

jellyfish

# Annual Sustainability Report 2023

Making marketing a force for good



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# Preface: Placing sustainability at the heart of our strategy

# Foreword from our CEO

There is no doubt the world is in crisis. Our actions are not only focused on our own carbon usage but on the content we produce and where we place our dollars.

We have a unique and heavy responsibility to our people, our clients and our planet. Technology, training and talent are central to our approach and this report covers both our diligence and dynamism from paid media and content creation to global training and governance.

We stand together with our clients and our partners as we all work collaboratively to reduce carbon emissions across our industry, sharing our progress with all who share the same ambition.



**Nick Emery**  
CEO, Jellyfish

“There will be no finish line but every day we will strive to measure, improve, innovate and act in the service of our greatest collective challenge.”

# About Jellyfish

We're Jellyfish, the integrated global digital marketing business. Our clients include some of the world's most recognizable brands; Google, Netflix, Amazon, Bissell and Uber.

With almost 2,000 Jellies across 42 offices worldwide, we are the unconventional global partner.

Established in 2005, Jellyfish has unparalleled expertise and certifications across Google Marketing Platforms, Google Cloud, Salesforce, Amazon, and Meta. Our love of innovation in all things digital has positioned us as the industry leader.

As a proud member of The Brandtech Group, we align ourselves with a shared mission – to redefine the boundaries of digital transformation by seamlessly integrating content, data, and media through cutting-edge technology and Generative AI.



# Key principles of our strategy by our VP of Sustainability



**Céline Craipeau**  
VP, Sustainability,  
Jellyfish

“Even though digital is often seen as an abstract, parallel world, its material existence is tangible and significant. Our ability to watch and interact with the content on our screens (and in the future on our VR headsets) relies on an invisible, yet super-heavy infrastructure.”

- **+50 metals** necessary to build our smartphones, the massive amount of water required for their extraction
- **1.2 million kilometers of submarine cables** that allow electricity signals to travel all around the world anytime we load a video on TikTok or a tutorial on YouTube
- **electricity production plants**, whether they are fueled by renewable energy sources, nuclear, gas, oil or coal – that provide the electricity our digital usage consumes

**At Jellyfish, we are undertaking a profound, radical and fast paced transformation to adapt to the challenges that are posed to us by climate change.**

To maximize our impact, we are taking a 360° approach to this challenge, initiating a transformation across our entire organization:

- Working on our own operations to reduce CO2 emissions deriving directly from the way we run the business.
- Measuring and reducing CO2 emissions from our client projects, particularly media buying and creative production.
- Progressively training all our teams to understand the full breadth of their environmental and social impacts and how they can encourage others – peers, clients, partners or end consumers – to make more positive choices with sustainability at their core.

This shift represents the most significant and revolutionary transition our industry and society has ever faced. Embarking on this journey is exhilarating and we are committed to moving forward with the same authenticity, creativity and spirit of innovation that we have cultivated since our company was created.



# Key actions in 2023



## Setting the foundation to enable carbon management at scale for all our clients

We decided to focus our effort on paid media, as we knew that it was through these operations that we had the heaviest carbon emissions. Our media experts worked hand in hand with our engineers to develop products that would enable us to effectively reduce carbon emissions at scale while preserving performance.



## Bringing everyone along on the sustainability journey

To start increasing awareness of our role in climate change across our 42 offices, we needed to onboard employees from over 20 countries who had disparate understandings of what was at stake. We reached our objective of training 50% of our workforce globally and started sharing some of those key learnings with our clients.



## Joining global and industry-wide initiatives

Sustainability can't be a competition, it has to be a collaborative and collective process because, in the end, if anyone succeeds, everyone does. That is why we combined two important initiatives:

In 2023, we became part of Ad Net Zero UK and started to actively collaborate with multiple players from our industry to accelerate our sector's transition.



In 2023, we signed the Science Based Targets initiative letter of commitment to establish and commit to near and long term targets within two years.



# Our goals over the next five years

To ensure we bring all Jellyfish employees onboard and expedite the transformation of our organization quickly enough to respond to the urgency of the situation, our senior leadership engaged in thorough discussions and agreed on our sustainability objectives for 2030.

Together, our focus is on significantly disrupting the delivery of digital marketing to make it a force for good, building a promising and positive future, with a particular emphasis on benefiting younger generations. Between our focus on ensuring sustainable practices across the way we work internally and building cleaner ways of working with our clients, we look forward to being agents for change, creating a better world for future generations.

## Operations & People

### Carbon reduction

Aligned with the Paris agreement

### Jellies Upskilling

100% of our people will be continually trained on the impact their work has on climate change

