The Advertising Association’s Climate Action page:

[https://adassoc.org.uk/our-work-category/climate-action/](https://eur02.safelinks.protection.outlook.com/?url=https%3A%2F%2Fadassoc.org.uk%2Four-work-category%2Fclimate-action%2F&data=05%7C02%7Cmegan.oshea%40eaca.eu%7C0913e4a0d4134a2e43d508dc65fde2fa%7C542651295d3546e6bbdfea420dad3033%7C0%7C0%7C638497388342910182%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C0%7C%7C%7C&sdata=OHokQ9qwxangwFyhsE87%2FnvzN6OZNHBbWP5N%2Bte4L1w%3D&reserved=0)

New book, Sustainable Advertising, can be ordered via the Kogan Page site and if you use ADNETZERO as the code you can access 25% discount:

[https://www.koganpage.com/marketing-communications/sustainable-advertising-9781398613836](https://eur02.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.koganpage.com%2Fmarketing-communications%2Fsustainable-advertising-9781398613836&data=05%7C02%7Cmegan.oshea%40eaca.eu%7C0913e4a0d4134a2e43d508dc65fde2fa%7C542651295d3546e6bbdfea420dad3033%7C0%7C0%7C638497388342918446%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C0%7C%7C%7C&sdata=eWBlAM%2FE9kg1ExQ%2FvaxInyrW%2BhQt18ww1Qsozynxv0M%3D&reserved=0)

The book has its own site where you can download the Manifesto and the Check-List:

[https://www.sustainableadvertising.uk/](https://eur02.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.sustainableadvertising.uk%2F&data=05%7C02%7Cmegan.oshea%40eaca.eu%7C0913e4a0d4134a2e43d508dc65fde2fa%7C542651295d3546e6bbdfea420dad3033%7C0%7C0%7C638497388342925290%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C0%7C%7C%7C&sdata=HghRcjfFlI0gEVwtQ2io2jK2vfjBs7cFHz1O5z92o1c%3D&reserved=0)

We also built a Sustainable Advertising YouTube channel, where you can watch many examples of the work we write about:

[https://www.youtube.com/playlist?list=PLPUhZia0faV3P4vtWMsdTySTYrIQUUQb3](https://eur02.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.youtube.com%2Fplaylist%3Flist%3DPLPUhZia0faV3P4vtWMsdTySTYrIQUUQb3&data=05%7C02%7Cmegan.oshea%40eaca.eu%7C0913e4a0d4134a2e43d508dc65fde2fa%7C542651295d3546e6bbdfea420dad3033%7C0%7C0%7C638497388342931755%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C0%7C%7C%7C&sdata=I4oDx3CrnWrKwejU3yHFB7rWu1ycfShKqxjdizyS9lA%3D&reserved=0)

Ad Net Zero – the global climate action initiative, which originated in the UK:

[https://adnetzero.com/](https://eur02.safelinks.protection.outlook.com/?url=https%3A%2F%2Fadnetzero.com%2F&data=05%7C02%7Cmegan.oshea%40eaca.eu%7C0913e4a0d4134a2e43d508dc65fde2fa%7C542651295d3546e6bbdfea420dad3033%7C0%7C0%7C638497388342937869%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C0%7C%7C%7C&sdata=SEbjqZCi%2FnMqxhFZeKf8Ebc4ayB9aR8NgdNyv%2Fb9uq0%3D&reserved=0)

Of particular use here, the Resources page which includes multiple case studies:

[https://adnetzero.com/resources/](https://eur02.safelinks.protection.outlook.com/?url=https%3A%2F%2Fadnetzero.com%2Fresources%2F&data=05%7C02%7Cmegan.oshea%40eaca.eu%7C0913e4a0d4134a2e43d508dc65fde2fa%7C542651295d3546e6bbdfea420dad3033%7C0%7C0%7C638497388342943226%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C0%7C%7C%7C&sdata=mU1OYKktkk9BJhTZtB0TL4su%2BPa3McX4l8Esk%2FLAZPM%3D&reserved=0)

For more examples, this is the Campaign Ad Net Zero Awards, now in its third year – you can download the book of winners from previous years to see the type of work that is winning and what we’re trying to learn from and build on:

[https://www.campaignadnetzeroawards.com/](https://eur02.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.campaignadnetzeroawards.com%2F&data=05%7C02%7Cmegan.oshea%40eaca.eu%7C0913e4a0d4134a2e43d508dc65fde2fa%7C542651295d3546e6bbdfea420dad3033%7C0%7C0%7C638497388342948347%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C0%7C%7C%7C&sdata=0uj8JNjtcgIWJQyieaFxqTqaYAE55zRF1Ujc9Y%2BjvNI%3D&reserved=0)

AdGreen – helping to reduce the environmental impact of ad production:

[https://weareadgreen.org/](https://eur02.safelinks.protection.outlook.com/?url=https%3A%2F%2Fweareadgreen.org%2F&data=05%7C02%7Cmegan.oshea%40eaca.eu%7C0913e4a0d4134a2e43d508dc65fde2fa%7C542651295d3546e6bbdfea420dad3033%7C0%7C0%7C638497388342953451%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C0%7C%7C%7C&sdata=58WLgOAcddJwPGDa7HW07dxAHSoTX%2FTXLgAW%2By4Kcgw%3D&reserved=0)

Industry training on sustainability – for UK, we point people to these:

[https://adnetzero.com/training/](https://eur02.safelinks.protection.outlook.com/?url=https%3A%2F%2Fadnetzero.com%2Ftraining%2F&data=05%7C02%7Cmegan.oshea%40eaca.eu%7C0913e4a0d4134a2e43d508dc65fde2fa%7C542651295d3546e6bbdfea420dad3033%7C0%7C0%7C638497388342958531%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C0%7C%7C%7C&sdata=R9R8cqUrQ0l3REsWmHX2UKz0FMVDNwleUCXSr%2BaVa7k%3D&reserved=0)

[https://www.asa.org.uk/course/climate-change-and-the-environment.html](https://eur02.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.asa.org.uk%2Fcourse%2Fclimate-change-and-the-environment.html&data=05%7C02%7Cmegan.oshea%40eaca.eu%7C0913e4a0d4134a2e43d508dc65fde2fa%7C542651295d3546e6bbdfea420dad3033%7C0%7C0%7C638497388342963761%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C0%7C%7C%7C&sdata=AAqn6sDJYU7jPofWRBuYq39DYE8oRl0%2BkFCf4lMynF0%3D&reserved=0)

[https://greenclaims.campaign.gov.uk/](https://eur02.safelinks.protection.outlook.com/?url=https%3A%2F%2Fgreenclaims.campaign.gov.uk%2F&data=05%7C02%7Cmegan.oshea%40eaca.eu%7C0913e4a0d4134a2e43d508dc65fde2fa%7C542651295d3546e6bbdfea420dad3033%7C0%7C0%7C638497388342968877%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C0%7C%7C%7C&sdata=KGYCSzLStGfA76Up1s%2FdQ4%2BL9DTcpGzah2Pa%2BYbiO9U%3D&reserved=0)

Last one for now, is the ASA’s latest annual report, where you can see more detail about how they are using AI to tackle ads which may be breaking the rules:

[https://www.asa.org.uk/news/annual-report-2023.html](https://eur02.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.asa.org.uk%2Fnews%2Fannual-report-2023.html&data=05%7C02%7Cmegan.oshea%40eaca.eu%7C0913e4a0d4134a2e43d508dc65fde2fa%7C542651295d3546e6bbdfea420dad3033%7C0%7C0%7C638497388342974056%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C0%7C%7C%7C&sdata=5EhyyDjwIQQ%2BZ%2FQu7RSqBBk9blZL0RW%2ByPRl%2BNlGwlc%3D&reserved=0)