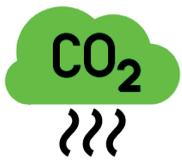


# MAINIT

## CARBON NEUTRALITY IN DIGITAL ADVERTISING

### Carbon Neutral Campaigns

Carbon Neutral Campaigns (CNC) is a new model which enables the measurement and calculation of Green House Gas (GHG) Emissions from advertising campaigns, making it possible to offset them through climate-positive projects from a certified partner.



CO<sub>2</sub>-Emissions are released into the atmosphere when advertising campaigns are produced and executed.



Through the CNC model advertisers automatically see an estimate of the emissions, with the option to offset them at the end of the media plan.



The advertiser receives a certificate of Carbon Emission offset which confirms their active support of climate protection projects.

### The Methodology



Identification of the areas of the advertising campaign where relevant emissions occur.



Translation of key data from the campaigns into CO<sub>2</sub>-Emission values.



The calculator analyses relevant sources of emissions: production, energy consumption from servers, data transmission, end-user device usage.

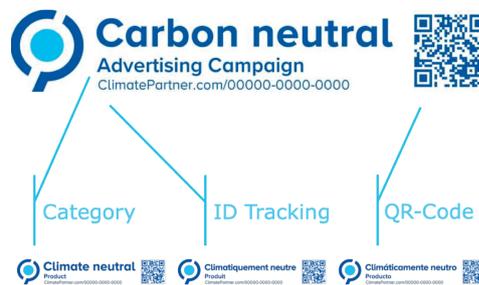
### The Algorithm

#### Data Base

Emissions are calculated based on video ad length and the number of ad impressions per banner (=page views), taking into account both the transmission and the reception of the ad.

#### Calculation

The output is based on an emission factor including energy consumption from both data centers and end-user devices (averaged across computers, smartphones, TV, and tablets). To account for the production of the campaign, a percentage mark-up is taken into consideration based on historic data from the advertising industry.

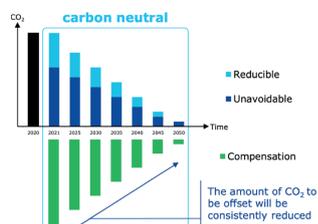


#### The Certification

Downloadable from the platform and available in multiple languages, it includes:

- Details about the campaign
- Climate action strategy
- Reduction measures
- Details about the offset order
- Details about the offset project
- Project standard/auditor
- Project description
- Sustainable Development Goals

**Example**  
1 Mio Media Investment = 0,6% offsetting costs - 6.000 euro



Example calculation with average values: The figures shown above are merely approximations and have been calculated using average values. To get the actual cost of compensation for an advertising campaign, several other factors have to be taken into account, including the type of carbon offset and the specific channel mix.