Good-Media Academy Scrips

1.1\_Getting Started

Good media, media that is good for business, but also good for the planet and the people who live on it.

Good media is a new way of thinking about the $700 billion that we invest in digital media, considering how we can drive performance and effectiveness, but also link that to real-world impact through funding good causes, through understanding and reducing our carbon footprint, and by funding real, important-quality news journalism.

And so with that in mind, I'm so thrilled to welcome you to the Good Academy. Together with industry leaders, experts and activists, we're creating this free, accessible course that is CPD certified and intended to help equip you with the knowledge to challenge some of the old ways of thinking and provide practical tools so that you can make shit happen.

The Good Media Academy has been built with accessibility in mind. We know that for many people, thinking about responsibility and sustainability within media is new for a lot of us, and it can be complex and confusing. So we've really made an effort to break things down into small, bite-sized chunks with illustrations and simple explanations along the way. We've also got closed captions and transcriptions available as standard throughout the whole course, and there's going to be additional information in all the modules for those who want to dig a bit deeper.

I'm Amy. I'm the founder of Good Loop. I started it back in 2016. And I started it because I've been in this industry long enough to know the power we have. We shape people's decision making. We are the architects of desire. We invest in and fund the free open internet when we decide to support quality news journalism or important coverage of the climate crisis or important information about our democracies and our elections. When we decide to fund publications owned by or representative of marginalized groups, these are all things that have a dramatic impact on society. I think that's really exciting.

I also think that the marketing department has a unique ability to quite radically change the way big corporations operate in society. The marketing department is the department that most immediately sees the ROI of doing good when you earn attention, when you build trust and long-term customer value with your consumers. That's all because you're connecting with them about stuff that matters, that you're showing up in society, in their lives, in a way that is memorable and important.

So, I founded Goodloop to help build products that make it easy and profitable for big brands to do good at scale, to harness the $700 billion they spend on digital media, to fund good causes, to reduce our carbon footprint and to fund a free, open and positive internet.

Decarbonize your digital advertising is the first course on the Good Academy, which might strike you as a bit strange because when you think of advertising online, you don't necessarily think about carbon footprint. But that's because so much of the emissions that are created through digital advertising, we can't see. It's from servers in foreign lands, in faraway fields, that we don't think about, we can't touch, we can't feel. It's not like we see the trees getting cut down. So, it's a pervasive problem that needs to come to the surface.

And my own journey through this has been one of discovery. Back in 2020, we started getting a bit curious about the carbon footprint of the ads that Goodloop were running on the internet. We were running millions of ads every day and no one had really thought about the impact that had on our emissions. And because Goodloop is a B Corp certified business, we had to publicly announce our scope one, scope two and scope three emissions as part of the certification process.

So, anyway, I googled it. I googled what's the carbon footprint of an ad. And there wasn't an answer. No one had seemingly asked that question. So, we started to estimate some of the data transfer that would go into running an ad from an ad server all the way through to an end user device. We started to look at all of the hops in the chain and the weight of these huge creative files that we were sending across the internet. And so, we estimated that an average ad campaign emits 5.4 tons of CO2, which is, to put that in context, almost half of what a UK consumer emits in a year. For just one ad campaign, we're already emitting more than a consumer emits in six months. It starts to really scale up when you consider the millions and billions of impressions we are buying every day. And, to be honest, we opened Pandora's box and the industry has been starting to unravel the consequences ever since.

So, look, if you're anything like me, you left science behind at 16 and I haven't got a PhD in carbon literacy. I don't understand a lot of the complex science and it is an ever-changing and evolving science. So, I come to this course with an appreciation for how confusing and intimidating some of this stuff can be. The difference between a net zero commitment and carbon neutrality, or the different kinds of gases that make up a CO2e calculation. There is lots of complexity and that is why we are going to be pulling in some of the experts and leaders in this space to help us as we go through this course.

This course is also CPD certified and has been approved by a carbon literacy trainer, which means that the qualification you receive at the end of this will be recognised by your team, by your clients, by your agency and by future employers. So, not only will this give you the confidence and language and skillset to start challenging some of the ways you work, but it will also help your own professional development.

Alright, so you know what is in store, let us get cracking. In module one, we are going to go back to the basics. What is the climate crisis? What does it mean? What has been done? Where are we at? What are some of the key terminology? Some of the stuff that perhaps you have always wanted to know, but never quite felt confident to ask. This is the space for that. We are going to just talk about some of the basic terminology and concepts and then we will end by reflecting on the impact it has in media and the scale of the opportunity for change within your role and your everyday.