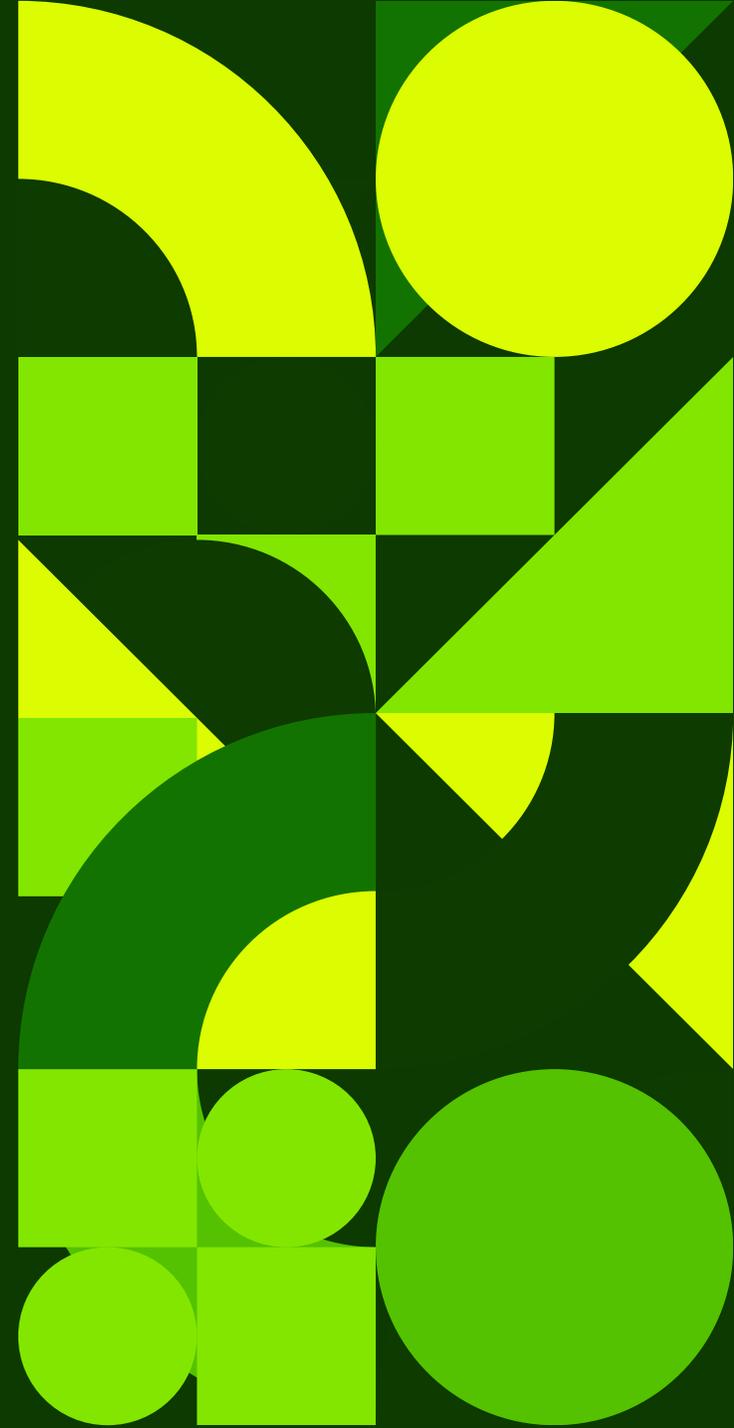




# Beyond Clicks: Sustainable Advertising by the Numbers

Exploring University of Tasmania's journey to sustainable performance growth



# Scope 3 emissions and their impact



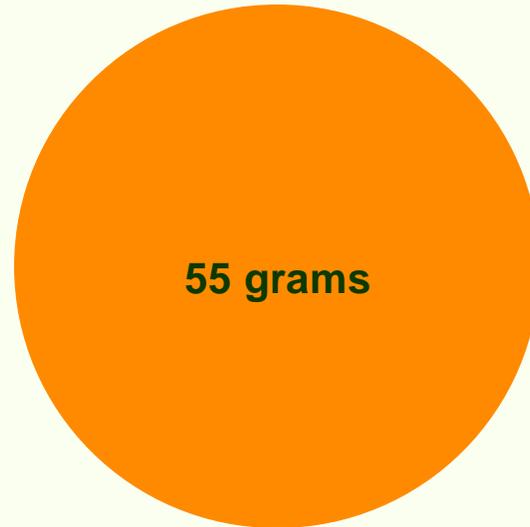
**Worldwide, carbon emissions must be reduced by nearly two-thirds over the next decade.**



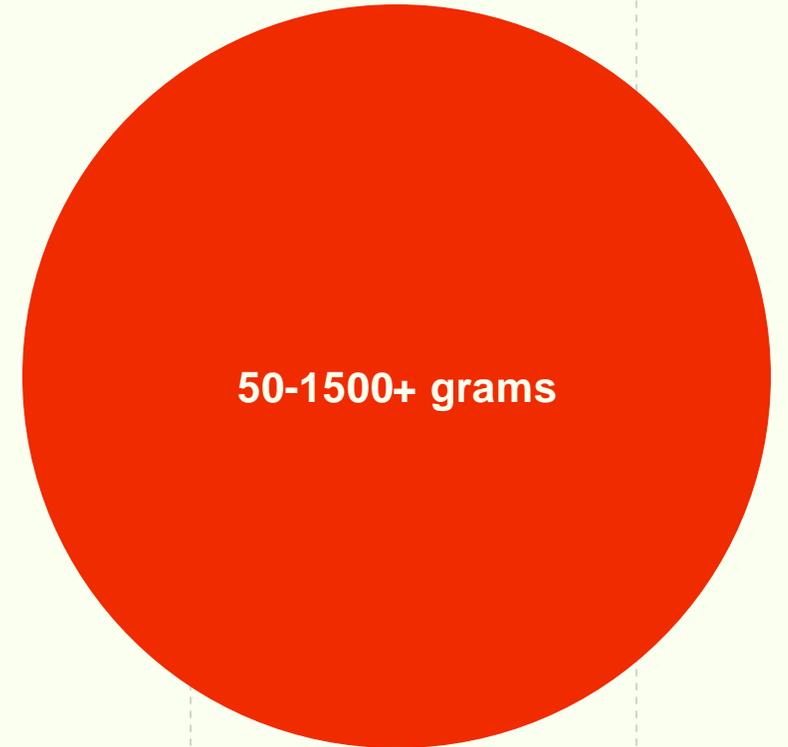
# Our digital lives have a big carbon footprint.



