

Environmental Sustainability FAQs

Questions for reference

You are being invited to complete this set of questions about your company because you care about the environmental impact of the digital advertising industry. We know that significant time is spent by companies completing and reviewing sustainability questionnaires.

By answering these questions, you are helping to share this information more easily and efficiently on the IAB UK website, saving you and potential partners time. Longer term, this will help to raise environmental sustainability standards across the industry. We know that answers will change over time, and therefore your responses can be updated once submitted.

If you want to find out more email sustainability@iabuk.com

Section 1 - About your company

1. What is your company name?

(Please enter your company name as it appears in the IAB membership directory <https://www.iabuk.com/member-directory> as the information you enter here will be linked to your company via the directory)

2. How many people does your company employ in the UK?

1-9

10-49

50-249

250+

Don't know

3. How many people does your company employ globally?

0-249

250-999

1,000+

We only operate in the UK

Don't know

4. Which category or categories best describe your company?

Ad Technology or Data Company

Brand

Media agency

Media owner / publisher Platform

Other

5. Do you have one or more people who are accountable for the environmental sustainability of your company?

Yes

No

Don't know

6. Are you happy to share contact details of one person who can be contacted about your company's environmental sustainability?

Yes (please provide their name and email address in the following question)

No

Don't know

7. Please provide the name and email address of the person that can be contacted about your company's environmental sustainability here:

(Leave blank if you answered 'no' to previous question)

Name

Email

Section 2 – Your company's energy usage

This section includes energy use at your offices and any other physical assets you might have

8. Do you measure your scope 1, 2 and 3 emissions?

(Please tick all that you measure or select 'Don't know')

Definitions can be found [here](#)

Scope 1

Scope 2

Scope 3

Don't know

9. Do you have reduction strategies in place for your energy usage?

Yes (please provide more details in the next question)

No

Don't know

10. Please could you briefly outline your reduction strategy here:

(Leave blank if you answered 'no' to previous question)

11. Do you have environmental sustainability policies, schemes or initiatives in place for the following areas?

(Please select all that apply)

Business travel

Recycling (everyday e.g bottles and cans)

Recycling (tech e.g. laptops and phones)

Single use plastics

Travel to work

Website hosting

Working from home

12. What percentage of your energy usage comes from renewable sources?

0% - 10%

11% - 20%

21% - 30%

31% - 40%

41% - 50%

51% - 60%

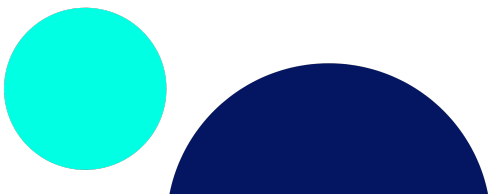
61% - 70%

71% - 80%

81% - 90%

91% - 100%

Don't know



13. Please indicate if you are submitting the answer to the previous question for the UK only (preferable) or Global (if unable to break out the UK

UK only

Global

14. Can you verify your answer about renewable energy percentage by linking to a publicly available document?

Yes (please provide a link if you can in the next question)

No

Don't know

15. Please provide a link to a publicly available document on your renewable energy percentage:

(Leave blank if you answered 'no' to previous question)

16. Do you offset any of the carbon that your company generates, if so please provide details of the scheme you use?

Yes (please provide details in the next question)

No

Don't know

17. Please provide details of the scheme that you use to offset any of the carbon that your company generates:

(Leave blank if you answered 'no' to previous question)

18. How much CO2E did you offset in 2022?

(Leave blank if not applicable) /

19. Do you include environmental sustainability questions in your procurement activities?

Yes

No

Don't know

20. In 1 or 2 sentences can you summarise your company's environmental sustainability objectives?

(e.g. please include time frame for achieving net zero and reducing scope 1, 2 and 3 emissions)

Section 3 - industry initiatives

21. Which environmental sustainability industry certifications or initiatives do you have / participate in?

AdNet Zero

Tech Lab Green Supply Path

IAB UK group

IAB Europe Group

Science Based Targets

Eco Vadis

UN Race to Zero

RE 100

ISO14001

Other (please specify)

22. Do you have any training schemes or engagement programmes in place around environmental sustainability for your employees?

Yes (please provide details in the next question)

No

Don't know

23. Please provide details of any training schemes or engagement programmes in place around environmental sustainability for your employees here:

