

Guide to IAB UK Sustainability FAQs

What are the Sustainability FAQs?

A set of questions for IAB UK members to complete, answering questions they are frequently asked about their company's environmental sustainability credentials. They will be published on the IAB UK website.

Why should my company answer the questions?

Firstly, because you care about the environmental impact of the digital advertising industry.

Secondly because we know that significant time is spent by companies like yours, completing and reviewing sustainability questionnaires before working with prospective partners and clients. By answering these questions here, you are helping to share this information more easily and efficiently, saving you and potential partners time, and longer term, helping to raise environmental sustainability standards across the industry.

What sort of things do the questions cover?

There are three sections – about your company, about your company's energy usage in terms of your office and anything else you use, and about your company's internal initiatives. The questions have been designed to be straightforward, applicable to all types and sizes of company and not too complex to answer. The aim is for them to be relevant and useful to as many companies as possible. Over time we may add more questions in line with the industry's progress in this space.

What if I don't have an answer yet because we're working on it?

We know (and hope) that answers will change over time as you do more to measure and reduce the environmental impact of your company. So, you can submit the answer that is correct now and then email the IAB team to update an answer later down the line when it changes. Longer term we will add the functionality so you can update any of the answers you submitted and that are published on our web site, as and when required.

Will all the answers I submit be automatically published?

We will contact you once we have received your answers and there will be an opportunity to discuss any of them before they are published on our site. The only bit of information that we won't publish is the final question where we ask for contact details of someone we can check any answers with before we put the rest of the answers live.

How many questions are there and how long will it take?

There are less than 25 questions and it shouldn't take long to complete them but it may take a bit of time to collate the information if you don't have it to hand. Therefore we have included the full list of questions below so you can see what is needed before you start.

When is the deadline to submit answers?

There is no ultimate deadline, you can get involved any time and submit your answers and then we can add them. The sooner you get involved, the sooner you will be working with the industry to improve things and we hope that is an incentive to get involved today.

How will the information be presented and used?

Initially each company's answers will be presented on a single page with an Excel document containing all the data from those that have submitted. Over time we will add features to make this more useful so the data can be easily downloaded and compared.

Where can I submit our answers?

<https://www.surveymonkey.co.uk/r/PH8CG88>

For more information

If you want to find out more about this, just email sustainability@iabuk.com