



Ours to Protect on Sunshine 106.8 – August 28th 2023

On this week's show we talked with Mary O'Sullivan of Ad Net Zero



Ad Net Zero – the advertising industry's drive to reduce the carbon impact of developing, producing and running advertising to real net zero.

Ad Net Zero in Ireland is driven by all the key trade bodies and organisations in the Irish marketing and advertising community: IAPI (Institute of Advertising in Ireland); AAI (Advertising Association in Ireland); MII (The Marketing Institute of Ireland); CPI (Commercial Producers Ireland); and IAB Ireland.

Did you know that the Ad Net Zero Action Plan is a guide for the Ad Industry transitioning to net zero:

Action 1 – Reduce Emission from Advertising Business Operations

Action 2 – Reduce Emissions from Advertising Production

Action 3 – Reduce Emissions from Media Planning & Buying

Action 4 – Reduce Emissions Through Awards and from Events

Action 5 – Harness Advertising's Power to Support Behaviour Change

To find out more about Ad Net Zero visit: <https://adnetzero.com/ad-net-zero-ireland/>

Remember, **Ours to Protect** is broadcast every Monday evening at 7pm on **Sunshine 106.8**.

For more see sunshineradio.ie/ourstoprotect

To access the weekly podcast, including previous editions see sunshineradio.ie/podcasts/ourstoprotect