## Paid Media

### Carbon Budget

for all projects with Tier 1 clients

### Carbon Free Supply

100% of our media partners will have reached net zero

## Creative & Experience

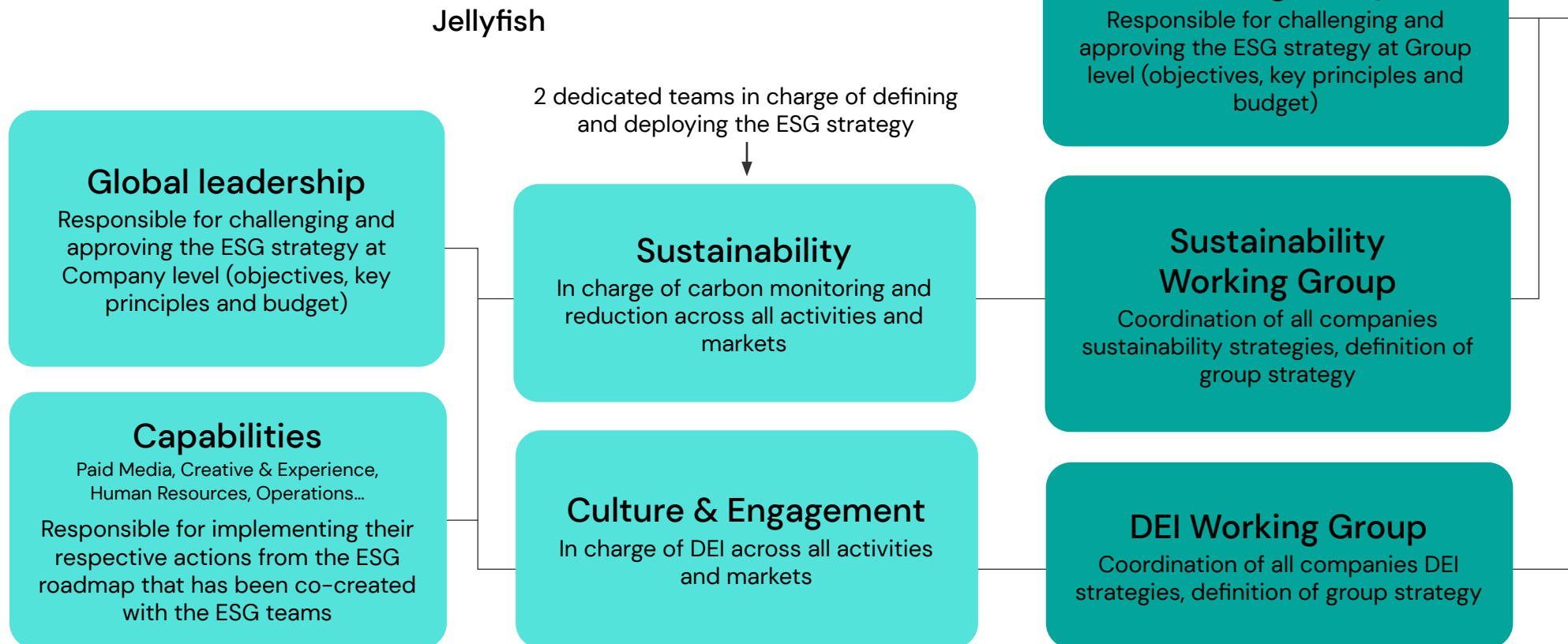
### Sustainable Content

>20% of creative work will encourage sustainable behaviors



# Sustainability Governance

Our DEI and Sustainability teams have a transversal role in the organization as they actively engage and collaborate with all capabilities and the working group at Brandtech. This underlines the commitment we and Brandtech are making to this cause.



# Jellyfish Carbon Footprint

# Setting carbon reduction targets

Having signed the SBTi letter of agreement in July 2023, Jellyfish is committed to setting science-based targets to significantly reduce our carbon footprint and align with the Paris Agreement.

In 2024, we are going to be setting annual carbon reduction objectives for the next five years based on our 2023 carbon footprint analysis. Our goal is to reduce our carbon footprint as much as possible, making significant and game-changing efforts in that direction and to offset any remaining emissions.

Those objectives will be reviewed by our global leadership team in the coming months and signed off by Jellyfish board members before being submitted to the SBTi for auditing and the publishing of an official SBTi letter.

While we work on setting Science Based Targets for the next 5 to 10 years, we are committing to reduce our annual carbon footprint by -10% in 2024 compared to 2023 (similar scope of measurement).



# Measuring our carbon footprint is the first step towards reducing our emissions and aligning with the Paris Agreement.

Since signing the SBTi's letter of commitment in July 2023, we have mapped out not only our plan for reducing CO2 emissions, but how we'll measure and build on this as we move forward.



## SBTi letter of commitment

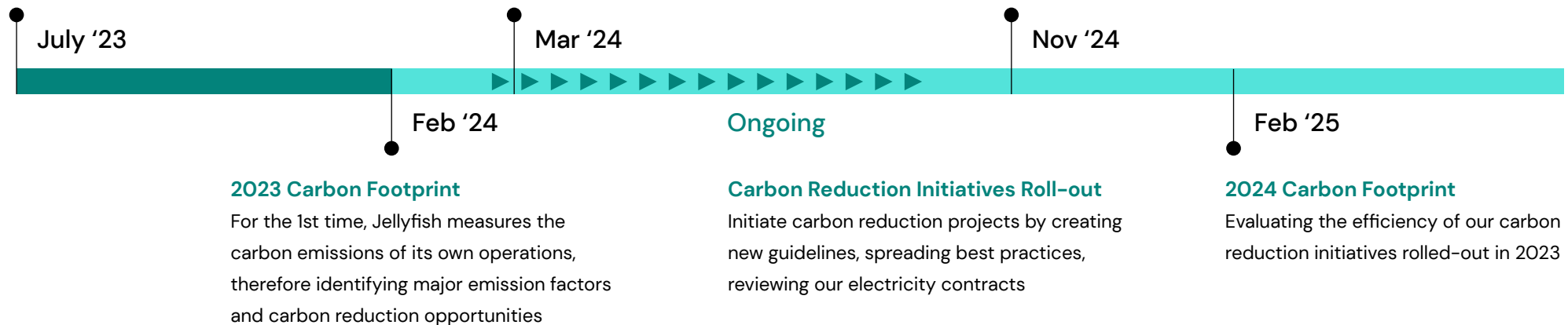
After signing the letter, Jellyfish is granted 2 years to submit to SBTi a thorough and precise plan to significantly reduce our CO2 emissions and, by doing so, align with the Paris agreement

## 2024 Carbon Budgets

Annual Carbon Reduction targets will be set for all markets, monitored through quarterly review

