SIZIGI GROUP

From digitalisation to the digital customer journey – how sustainable can it be?

Point of View: Reducing the product carbon footprint from the start instead of just measuring it



Contents /

3 Responsibility

19 IT and Hosting Marketing

- 5 Challenges
- 8 Status quo
- 9 Strategy and Business Design
- 13 Production
- Troduction
- 16 Design

- 26 Looking ahead
- 27 Contact

22

28 About the SYZYGY GROUP

and Media planning

29 References

3

The digital ecosystem has a huge carbon footprint

grams CO₂ are emitted by an email without an attachment



One Google search emits 0.2 grams of CO₂,¹ an email without an attachment generates 4 grams – that's almost nothing. But how many emails are sent every day? According to recent data, the total is 347.3 billion² per day worldwide. That casts a completely different light on the environmental footprint.

These figures are based on assumptions, however, as are the over 1,200 megawatt hours³ reportedly consumed when training the AI chatbot ChatGPT. No one is able to put an exact figure on it, which is precisely where the challenges begin.



billion e-mails are sent every day (estimated)

People google, use WhatsApp, email, stream and download and upload content from and to the Internet. Every click has a negative impact on the product carbon footprint. And every company in the media, sales and marketing industry contributes to this. From campaigns and videos to hosting, our products are part of the digital ecosystem. As a leading consultancy and implementation partner for digitalisation, transformation and strategy in marketing and sales, we are therefore keen to address the various different aspects of sustainability in the industry.

What is a product carbon footprint?

A product carbon footprint (PCF) measures the total greenhouse gas emissions generated by a product throughout its life cycle. This includes production, transportation, use and disposal. The PCF is crucial for understanding and reducing environmental impacts and for making informed decisions.

PCFs can be used in various areas, from digitalisation to the customer journey. They help us to analyse and minimise the environmental impact of the entire digital ecosystem.

Sustainable transformation begins with the business model

Sustainability is a highly complex issue. There is much more to it than just adding up CO₂ emissions. Strategic considerations are also involved, starting with how this topic is embedded in the business model or corporate strategy. Processes must be analysed to determine whether and to what extent we can minimise the footprint of our work. This extends to ensuring compliance with the United Nations' Sustainable Development Goals (SDGs).⁴ To do this, we have to review many aspects, reflect and take responsibility. How can we create transparency around actual emissions? What is the point of only measuring CO_2 emissions retrospectively? We need to use all means possible to reduce emissions at every level from the outset. Or, better still, prevent them altogether.

At the SYZYGY GROUP, we have critically examined our portfolio to see what we can do internally and for our clients to offer environmentally friendly products and services. Sustainability is important to us. We are therefore committed to taking not only economic responsibility but also ecological and social responsibility for our own business activities.

Sustainability Report 2022



Challenges /



Erwin Greiner CFO / SYZYGY GROUP

රි Our industry shares responsibility for the digital ecosystem's product carbon footprint. We need to talk more about it, and create transparency and binding standards. ඉව

Do marketers need guidance for improving transparency in the digital ecosystem?

We say: YES! Around 2.8 per cent of global greenhouse gas emissions⁵ are caused by the Internet, roughly the same as global aviation (3.1%).⁶ And the digital sector is growing rapidly. The number of Internet users has doubled over the last ten years⁷, with the figures expected to increase further. Our work targets all of these users. Online adverts, for example, are said to generate several tens of billions of CO_2 .

The emissions from the digital ecosystem are indirect greenhouse gas emissions, which are defined in the Greenhouse Gas Protocol Corporate Accounting and Reporting Standard (GHG Protocol). These so-called scope 3 emissions occur within our work's value chain but are largely outside the company's sphere of influence.



Proportion of global greenhouse gas emissions by global aviation and Internet (in per cent)

This makes them much more difficult to calculate than direct emissions. Up to now, reporting of scope 3 emissions has been optional – unlike scope 1 and scope 2 – which has resulted in poor transparency and low information quality. Knowing how high these emissions really are is the first step towards developing a minimisation and prevention strategy.

