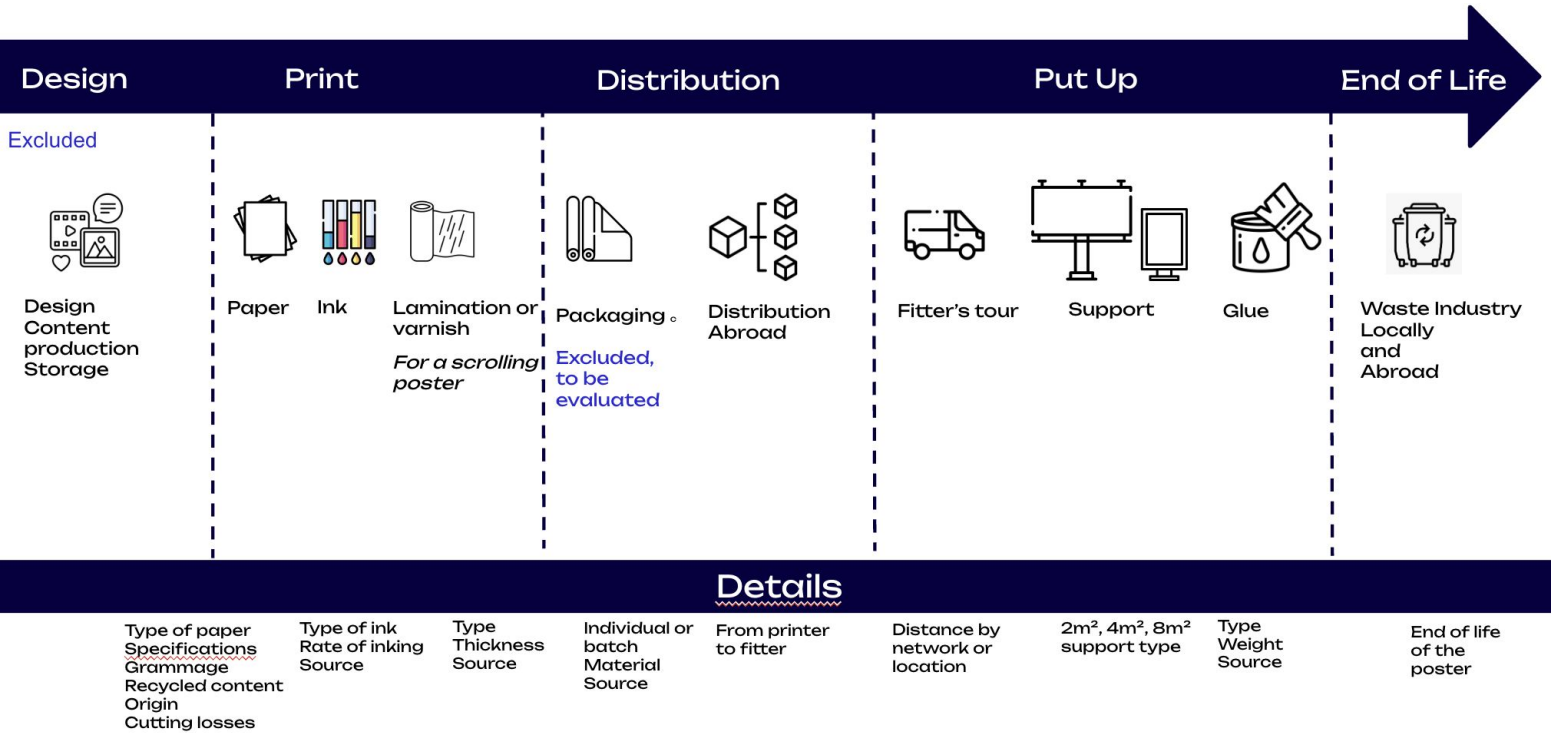


METHODOLOGY

Evaluating the carbon footprint of OOH Advertising

Billboards, buses, posters, metro...

Scope of the evaluation



How is a CO2 equivalent calculated?

We take into account the following items :

- Production of raw materials (paper, ink, varnish, glue, etc.)
- Transport in 3 stages (to the printer, to the poster fitter's storage area and to the poster fitter's round)
- End of life of posters (landfill, recycling, incineration, etc.)
- Service life of the ad medium (totem, bus shelter, 4x3, etc.)

The calculation is as follows

$$\text{CO2 emissions} = \text{Quantity used} \times \text{Emissions factor}$$



Example of the emissions factor used, that of the impact of transport via a 26T Diesel lorry = 0.1346 kgCO2e/t.km

If a OOH ad campaign requires 500 kg of paper to be transported 200 km from the paper manufacturer to the printer:

Impact generated = 0.5 (tonne) * 200 (km) * 0.1346 (kgCO2e/t.km) = 13.46 kgCO2e

This impact can be reduced to a single poster by calculating its weight..