## Submission of our Science-Based Targets

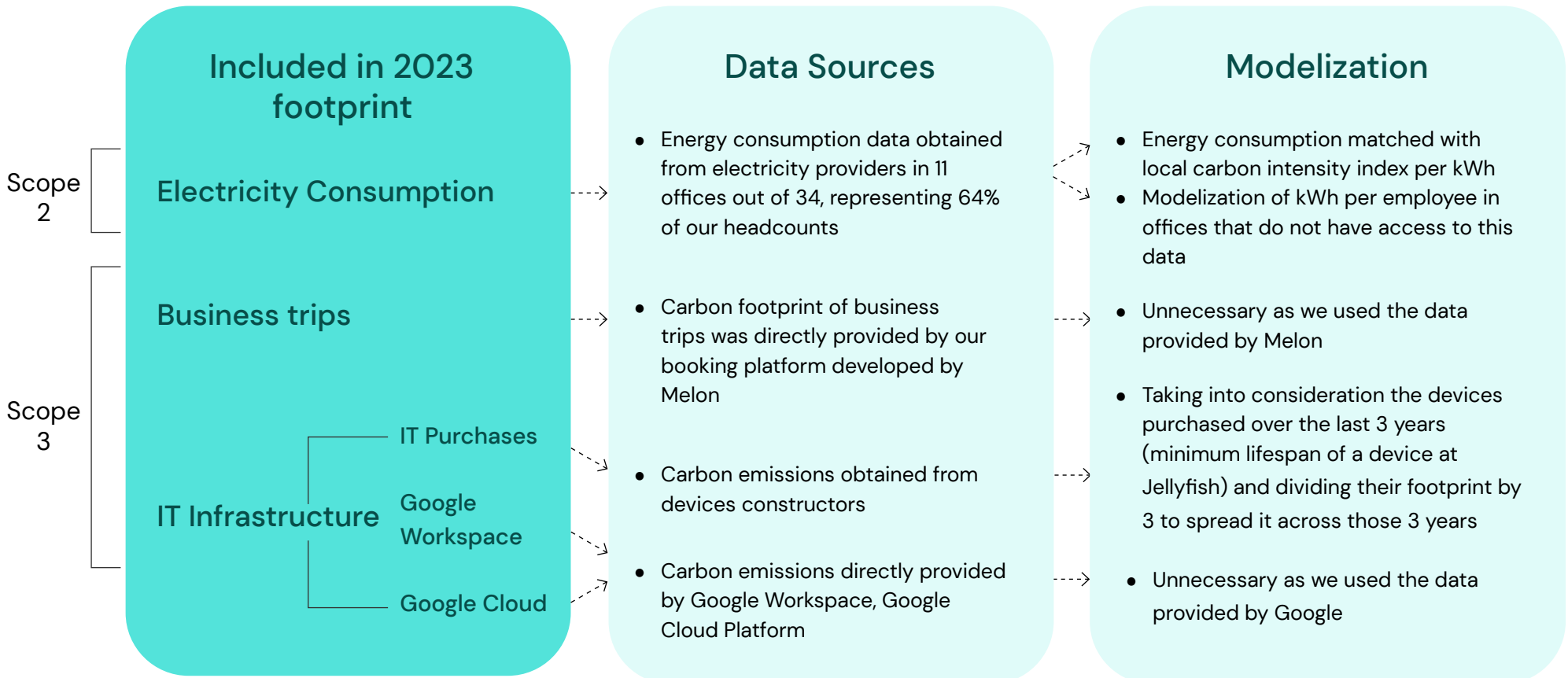
Set plan to dramatically reduce our Scope 1, 2 and 3 emissions by 2030 and therefore reach carbon neutrality



# Methodology used to measure our 2023 emissions

Last year we ran the first analysis of our carbon footprint on 2022 data which enabled us to identify areas for improvement. Thanks to those learnings we were then able to refine our datasets and eventually calculate our 2023 carbon emissions.

We acknowledge that this methodology will need to be improved and completed in the future. We are currently setting a common measurement framework with the Brandtech Group to be applied within each company that belongs to the group next year.

