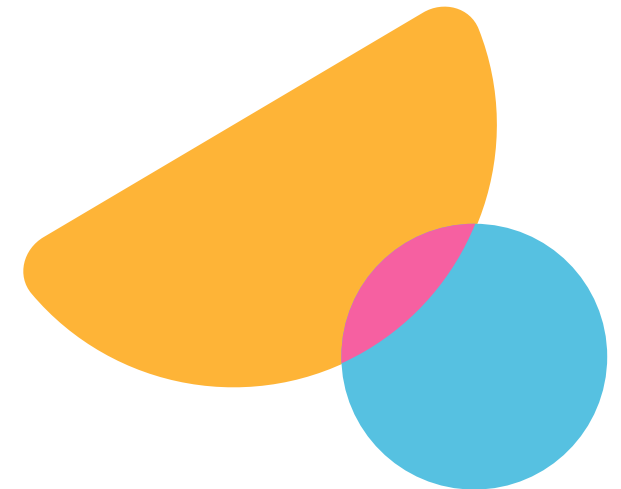


Carbon Footprint Summary

Visit Aarhus w/o

Transportation campaign without sustainability initiatives

Created by Julie Daugaard (dentsu Denmark)



Companies Involved

Production company

-

Advertising agency

dentsu Denmark
Project creator

Production consultancy

-

Brand

-

Holding company

-

Project details

Project length 06 Nov 2024 - 20 Dec 2024	Number of shoot days 3	Project budget 40,000.00 EUR
Total carbon footprint 1.11 tCO2e	Average footprint per shoot day 0.37 tCO2e	Average budget per shoot day 13,333.33 EUR

Project overview

Total carbon footprint

1.11 tCO₂e

Against AdGreen average
(6.04 tCO₂e)

↓ **-4.93 tCO₂e**

Against your closed average
(No closed projects)

-

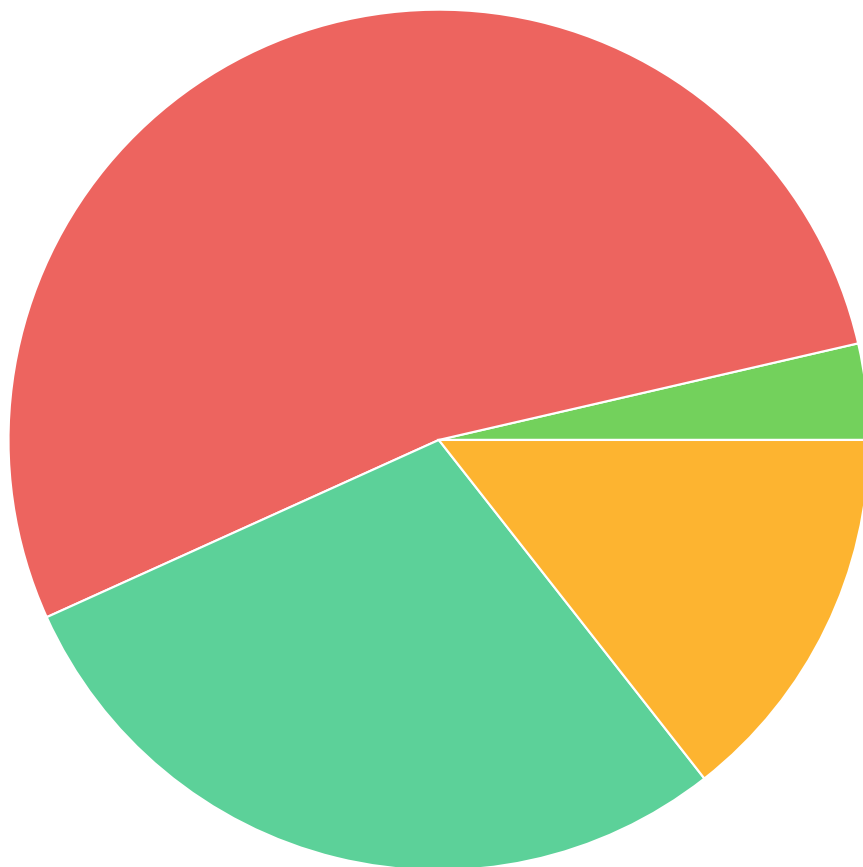


Equivalent to co₂e emissions from
2,763 miles driven by an average gaso-
line-powered passenger vehicle.



