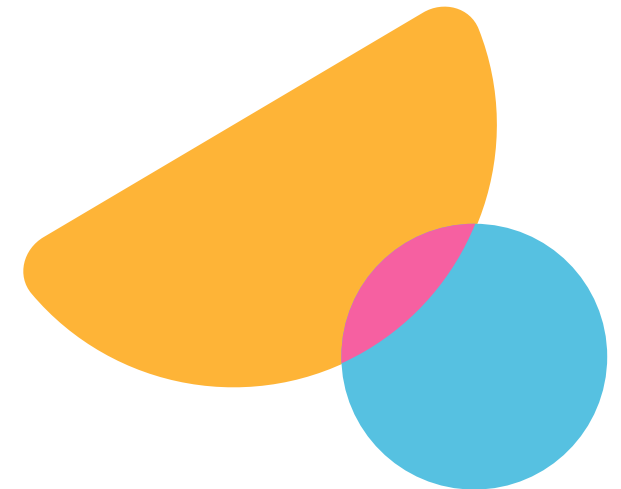


Carbon Footprint Summary

Visit Aarhus

Transportation campaign w. 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

0.31 tCO₂e

Average footprint per shoot day

0.1 tCO₂e

Average budget per shoot day

13,333.33 EUR

Project overview

Total carbon footprint

0.31 tCO₂e

Against AdGreen average
(6.04 tCO₂e)

↓ **-5.73 tCO₂e**

Against your closed average
(No closed projects)

-

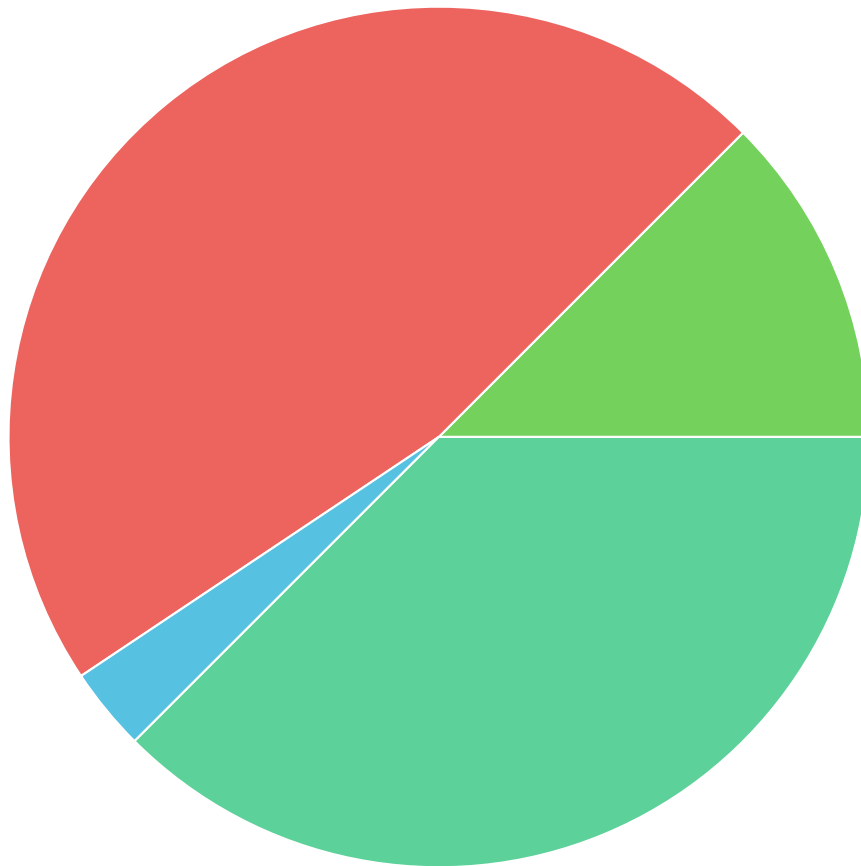


Equivalent to co₂e emissions from
783 miles driven by an average gaso-
line-powered passenger vehicle.