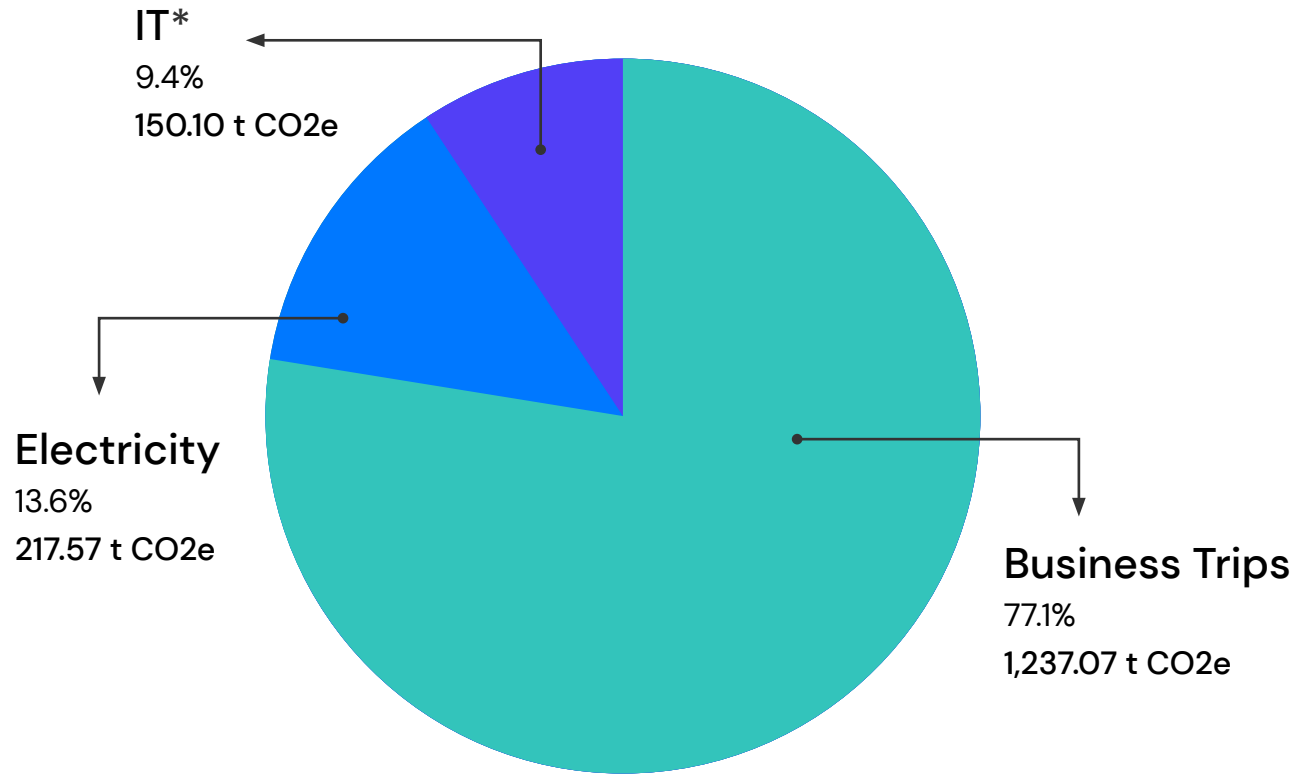


# Jellyfish 2023 Carbon Footprint

**1,605**  
tons of CO2

**0.86**  
ton of CO2 / employee

Based on average 2023 headcount = 1,867



\* Includes IT Purchases, Google Workspace, Google Cloud

# Learnings: Business trips

As Jellyfish operates in 22 countries through 42 offices, our teams are often required to travel for work and the carbon emissions that derive from our flights ends up weighing heavily on our overall footprint.

We know that in the coming years, we will need to reduce the frequency at which our teams fly, opting for more sustainable alternatives wherever possible.



## Key learnings

- 78.5% of our business trip emissions come from air travel
- 7% of travelers responsible for 39% of CO2
- There's as much CO2 from intercontinental flights as from domestic flights in the US
- Some flights could have easily been replaced by train (<4h ride)
- Business class = 3x more CO2 than economy



## Actions we've already taken

- We're keeping flying to a minimum, with a new business trip policy in place since Q4 2023, requiring employees to:
  - o Always take the train if the train ride is less than four hours
  - o Group meetings as much as possible to avoid multiple trips
  - o Favor economy class



## Actions for 2024

- Distance to a client's HQ should be taken into account when attributing accounts



# Learnings: Electricity

Although many of our offices are already operating on electricity produced through renewable energy (market-based), we are still struggling to shift all of our real estate to green electricity contracts as, in many cases, we

do not have a direct contract with the electricity provider – our teams are currently identifying all locations when we can ourselves switch to low carbon electricity.



## Key learnings

- Energy efficiency varies widely from one country or office to another, for instance, our Reigate UK office uses up to double the amount of energy per employee than our Paris office does.



## Actions we've already taken

- Some of our biggest offices are now fueled by 100% renewable electricity: Reigate, Warrington, Manchester



## Actions for 2024

- Our Paris office switched to 100% renewable energy in March 2024
- We are reviewing the possibility of switching to renewable energy in three big offices: New York City, Mexico City and Sao Paulo

# Learnings: IT purchases

Maintaining a high-performing IT infrastructure is key to the success of our business and our IT team has been brilliantly managing our devices, already implementing a lot of sustainable best practices. However, we know that

as our business grows, our emissions may increase as well unless we make carbon reduction one of the key objectives for our IT management.



## Key learnings

- Monitors use 2.7 times more CO<sub>2</sub> than laptops by asset
- Carbon emissions vary widely from one laptop model to another, for example, a Lenovo X1 Gen 3 YOGA emits 664kg CO<sub>2</sub>e while an ASUS Chromebook 14 emits 297kg CO<sub>2</sub>e



## Actions we've already taken

- We launched a new policy in 2023 to make sure all our functioning devices are in use before purchasing any new laptops



## Actions for 2024

- No new monitor shall be purchased in 2024
- We are integrating CO<sub>2</sub>e as a criteria when choosing models for new laptop purchases

# Improving data collection in 2024

As we embarked on this journey and calculated our company carbon footprint for the first time, we met several challenges regarding data collection that sometimes made it difficult to approximate our carbon emissions, however, we believe that the data we published in this report is reliable enough to form our base year.

Approximately 60% of the carbon emissions we included in our report were calculated by our partners, whether they are our electricity providers, business trip booking platforms or IT device manufacturers. The rest had to be forecasted by our team using open data frameworks.

To ease data collection for our 2025 report, we have already started implementing optimizations. We hope to complete and improve our methodology in the coming years to make this report as useful as possible when rolling out our carbon reduction plan.



# Sustainability in our client work

# Sustainability in Action:

## How Jellyfish Integrates Sustainability into Our Work

In this section, we'll share a number of our proudest sustainability achievements, where we've successfully integrated sustainable practices into the products and services we offer our clients. Not only does this benefit the planet, but has no negative impact on the performance of our work.

We'll look at two key areas of our business where we've already begun making great strides in our sustainable offering: **Paid Media and Creative & Experience.**



# Reducing the carbon intensity of our media-buying activities



“Integrating carbon management into Jellyfish’s digital media strategy is not just an optional add-on; it’s our fundamental responsibility. Climate change is an urgent crisis, and our industry’s footprint—from the energy our ads consume to the servers that power them— requires immediate action. Our commitment to sustainability is about more than just meeting expectations; it’s about leading by example and forging a path toward a greener future.”

