

Carbon Footprint Initiative

The organizations Danish Media Association and Creativity & Communication – The Association of Advisory Creative Business, along with several stakeholders from the media sector, have initiated a committed collaboration to create greater awareness and transparency regarding sustainability in the advertising market.

Through this declaration of intent, the participating parties express a common ambition to contribute to the green transition.

The goal is to establish a unified approach for the sector to define, collect, and distribute relevant data for climate calculations, with the purpose of providing credible emission figures for the media sector in Denmark. The project will also enhance existing tools for emission figures by providing more nuanced and detailed data input.

In the first phase of the cooperation, the goal is to create a reliable database for transparent and accurate calculation of CO2 emissions. The ambition is for the participating stakeholders to stand on a transparent, credible, and comparable foundation that everyone supports.

The parties aim to exchange knowledge and experiences to work towards a shared and harmonized approach to calculating CO2 emissions. The project's methodology is based on existing initiatives and international experience. Therefore, it is an independent objective to engage in further dialogue and cooperation with existing tools for data exchange, coordination, and optimization. The work is aligned with requirements following EU regulation and standards for calculating and reporting climate footprints, and it will also be used to influence upcoming legislation and standards.

Data collection and coordination of the requirements for calculating the climate footprint for different advertising platforms and formats will be carried out under the joint auspices of Danish Media, Creative Communication, and other parties.

Additionally, the parties seek to strengthen cooperation on the industry's overall contribution to the green transition. The project is open to other relevant parties that wish to join.

The signatory parties



**DANSK
REKLAME
FILM**

EGMONT

dentsu

OMG Omnicom
MediaGroup

JP|Politiken Media Group

BERLINGSKE MEDIA

**krea
kom**
Kreativitet & Kommunikation


**PUBLICIS
GROUPE**

jfm

collective part of the
communication
**THE
UNICORN**

**TEKNOLOGIENS
MEDIEHUS** – BROER AF VIDEN



Danske Medier :

Danish Outdoor
Impact Committee

Orchestra