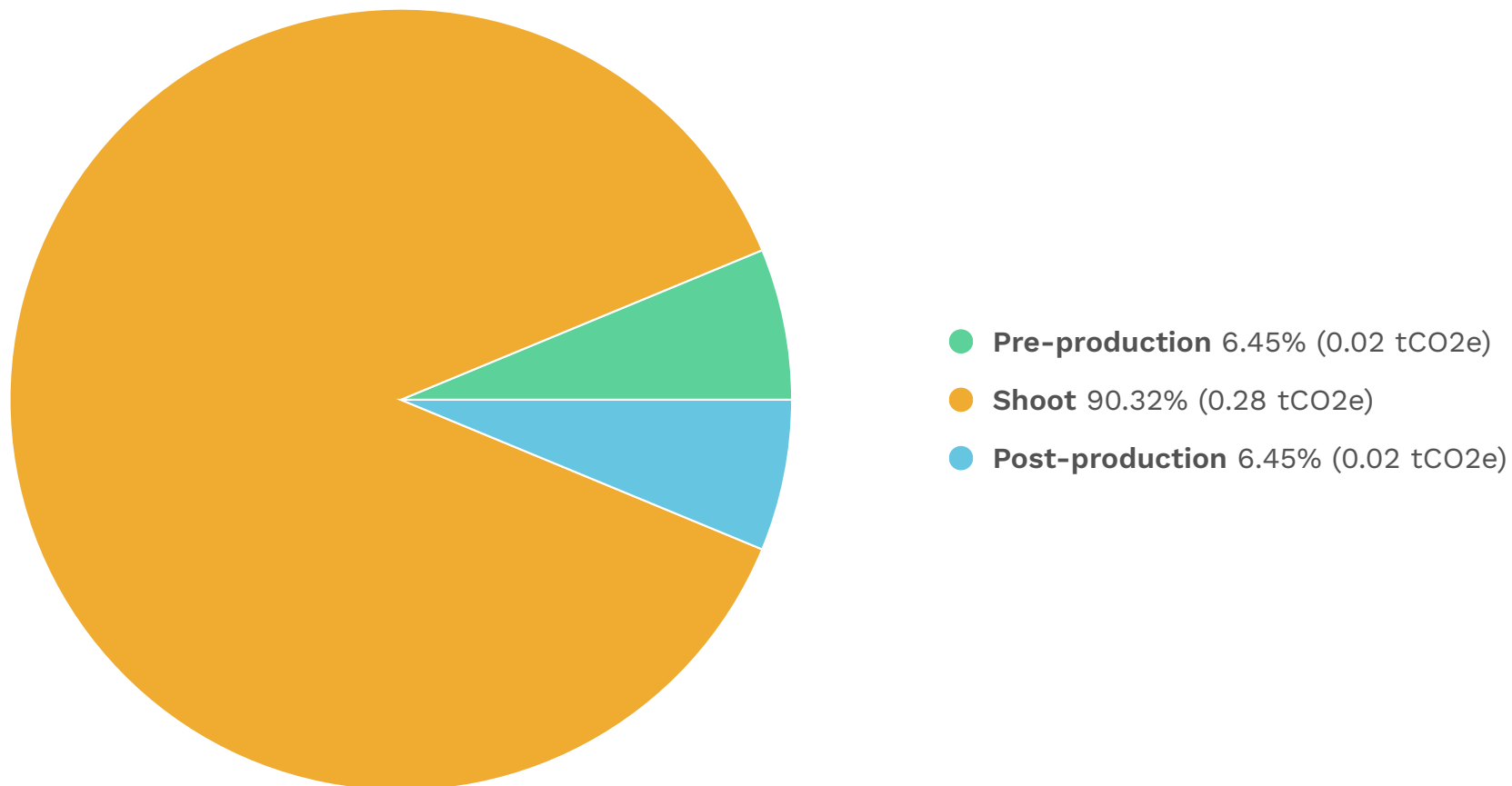
Equivalent to co₂e emissions from
25,309 smartphones charged.

Project overview



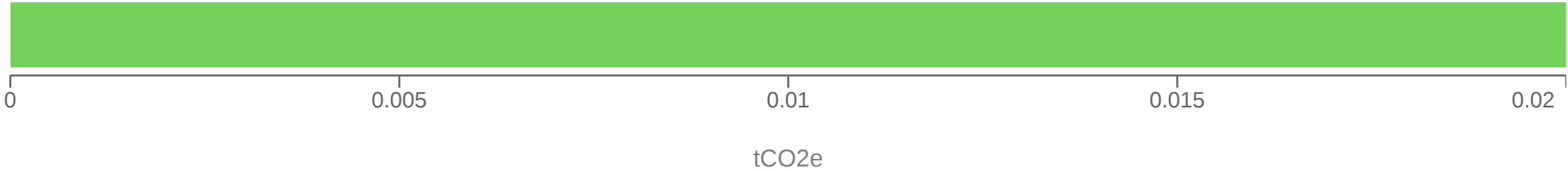
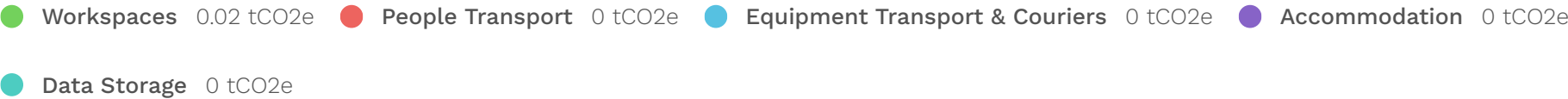
- **Work Spaces** 12.9% (0.04 tCO2e)
- **People Transport** 48.39% (0.15 tCO2e)
- **Equipment Transport & Couriers** 3.23% (0.01 tCO2e)
- **Accommodation** 0 % (0 tCO2e)
- **Shooting Spaces** 0 % (0 tCO2e)
- **Non-shooting Spaces** 0 % (0 tCO2e)
- **Catering** 38.71% (0.12 tCO2e)
- **Wardrobe** 0 % (0 tCO2e)
- **Art department & SFX** 0 % (0 tCO2e)
- **Data Storage** 0 % (0 tCO2e)