Jeff Matisoff, Partner, Jellyfish

In 2023, Paid Media was our leading capability in terms of revenue and headcount.



## The Challenge

Recent studies (source: Scope 3) have shown that online media-buying leads to significant carbon emissions. Our industry is just starting to develop carbon measurement and reduction solutions. With nothing significantly scaled up yet, we recognised an opportunity to make a change in this space.



## Our Solution

After testing several carbon measurement solutions, and assessing their models, Jellyfish has established a global partnership with Scope 3. This collaboration gives rise to a carbon measurement tool powered by Scope 3’s supply chain emissions data expertise.

Our Engineering team is now working hand in hand with our Media team to develop custom, effective and scalable solutions to roll out carbon measurement and carbon reduction across all our top programmatic and paid social accounts.

# Our five step plan to make media-buying more sustainable

## Measure

- 1 Give clients access to campaigns carbon footprint and impressions carbon intensity vs. benchmark
- 2 Build learnings over time and collect the data clients need to feed their official reporting



Instant Carbon



Carbon Dashboard

## Reduce

- 3 Focus reduction efforts on the actions that matter with a cross analysis of carbon emissions and media performances
- 4 Provide effective solutions to reconcile performance with immediate carbon reduction at scale by leveraging DV360 Custom Bidding



Carbon Performance Assessment



J+Bidding for Climate

## Train

- 5 Educate stakeholders across our client's organization to drive continuous change



Sustainable Media-Buying Workshop



# Carbon Calculator

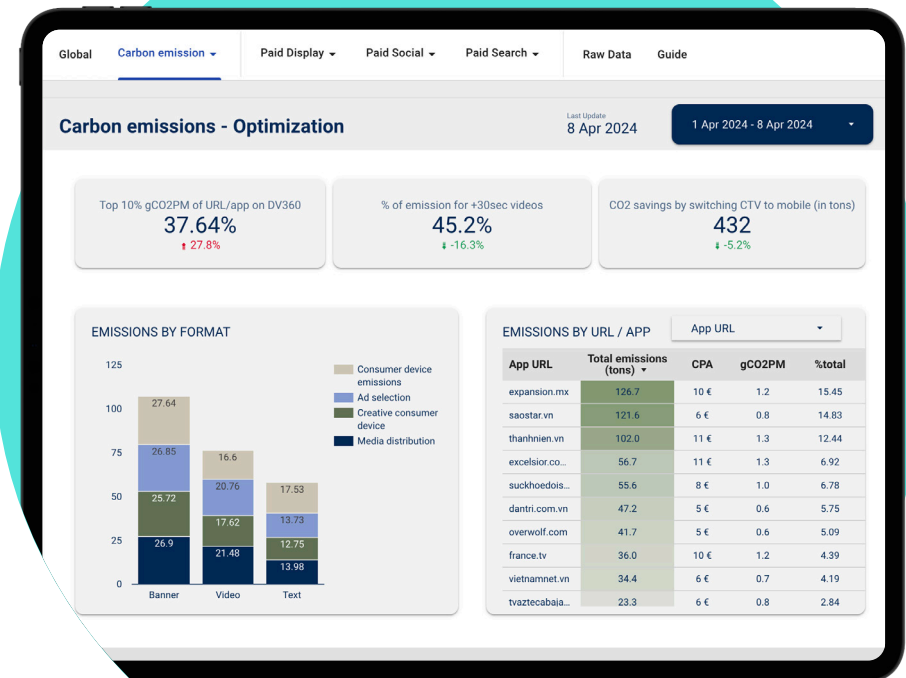
To further aid both ourselves and our clients in reducing carbon output, Jellyfish has developed the Carbon Calculator web app. This measures a brand's paid media campaign carbon footprint and examines ads facilitated through DV360 and Meta against industry standards.

Through data analysis, the carbon dashboard builds learnings over time and collects the data brands need to gain insights to make more informed decisions regarding the sustainability and performance of different aspects of their media purchases.

Our clients can gain an overview of their campaigns' carbon emissions, enabling them to assess the carbon footprint linked to impressions sold in different markets. This empowers them to align their advertising strategy with a more informed and sustainable approach.

The Carbon Calculator allows us to provide clients with a number of key tools: The Instant Carbon Snapshot, the Carbon Report/Dashboard, Carbon Performance Assessment and the Sustainable Performance Algorithm.

In just a few minutes, our media practitioners can build a one-pager snapshot report of a client's carbon emissions, illustrating the most important KPIs and comparing them with industry standards using real-life examples of other industries' standards, without eating into the time we spend on media buying operations.

