



NET-ZERO

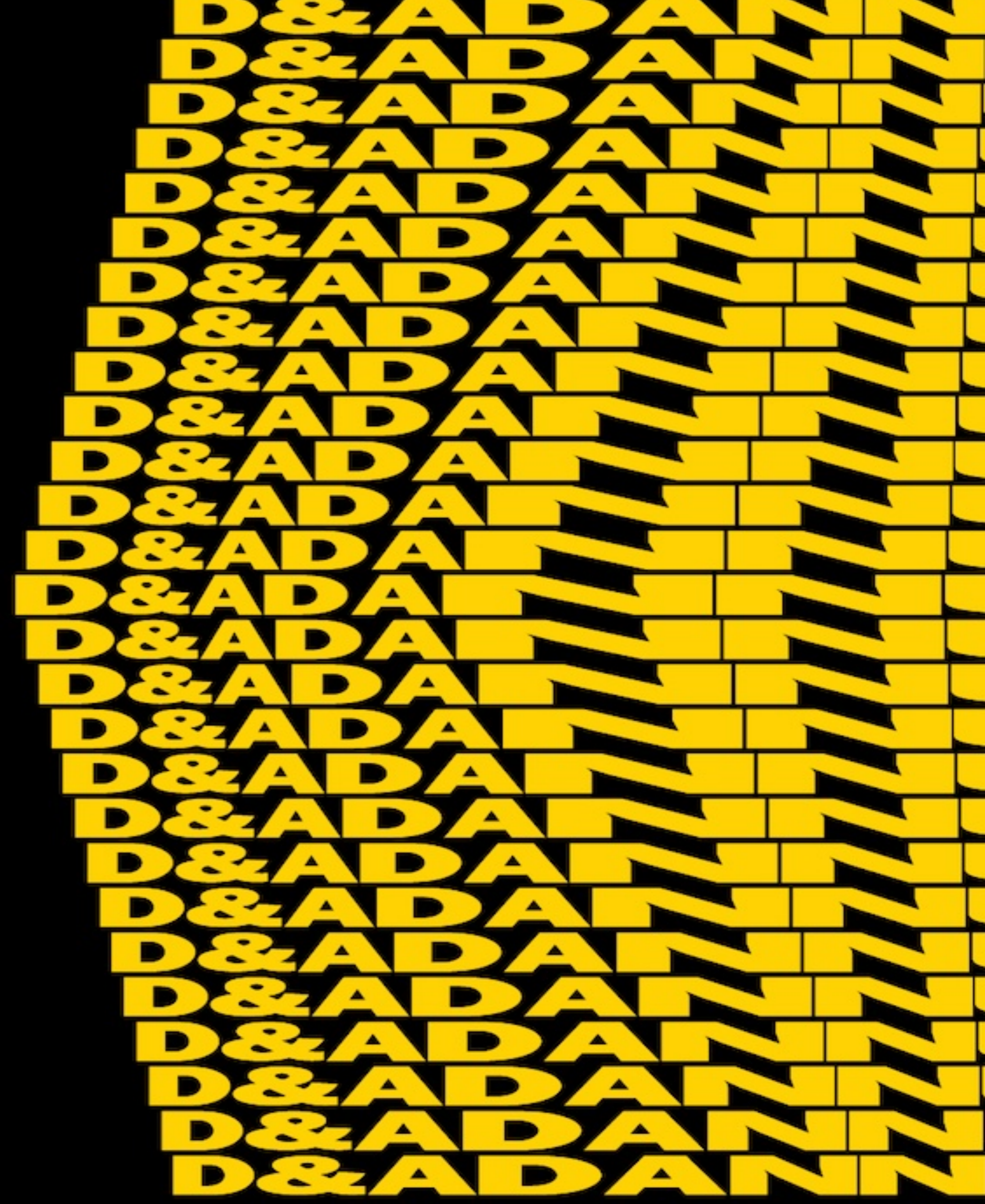
STRATEGY

2024

# INSPIRING PROGRESS, COLLABORATING FOR CHANGE

D&AD has been inspiring a community of creative thinkers by celebrating and stimulating the finest in design and advertising since 1962. The D&AD community spans from emerging talent to leaders in the field. The iconic pencil is a universally recognised symbol of creative excellence across the creative industries, but D&AD is much more than an awards body. As a not for profit, all of our resource goes back into educating and inspiring the industry through programmes such as New Blood, Shift and Masterclasses.

As a source of inspiration and education for every facet of the industry we have the opportunity to facilitate an industry that is using its creativity to create a better future for people and the planet. The communication skills and platform the advertising industry has are key to driving the behaviour change needed to transition to a sustainable future. Through our education programmes and events we can celebrate those using creativity to transform an industry that has traditionally made overconsumption desirable, to one where circularity and moderation is the aspiration.





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# FROM OUR CEO

In 2023 D&AD took part in Reimagining Advertising; Towards a Thriving Future, a 6 month learning programme co-created by Purpose Disruptors and The Royal Society of Arts (RSA) and supported by King's College London. This learning journey led to an examination of how we can use D&AD's unique industry position to support the vision Changing the Output - An industry that makes moderation, not overconsumption, feel aspirational. The collaborations that have come out of this process are seeds of hope, that can become much bigger ideas. As an awards body, we can offer amplification for some of these ideas in many different ways.