Every minute spent on TikTok emits about 2.6 grams.



Watching 1 hour of video emits about 55 grams.



Every 1K ad impressions, of which there are trillions each day, emits between 50-1500+ grams.



Our gadgets, the internet, and the systems supporting them account for similar emissions to the entire **aviation industry**.



# Data centres are the factories of the 21st century.

## Massive data centre demands could lead to power blackouts, warns Ireland's utilities regulator

Ireland has an energy problem and the biggest cause of it is data centres from global tech giants.



Written by **Liam Tung**, Contributing Writer  
on June 14, 2021

## Report: Home building to halt in West London, due to data center power demands

All the electricity capacity is already used up, GLA tells developers

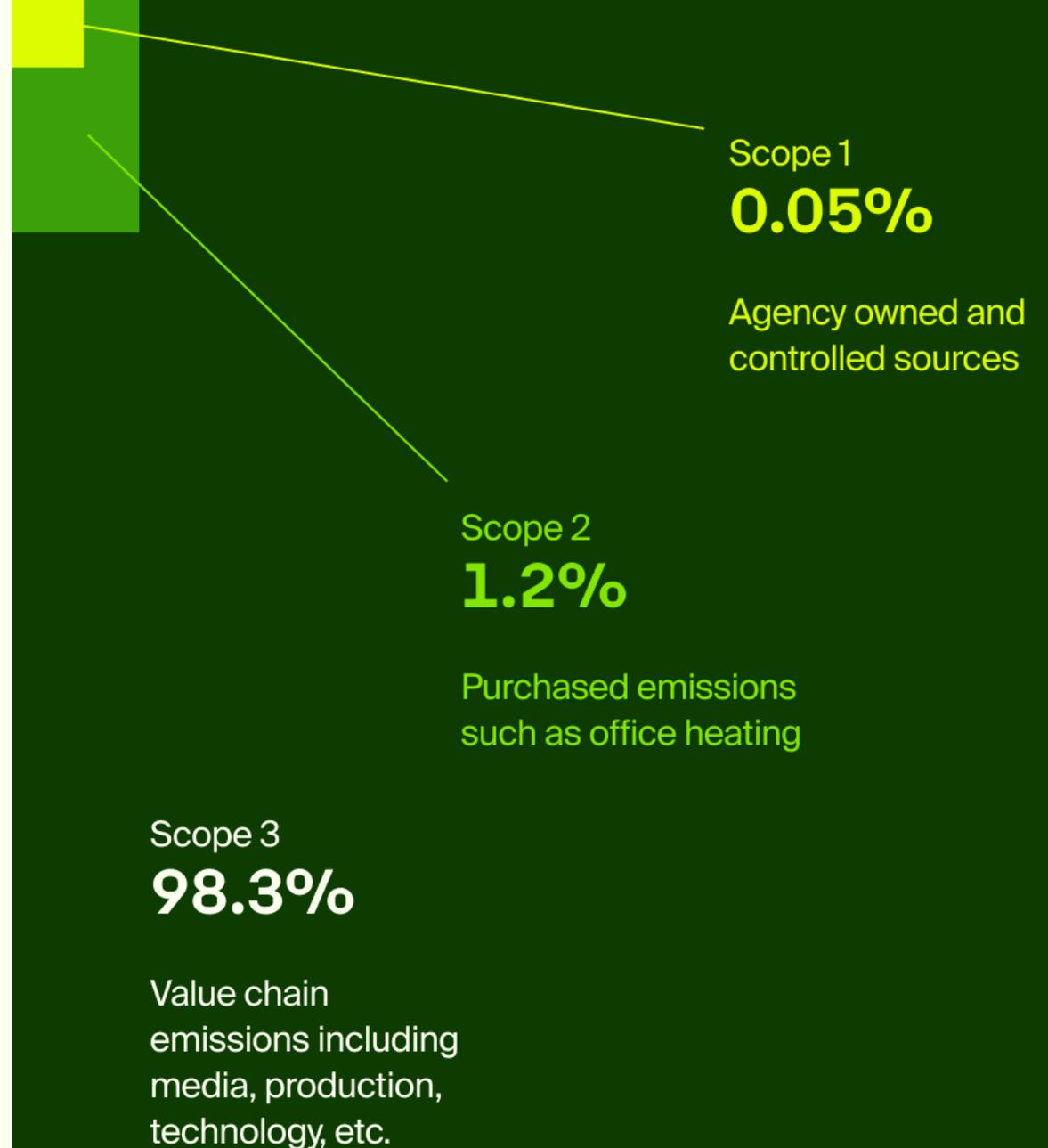
MORGAN HEAKER

BUSINESS

## Facebook's Data Center Plans Rile Residents in the Netherlands

The country has become a magnet for Big Tech facilities, but locals say they will syphon away all their green energy.

# Breakdown of an agency's carbon footprint



# Digital advertising's footprint



Programmatic display  
alone generates **3.8**  
**million metric tons** of  
CO2 emissions globally  
every year or...

**427 million**  
gallons of gasoline

**17.2 billion**  
Kms driven in the  
average car

Source: The Q2 State of Sustainable Advertising, Scope3 2023, EPA Calculator



**The emissions from  
serving 1,000 digital ad  
impressions**



**The emissions from  
fully charging 40  
smartphones**



The problem to fix is clear



# Carbon is a flashlight for inefficiency and waste.

**1 million** metric tons of CO<sub>2</sub> emitted to serve **non-viewable impressions**.

That's equivalent to more than **4 billion km** driven in a car.

**15.3%** of display ad spend is wasted on **made for advertising inventory**.

Emissions are **26% higher** on MFA inventory.



# When sustainability becomes a focus...

You eliminate waste from your advertising

You improve your marketing outcomes

You are prepared for regulatory reporting requirements



# University of Tasmania's decision to take action



# Sustainability

Leading the way for  
a sustainable future





## Acknowledgment of Country

We acknowledge the traditional owners of the land upon which we live and work.

We pay respects to Elders past and present as the knowledge holders and sharers. We honour their strong culture and knowledges as vital to the self-determination, wellbeing and resilience of their communities.