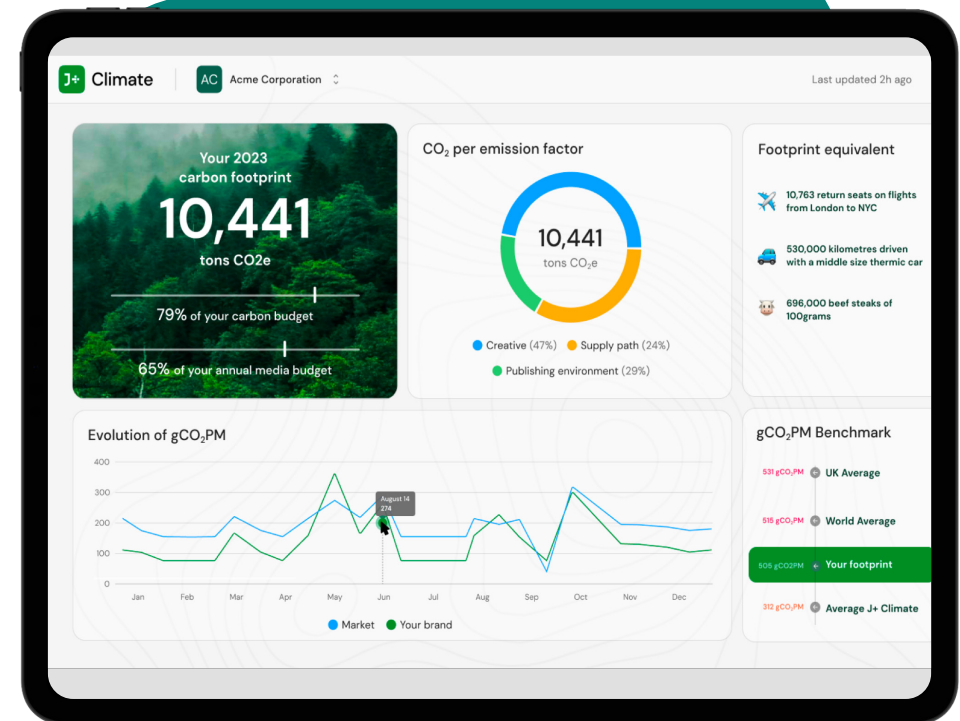


# Carbon Report and Dashboard

We also offer our clients more in-depth carbon monitoring/reporting with our Carbon Report, featuring ongoing, granular and actionable measurement. This allows clients to monitor carbon performance across activations all year long and gain valuable insights on major sources of emissions.

This report can be built into a bespoke dashboard, either on Looker or on the client's own data visualization platform, giving them something they can share with everyone within their organization to raise awareness around sustainability in paid media and continue to collectively take steps to reduce carbon emissions.

Scope 3 emission reporting is required by a number of new regulations (for example, the EU's Corporate Sustainability Reporting Directive (CSRD)) so the Carbon Report is an effective tool for compliance with such statutes.



## Case Study

sanofi

## Cross-market and cross channel dashboard enables carbon emissions measurement

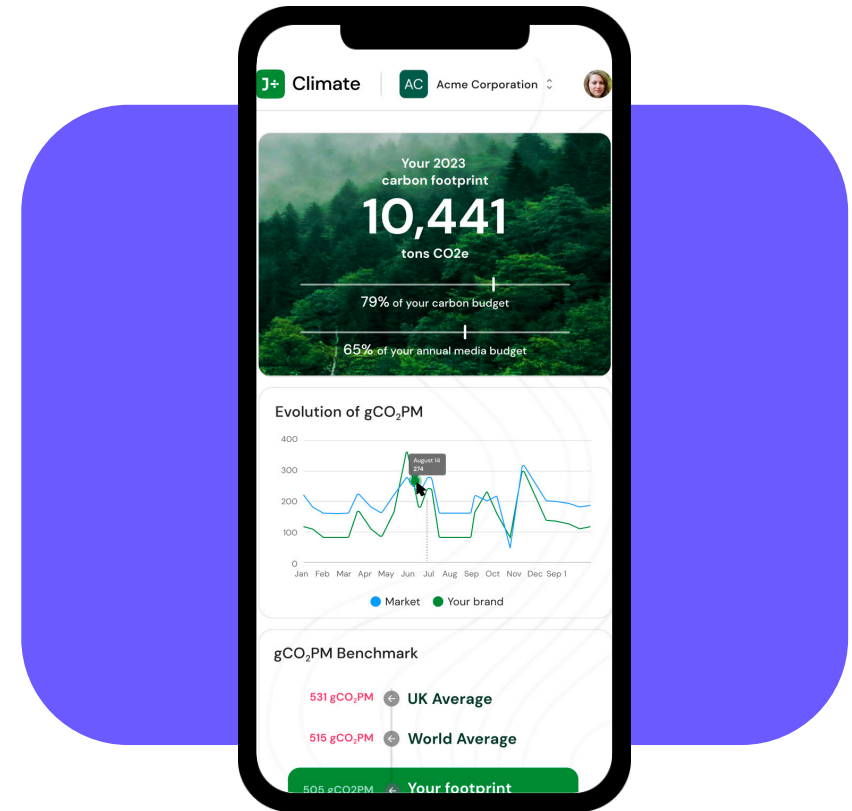
### The Challenge

As advertising industry worldwide campaigns largely contribute to global warming by emitting >7 million tons of CO2 each year, closely monitoring and optimizing those emissions has become critical. The Consumer Healthcare business of Sanofi wanted to measure and reduce the emissions resulting from their advertising.

### The Solution

We built a carbon dashboard to report on media and carbon metrics for all of Sanofi Consumer Healthcare's digital media campaigns across 35+ markets and eight channels including YouTube, Meta, TikTok and programmatic. The dashboard also monitors the share of impressions delivered on made-for-advertising websites that emit 26% more CO2 on average than other domains, while damaging both ad attention and media performance.

In addition to the dashboard, Jellyfish also provides ongoing support to Sanofi Consumer Healthcare's in-house teams and media agencies to ensure best practices are followed.