Our aim is to leverage D&AD's access to all corners of the industry to offer education and collaboration opportunities for people at all points of their careers. In line with this goal we recently held a sustainability leadership breakfast, gathering experts to share insights on a range of insights from practical tips from where to start with setting net zero targets to working out when to say no when a client doesn't align with your company's values. Whilst D&AD do not necessarily have all the answers, we have the ability to platform the expertise of others in the sustainability space to foster an environment of collaboration for a common purpose.

Our awards are an important lever in holding a mirror up to the industry's creativity and our Impact categories help us celebrate meaningful change. In 2024 we introduced the Sustained Impact category. With an eligibility period of five years, this award will celebrate meaningful work that's had genuine long-term impact.

Across the awards more broadly we are slowly introducing more sustainability considerations. In the Product Design categories we have added the new judging criteria where entries must demonstrate that the ecological and climate impact of the design has been considered. All entries are now asked whether agencies and brands have science-based net zero targets in place. The White Pencil is awarded to exceptional projects that use the power of creativity to drive behavioural, environmental, societal or policy change. This is one of our highest scoring awards (second only to the Black Pencil) and reflects the value that work that makes genuine positive impact holds.

As we work towards facilitating the industry's transition to a net zero future and more sustainable ways of working, this net zero strategy outlines D&AD's commitment to integrating sustainability into our own operations. As the international presence of our awards is integral to the business, this comes with its own challenges. The next few years will be a crucial testing period for us to explore new and innovative ways of working to reduce our impact. Achieving the goals set out in this report will not be easy, but as we tackle this challenge we are excited for the opportunity to drive meaningful change within the advertising industry and beyond.

Dara Lynch

CEO





# STRATEGY STATEMENT

At D&AD, we are committed to addressing the climate crisis by reducing emissions to achieve net-zero carbon. This strategy report follows the Science Based Targets Initiative (SBTi) and the Greenhouse Gas Protocol (GHG Protocol).

This strategy report outlines our ambitions to mitigate, manage, and respond to climate change while exploring opportunities in transitioning to a low-GHG, climate-resilient economy.

D&AD's sustainability ambition is centred around three main principles:

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## 01 CARBON

Measure the carbon footprint of all D&AD's operations and activities and use results to inform action to reduce impact.

Encourage and facilitate the industry to measure and reduce its impact.

## 02 COMMUNITY

Use D&AD's platform as an effective way to educate and inspire the industry in its shared opportunities and responsibilities in tackling the climate crisis. Support the shift to an industry that makes moderation, not overconsumption, feel aspirational.

## 03 CELEBRATE

Share the progress of the industry, and D&AD, openly and transparently. Celebrate and promote key industry successes and reward work that has a positive impact on people and the planet.



# OUR BUSINESS AT A GLANCE

In 1962, a group of designers and art directors, including David Bailey, Terence Donovan, and Alan Fletcher, came together to celebrate creative communication and raise industry standards. They called themselves British Design & Art Direction and organised their first awards event the following year. Out of 2,500 entries, they selected just 16 to receive the coveted D&AD Yellow Pencil.

Today, British Design & Art Direction has evolved into D&AD, representing the creative, design, and advertising communities worldwide.

We believe that great creativity delivers better outcomes, so everything D&AD does is designed to stimulate, celebrate and enable excellence and ultimately foster and nourish sustainability, equity, equality, diversity and inclusion within the design and advertising community.

It is therefore our duty to serve the creative industries and force for social, economic, and environmental good.



