

EVERY BRIEF COUNTS

AD NET ZERO 
ALL FOR NONE

WHAT IS EVERY BRIEF COUNTS?

Every Brief Counts is a voluntary, science-backed toolkit created by Ad Net Zero to help creative, strategy and brand professionals enhance advertising effectiveness by featuring more sustainable behaviours and actions in the most appropriate way. It aims to educate teams on the key sustainable behaviours outlined by climate science and the ways to tell these stories effectively through advertising. It has been developed in response to industry feedback, particularly from creatives and strategists, that there is a need for easy-to-digest science-backed climate information demonstrating how they can use their skill set in this area.

The list of more sustainable behaviours included in the behaviours toolkit is based on Ad Net Zero's interpretation of publicly available climate science sources, including the likes of the Intergovernmental Panel on Climate Change's (IPCC) AR6, Chapter 5 (2022) report, Project Drawdown, Waste & Resources Action Programme (WRAP) and the Climate Change Committee (CCC). This was guided by Dr. Bill Wescott, Ad Net Zero's Lead Climate Science and Policy Advisor, and Sebastian Munden, Ad Net Zero Chair and co-author of Sustainable Advertising. The full list of references is noted at the end of this document.

As brands increasingly promote more sustainable behaviours, it's important the industry understands the relevant regulations around making accurate environmental claims. Ad Net Zero has [resources and training](#) to help supporters be aware of what is relevant in their market.



The high-level behaviour	What does this look like in advertising?	GHG emission reduction potential*	Source(s)
<p>Shift to more plant-based food</p>	<p>Featuring food, either in the background or being consumed? Consider showing plant-based options (vegan, vegetarian), people preparing and cooking these foods together, or researching recipes, meal plans or restaurants.</p>	<p>Very High</p>	<p>Plant Rich Diets</p>
<p>Reduce food waste and focus on mindful consumption</p>	<p>Featuring food, either in the background or being consumed? Consider ways to show mindful consumption and avoid abundance and waste. Show individuals planning out meals or grocery trips, taking care to prepare their own food, storing food properly for maximum life, etc.</p>	<p>Very High</p>	<p>Reduced Food Waste</p>
<p>Manage food waste and leftovers</p>	<p>Featuring food, either in the background or being consumed? Consider ways to show mindful management of food waste. Show individuals composting in their kitchen or yard, taking care to prepare their own food or package up leftovers, storing food properly for maximum life, etc.</p>	<p>Consumer food waste loss - High Composting - Low</p>	<p>Waste Management UN Environment Programme Composting</p>
<p>Shift to more organic, local and seasonal products</p>	<p>Featuring food, either in the background or being consumed? Consider showing people tending or planning a garden or purchasing organically-grown foods, or portraying regenerative low-energy and low-pesticide farming.</p>	<p>Organic and regenerative farming - High</p>	<p>Emissions due to Agriculture Greenhouse Gas Emissions Food Carbon Footprint</p>
<p>Shift to lower carbon white meats</p>	<p>Featuring food, either in the background or being consumed? If showing meat options, consider showing a generally lower carbon meat such as chicken. Note: while the data varies widely based on situation (method of farming, region, engineered, etc.) white meat generally has a lower carbon footprint.</p>	<p>Medium</p>	<p>Our World in Data Dietary Substitutions Chicken Over Beef</p>

*GHG Emissions Reduction Potential is estimated from scientific sources listed and takes into consideration the magnitude of the change (emissions per activity).