\*Data was generated for the sake of the illustration and doesn't reflect Sanofi's actual performances

### Results

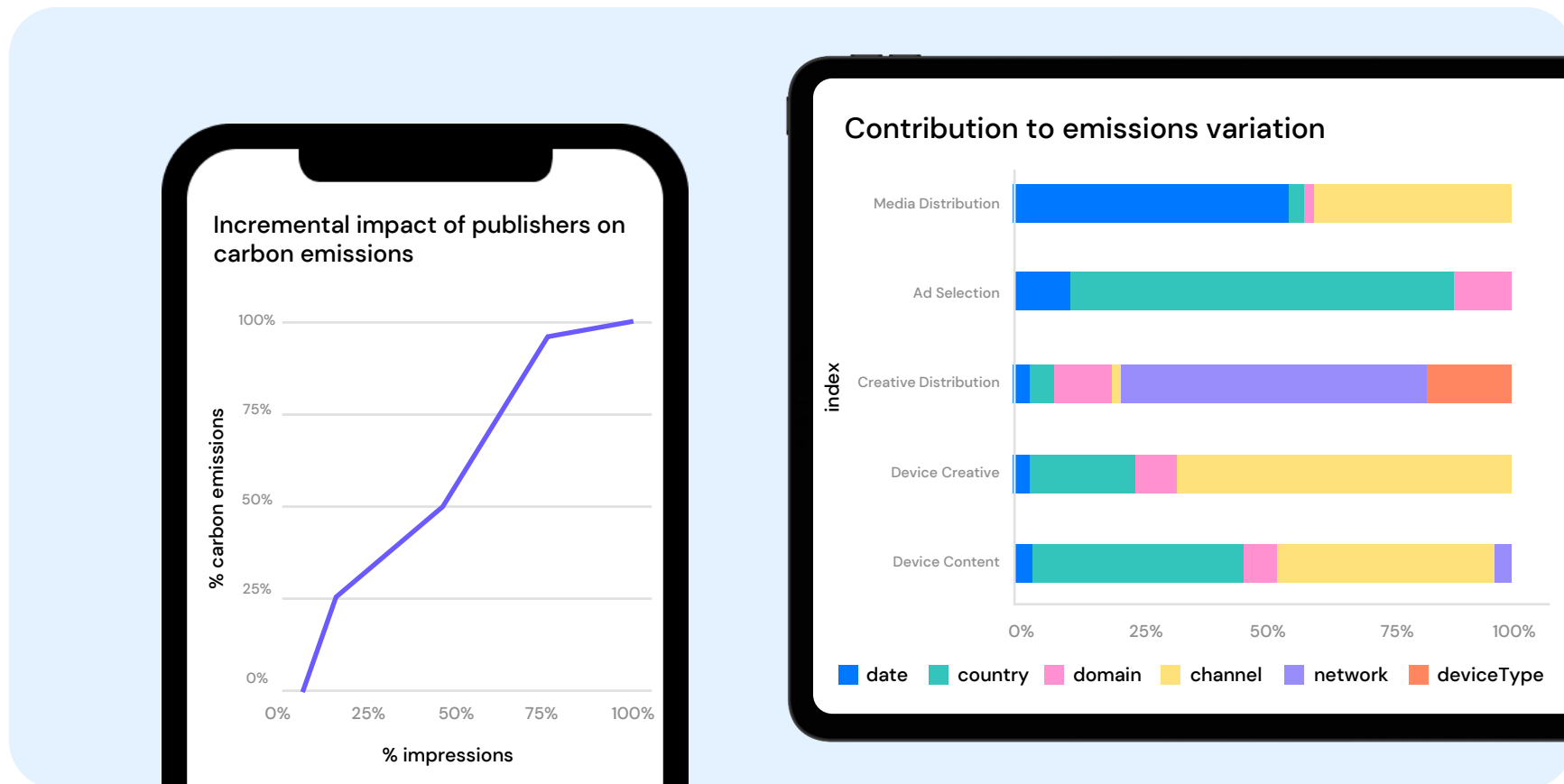
**35**  
markets

**8**  
channels

# Carbon Performance Assessment

Building on our Carbon Calculator and Reporting/Dashboards, we also offer a comprehensive Carbon Performance Assessment to focus reduction efforts on the actions that matter. This features more detailed information such as temporality (day of the week) and purchase method to give a more accurate understanding of carbon impact. We then use this data to recommend concrete actions clients can take to reduce their CO2 emissions.

As a final step, we meet directly with clients to collaboratively inspect campaign dimensions which have the greater impact on CO2 emission variations to identify reduction potential.



## J+Bidding for Climate

Sustainability can only be scaled if it works in tandem with business goals, that is why we have built an algorithm able to optimize programmatic campaigns on multiple KPIs as part of our **J+Bidding** offering. This gives clients a guaranteed improvement in CPA while at the same time reducing the CO2 emissions campaigns generate.



# Deep Dive: Creative & Experience



“Sustainability is at the forefront of how we operate, originate and activate our work within Creative & Experience at Jellyfish. We believe that to truly drive progress for our partners, our people and the planet, we need to adopt progressive practices as a business. Which is why we utilize a global-first team structure, meaning that we can mobilize teams in each region and partner them with key Jellyfish team members across the network to answer every problem for our clients without the need for travel. Our teams work in harmony to bring diverse perspectives and original thought with global/local clarity and sensitivity. Which is all brought to life through our sustainable production processes, such as the use of AdGreen to monitor carbon emissions and the leveraging of livestream and AI technologies for multi-language shoots. Sustainability is beyond a buzzword, it’s an active way of working for us, which we continue to evolve and enhance on every project.”

Natalie Winford, Chief Solution Officer Creative, Jellyfish

## Rethinking our narratives (and making sure we reduce our emissions while doing it)



### The Challenge

According to the Purpose Disruptors, advertising is accountable for 32% of each UK citizen’s annual carbon emissions (Source: Advertised Emissions Report 2022)

The creative work we create for brands is powerful because it plays with the code of digital and social platforms, perfectly integrating to the culture and experience of internet users: how can we use this power to encourage more sustainable consumption behaviors?



### Our Solution

It all starts with facilitating smarter, more responsible production.

At Jellyfish we measure the carbon emissions of all our live film shoot production projects using AdGreen, an industry trade body that enables project teams to understand which activities have the biggest impact and empower them to work towards zero carbon/zero waste.