FACILITATING THE CREATIVE  
INDUSTRY TO WORK IN  
SUSTAINABLE WAYS

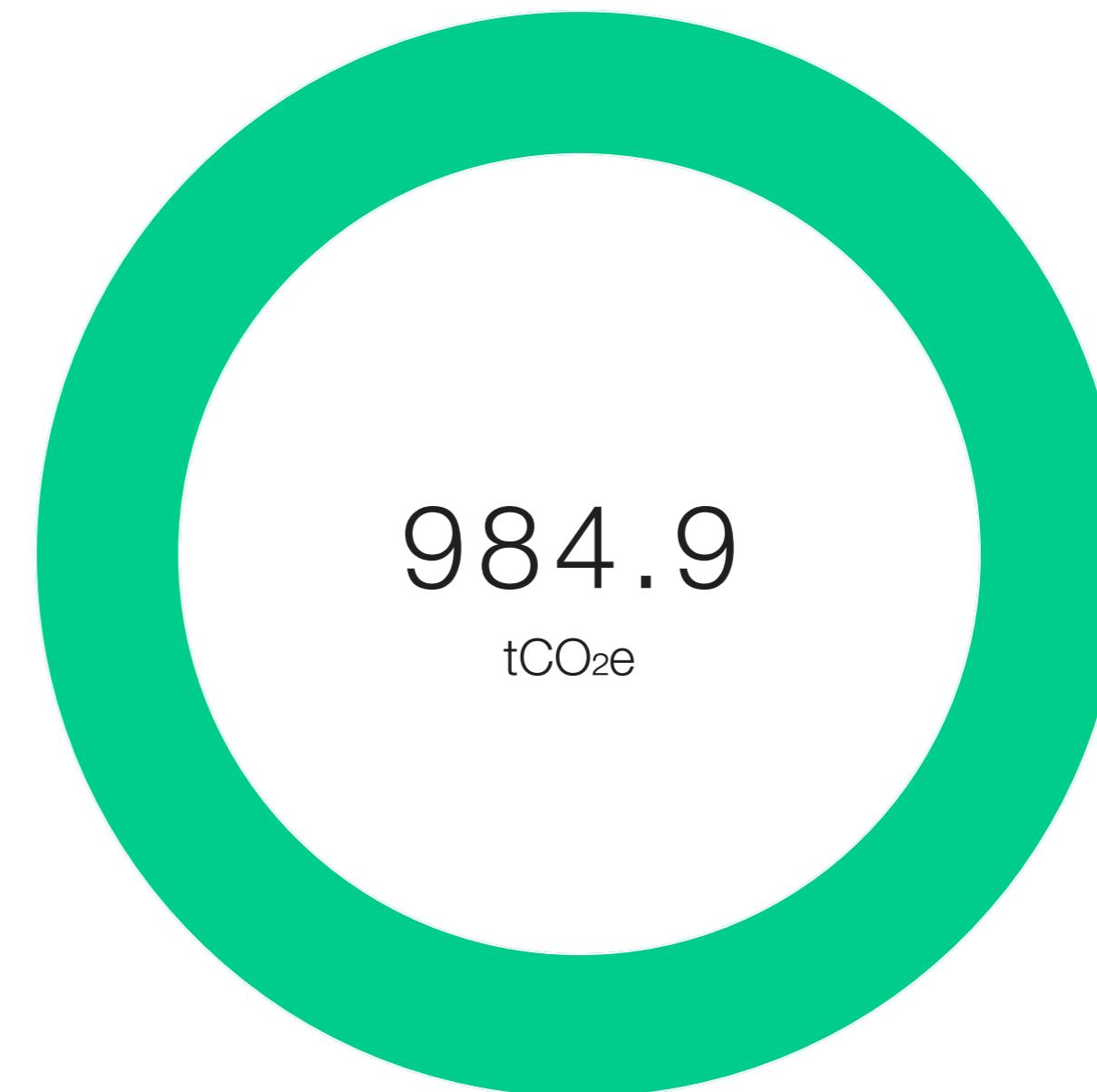


# CARBON FOOTPRINT

D&AD began actively measuring our carbon impact in 2023.

Our calculation approach follows the GHG Protocol Corporate Carbon Accounting Standard and ISO 14064-1. We've accounted for >98% of emissions generated by D&AD.

2023 Base-year emissions



Key





2023 represents our base-year, the reference point to which D&AD will compare future year emissions and carbon reductions against.

The most significant sources of emissions in the baseline year are Scope 3, Purchased Goods & Services and Scope 3, Business Travel. Emissions from these categories contribute 43% and 56% to the overall emissions total, respectively.

Carbon footprint by scope and emission source, tCO<sub>2e</sub>

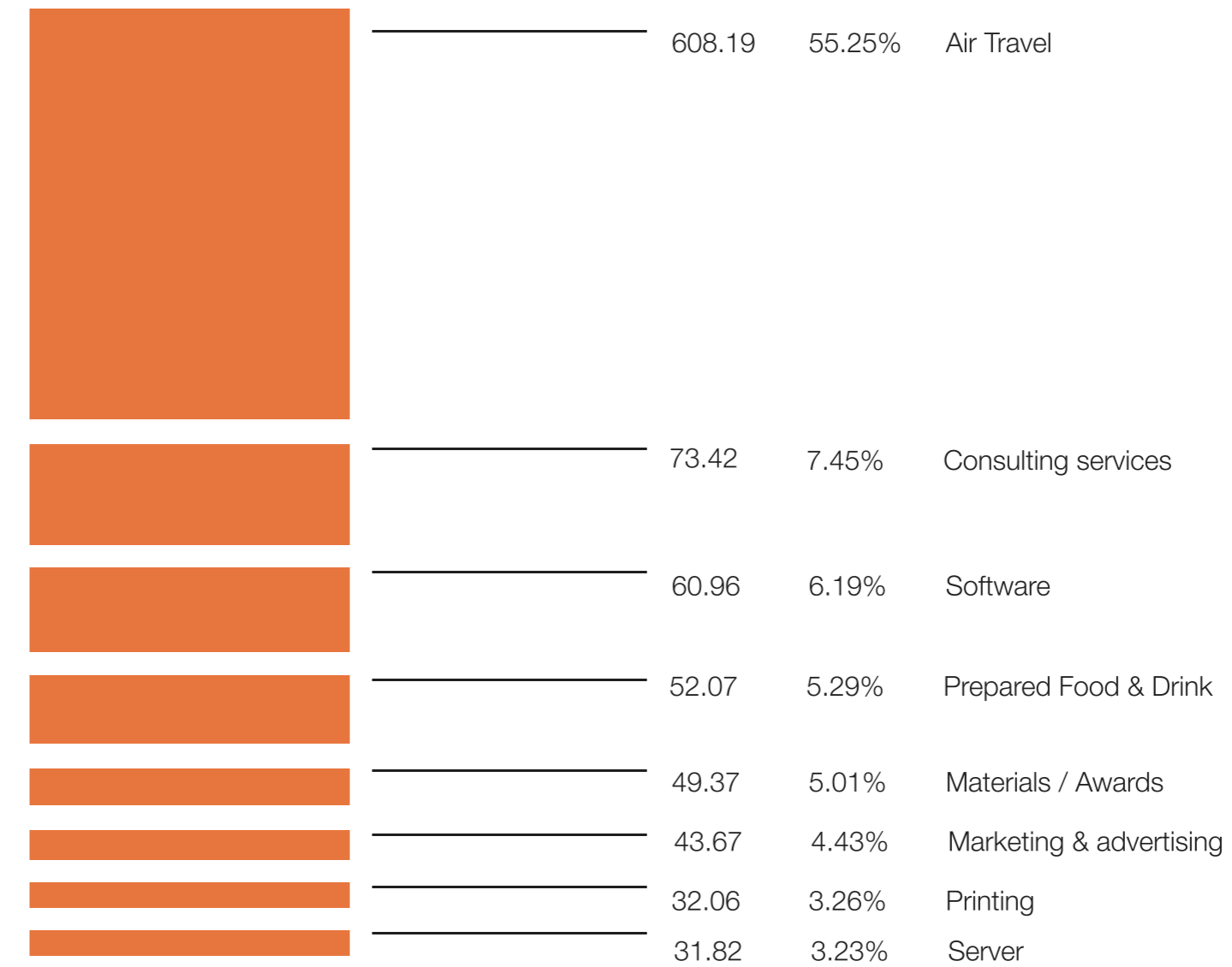
SCOPE	%	CATEGORY	BASELINE 2023
Scope 01	0%	Gas & Fuels	0
	0%	Fugitive emissions	0
	0%		0
Scope 02	0%	Electricity (market-based)	0
	0%		0
Scope 03	41%	Purchased goods and services	425.61
	0%	Capital goods	0
	<1%	Fuel and energy related activities	1.05
	0%	Upstream T&D	0
	<1%	Waste	0.7
	58%	Business travel	548.15
	<1%	Employee commuting	9.36
	0%	Upstream leased assets	0
	0%	Downstream T&D	0
	0%	Processing of sold products	0
	0%	Use of sold products	0
	0%	End of life treatment of sold products	0
	0%	Downstream leased assets	0
	0%	Franchises	0
0%	Investments*	0	
	<b>100%</b>		<b>984.9</b>
Total (market-based)	100%		984.9



# EMISSIONS HOTSPOTS

Over 75% of D&A's emissions can be found in the top 5 emissions categories. This provides clear direction for making meaningful impact reductions.

Emissions hotspots by category 2023 (tCO<sub>2e</sub>, top 90% of emissions)





# SCIENCE-BASED TARGETS

Our target

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## OBJECTIVES

To fulfil our climate targets D&AD will immediately set both near-term and net-zero targets in following the Science Based Targets Initiative (SBTi) SME guidance. We are clear on our carbon commitments, so aligning with SBTi ensures robust and credible targets that are in line with climate science.

## NEAR-TERM TARGET

D&AD commits to maintain zero scope 1 and scope 2 emissions through 2030, and to measure and reduce its scope 3 emissions from a 2023 base year.

## NET-ZERO TARGET

D&AD is committed to reducing our carbon emissions 90% by 2040 from a 2023 base year, as part of our commitment to environmental sustainability and climate action. Our long-term target is inclusive of at least 95% of scope 1, 2 and 3 GHG emissions. However, D&AD will focus on gathering data and assessing progress before seeking formal verification, ensuring the target is both credible and achievable.

Setting a credible carbon target is important, at D&AD we believe that any carbon target should be aligned with science to provide a meaningful goal within the context of the climate emergency.

We have set an ambitious science-based target consistent with a temperature rise to 1.5°C above pre-industrial levels. A target which is reflective of the necessary global effort to address climate change and limit the rise in global temperatures.

Whilst every effort will be made to align with a net-zero outcome for carbon reduction for the business, the organisation understands limitations definitions on net-zero standard outlined by SBTi, specifically around realistic reductions within scope 3 category 7 (business travel) emissions for SMEs. D&AD acknowledges that business travel is central to its operations, and therefore is taking a measured approach to assessing reductions, implementing recommendations, and reviewing outcomes before committing to long-term target verification.





# THE POWER OF CREATIVITY



# AREAS OF IMPACT

D&AD is committed to identifying and reducing emissions hotspots across the entire value chain. This includes reduction commitments from not only us but our suppliers, partners and key stakeholders as well.

The 2023 base-year emissions reporting provides the reference point to measure progress and assess the effectiveness of efforts to reduce emissions.

The practice has carefully assessed the ‘hotspots’ within our base-year carbon calculation, highlighting where the business can perform more efficiently.

Impact areas and actions

IMPACT AREAS	REF	ACTIONS	IMPACT
01 Core	OF1	Office energy	Medium
	OF2	Office waste	Low
02 Employees	EM1	Working from home	Low
	EM2	Commuting	Low
	EM3	Sustainable behaviours	Low
03 Events	EV1	Sustainable events	High
03 Suppliers	SU1	Purchased goods & services	High
04 Travel	TR1	Business travel	High
	TR2	Judges travel	High
05 Offsets	OF1	Carbon offsets	Medium



## 01 CORE BUSINESS

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OF1 Office Energy	D&AD will maintain the procurement of 100% renewable energy.	Medium
OF2 Office Waste	D&AD plan to reduce emissions from office waste by 50% by 2040.  We will review waste management practices periodically to ensure carbon emissions and waste levels are diminishing year-on-year.	Low

## 02 EMPLOYEES

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EM1 Working from home	Home working emissions to be reduced 70% by 2040.  We will work with our team to ensure homes are powered by renewable energy sources enabling low impact working from home solutions	Low
EM2 Employee commuting	D&AD is committed to reducing commute-related GHG emissions by at least 60% by 2030, and to reach 92% by 2040  As a London-based company we have the power to reduce emissions from commuting. Transport for London forecasts a net-zero transport net-work for London by 2030, in essence mitigating all emissions from London-based commuting.	Low
EM3 Sustainable Behaviours	We will train all our staff in net-zero-ready business behaviour by 2024 and continue to annually thereafter.	Low

