

Press release

Climate-neutral advertising for Switzerland

Zürich, 22 April 2022 – *On Earth Day 2022, leading Swiss agencies are launching a broadly based climate alliance to establish climate-neutral advertising as the new standard in the Swiss advertising market with immediate effect.*

Climate change is one of the most pressing long-term challenges that must be actively addressed. A broad alliance of leading Swiss agencies and advertising service providers is therefore joining forces for a new standard in the communications industry: Mediaplus Suisse, Webrepublic, Dentsu Aegis Network Switzerland, Livesystems, Group M (MediaCom, Mindshare, Wavemaker), and Wirz are the founding members of the Climate Alliance of the Swiss communications industry and are committed to the change toward climate-neutral advertising.

The members of the alliance commit to reducing and fully offsetting their own operational CO2 emissions from 2022. In addition, they enable advertising customers to calculate the emissions of their campaigns and also offset them.

In collaboration with ClimatePartner, Mediaplus has already done pioneering work at an early stage. With the Green GRP in Germany, they have developed a model that is openly available to the industry. This calculator has now been adapted for Switzerland and forms the basis for calculating the CO2 emissions of both advertising production and media placements and offsetting them together with ClimatePartner. Rolf Suter, Managing Partner of Mediaplus Suisse: "We are pleased to bring the Green GRP calculator to Switzerland and thus provide an important impulse for the industry." GroupM agencies will continue to use their already successfully established "Admosfy" model to calculate CO2 emissions.

Climate-neutral advertising, starting now.

Sustainability and measures to combat climate change are topics that have preoccupied the communications industry for quite some time. The alliance is now joining forces and offering an open platform to accelerate and simplify change with concrete commitments and an openly available tool. Tobias Zehnder of Webrepublic was one of the initiators of the alliance:



"The openness to the idea and the speed of collaboration across agencies excited me. We are all united by the conviction to act now and make a big difference together."

Interested agencies and customers can visit www.green-media.ch for more information and take the first steps toward climate-neutral advertising. The alliance is open to all agencies and advertising service providers.

**About Webrepublic**

Webrepublic is the leading digital marketing agency in Switzerland. More than 200 employees design, implement, and optimize campaigns from a single source. To translate marketing innovation into business value for customers, they always think creation, media, and technology together. Under the name BoB – Best of Both – the owner-managed company has been working closely with the creative agency Wirz since 2020. Together, the agencies create communication that dovetails emotion and data right from the start.

About Green Media Switzerland

The climate alliance "Green Media" is open to all agencies and advertising service providers who would like to join the initiative for climate-neutral advertising in Switzerland. We support new members with simple tools for CO2 calculation and compensation, as well as quick onboarding and contact to ClimatePartner. We show interested advertisers the fastest way to place climate-neutral advertising.