We stand for a future that profoundly respects and acknowledges Aboriginal perspectives, culture, language and history.

Please refer to the University [palawa kani Guidelines](#) and our [Acknowledgment of Country protocols](#) for further information.

## Why a sustainable university?

Locally and globally, communities are facing urgent and unprecedented challenges and opportunities to deliver a sustainable future for our planet.

The University of Tasmania's commitment to sustainability arises from extensive consultation with our community, which desires that our University be a sustainable, innovative, global university and expect all staff and students to incorporate sustainability into their decisions and actions.

This commitment reflects the understanding that sustainability is an opportunity across all facets of University activity, including learning and teaching, research, community engagement activities and operations.



# Sharing our sustainability journey

## #1 in climate action globally

Times Higher Education Impact Rankings – for three years in a row (2022–2024).

## #5 overall ranking globally

Times Higher Education Impact Rankings 2023.

## Certified Carbon Neutral Organisation

Climate Active

## Gold rated institution

Sustainability Tracking, Assessment and Rating System (STARS).

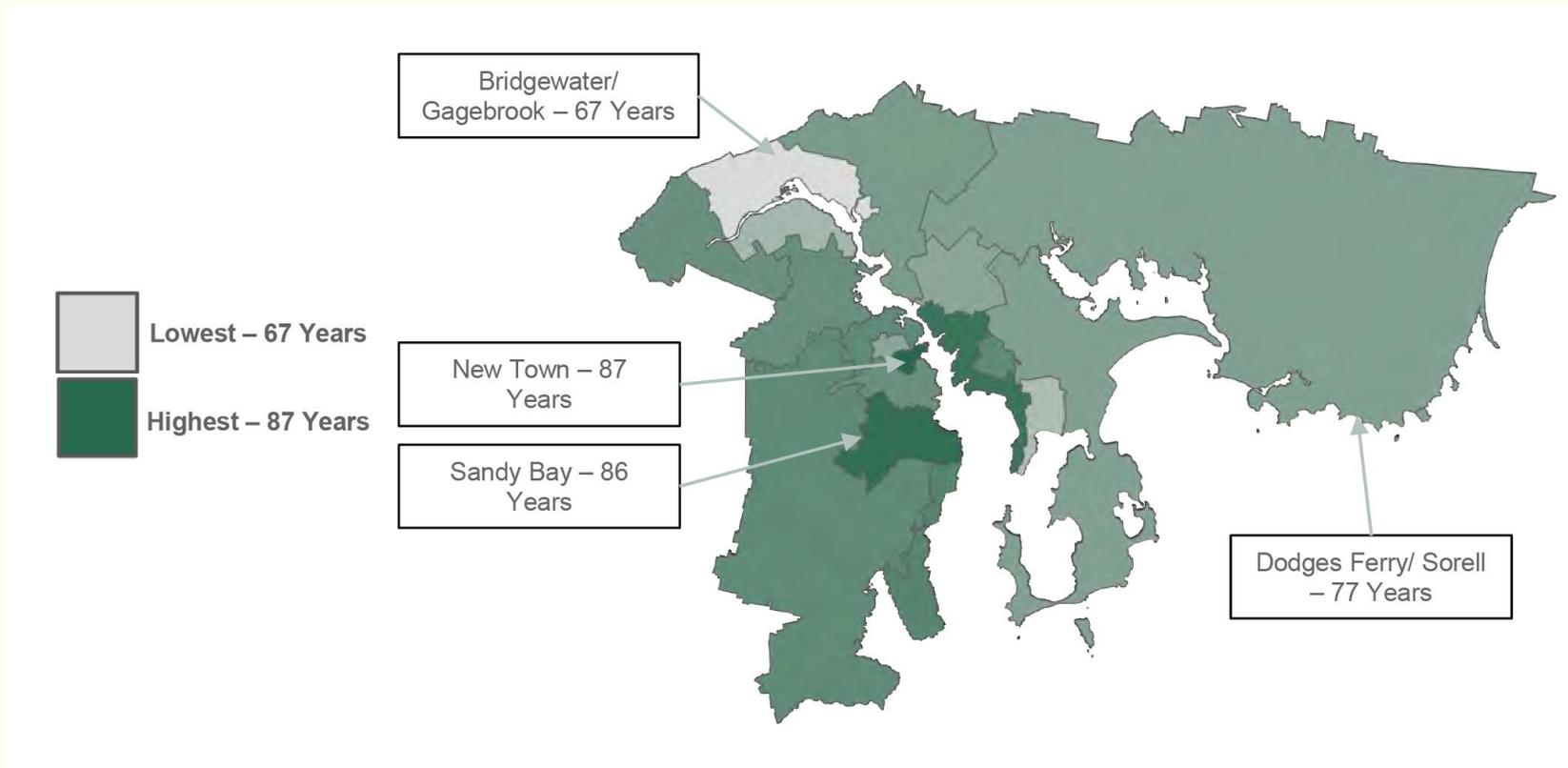
## Fossil fuel divestment

The University divested from all fossil fuel-exposed investment funds by the end of 2021 in support of a zero-carbon economy.