## 03 EVENTS

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EV1 Sustainable events	Our target is to reduce event emissions by 90% by 2040.  We have already progress on overall event sustainability, with the creation of the Sustainable Event Framework in 2023. Following the principles and guidelines outlined in the framework, we will continue to monitor event carbon emissions, compare annual performance and work with event partners to deliver low-carbon events.	High
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## 04 SUPPLIERS

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SU1 Purchased Goods & Services	Our target is to reduce supply chain emissions by 92% by 2040.  D&AD has already made good progress on initial engagement with the supply chain on carbon issues since 2022. However, supplier emissions from the procurement of goods and services are our largest scope 3 emission category and continue to be the second most significant source of emissions within our carbon footprint.	High
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## 05 TRAVEL

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TR1 Business travel	We plan to reduce our business travel-related GHG emissions by 85% by 2040.  We will mandate that low-carbon travel modes are taken where routes are available in Europe	High
TR2 Judges travel	We plan to reduce our business travel-related GHG emissions by 85% by 2040.  In order to achieve significant reductions, we will follow business travel reduction actions (i.e. European low-carbon travel alternatives) from 2028 and implement our Flight Carbon Mitigation Plan	High

## 05 CARBON OFFSETS

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OF1 Offset Procurement	D&AD is committed to procuring 100% removal credits for the abatement emissions upon net-zero.	Medium
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# SUSTAINABLE EVENT FRAMEWORK

D&AD recognises the dual social, economic, and environmental impact of its global events, ranging from intimate masterclasses to its renowned Annual Awards Ceremony. The Sustainable Event Framework was developed to address these impacts, embedding sustainability into all event operations.

The Framework aligns with D&AD's core belief that creativity drives societal prosperity and sustainability. It commits to fostering equity, inclusivity, and environmental stewardship while promoting innovation and collaboration within the creative community.

We have structured the Framework in three aspects:

- **Governance:** Establishes the policy, mission, and guiding principles for sustainable events, ensuring alignment with D&AD's values of transparency, accountability, and inclusivity.
- **Solutions:** Provides actionable guidelines for minimising event impact across energy, transport, food, and production.
- **Implementation:** Includes planning and operational checklists for each event stage, from pre-event assessment to post-event evaluation, ensuring continuous improvement.

D&AD aspires to set a new industry benchmark for sustainable events. By integrating sustainable practices into every aspect of event management, the framework aims to inspire change, not just within D&AD but across the broader creative industries, contributing to a resilient and sustainable future.

## Sustainable Event Framework Target Areas

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### 01 ENERGY

Reducing emissions through renewable energy use, energy-efficient venues, and robust energy measurement.

### 02 TRAVEL & TRANSPORT

Mitigating emissions from attendees and suppliers via optimised flight schedules, promoting train travel, and enabling hybrid event formats.

### 03 FOOD & BEVERAGE

Offering plant-based, locally sourced options, minimising food waste, and redistributing surplus food.

### 04 PRODUCTION & WASTE




Adopting circular economy principles, reducing single-use materials, and ensuring effective waste management.