The high-level behaviour	What does this look like in advertising?	GHG Emission Reduction Potential*	Source(s)
Prioritise renewable electricity	Showing any use of electricity, either in home or out? Consider showing roof-top solar panels, consumers joining communal or local renewable energy projects, wind turbines in a community, etc.	Solar – Very High Solar hot water heaters – Medium	Distributed Solar Photovoltaics Solar Hot Water
Shift to energy efficient cooking equipment	Featuring people cooking? Consider showing people using lower emitting cooking appliances such as induction/electric cooktops, and smaller items like pressure cookers, microwaves and air fryers when appropriate.	Induction Cooktops – Very High (especially if switching from non-clean energy sources) Smaller cooking equipment – Low	Clean Cooking Home Cooking Methods Carbon Footprint of Cooking
Consider efficient living spaces	Showing any home scenes? Consider showing people in spaces appropriate for the number of people, urban, high density housing such multi-unit housing/apartments, more residents in home to reduce per capita space, or even renting out extra rooms in a house)	High	Buildings PNAS
Reduce energy usage: Refurbishment and renovation, insulation	Showing any kind of building or home? Consider showing LED light bulbs, images that show efforts to ensure good insulation for things such as doors, windows, attic, hot water pipes, etc.	LED – High Insulation – High	LED Lighting Insulation
Reduce energy usage: Appliance usage	Showing appliance usage? Consider showing unused appliances unplugged, managing temperature on refrigerators, the use of multi-functional appliances and the rental of infrequently used appliances.	Refrigerant management – High Laundry appliance management – Medium	Refrigerant Management Residential Laundry
Shift to heat pumps	Showing any in home heating? Consider showing heat pumps (in the background, installation, etc.)	Medium	High-efficiency Heat Pumps
Reduce energy usage: Adjust room temperature	Showing any scenes with an opportunity to promote lower room temperature? Consider showing curtains and blinds pulled during summer and air-con turned down where possible, smart thermostats, insulated windows, etc.	Adjustment of 2 – 5 °C – Medium Adjustment of less than 2 °C – Low	Carbon Footprint Calculator

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The high-level behaviour	What does this look like in advertising?	GHG Emission Reduction Potential*	Source(s)
<p>Buy pre-loved clothing</p>	<p>Featuring any interaction with clothing? Consider showing pre-loved items, including rented outfits, clothing swaps and sharing clothing with friends.</p>	<p>High</p>	<p>Reuse Business Models in Apparel</p>
<p>Prioritise less packaging / materials</p>	<p>Featuring packaging of any kind? Consider showing refillable products, shopping at refill stores, opting into items with consolidated or bulk shipments, more efficient packaging (e.g., no extraneous display packaging, frustration-free packaging) and re-usable boxes/larger containers.</p>	<p>Medium</p>	<p>Reduced Plastics</p>
<p>Think circular and long lasting products</p>	<p>Featuring the consumption of products? Consider showing conscious consumption, such as the use of repurposed, repaired or circular items.</p>	<p>Medium</p>	<p>CAST</p>
<p>Promote effective recycling</p>	<p>Featuring any packaging that could be recycled? Consider showing individuals recycling with proper methods - rinsing out plastics/glass/metals, sorting at home in bins or bringing to a recycling facility.</p>	<p>Recycling, general – Medium Recycling metals – Medium Recycling paper – Low Recycling plastics – Low</p>	<p>Recycling Recycled Metals Recycled Paper Carbon Waste and Resources Metric</p>

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The high-level behaviour	What could this look like in advertising?	GHG Emission Reduction Potential*	Source(s)
<p>Take the lowest carbon emitting form of transport possible for the trip</p>	<p>Featuring travel? Consider showing consumers making active choices to take the lowest emitting form of transport possible. This could include walking or cycling if possible, or if not, then taking public transport or using a battery electric vehicle or carpooling. For longer distances, consider showing the use of electric or diesel trains, with flying used when necessary.</p>	<p>Public transport - High Flight reduction - High Battery electric vehicle - Medium (Non-plug in Hybrid - Low) Carpooling - Medium Walking - Lower scalability Biking - Lower scalability E-Bikes - Lower scalability</p>	<p>Public Transit CAST Electric Cars Hybrid Cars Carpooling Bicycle Infrastructure Electric Bicycles</p>
<p>Support hybrid working</p>	<p>Featuring corporate working? Consider showing business meetings as hybrid with some virtual presence or home office settings. Note: this minimizes travel and also encourages better diet practices and can reduce food waste.</p>	<p>Low</p>	<p>Telepresence</p>

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