# Life expectancy is a way of summing up inequality. In Hobart alone, the inequality is extraordinary.

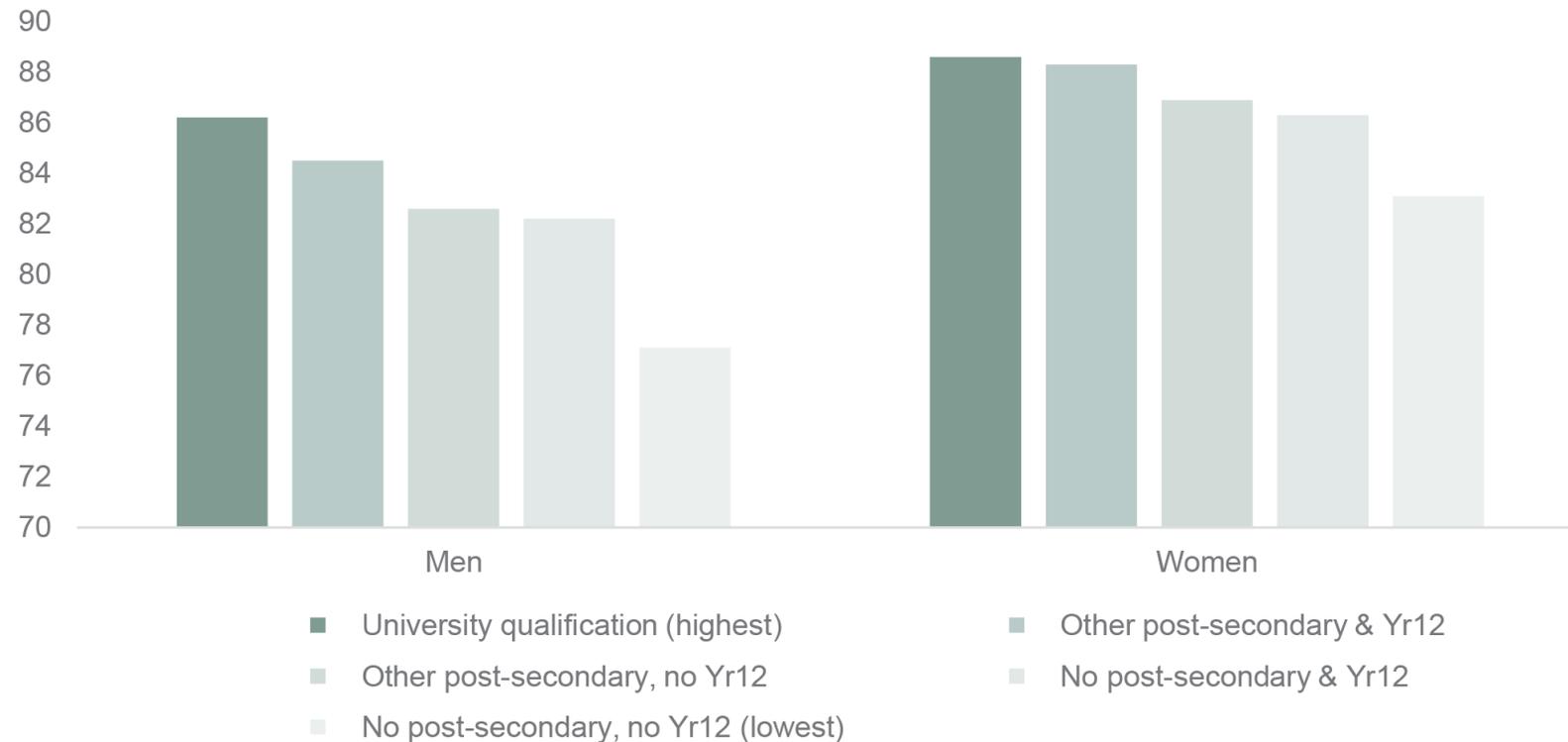
## Life Expectancy in Greater Hobart, by Public Health Area, 2017–2021.



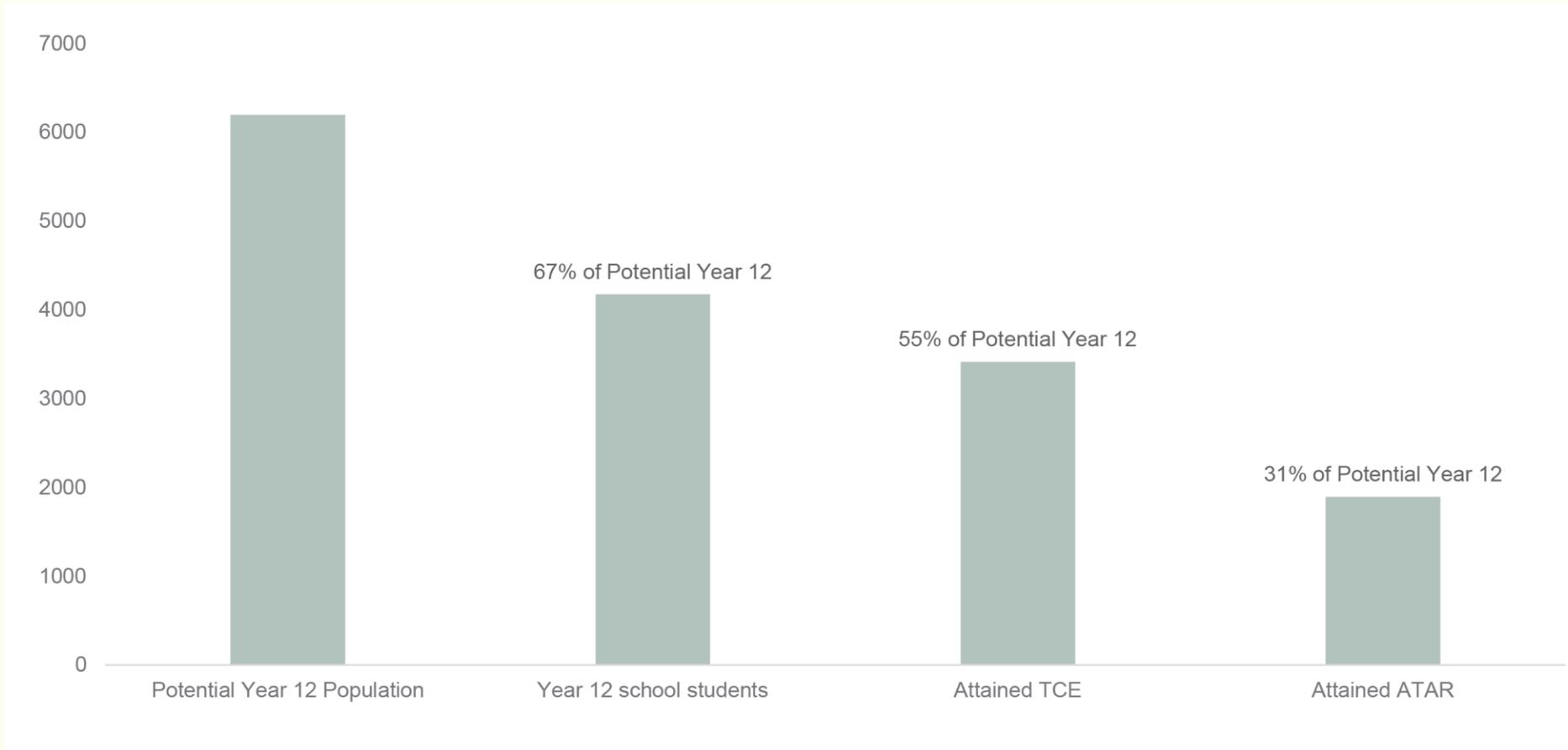
- The difference between Bridgewater and New Town or Sandy Bay is stark.
- For every kilometre you travel north away from Sandy Bay you effectively lose a year of life expectancy.
- It is like comparing one of the richest places in the world (Hong Kong -85 years) with one of the poorest (Eritrea -67 years).