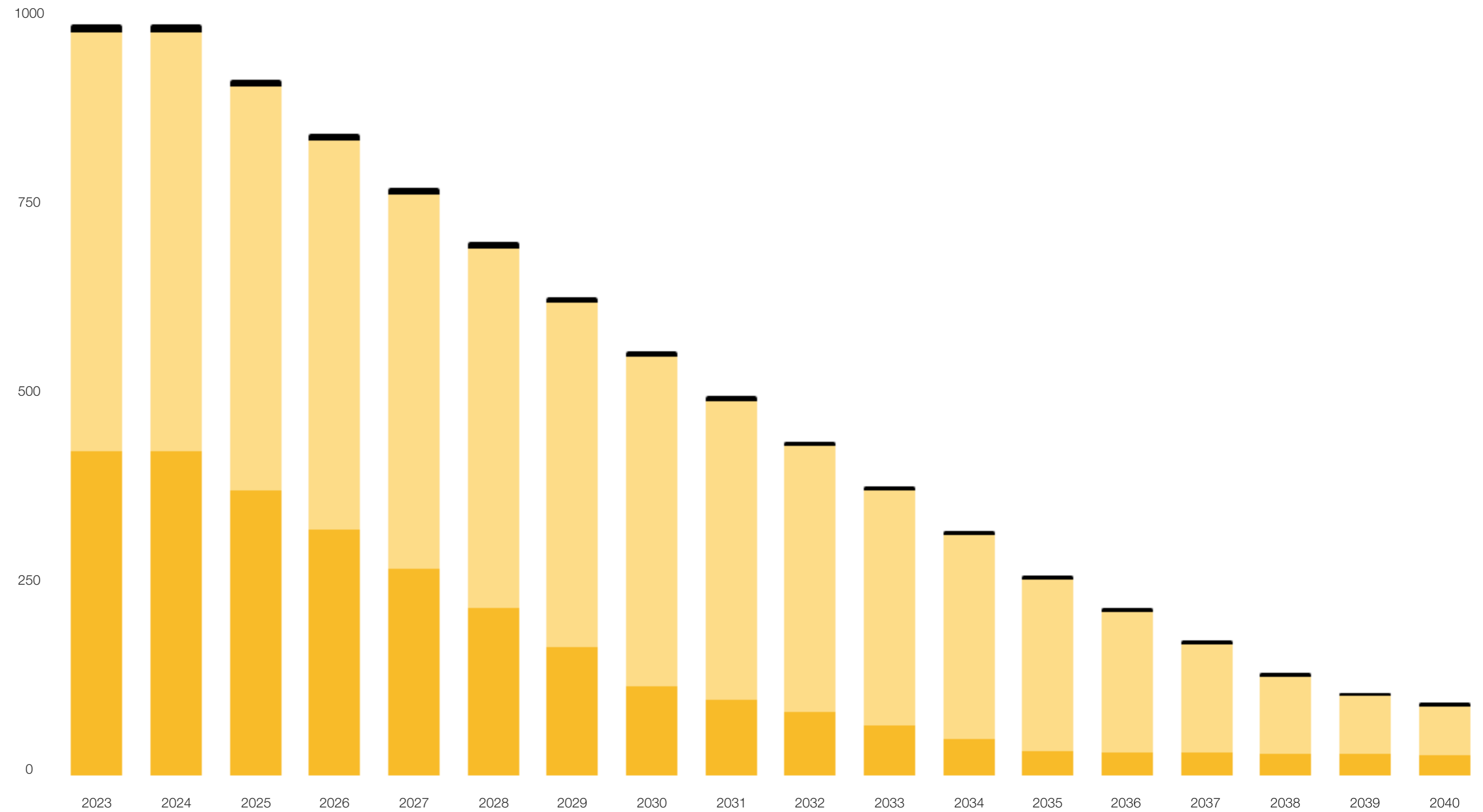


# NET-ZERO PATHWAY

This is what our annual core emission hotspots will look like on the way to our 2040 net-zero target.

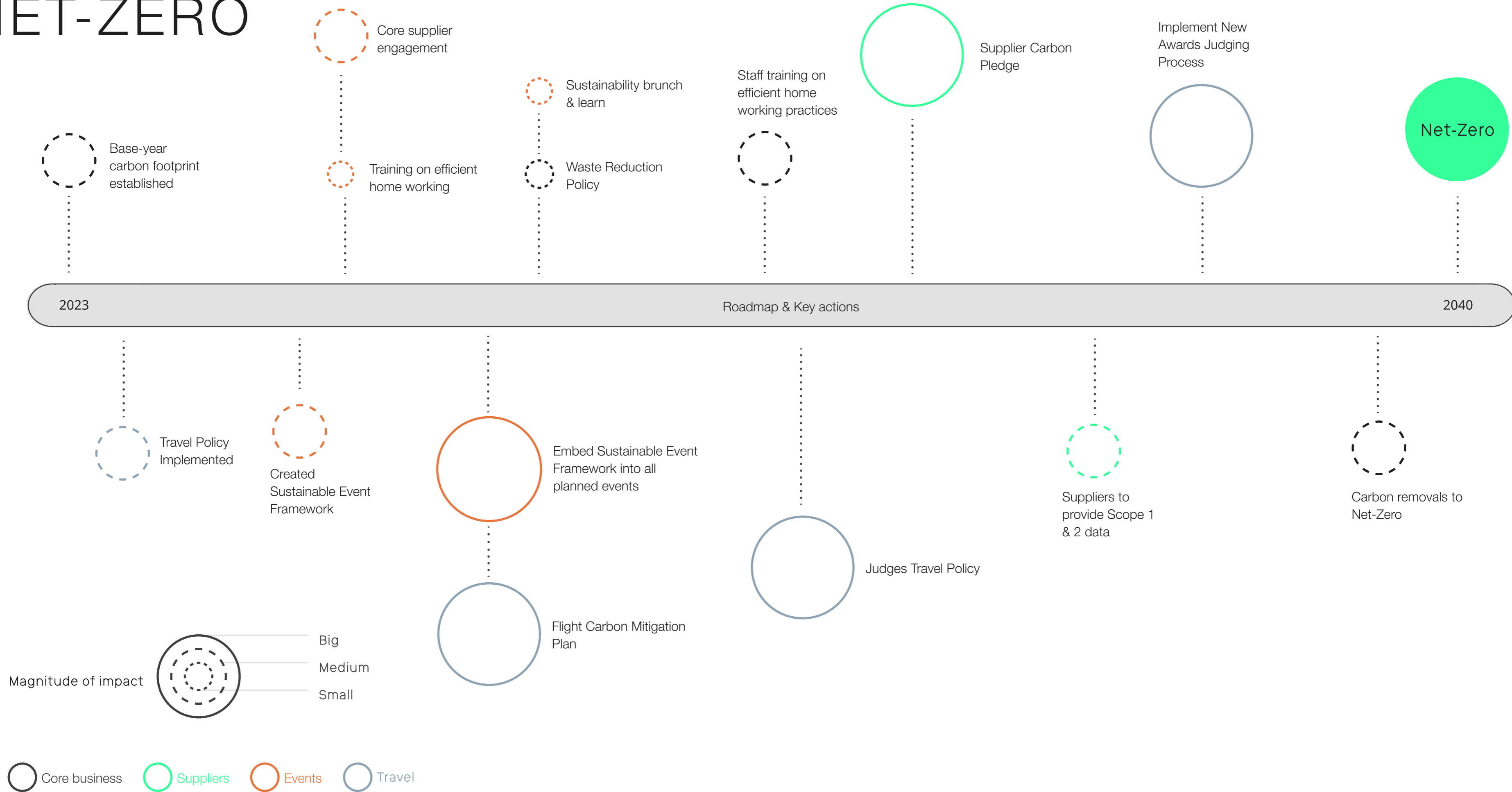
## Key

-  Purchased Goods & Services
-  Business Travel
-  Employee Commuting





# DELIVERING NET-ZERO





# DELIVERING DECARBONISATION

D&AD understands that quality governance equals quality outcomes in regards to carbon reductions. We're committed to embedding best practice accountability throughout our strategy.