However, sustainability initially means additional costs to deal with an issue that is primarily driven by regulations and the market – without it seeming to create any corporate added value.

Challenges

Directives place responsibility on companies

More and more businesses need to ask themselves what they can do to contribute to the EU's European Green Deal.⁸ Following the introduction of the European Parliament's Corporate Sustainability Reporting Directive (CSRD), a sustainability report including information on CO₂ emissions will be mandatory for many companies in the EU from 2025 onwards. This also includes unlisted companies that exceed certain limits as regards balance sheet total, net turnover and average number of employees – meaning that the reporting obligation will apply to some 49,000 companies.

There is also regulation around greenwashing, which the EU is seeking to address with its Green Claims Directive.⁹ This aims to make information on emissions reliable and independently verifiable for both products and advertising activities.

If all such figures are measured transparently, we will know what levers we need to pull in the digital ecosystem in order to work in a more environmentally friendly way. But what opportunities do we have in the different areas of our industry?



The GHG emissions in a company's corporate carbon footprint are divided into three scopes, in accordance with the internationally recognised Greenhouse Gas Protocol (GHG Protocol). In this Point of View, we are focusing on Scope 3.

Can we overcome these challenges?

If Internet use continues to increase as rapidly as forecast, the consequences are daunting. Streaming and online adverts are particularly energy hungry. The media and marketing industry should see this as a clear signal to act. From production to placement, we are part of the value chain. We must therefore align the growing digital ecosystem with climate goals and resource conservation – for our clients, for us and for society.

> 66 Emissions should be included in media plans as standard. This will enable brands and agencies to actively plan, track, manage and reduce product carbon footprint in every campaign.
> It is our collective responsibility to drive positive change. 99



Matt Brown Managing Director / SYZYGY UK & US

Reflecting and acting

At the SYZYGY GROUP, we understand the problem. On the business side, we operate in a sustainable way to combat climate change, among other priorities. But is that enough? No; we must and can do more to improve sustainability in our industry. As a service provider, we and our clients all need to pull together. We must critically examine what additional contribution we can make. We need to know the precise level of emissions caused by our work. Simply relying on approximate CO_2 figures and offsetting – e.g. through certified climate protection projects for reforestation or renewable agriculture, important as they undoubtedly are – will not make advertising environmentally friendly in the long term.

What we know so far is that an average online advertising campaign emits around 5.4 tonnes of carbon dioxide, based on some 5.4 million ad impressions.¹⁰ Lots of tools are available for calculating or estimating the emissions caused by advertising..

- How effective are these tools?
- Can they be used across all areas of our industry?
- Do they factor in the energy mix, which can vary from country to country?



of US marketers think the advertising industry **is not doing enough to tackle the carbon footprint** of digital advertising.¹¹

Status quo

The value chain from business model to media placement

We believe there is huge potential on both the client side and the agency side to reduce emissions generated by advertising campaigns, starting with a company's digitalisation strategy and extending right through to the digital customer journey. Marketing experts who want to make a campaign in the digital ecosystem more sustainable for their clients focus on smarter ad placement.

But the process of making a company more sustainable actually needs to begin at a much earlier stage. Sustainable thinking should be just as much a part of the corporate strategy as securing future viability through digital growth. Media placement only comes at the end of a long chain of actions. There are many important elements to consider before reaching that point, such as options for reducing CO₂ when producing a video or designing a website. IT and hosting are also aspects that are worth considering and including.

This all affects the digital ecosystem, but the corporate strategy lays the foundation for sustainable behaviour. A brand (or from our perspective, a client) is the focal point around which a circle of possibilities develops.



Design

The path to achieving a better product carbon footprint is circular, with many optional action areas, as reflected in the structure of this Point of View.

Strategy and Business Design



The future lies in a better business model

For companies, sustainability is a major challenge because it affects all areas of their operations: the business model with the associated supply chains, the products or services, production conditions, staffing, regulation and legislation, and also the way in which they connect with their clients. As well as the key issue of reducing CO₂ emissions, it is necessary to answer a number of other important questions. These relate to business success, social relevance and the future viability of companies.