# This is underpinned by education inequalities: Health outcomes are correlated to education, with further education associated with greater life expectancy

Life expectancy at age 25 for Australia, by level of education and sex, 2016



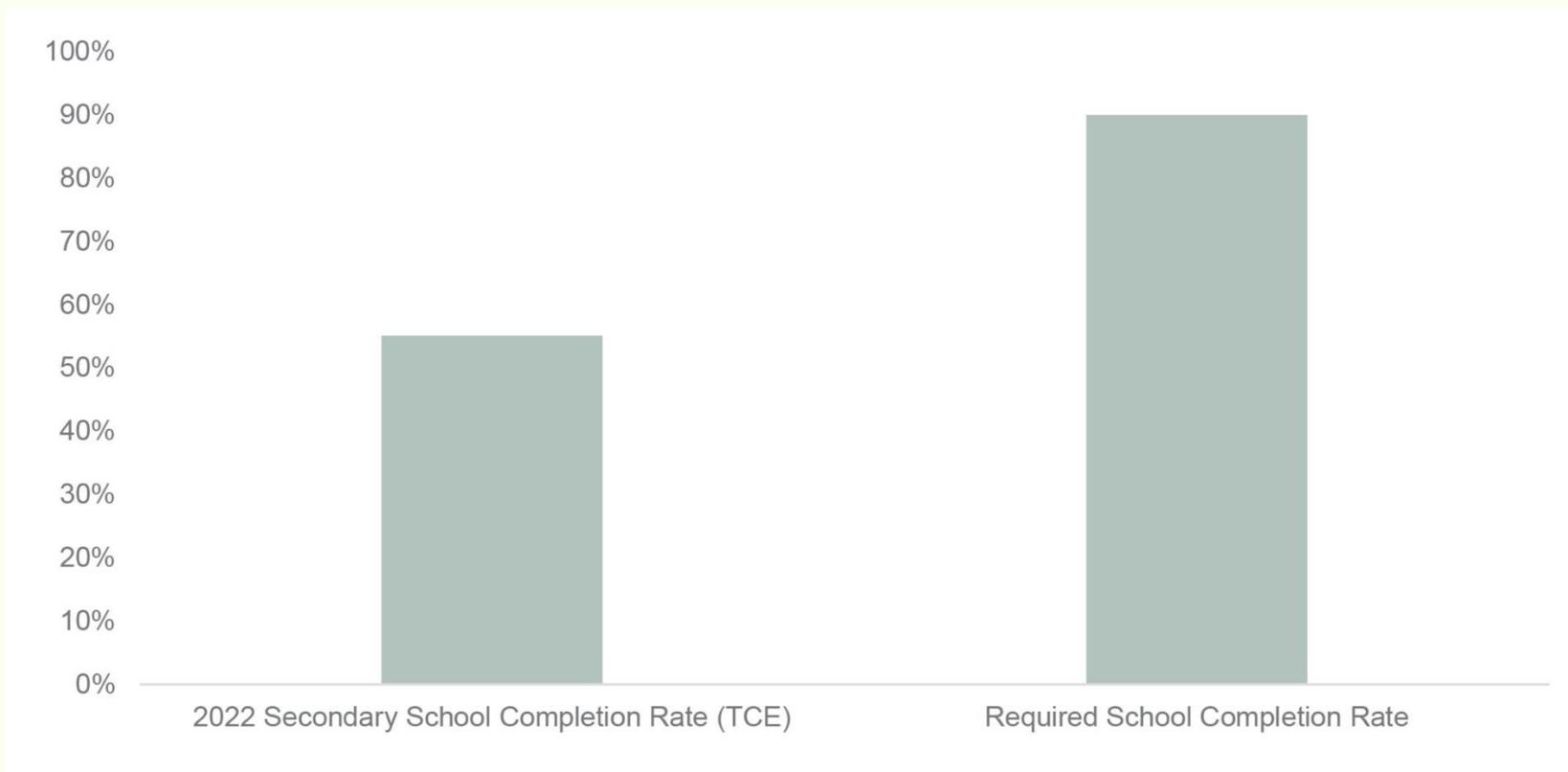
# In 2022, of the potential year 12 population, only 55% finished and only 31% gained an ATAR



TASC Annual Report 2022/23. Note: The potential Year 12 population is based on an age-weighted value using Australian Bureau of Statistics estimates for the number of persons aged 15-19 years in Tasmania in the given year.

# To achieve this uplift, we will need to see 90% of school students coming to either university or TAFE and a significant increase in university completion rates

Current and Required School Completions



TASC Annual Report 2022/23. Note: The potential Year 12 population is based on an age-weighted value using Australian Bureau of Statistics estimates for the number of persons aged 15-19 years in Tasmania in the given year.