## 01 MONITORING

Monitoring our carbon emissions is essential to track progress towards net-zero. We will ensure that each year we will measure, report, and verify our emissions data.

## 02 ASSURANCE

Our annual carbon measurements will be quality assured internally and verified against ISO 14064-1 standard to ensure our tracking is transparent, credible and reliable. Oversight of this process will be undertaken by top management at the studio.

## 03 REVIEW & IMPROVE

We are aware that our strategy is likely to change over time, our current plans may deepen and mature as we deliver and iterate on our net-zero strategy. That is why we are committed to continual improvement of our strategy in order to achieve our goals.

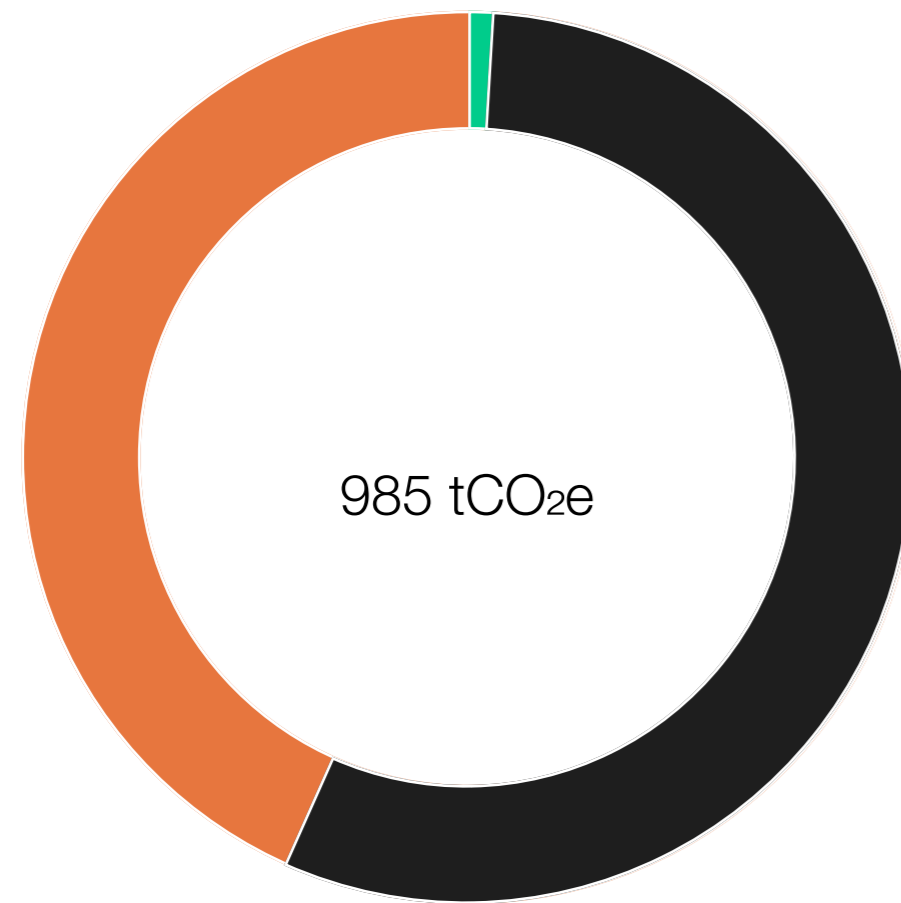
Therefore, every three years we will:

- Revise targets against delivery
- Identify and mitigate data gaps
- Update our strategy