Sustainability as a business opportunity

Alongside the relevant and appropriate discussion of costs, addressing important sustainability issues can reveal opportunities, achieve meaningful risk reduction and unlock the potential for differentiation. Market positions will change as a result of how sustainability issues are tackled. Fighting climate change will have an impact on consumer prices. In the future, businesses will compete to be recognised for their excellence in implementing the European Corporate Sustainability Reporting Directive (CSRD) or the UN's Sustainable Development Goals (SDGs).

Companies that adapt and sustainably optimise their business models ahead of their competitors will be able to offer more attractive products and services, thus not only minimising (potential) reputational risks but also improving their own brand image. Those are just some of the benefits of being among the first to make the transition to sustainable business operations.

Design

A holistic and pragmatic analysis of the concept of sustainability from an environmental, social and governance (ESG) perspective shows that focusing on ecological aspects is not enough. In our consultations, the emphasis is initially on strategy. Important issues relevant for the company are identified and specific solutions and approaches to change are developed accordingly. The key question is: how can companies operate sustainably and successfully in the future?

Particular attention is paid to the impact and overall effect. This includes conducting an in-depth analysis of the value chain and the supply chain in order to understand how innovative processes can be effectively developed and implemented to generate the most positive output for everyone. In particular, the effectiveness of changes to the business model is measured. This approach is based on both analytical and strategic methods. Double materiality analyses are used: a smart combination of internal and external perspectives helps to reveal critical levers and options for improvement..

Another key aspect is internal organisation and activation. Companies face the challenge of communicating their often complex sustainability goals in a way that ensures they are understood and supported by all employees. The proposed measures can only be successfully implemented if the entire workforce understands them and is actively involved.



Paul End and Janek Nahm Business Partner Sustainability / diffferent

66 Companies that operate sustainably not only save costs but also create value. Adjusting the business model to align with environmental and social needs is key to ensuring long-term success. 99



Integrating sustainability into all areas of work creates security for the existing business, opportunities for future viability and a sustainable competitive advantage.

Artificial intelligence: a gamechanger for sustainable business

As we consider the complexity of sustainability issues, it is important not to overlook the groundbreaking advances in artificial intelligence (AI). This technology has become an invaluable tool for achieving sustainability goals in completely new ways. From measuring and analysing the impact of business practices to optimising energy consumption, protecting biological diversity and promoting social justice, AI makes it possible for companies to understand complex problems and tackle them efficiently and effectively.

Al can be used as a tool for sustainability, but sustainable Al is also important. An impressive example is Deutsche Bahn, which uses Al to minimise energy consumption, thus creating both environmental and economic benefits.

However, given all the possibilities, an ethical and responsible approach to AI is required to ensure that its benefits are maximised and potential disadvantages are minimised.

Al and sustainability: a synergy for the future

It is becoming increasingly clear that efforts to improve sustainability can be combined with AI in ways that have the potential to revolutionise the business world. This is demonstrated by innovative start-ups like Plantix, which uses AI to provide farmers with sustainable solutions in agriculture. Industry giants like retailer Zalando are also leveraging AI to promote sustainable fashion alternatives. These examples show that technology and sustainability are not in competition with each other, but can operate together to promote both commercial success and social and environmental progress.

This is the only way that companies can position themselves effectively for competitive sustainability. Companies will then be in a better position than they were – and know that their business models will endure.



Maria Meermeier and Michael Fleck Business Partner Digital Growth / diffferent

රේ For new products, it is vital to consider **sustainability as part of the solution.** If it's digital, it needs to be properly sustainable. ୨୨

Digital growth ensures future viability

Digitalisation offers numerous opportunities to make the path to a sustainable and commercially successful future even more effective and efficient. For example, digital technology can be used to better manage and monitor internal processes in order to regulate and optimise the consumption of energy and resources. Digital solutions can also support the transition to a circular economy by enabling the tracking and reusability of resources. The potential of digital solutions in the context of sustainability is also illustrated by a number of recently developed business models that focus on vehicle sharing or reselling clothes. Such solutions help to conserve resources and create new awareness of consumption in society.