**Goal 1**

A leader in sustainability governance and implementation



**Goal 2**

A leader in sustainability education and research



**Goal 3**

Partnership and engagement activities deliver sustainability outcomes



**Goal 4**

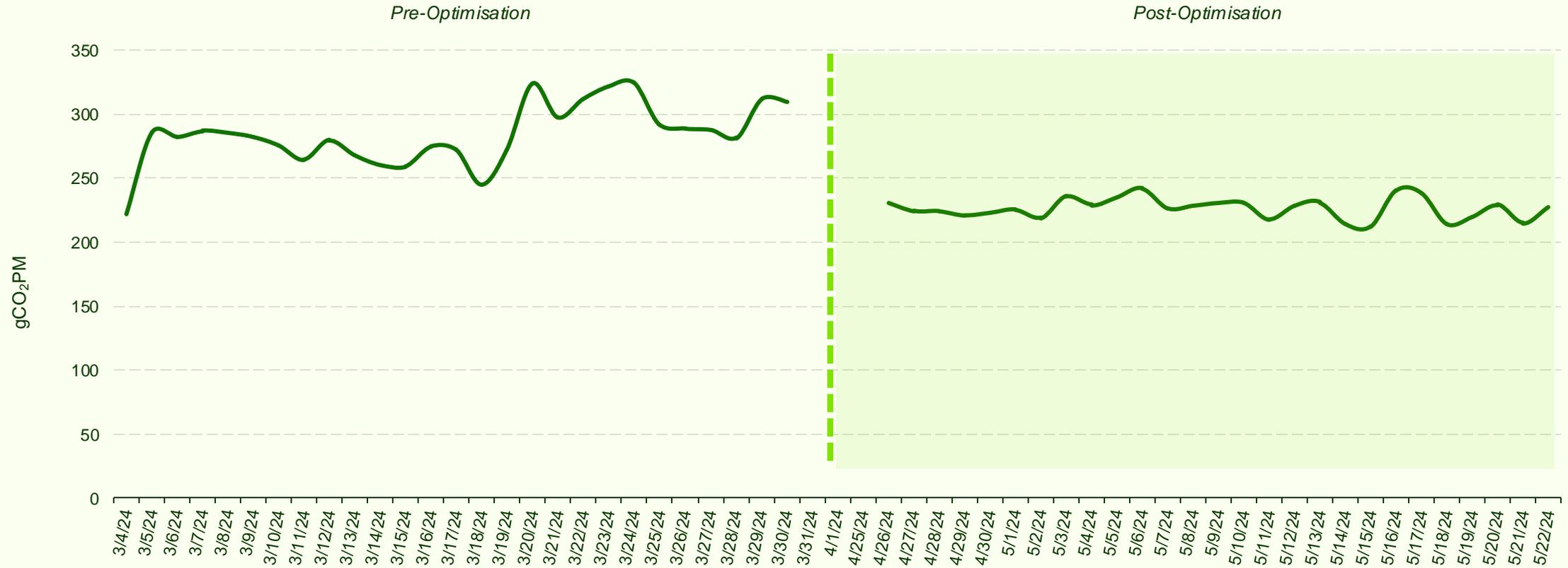
A university committed to sustainability in its facilities and operations

Our strategic Framework for Sustainability provides a collective focus on activities in and for sustainability across the University and encapsulates our commitment across four areas.

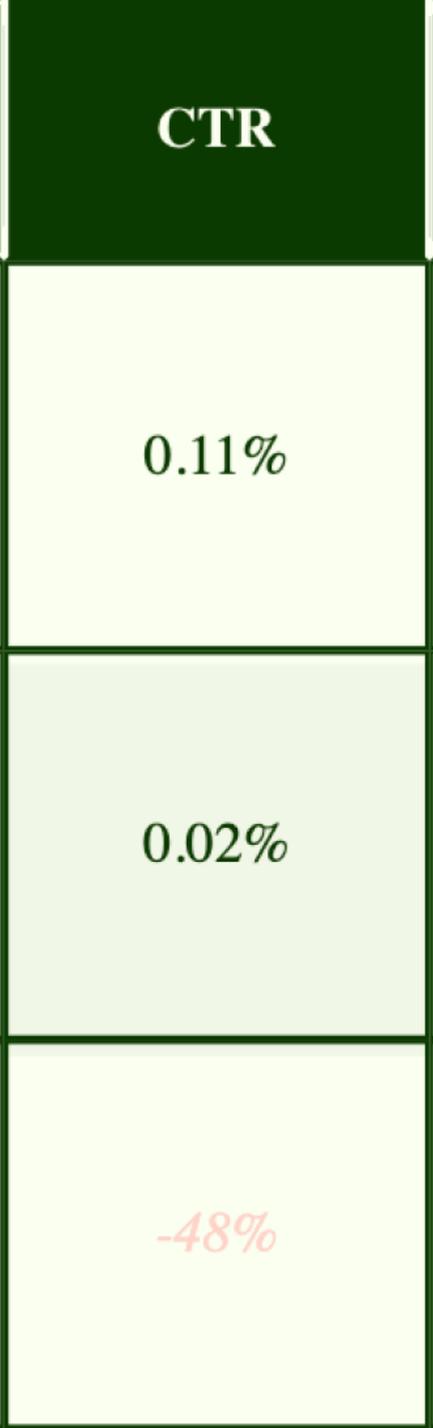
# Emissions measurement and reduction results



# Post optimisation, gCO<sub>2</sub>PM drops by 76%



# Could University of Tasmania forgo their CTR FOR Conversions



# University of Tasmania achieved 264% increase in conversions while achieving a lower total emissions and gco2pm in optimisation period

In the Optimisation period (actively targeting away from climate risk inventory specified), UTAS saw improvements in key KPI's:

**264%**

Higher  
Conversion  
Rate

**30%**

Lower Total  
Emissions

**76%**

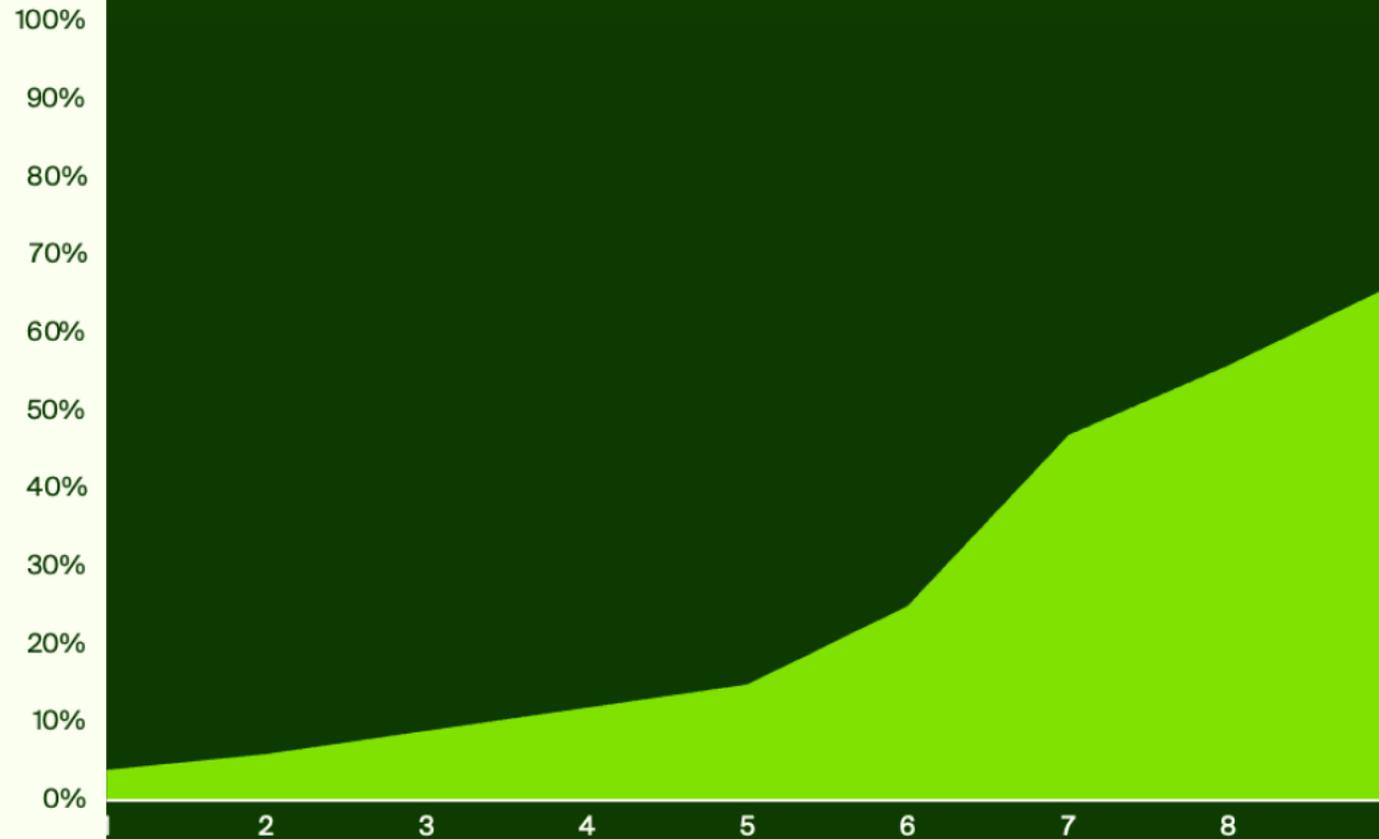
Lower  
gCO<sub>2</sub>PM

# Remove **climate risk** inventory to **reduce emissions by up to 30%**

Inventory Type	Impressions	CTR	Conversion Rate	Total Emissions (gCO <sub>2</sub> )	gCO <sub>2</sub> PM	Proportion of total emissions	Proportion of modelled impressions
<b>Non Climate Risk</b>	3,517,679	0.02%	0.26%	679,191	193	80%	94%
<b>Climate Risk</b>	216,479	0.01%	0.12%	166,731	770	20%	6%

# 2/3

**of Fortune 500  
companies have a  
significant climate  
commitment.**



# You're not alone!

## 75% of marketers have or will start to measure and reduce emissions in 2024/2025.

**26%**

No plans to start

**37%**

Plan to begin in  
2024/2025

**26%**

Began in 2023

**12%**

Have been doing this

# Customers and employees care about sustainability

There is more to making sustainability commitments than checking a box

**84%**

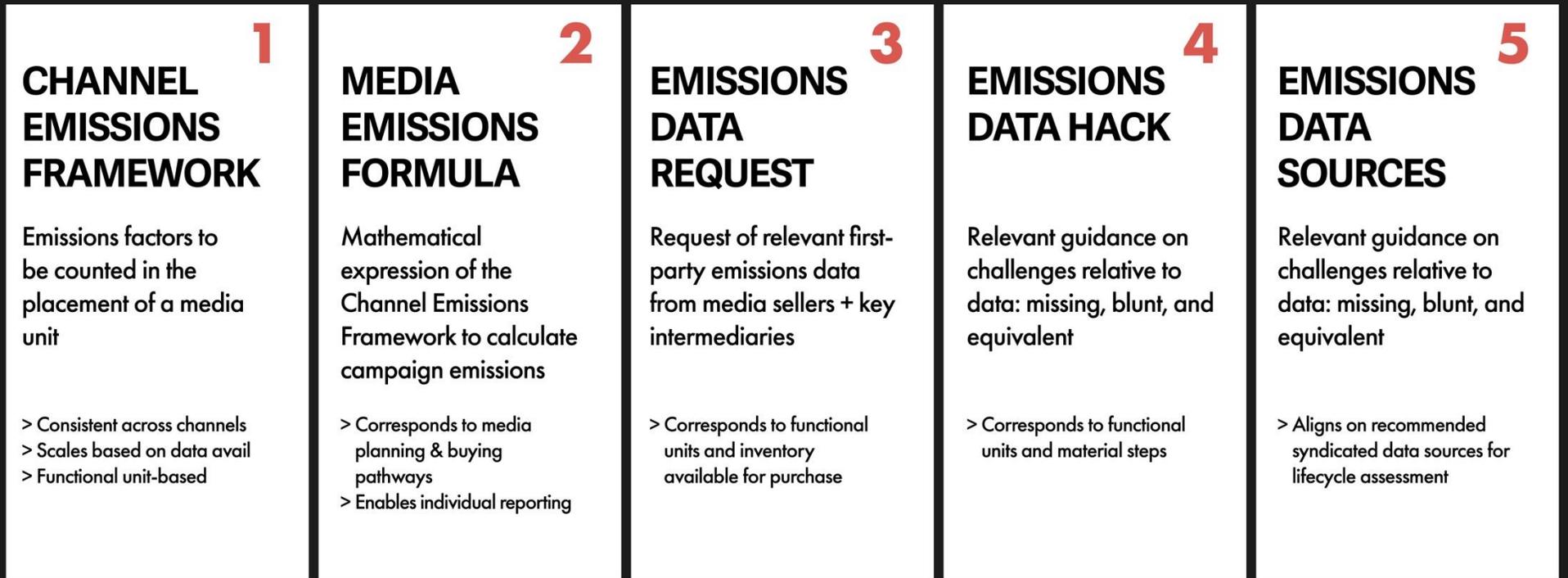
of global consumers say they would be more likely to buy from a company which practices sustainable media advertising

**65%**

of employees are more likely to work for a company with a strong environmental policy