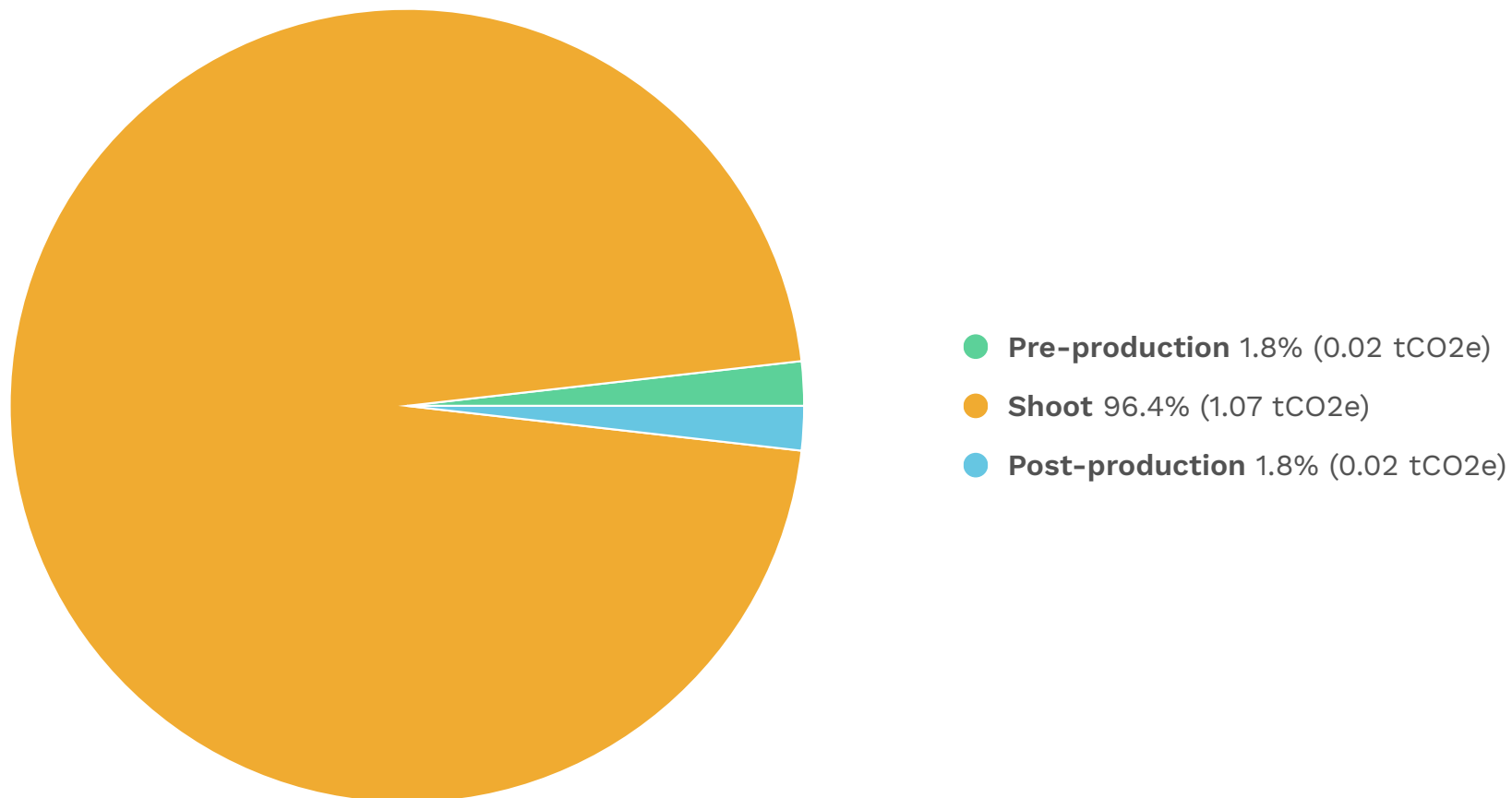
Equivalent to co₂e emissions from
89,293 smartphones charged.