Interdisciplinary interfaces becoming more relevant

Transformation experts believe that close collaboration with specialists in web design and IT is required here. Their expert knowledge – for example, in less energy-intensive programming languages or around implementing dashboards that measure emissions – is needed so that scenarios and cost-benefit equations can be included and a greener path found.

Creating a better business model

Seize business opportunities

- E Focus on consistent risk minimisation
- Differentiate from competition through a focus on sustainability
- Implement Corporate Sustainability Reporting Directive (CSRD) and Sustainable Development Goals (SDGs)

Initiate a sustainable transition

- Identify key issues
- Develop specific solutions and approaches to change
- Take a deep dive into the value chain and supply chain
- Measure changes through double materiality analysis
- Align the internal organisation and communication

Promote digital growth

- Monitor and manage internal energy and resource processes via digital technology
- Optimise circular economy, e.g. through tracking
- Include interdisciplinary interfaces for cost-benefit optimisation

Image and Video Production



Producing content sustainably

In terms of sustainability, image and video production is already a few steps ahead. During the pandemic, remote working became the norm for many people around the world. In film production, this involves multiple continents and time zones.

Transmitting live video shoots around the globe

In the past, actors and camera crews often travelled halfway around the world to film a commercial. Nowadays, thanks to remote live-action filming, such long journeys are no longer necessary. A client in Asia, a set in the US and an agency in Poland – this kind of scenario across different time zones is leading practice nowadays, with all images being transmitted live via camera to everyone on the client and agency side. It means that the actual production of the images causes only minimal emissions compared to the travel undertaken in the past.

Virtual worlds become hyperreality

Computer-generated imagery (CGI) has also brought major changes to the design and video industry through technologies such as virtual production. Use of sophisticated real-time rendering and LED walls enables virtual locations to change at lightning speed, merging computer-generated environments with live action. Creative professionals work with images that have been shot in local studios or computer generated in order to create the necessary footage.

In addition, 3D computer graphics and animations enable content to be created without any live-action elements at all, i.e. without actors and the need for an entire crew. High-quality hyperrealistic worlds can be created on computers without clients or the creative team having to fly anywhere.

How environmentally friendly is the resulting visual content?

That depends on various factors, such as the pixel density of the images and the length of the advert. Optimum picture quality is essential – but the longer the video and the bigger the file, the less sustainable it is. This means videos and content need to be shorter if the aim is to reduce CO_2 . A text-image combination that generates fewer emissions than a video may be just as good at conveying emotional content effectively.

There are lots of considerations to take into account, which even extend to data storage: does data have to be stored on a server that continuously uses electricity? A viable alternative would be to archive data on magnetic tape, called Linear Tape-Open (LTO).

Broadcasting the advertising video to consumers via the Internet accounts for most of the product carbon footprint. But here again, there are ways of making adverts and videos more environmentally friendly. රේ Clients are curious nowadays. **They're using tools to measure the carbon footprint of their activities.** I think that's great. Each of us can achieve something, even by making just small savings. ඉඉ

> Marta Król Head of Operations / Ars Thanea

Tracking tools

asana

GOOD-LOOP

• ClimatePartner

Management software for marketing and creative teams to improve efficiency through scaled, optimised and automated processes Tool for automatically measuring and offsetting the carbon footprint of online advertising Product carbon footprint calculation and climate protection strategies Remote live-action footage (VFX) CGI makes image and video production more sustainable

Storyboard

- □ Videos vs text-image combination
- Long vs short video
- Dark vs light colouring

Set

- □ Flights vs remote working with live video stream
- Shoots or filming vs computer-generated imagery (CGI)

Other:

- green electricity for technical equipment, cameras, computers
- ban on plastic packaging and props
- veggie catering

Video

- Big vs small file size while retaining optimal quality
- Conventional vs green electricity for rendering computers
- Archiving on LTO tape vs server

16



රේ If I make the design more timeless and modular, it's more sustainable because it can be used for longer. Each website relaunch consumes additional energy and therefore increases CO₂ emissions. ඉව



Dominik Lammer Executive Creative Director / SYZYGY Deutschland

Sustainable design

When it comes to creating websites, the product carbon footprint still tends to be more of a secondary concern. In the process of strategy, design, and frontend development, the experience is at the forefront.