Stage overview



Pre-production

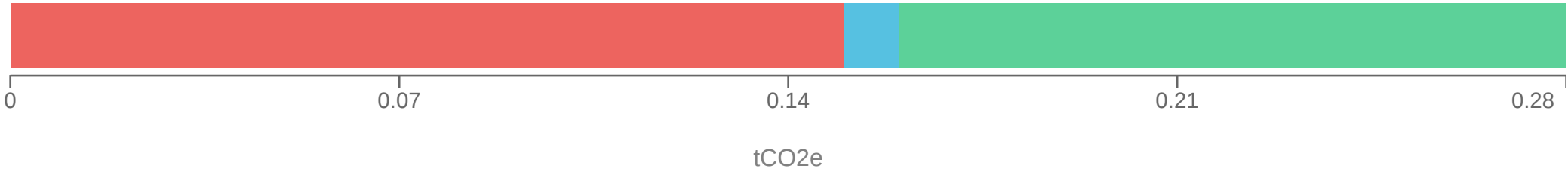
6.45% (0.02 tCO2e)



Shoot

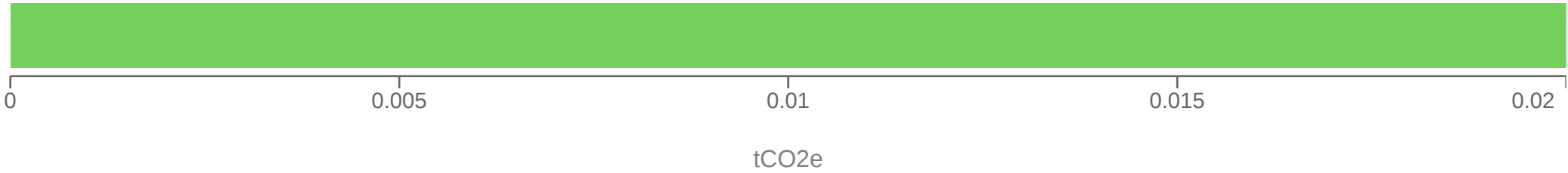
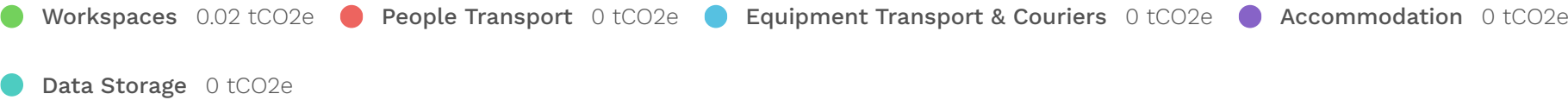
90.32% (0.28 tCO2e)

- Workspaces 0 tCO2e
- People Transport 0.15 tCO2e
- Equipment Transport & Couriers 0.01 tCO2e
- Accommodation 0 tCO2e
- Shooting Spaces 0 tCO2e
- Non-Shooting Spaces 0 tCO2e
- Art Dept 0 tCO2e
- Catering 0.12 tCO2e
- Wardrobe 0 tCO2e
- Data Storage 0 tCO2e



Post-production

6.45% (0.02 tCO2e)



Activities

	266 km, Denmark 1 car/taxi • Small Size • Petrol • Mathilde Make-up transport	48.90 kgCO ₂ e	
	16 meals Denmark • 0% Beef • 0% Meat/Fish • 100% Veggie/Vegan • frokost studiedag	40.13 kgCO ₂ e	
	118 km, Denmark 1 car/taxi • Medium Size • Petrol • Nanna Fra visit	26.77 kgCO ₂ e	
	4 meals Denmark • 34% Beef • 33% Meat/Fish • 33% Veggie/Vegan • kaffe og kage location dag 2 Siri, Lasse, David og Kasper (beregnet i GPT)	26.30 kgCO ₂ e	
	450 km, Denmark 1 car/taxi • Medium Size • Electric • Siri location optagedag, studie optagedag og ærinder	23.44 kgCO ₂ e	
	3 meals Denmark • 34% Beef • 33% Meat/Fish • 33% Veggie/Vegan • Kaffe og kage location dag 1 (beregnet i GPT)	19.73 kgCO ₂ e	
	Denmark 6 office workdays • 6 home workdays • Kristian og Tobias Pre-prod	16.26 kgCO ₂ e	
	Denmark 6 home workdays • post prod klipper hero og BTS	16.12 kgCO ₂ e	
	150 km, Denmark 1 car/taxi • Medium Size • Plug-in Hybrid • Mathilde costume	15.66 kgCO ₂ e	
	60 km, Denmark 1 car/taxi • Medium Size • Petrol • Joan og Tobias	13.61 kgCO ₂ e	