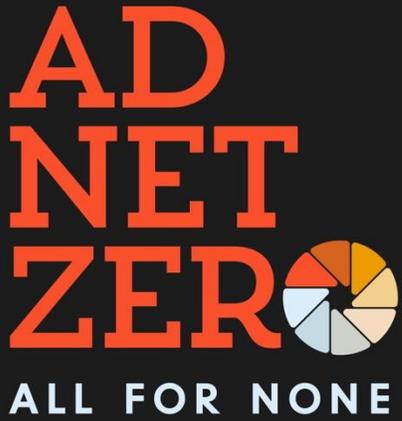
# global sustainability framework: steps to developing voluntary standards and guidance



**METRIC + METHODOLOGY**

**DATA REQUEST**

**DATA ACCESS**



# global sustainability framework: timeline for developing voluntary standards and guidance

	DIGITAL	TV/VIDEO	OOH	PRINT	RADIO/ AUDIO	CINEMA
CHANNEL EMISSIONS FRAMEWORK	v 1.0	v 1.0	v 1.0	v 1.0	v 1.0	v 0.5
MEDIA EMISSIONS FORMULA	v 1.0	v 1.0	v 1.0	Q1 2025	Q1 2025	Q1 2025
EMISSIONS DATA REQUEST	Q1 2025	Q2 2025	Q2 2025	Q2 2025	Q2 2025	Q2 2025
EMISSIONS DATA HACK	Q1 2025	Q2 2025	Q2 2025	Q2 2025	Q2 2025	Q2 2025
EMISSIONS DATA SOURCES	Q1 2025	Q2 2025	Q2 2025	Q2 2025	Q2 2025	Q2 2025



## Students rate the university's commitment to sustainability

I believe that UTAS is very community based and I love how connected the university is to real life issues, especially the sustainability of Tasmania. The facilities here are AMAZING and I couldn't imagine studying anywhere else. I would 100% recommend UTAS over other mainland universities.

It is the uni to go to for sustainability which is why I joined.

For me, University of Tasmania is considered to one of the bests university for Marine studies which is my field of interest and also number 1 in climate change and leading in research.

I researched for months to find a course that would teach me about sustainability and I found conservation courses but I really was hoping to study sustainability. So many months of praying and searching I found the 'certificate of Sustainable Living and the diploma of Sustainable Living' and I was over the moon. I'm an 18-year-old female from Melbourne who learnt my dreams of helping the planet and everything else with life might just come true.

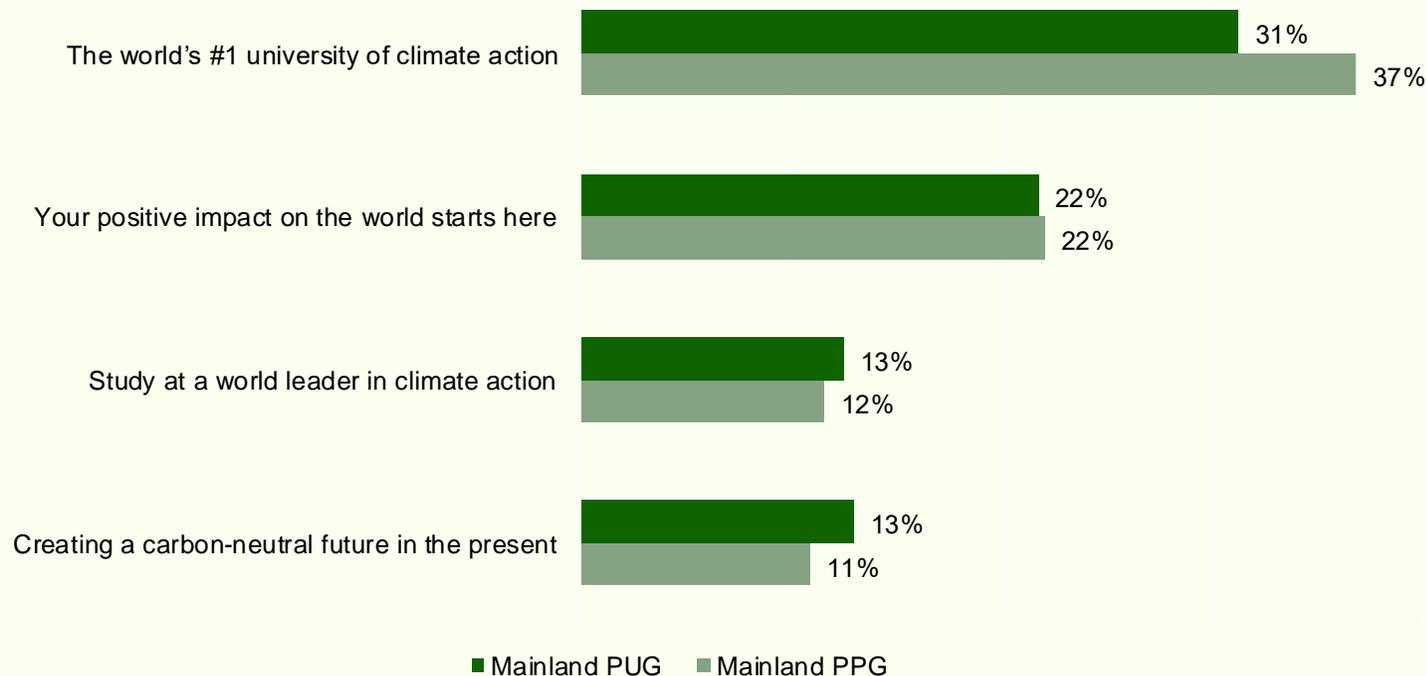
The whole sustainability and climate action thing is a huge bonus for me. I signed up because of the appeal of individual subjects but I am beyond happy with my UTAS experience on all counts.

I was hoping to study marine and Antarctic science at UTAS, which I know is an amazing course with loads of opportunities and field work available. While I don't know much about the rest of the courses available, I know that UTAS is the most sustainable uni in Australia and has a fabulous variety of accommodation available.

# The measurable claim of ‘The world’s #1 university of climate action’ resonates the most strongly with both prospective student groups

Appeal of statements

## Ranked number 1 most appealing



- ~1 in 3 rank ‘the world’s #1 university of climate action’ as the most appealing statement that could be included in the ads
  - 31% of PUGs, and appeal is indicatively stronger among PPGs at 37%
- ~1 in 4 rank ‘Your positive impact on the world starts here’ and this statement resonates equally across PUGs and PPGs