Our creative teams are all progressively going to take the #ChangeTheBrief challenge in order to better understand how they can become real agents of change. #ChangeTheBrief Alliance is a partnership between agencies of every size and type – media, creative, design, PR – and their clients, learning and acting together to directly address the challenge of the climate crisis by promoting sustainability via every channel available to them.



## Case Study



# Impactful engagement campaign resonates by hijacking popular hashtags

### The Challenge

The UN Refugee Agency (UNHCR) wanted to raise public awareness of the difficult conditions of uprooted people, in a way that cut through the noise and reached potential donors in a unique way.

### The Solution

Jellyfish took a simple, high-impact concept: hijack some of the most used hashtags on social networks and to raise awareness of the startling daily lives of millions of people around the world. Using our understanding of platforms and audience behavior, we were able to jump on these hashtags at the right time and in the right places, helping this campaign land in the most impactful way. The creative online media plan included landing pages, display, social media and email, and was paired with an offline media plan that included Digital OOH, press and billboards.

The assets were specifically designed and launched in relevant locations, such as the #sunnyday creative being most impactful near train stations and airports, and the #backtoschool creative being most effective at the start of September for the start of the new school year.





# Training all our teams to work more sustainably

In the coming years, the challenges our economy will be facing due to climate change and other environmental disruptions will require every one of us to challenge our own practices. We believe this is only possible if we give people the opportunity to fully understand what's at stake and the impact they can make. We see it as both an opportunity to support our own transformation and to enrich our employees' careers.



## Phase 1 – Raising awareness

- **Objective:** make sure everyone in the company understands the reality and impact of climate change, the role digital marketing plays in it and the key actions we will need to take as an organization to fight against it
- **In 2023:** 'Sustainability 101' was delivered to 878 employees, approximately 50% of our workforce across 21 markets
- **In 2023:** Climate Fresk and Digital Collage delivered to 20 employees in our French office to reinforce understanding around climate change and the impact of the digital industry on environmental deregulations
- **In 2024:** we intend to onboard +300 new attendants into the program

## Phase 2 – Empowering our employees to take action

- **Objective:** give everyone concrete tools and solutions to improve the environmental impact of their work
- **In 2023:** Eco-conception in web development was delivered to 20 employees in France, approximately 90% of our UX/UI local team – this training enabled our team to identify how they could reduce the carbon footprint of the websites they develop and to advise their clients on making smarter decisions to improve both carbon emissions and performance
- **In 2024:** Change the Brief training program will be delivered to 30% of our creative directors and brand strategists to enable them to advise brands on using their voice to encourage more sustainable behaviors among their consumers
- **In 2024:** 2tonnes workshop will be delivered to 90% of our Office Managers around the world to enable them to immediately implement carbon reduction initiatives in their offices and to organize events meant to increase awareness around sustainability practices among our employees

# Assessing diversity within the organization and empowering all of our communities

When having conversations around sustainability, it's important to consider the diverse perspectives and experiences that make up our business. Whilst not a comprehensive overview, our [Diversity, Equity & Inclusions 2023 report](#) highlighted several notable achievements across the diverse communities within Jellyfish, emphasizing their significance in fostering a fair, unbiased workplace.

## DEI data census

Consolidated survey across 22 regions to understand regional dynamics, evaluate community representation, and empower ERG initiatives.

## Establishment of new ERGs

Fostering dialogue and empowerment among their respective communities of disability and sustainability.

## Jellyfish in Color educational events

Promoting inclusive marketing and collaboration with industry figures.

## Gender Pay Gap task force

Working to reduce the gender pay gap with regional targets for progress tracking.

## Caregivers' Support Policy enhancement

Promoting fairness and inclusivity across regions through enhanced caregivers' support policy.



### **Mental Health Awareness campaigns**

Raising awareness and fostering a supportive workplace culture.

### **Inclusive Cultural Training Program**

Promoting understanding and inclusivity across diverse cultures through regional training.

### **Culture Day**

Celebrating achievements, addressing challenges, and strengthening organizational culture in a 24-hour event.

### **'My Coming Out Story' campaign**

Encouraging employees to share personal narratives for fostering acceptance and inclusivity.

### **'Work With Me' Initiative**

Raising awareness about neurodiversity and accommodating the unique needs of neurodivergent employees through an internal campaign.



These initiatives exemplify our commitment to fostering a diverse, equitable, and inclusive workplace where every individual feels empowered and valued, in line with the values of Jellyfish's recognition process. Through the collective efforts of our teams, we are continuously striving to create a workplace that celebrates diversity, promotes inclusivity, and fosters a culture of belonging and respect.

# Conclusion

# We're undertaking the journey towards sustainable development with humility and determination

In conclusion, Jellyfish know the efforts we need to make will be:

## ◆ Enormous

We have never been through such critical and profound changes

## ◆ Radical

It's about much more than doing things the clean way, it's about rethinking our purpose and business model

## ◆ Collaborative

Our work will make a difference only if we manage to bring all stakeholders onboard, including our clients

## ◆ Costly

We can not expect sustainability to be an easy transformation, although there are some easy wins to chase, no significant achievements will come without great investment of our time, energy, and financial resources.

## ◆ Rewarding

It may not happen overnight, but we know that our efforts will bear fruit and that our future success will be fueled by our ability to transform ourselves today

This is just the beginning of this journey. We won't be able to get everything right from day one but we are committed to doing our best, to learning from our mistakes and to holding ourselves accountable to achieving the goals we set for ourselves.

Please feel free to reach out to our sustainability team if you have any questions or comments. We'd love to hear from you and understand if we can walk alongside each other on this journey.

# Ready to make a difference and start reducing the carbon intensity of your marketing initiatives?

Let's take action together. Connect with us to discuss how we can collaborate on accelerating the sustainable transformation of digital marketing.

[jellyfish.com/contact](https://jellyfish.com/contact)