Project overview



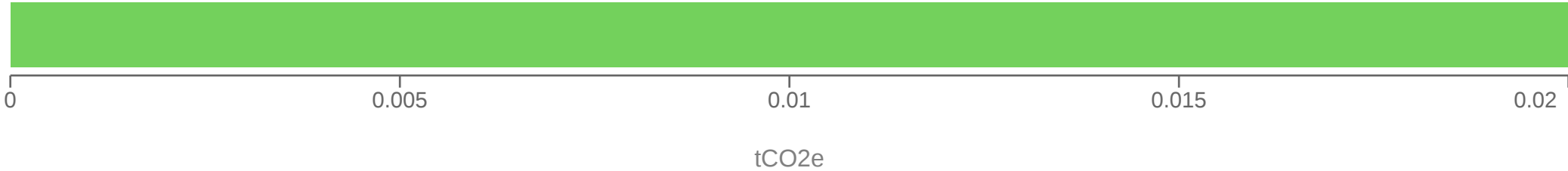
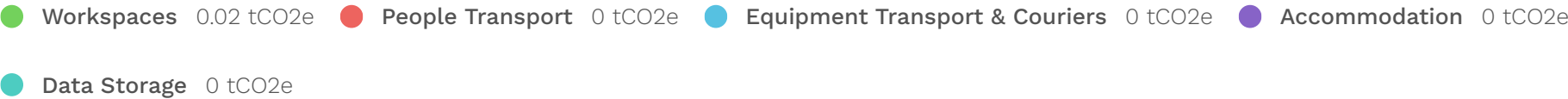
- **Work Spaces** 3.6% (0.04 tCO2e)
- **People Transport** 53.15% (0.59 tCO2e)
- **Equipment Transport & Couriers** 0 % (0 tCO2e)
- **Accommodation** 0 % (0 tCO2e)
- **Shooting Spaces** 0 % (0 tCO2e)
- **Non-shooting Spaces** 0 % (0 tCO2e)
- **Catering** 28.83% (0.32 tCO2e)
- **Wardrobe** 14.41% (0.16 tCO2e)
- **Art department & SFX** 0 % (0 tCO2e)
- **Data Storage** 0 % (0 tCO2e)

Stage overview



Pre-production

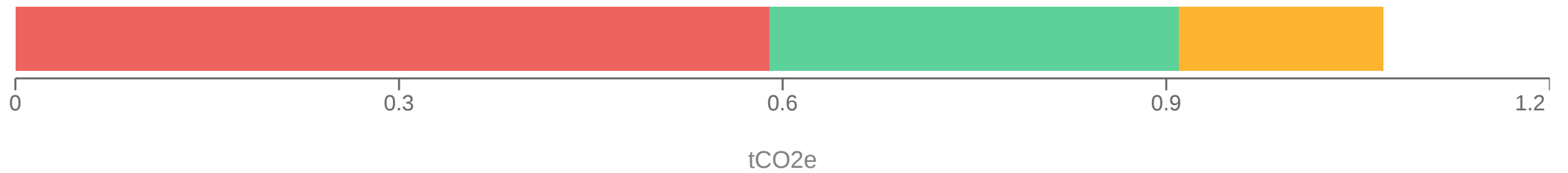
1.8% (0.02 tCO2e)



Shoot

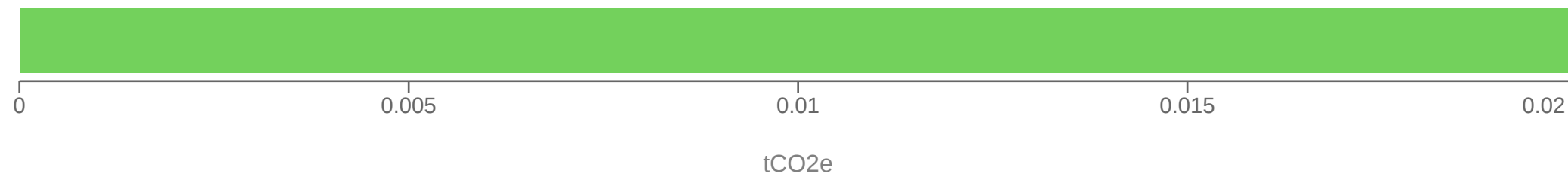
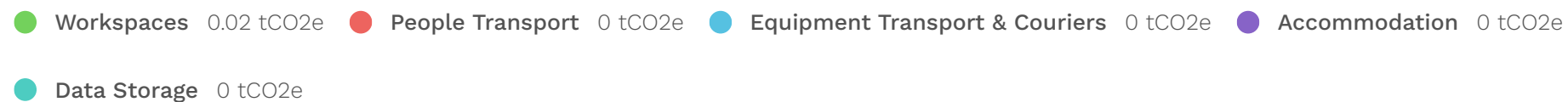
96.4% (1.07 tCO2e)

- Workspaces 0 tCO2e
- People Transport 0.59 tCO2e
- Equipment Transport & Couriers 0 tCO2e
- Accommodation 0 tCO2e
- Shooting Spaces 0 tCO2e
- Non-Shooting Spaces 0 tCO2e
- Art Dept 0 tCO2e
- Catering 0.32 tCO2e
- Wardrobe 0.16 tCO2e
- Data Storage 0 tCO2e



Post-production

1.8% (0.02 tCO₂e)



Activities

	title here department description	322.34 kgCO2e	
	title here department description	250.92 kgCO2e	
	title here department description	156.47 kgCO2e	
	title here department description	110.32 kgCO2e	
	title here department description	103.20 kgCO2e	
	title here department description	48.90 kgCO2e	
	title here department description	26.77 kgCO2e	
	title here department description	16.26 kgCO2e	
	title here department description	16.12 kgCO2e	
	title here department description	15.66 kgCO2e	