



# Our Net Zero 2030 ambition

## The opportunity for dentsu


Announcing our Net Zero commitment and ambition to enable one billion people to make better choices will put dentsu at the forefront of the conversation on climate and prove we are leading the charge for climate action in our industry through our [Social Impact](#) strategy.

It's important we recognise the influence we have over consumption, and the products and services people choose to buy. Therefore, we must use the influence and create a movement to make sustainable living easier and more aspirational through the power of advertising and media.

Committing to a Net Zero strategy puts us amongst the most leading companies in the world, such as IKEA, Sky, Coca-Cola, Nestle, Estee Lauder, with Microsoft going one step further and pledging to be carbon negative by 2030. Being aligned with our own clients' commitments and values is an important point of leverage and impact for our business.

In addition, being able to report and validate our commitment and progress with the relevant corporate bodies will provide transparency for our clients, investors and regulators, and reinforce our leadership position in our industry.

Ultimately, our move towards Net Zero allows us to be a force for good and be a part of something bigger – helping to prevent dangerous warming and keep temperatures below 1.5°C – and securing a better outcome for future generations.



“What we do in the next ten years will profoundly impact the next few thousand... This is no longer a scientific challenge, it is a communications challenge.”

- Sir David Attenborough

## Talking to your clients about our Net Zero ambition

### Decarbonising the digital economy

- At dentsu, we believe in achieving meaningful progress for the brands we partner with and for society as a whole. It's our role to help clients navigate, progress and thrive in this world of rapid change – and be champions for meaningful progress by driving better business and societal outcomes.
- We have an ambitious environmental strategy which is focused on driving sustainable business growth for our clients' brands and businesses. We believe that for business growth to be truly sustainable, we must accelerate the transition to a low carbon future and reduce the impact of climate change by becoming a **Net Zero emissions business by 2030**.
- We are proud to be part of a select, but growing, number of organisations that are aiming for the highest level of climate ambition to prevent a rise above 1.5 °C, in order to avoid dangerous climate warming, and keep global temperatures well below 2 °C above pre-industrial levels.
- But radical decarbonisation of our business and value chain is only the first step. As an industry we have the ability to change the way that people think, feel and act. That's why we are also committing to helping **1 billion people make better, more sustainable choices**. Our aim is to enable consumers to embrace lifestyles that will ease the burden on our planet, and support brands to develop new strategies and campaigns that will help them meet the needs of a more conscious consumer.

### Getting to Net Zero by 2030

- Our commitment includes a new science-based target to reduce absolute Scope 1, 2 and 3 greenhouse gas (GHG) emissions by 46 %, from a 2019 base year, and offset all hard-to-decarbonise emissions through certified GHG removal projects by 2030. We will also continue our commitment to be powered by 100% renewable energy in all countries in which we operate.
- By setting ambitious, science-based targets, as well as working with our ecosystem of clients, partners and suppliers, we will set about the radical decarbonisation of our entire value chain over the next decade. You can view a more [detailed Q&A here](#).

### Top Social Media accounts to follow:



Alan Jope  
[twitter.com/alanjope](https://twitter.com/alanjope)



Pia Heidenmark Cook  
[twitter.com/PiaHCook](https://twitter.com/PiaHCook)



Virginie Helias  
[twitter.com/virginiehelias](https://twitter.com/virginiehelias)



Mike Barry  
[twitter.com/planamikebarry](https://twitter.com/planamikebarry)



Paul Polman  
[twitter.com/PaulPolman](https://twitter.com/PaulPolman)



WWF  
[twitter.com/WWF](https://twitter.com/WWF)



Sustainable Brands  
[twitter.com/SustainBrands](https://twitter.com/SustainBrands)



WBCSD  
[twitter.com/wbcسد](https://twitter.com/wbcسد)



**Enabling 1 billion people to make better, more sustainable, choices by...**

### 1. Changing behaviours

Over the next decade dentsu is committed to changing the way consumers think, feel and act, redefining advertising to be about buying better, not buying more. This has been demonstrated historically by campaigns such as '[Little x Little](#)', which reached over 70m people, inspiring the largest generation in history to make small changes, every day, to live a more sustainable life.



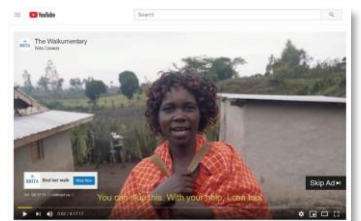
### 2. Developing practical toolkits

In [collaboration with some of our largest clients](#) we have developed a practical toolkit that breaks down sustainable consumption into nine sustainable behaviours that brands can influence and consumers can change. These outputs inspire sustainable innovation with a commercial focus across our business whilst educating our people on how to make practical changes to their own lifestyles.



### 3. Building purpose into our campaigns

dentsumcgarrybowen worked with Brita to create a campaign that inspired better choices of consumer products by acknowledging global resource scarcity, and North America's impact on it. [We developed the Brita Walkumentary campaign](#). The campaign launched with a four-hour pre-roll ad on YouTube that documented a real woman's journey to get clean water for her family. Instead of skipping the documentary, consumers could 'End her walk' by clicking through to a promoted product, which was a reusable filtered Brita water bottle that provides clean water to a person in Africa for one year.



### 4. Developing apps for consumers

Taiwan is the island surrounded by the Pacific Ocean, and Taiwanese people have seafood on dining tables almost every day. However, we learned a shocking truth was that there were more than 100 fish species vanished around northern Taiwan over the decades, so we decided to take action and change the status quo. We developed the [Fish Checker web app](#) with Taiwan Edible Magazine by optimizing the user experience through the AI machine learning to assist consumers in Taiwan to easily check whether the fish they're purchasing are endangered or not.