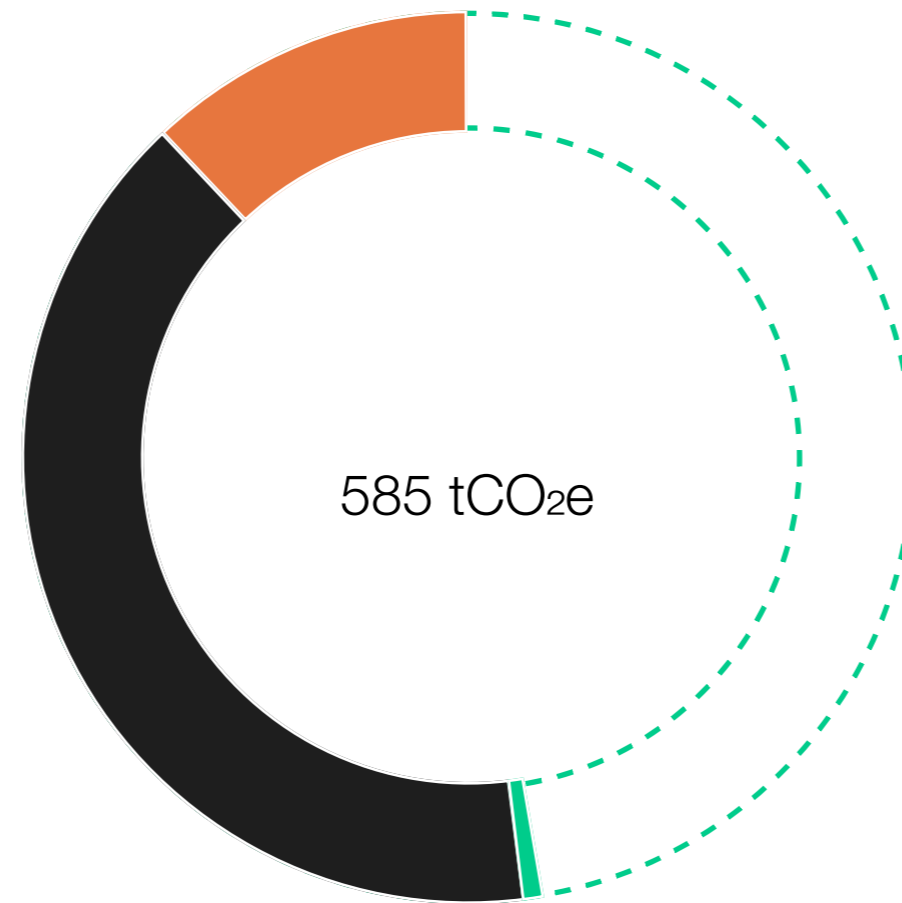


# HOW DO WE GET TO NET-ZERO?

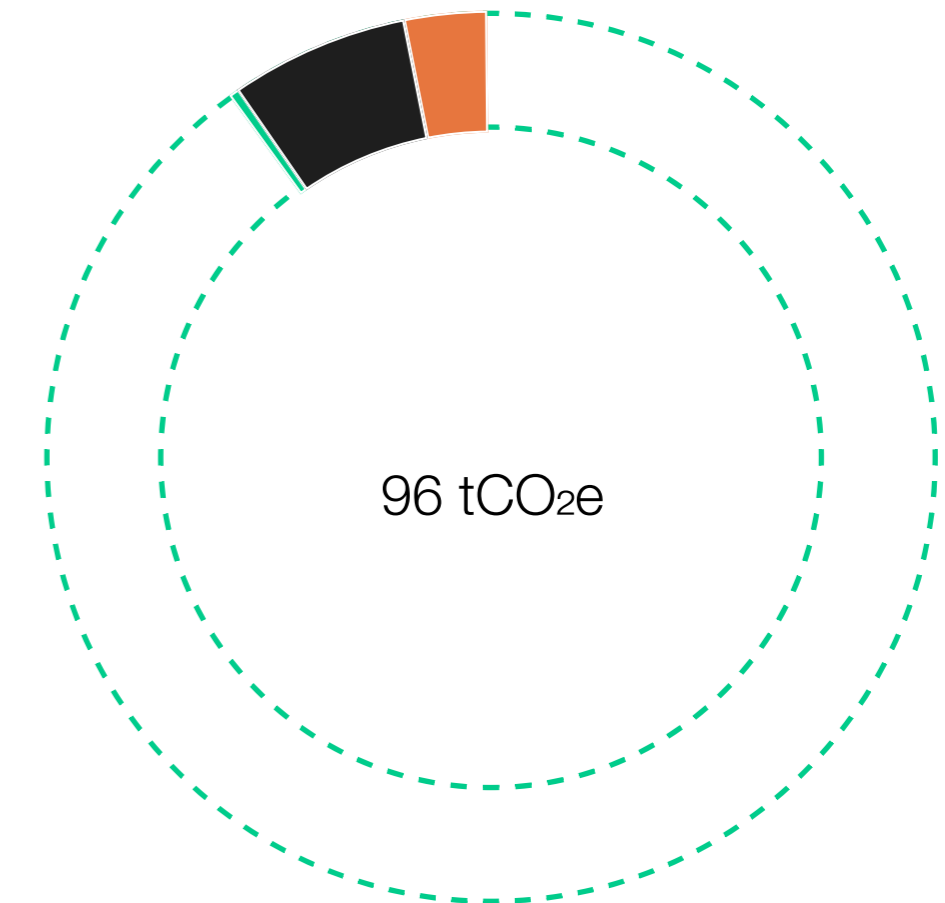
Our commitment to net-zero is ambitious, just like our business. As we grow, we'll focus on reducing carbon emissions in important areas.



BASELINE



2030



2040

Key





# A HOLISTIC APPROACH

At D&AD we believe that sustainability, equity, equality, diversity and inclusion are essential components of achieving creative excellence. Across the organisation we have four employee resource groups to deliver a programme of events, activities and training that educate and inspire our colleagues to live these values.

## 01 REAL (RESPECT, EQUITY, ACCOUNTABILITY AND LIBERATION)

Due to the history of oppression in society, we recognise that opportunities are not the same for all, and due to this, systemically, some backgrounds have not received the same benefits as others.

Ultimately, the goal of Team REAL is to design a workplace where these barriers are removed for all and we provide equitable experiences to those who historically have been left out from policies.

## 02 MENTAL HEALTH & WELLBEING

The Mental Health & Wellbeing team's mission is to create an environment where each employee feels safe, happy and supported through educating, empowering and championing individuals with the knowledge, resources and networks they need to prioritise and nurture their mental health and wellbeing, at work and in their personal lives.

## 03 SUSTAINABILITY

The sustainability team exists to minimise the environmental impact of D&AD's operations, facilitate and enable the creative industries to work in sustainable ways, and use their influence to inspire a transition to a sustainable future.

## 04 SOCIAL

The social team encourages and facilitates a sociable environment for all employees across the organisation.



WE WILL:

- REVISE TARGETS  
AGAINST DELIVERY
  - IDENTIFY & MITIGATE  
DATA GAPS
- UPDATE OUR STRATEGY



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