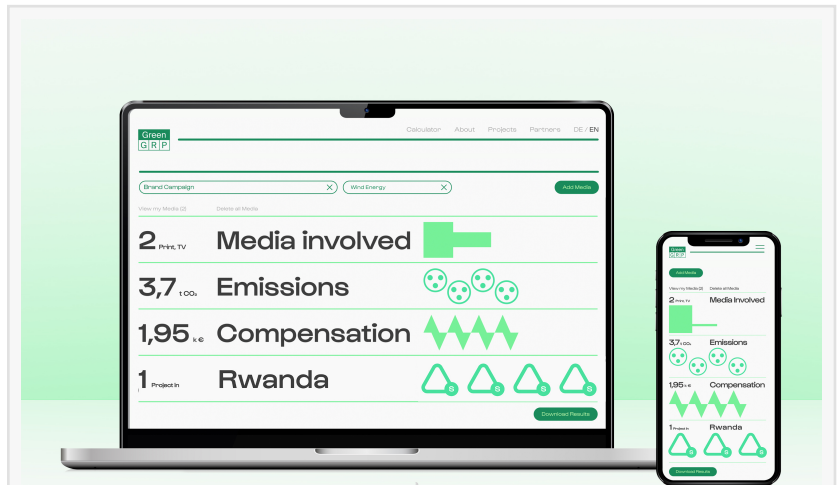


GreenGRP - Democratizing sustainable advertising

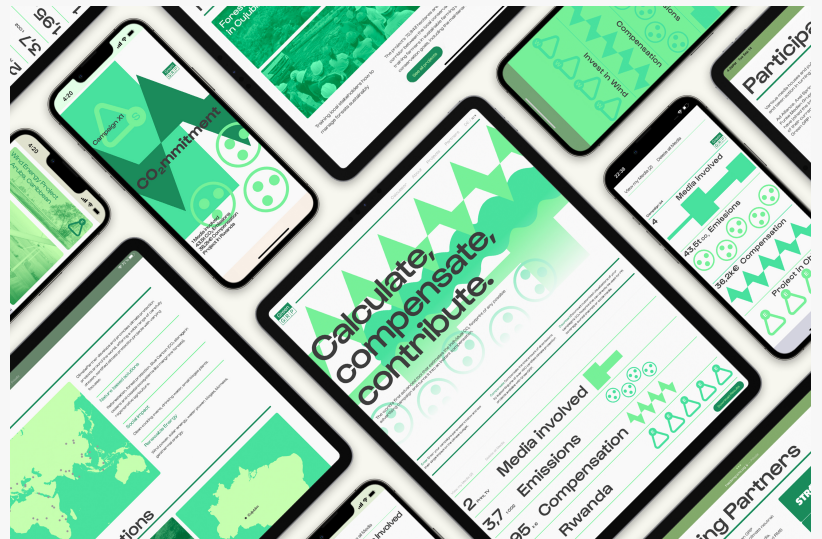
MUNICH, GERMANY, May 3, 2023 /EINPresswire.com/ -- ClimatePartner offers every brand to simply visit www.greengrp.io, submit their campaign assets and calculate the emissions related to that specific campaign. Next to a detailed report, brands also receive a communication tool kit, including a bundle of assets, that can directly be used for PR, owned channels and social media. Last but not least brands choose a specific, certified climate protection project from ClimatePartner. So that the campaign can be entirely offset from start to finish with a simple tick off the box.

"Just like in any industry, in advertising too, it is our responsibility to be conscious about and reduce our CO2-footprint. As a group, we're happy to be able to offer solutions along the entire value chain to monitor and reduce emissions. With GreenGRP we also have a solution to offset the remaining and unavoidable CO2 emissions and thus - closing the loop of sustainable communication." — Maximilian Schöngen, Global Creative Lead Mediaplus

The global advertising industry is responsible for producing millions of tons of CO2 emissions each year. A sponsored Instagram



GreenGRP uses data and analytics to provide brands with a clear and understandable visualization of the carbon footprint their campaign are causing.



The tool incorporates over 200 types of media channels to calculate emissions from production to hosting to distribution.

ad with 20 million impressions alone accounts for around 5 tons of CO2 emissions. As brands and products strive to become more sustainable, it is time for the media industry to follow suit. GreenGRP is the first platform that recognizes this need and provides the necessary instrument to take action. GreenGRP is a free, reliable and real-time CO2 emission calculator that enables brands and media outlets to offset the entire CO2 emission for each submitted campaign. The open source initiative was founded by various media stakeholders and ClimatePartner who believe that the access to a simple, transparent, and user-friendly system is crucial to reduce emissions and combat global warming. GreenGRP uses data and analytics to provide brands with a clear and understandable visualization of the carbon footprint their campaign are causing. The tool incorporates over 200 types of media channels to calculate emissions from production to hosting to distribution. It accurately determines the CO2 impact of any campaign across any media channel, including Print, TV, Digital and Audio channels. Now being available to everybrand, GreenGRP was first launched on World Climate Day with the first-ever climate-neutral ad break in Germany, Italy, France, and Austria.



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“With Green GRP, advertisers contribute to global climate protection and support recognised climate protection projects to achieve the UN Sustainable Development Goals.” — Tristan A. Foerster, CEO ClimatePartner

The initiative targeted brands, ad agencies and other marketers, promoting the idea of carbon-neutral campaigns and making its execution incredibly easy. The initiative has received immense support so far, with TV networks, radio stations, and publishing houses such as ARD, WDR or ZDF, completely switching to GreenGRP. Each advertising block in radio and TV of ARD & ZDF - Germany's largest public broadcasting group - is 100% compensated with GreenGRP. The unprecedented media partner coalition has created a new standard for sustainability in the industry, with more than 6,000 clients from over 60 countries already using GreenGRP. To date, GreenGRP has offset more than 5,125 tons of CO2 emissions. The initiative has achieved a remarkable feat of bringing together the biggest competing media houses to work towards a common goal of sustainability in the industry.

Join the initiative now and visit www.greengrp.io

About Mediaplus:

The Mediaplus Group is the largest independent and partner-managed media agency in Europe. With 44 locations and partnerships worldwide, they are one of the leading independent media agencies with strong locations and partnerships in Asia, North and South America. As the innovation agency for measurable brand success, Mediaplus relies on an interplay of insights, data, media and creation. An integrated way of working, increasing automation and the use of advanced, data-driven technologies ensure the efficiency of the campaigns at Mediaplus.

About ClimatePartner:

Since its founding in Munich in 2006, ClimatePartner has had a clear vision: a combination of climate protection and entrepreneurship. ClimatePartner helps clients calculate and reduce their CO2 emissions and finance climate protection projects. As a leading provider of climate protection solutions, ClimatePartner combines individual consulting with cloud-based software that is unique on the market so far. The company was founded in Munich and has more than 500 employees at locations in Berlin, Barcelona, Boston, London, Milan, Munich (headquarter), Paris, Stockholm, Vienna and Zurich to name a few.

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