The latest trends around responsible design are now forcing design experts to think about the future. They must plan with foresight, create modularly so that it lasts as long as possible and can be expanded even after years. Such foresight in conception makes the design more sustainable to a certain extent. Use of AI in the creative process and for the user experience (UX) is also currently a major hot topic. AI can save a huge amount of time, but it also uses a huge appetite for energy – something it is important to be aware of.



There are nevertheless a number of elements that creative experts can leverage in the concept phase. One of these is the choice of font. System fonts load more quickly than customised corporate fonts. This loading time increases and thus consumes energy. However, this does not mean that we should dispense with customized fonts, as they are fundamentally important for the brand experience.

But it does mean being aware of these subsequent adjustments.

Switching to dark mode

Selecting dark mode¹² or a dark design is another option for saving energy. OLED screens use less power to display content and do not get as warm because fewer pixels need to be illuminated. Dark mode is therefore being used on more and more websites, and not just because a darker background is easier on the eyes.

Faster searching

If the user journey (UX) on a website is as short as possible and users find the information they are looking for quickly, this optimises power consumption and battery life and thus reduces the carbon footprint. This is an argument in favour of the trend towards a more dynamic approach and personalised output for the user. Having said that, experts expect AI to be used much more widely in the future, including to replace conventional navigation.

On OLED screens, dark mode saves up to 9 per cent of battery life compared to normal screen brightness, and as much as 47 per cent compared to maximum brightness.

How can design be sustainable?

Through forward-looking planning

- Use modular principles (design systems)
- □ Use functions with added value as much as possible
- Deploy the latest technology that will last a long time

By being aware of how to reduce CO₂

- System font vs customised corporate font
- Dark mode vs bright user interface (UI)
- Short vs long user journey (UX)
- Necessary vs superfluous scripts

Ec@grader

A tool that analyses the performance and user friendliness of websites and provides advice on reducing emissions.

All unnecessary tracking produces emissions

Consumers only look at the battery consumption of their mobile phone or laptop and not at how much energy individual apps are using in the background. Scripts in the design of a website or an app can change the equation. If there are fewer scripts for user tracking, user data collection or targeting, the app will be more environmentally friendly.

For the future of sustainable design, it is important to be aware of these issues so they can be changed.

IT and Hosting



Sustainable IT

With regard to technical implementation of new websites, clients are primarily interested in high-performance solutions. Performance means power and the faster the pages load, the more resource hungry they are.

So should the industry think about slowing down in order to become more sustainable? Not at all. Smart programming, software architecture and design make it possible to implement high-performance solutions that are also environmentally friendly. This is precisely the kind of responsibility that IT experts can easily encourage. Acting sustainably and responsibly in this environment is a question of conception and the thinking behind it.

Hosting must be economical

There is primarily an economic case for using less electricity for hosting. Computing and cooling require electricity. Always deploying the latest hardware is part of a possible solution. For smaller data centres, this is often the start of a vicious circle when it comes to sustainability: even though new processors (CPU) use less power, the acquisition costs, energy and materials for manufacturing need to be included in calculations and, in turn, the discarded hardware must be recycled. Moore's Law states that the computing power of a microchip doubles every 18 to 24 months.¹³ While this pace of development does not necessarily mean the CPU has to be replaced accordingly, it can definitely be a driver for upgrading. And in addition to the computing core, the hardware consists of other elements such as memory, disks and other components that also need to be replaced over time to ensure that sustems function properly.

19

Desian

Moore's Law



This graphic illustrates how computer chips have become smaller yet more powerful over time. It highlights the exponential increase in the number of transistors – the tiny switching elements in chips – from just a few dozen to billions, as exemplified by the Apple M1 Ultra. This surge in transistor count in increasingly smaller spaces signifies that computers are becoming faster, more efficient, and more capable.

Is cloud storage the solution?

The need for large data centres and cloud providers is increasing rapidly. According to a study commissioned by industry association Bitkom, having data centres in Germanu¹⁴ helps to achieve digital sovereignty and climate goals. In the IT industry, which is under pressure to work more sustainably due to regulatory requirements, sustainability issues are considered from the planning stage right through to subsequent operation. Economies of scale are an important factor here, i.e. achieving a fall in costs as output increases. Given the need to reduce energy use and CO_2 , this appears to be a positive development because large cloud providers who operate huge data centres can host more data. Hardware is used more efficiently and data is transmitted faster thanks to the latest technology. Providers are continually optimising their systems and processes to ensure sustainable operation.

Microsoft's Project Natick¹⁵ is an example of how data centres could develop in the future. It showed that servers in an underwater data centre were eight times more reliable than those on land, were more energy efficient and produced fewer emissions. IT and Hosting



21

Jan Bach Managing Director / SYZYGY Techsolutions

୪୦ From a purely technical perspective, the crucial factor is to make performance environmentally friendly. This has economic benefits for clients and also reduces CO₂ consumption. ୨୨

Making IT and hosting more sustainable

Type of programming

- Choice of software architecture
- Optimisation of design
- Consideration of economies of scale
- Selection of data centres

3,000

data centres are currently operating in Germany & approximately 47,000 smaller IT installations¹⁶

Marketing and Media planning



Design

Best practice for performance media

How much CO₂ is actually emitted by an advert when it is shown? Creating transparency here is a complex matter because the emissions are determined by a number of factors. These include not only the size of the file but also the pixel density of the screen on the end device and whether green electricity is used to run or charge the device. Other relevant factors are the type of network used to display an advert and how many servers it passes through on the way to consumers. Delivery is handled by sell-side platforms (SSPs) which determine how many intermediate steps there are between sender and recipient.

Without answers to technical questions like these, any measurement of the product carbon footprint will be flawed.

Many stakeholders are looking for solutions to this problem and are currently undertaking pioneering work in this area. To measure CO_2 accurately on the technical side, each online ad must be provided with a tag, i.e. additional digital information. Technical specialists have now created ways of obtaining precise measurements. Implementation involves considerable technical effort, but it is worth it.

Huge potential for savings

A tagged advertising campaign, for example, could save a total of 30 tonnes of CO₂ after initial optimisation, assuming 30 million ad impressions. Companies that use this measurement technique to demonstrate exact savings can gain a commercial advantage from such a result.

And the more transparent the websites are on which adverts appear, the higher the quality of the measured results

Up to



fewer CO₂ emissions through **choice-driven ad**s from advertisers

Greater autonomy for users

Advertisers can take other environmentally friendly routes with choice-driven ads, whereby users choose on their devices which adverts they do or do not want to see. This solution is convenient and offers compelling advantages for marketing activities. Through relevant impressions, adverts can be efficiently aimed at particular target audiences, which means that a campaign emits up to 80 per cent less CO₂. An approach like that of ad-tech company Welect enables advertising without cookies. This cookieless targeting reduces the technical complexity of an advertising item because no text file or script is sent and stored. Less server activity spells fewer emissions.

Other promising approaches

Another option is to optimise frequency in the targeted audience within gross reach. Although overlap cannot be avoided, it is possible to improve targeting. A certain contact frequency is important because advertising impact is only achieved after around six contacts.

Similarly, delayed loading of videos and playing them to specific quartiles that actually look at them is worth considering. Environmentally friendly websites and collaboration with media partners who operate sustainably and provide transparent information about the emissions they produce likewise offer potential for carbon savings. 66 It's only possible to hit the sweet spot between great performance and reducing CO₂ by being transparent and measuring emissions accurately. Any company can do this and improve their output with their existing budget and advertising materials. 99



Benedikt Böhm Client Service Director / SYZYGY Performance

Example: Online campaign with 50 million ad impressions

Media mix of video, display and audio



Baseline measurement

First campaign optimisation

Subsequent optimisation

Optimising media to reduce CO₂: This diagram shows a hypothetical campaign with 50 million impressions which produces 5.8 tonnes of CO₂ at the beginning. That is our starting point, i.e. baseline measurement. In this baseline measurement, the CO₂ distribution of the media mix consisted of 93 per cent video, 4 per cent display and 3 per cent audio. This is then optimised: for example, the length of the video is shortened from 15 to 6 seconds, the audio part is increased and the display supply chain is streamlined.

The result: After optimisation, the amount of CO₂ in the campaign was reduced by nearly 20 per cent by changing the media mix and making improvements to the supply chain and design. Changes like these are crucial for minimising our product carbon footprint from the start.



MiQ Programmatic media trading

OOO SCOPE3 Tracking provider for managing advertising media

SHOWHEROES

Provider of video content, technology and advertising solutions



Development and marketing of platforms and products for mobiles

ECOSIA

The more searches there are, the greater the number of trees planted worldwide

CO2 transparency as part of the media plan

To get a sense of precisely how much CO₂ is emitted by a campaign in each phase, reliable measurement partners are required. Evaluation of the results of a first flight provides a baseline measurement that can then be used to optimise emissions during the campaign.

Such a strategy also includes considering CO₂ emissions as a basic component from the outset during media planning and then managing a campaign accordingly.

That is not as easy as it sounds, though.

A number of tools are now available, including Green GRP from the Mediaplus Group (developed in cooperation with ClimatePartner), the carbon calculator provided by WPP agency GroupM, and the solutions offered by measuring partner Scope 3. They all help to measure the greenhouse gas impact of a campaign. But the actual problem has not yet been solved.

Transparency provides figures on the current status; the next step is about avoiding emissions. Across all the levers we have in the digital ecosystem, it is ultimately always about finding the sweet spot between the performance of an advert and CO_2 optimisation.

Hitting the sweet spot between performance and reducing CO₂

- Reduce the file size of the advert
- Consider pixel density without compromising on image quality
- Deliver the ad via selected networks
- Reduce intermediate steps between sender and recipient
- Tagged campaign or cookieless tagging
- User autonomy through choice-driven ads
- Optimise frequency in the targeted audience within gross reach
- Consider CO₂ transparency from the start in media planning

Looking **ahead**



It is our responsibility to make positive changes

Doing nothing is not an option. Even small actions help to make our industry greener: promoting sustainability in the digital ecosystem, running servers on green electricity, using more green websites and dark mode, reducing the pixel density of adverts and much more besides.

At the SYZYGY GROUP, we have decided to pull out all the stops for us and our clients. In each of our work areas, there are opportunities to think about saving CO_2 right at the start of a project, thus reducing the product carbon footprint.

When it comes to improving sustainability, a number of questions still need to be answered, though. Can we achieve greater transparency in our industry by developing a shared tool that takes all our areas into account and brings them together? Are alternative KPIs required to measure sustainability performance? Do we need a shared point of contact for all sustainability issues in our industry?

We need to look at all of these questions in detail and become more transparent so that we can make our industry really sustainable.

All of us can and must do something, now!

Contact

27

From digitalisation to the digital customer journey – how sustainable can it be?

The answer is: more sustainable than it is today. Would you like to talk to us about sustainability concepts and solutions? Or reduce emissions from the start instead of just measuring them?

We would love to hear from you!



About the SYZYGY GROUP

Digital that makes a difference

Positive digital experiences are becoming increasingly vital for brand success. The SYZYGY GROUP delivers powerful brand experiences because digital expertise is in our DNA. Since the company was established in 1995, we've worked with our clients to build long-lasting relationships between people and brands – and to generate growth for businesses.

A glance at the world's most successful brands shows that the quality of the digital experiences they offer is a number one priority. Adopting this strategy has enabled them to generate impressive momentum and strength.

syzygy-group.net

Contact Impress

SIZIGI GROUP

SYZYGY AG Horexstr. 28 D-61352 Bad Homburg v.d.H.

T +49 6172 9488-252 F +49 6172 9488-270 ir@syzygy.de syzygy-group.net

Chairwoman of the Supervisory Board Antje Neubauer

Management Board Franziska von Lewinski (CEO) Erwin Greiner (CFO) Frank Ladner (CTO)

Editorial Department SYZYGY AG

Credits SYZYGY GROUP

References

[1] Statista "So viel Energie verbraucht das Internet", 21.6.2023, de.statista.com

- [2] Statista "Prognose zur Anzahl der täglich versendeten und empfangenen E-Mails weltweit von 2021 bis 2026", 2023, Erhebungszeitraum 2022, de.statista.com
- Chip "ChatGPT: Welche Auswirkungen hat die KI auf die Umwelt?", 15.3.2023, praxistipps.chip.de
- [4] United Nations, The 17 Goals, https://sdgs.un.org/goals
- [5] Statista, So viel Energie braucht das Internet, 21.6.2023, https://de.statista.com/ infografik/26873/co2-vergleich-dsl-und-glasfasernetz/?kw=&crmtag=adwords&g clid=EAIaIQobChMIt9D4uaH6_wIVDOF3Ch1WlwxBEAMYASAAEqIEdvD_BwE
- [6] Bundesverband der deutschen Luftverkehrswirtschaft BDL, https://www.bdl. aero/de/publikation/analyse-der-klimaschutzinstrumente-im-luftverkehrzur-co2-reduktion/#:^:text=Luftverkehr%20hat%20an%20den%20 weltweiten,Bereichen%20Strom%2FWärme%20und%20Industrie
- [7] we are social, April 2022, https://wearesocial.com/de/blog/2022/01/digital-2022-ein-weiteres-jahr-mit-starkem-wachstum/#:^:text=Wachstum%20der%20 Internet%2DNutzer,4%2C95%20Milliarden%20Anfang%202022
- [8] https://finance.ec.europa.eu/capital-markets-union-and-financialmarkets/company-reporting-and-auditing/company-reporting/corporatesustainabilityreporting_en
- [9] European Commission, Proposal for a Directive on Green Claims, 22.3.2023, https://environment.ec.europa.eu/publications/proposal-directive-greenclaims_en

- [10] WirtschaftsWoche, "Vielen ist nicht klar, dass Werbung ein Hauptverursacher für CO₂-Emissionen ist", 28.2.2023, https://www.wiwo.de/unternehmen/it/ werbesprech-vielen-ist-nicht-klar-dass-werbung-ein-hauptverursacher-fuer-co2emissionen-ist/29005202.html
- [11] Exchangewire, How Marketers are tackling adland's climate crisis, September 2022, https://www.exchangewire.com/blog/2022/09/27/good-loop-reports-76-of-us-marketers-think-ad-industry-not-doing-enough-to-tackle-digitaladscarbon-footprint/
- [12]
 Avast Blog, Dunkelmodus: Wie viel Akku spart der Dark Mode wirklich?,

 1.9.2021, https://blog.avast.com/de/dunkelmodus-wie-viel-akku-spart-der-dark-mode-wirklich#:^:text=Bei%20einer%20Bildschirmhelligkeit%20zwischen%20

 30,wenn%20Sie%20den%20Dunkelmodus%20verwenden
- [13] WirtschaftsWoche Blog, 50 Jahre Moore'sches Gesetz, 18.6.2020, https://blog. wiwo.de/look-at-it/2020/06/18/50-jahre-esches-gesetz-vom-intel-4004-im-jahr-1971-bis-zum-prophezeiten-ende-2025/
- Bitkom, Rechenzentren in Deutschland, Update 2023, https://www.datacenterinsider.de/datacenter-in-deutschland-mehr-daten-mehr-strom-a-1096004/
- [15] Microsoft finds underwater datacenters are reliable, practical and use energy sustainably, 14.9.2020, https://news.microsoft.com/source/features/ sustainability/project-natick-underwater-datacenter/
- Bitcom, Deutsche Rechenzentren wachsen weiter und werden effizienter,

 25.5.2023, https://www.bitkom.org/Presse/Presseinformation/Deutsche

 Rechenzentren-Wachstum-Effizienz#:**.text=Insgesamt%20gibt%20es%20in%20

 Deutschland,47.000%20kleinere%20IT%2DInstallationen

syzygy-group.net

SIZIGI GROUP