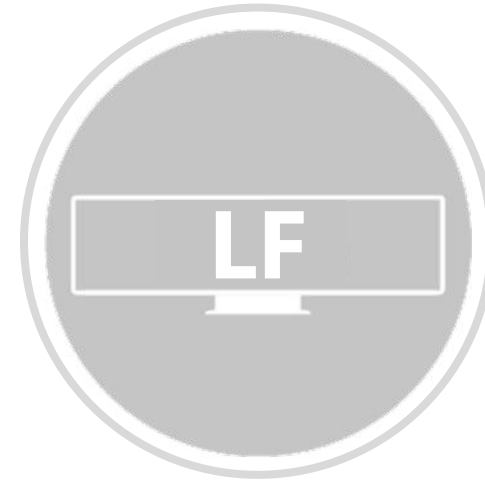
THE IMPACT: 2020



1,324,460
hours



156,757
hours



20,646
hours



32,458
hours



TOTAL: 463 tCO₂e

PROJECTS WE'RE SUPPORTING

TACKLING DEFORESTATION IN BRAZIL

PROJECT SUMMARY

- Switching the fuel used in five factories in Ceara from illegal firewood to renewable energy.
- Alleviates deforestation and avoids green gas emissions.
- To date the project has saved 1750 hectares of forest - equivalent to 1400 football pitches!

SOLAR COOKING FOR REFUGEE FAMILIES IN CHAD

PROJECT SUMMARY

- Provides solar cooking stoves to families in refugee camps in Chad.
- Reduces local deforestation, removing the risks and health problems associated with leaving camps to collect and burn firewood.
- 40,000 families have been helped to date.

3 YEAR PLAN

2020

**Launch DOOH
offsetting scheme**

**Set up environmental
taskforce**

**Conduct Rapport
audit for 2020**

**2021
CARBON
NEUTRAL**

**Offset Rapport
operational emissions**

**Announce emissions
reduction targets**

**Conduct Rapport
audit for 2021**

**2022
CLIMATE
POSITIVE**

**Launch Classic OOH
offsetting scheme**

**Offset Rapport
operational emissions
for 2021**

**Conduct Rapport
audit for 2022**