

Becoming Responsible Media

Are you ready for the sustainability questions media clients are starting to ask?

Key questions to test your organisation's state of Responsible Media – helping you move from carbon reporting to client-ready action.



The pressure is changing.

Many media businesses now have a carbon footprint. Fewer have a position their teams can use when clients ask sharper questions about scope 3, campaign emissions, claims, AI and digital impact.



GMSF and campaign-level carbon

More useful data conversations across channels, formats, placements and production.



Client scope 3 pressure

Your data may feed into another organisation's reporting, procurement or pitch scoring.



Green claims scrutiny

Websites, tenders and credentials need clearer evidence trails and careful language.



AI and digital impact

AI use is moving faster than governance, measurement and client-facing narratives.

Having a footprint is not the same as being client-ready.

A carbon total is useful.

But media teams increasingly need something more practical: a clear view of what the data means, what can be claimed, who owns the response, and how it supports better client conversations.

This check is designed to help you start the right conversations, not drive a heavy report.

"We have a footprint, but it does not help with campaign questions."

"Our commercial teams are not sure what they can safely say."

"AI is being adopted faster than our governance or measurement."

5 questions to make media sustainability work more useful

Many media businesses now have a carbon footprint. Fewer have a position their teams can use when clients ask sharper questions about scope 3, campaign emissions, claims, AI and digital impact.

- 01 Are you GMSF-ready?**
Data, channels, campaign measurement and response processes.

- 02 Is your footprint decision-useful?**
Boundaries, scope 3, comparability, hotspots and data quality.

- 03 Can your people talk about it?**
Governance, sales enablement and client confidence.

- 04 Are your claims backed by evidence?**
Greenwash risk, proof points and credible narratives.

- 05 Is it helping you win better work?**
Commercial relevance, client value and smarter decisions.



The same questions land differently across the media ecosystem.



MEDIA OWNER

Can you evidence the carbon performance of your inventory, formats, delivery and operations?



AGENCY

Can you ask better questions of partners and explain data quality, uncertainty and trade-offs to clients?



PRODUCTION COMPANY

Can you gather practical production data early enough to shape decisions and make lower-impact delivery easier?



SHARED CHALLENGE

Can your footprint, data, claims and people support better client conversations without overclaiming?

Carbon, claims & client confidence need to hold together.

The risk is not usually one missing number. It is a gap between what the business knows, what teams say, and what clients need.



Data

Boundaries, scope 3, campaign data, year-on-year comparability.



Claims

Pitch decks, websites, case studies, proof points and proportionate language.



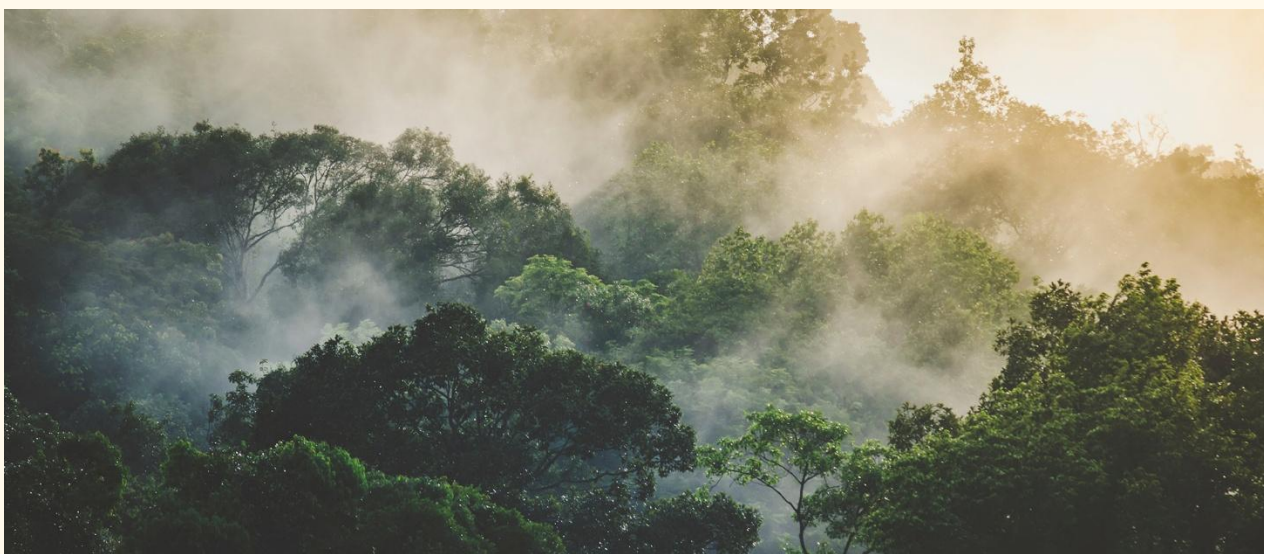
People

Commercial confidence, escalation routes, ownership and briefing notes.

A good readiness review links all three, so sustainability becomes useful in real decisions rather than trapped in a report.

AI is not a side note

For media businesses, AI already touches creative workflows, analytics, planning, targeting, reporting and internal productivity. The question is not simply “what is the footprint?” It is how you govern, measure and explain use proportionately.



Measure

Where use is material, understand token, compute, cloud, device and supplier assumptions.

Govern

Define who approves tools, claims, client use cases and data boundaries.

Explain

Equip teams to talk about benefits, risks, uncertainty and improvement without overclaiming.

A practical AI position connects footprint, ethics, governance, client confidence and commercial differentiation.

Are any of these true?

- 01** You have a carbon footprint, but it does not help answer campaign, client or agency questions.

- 02** Your scope 3 data is hard to compare year on year.

- 03** Commercial teams are not fully confident explaining carbon, claims, GMSF or AI impact.

- 04** Sustainability claims appear in pitches, case studies or websites without a clear evidence trail.

- 05** AI and digital impact are moving faster than governance, measurement or client language.

If two or more feel familiar, a short readiness conversation may be useful.

Our client work shows readiness gaps are real & fixable.

ZeroBees works where carbon data, client scrutiny and media delivery meet - helping teams move from reporting to practical, client-ready action.

Carbon & scope 3 clarity

Recent media foot printing and reporting work across complex operations, multi-entity structures and client-facing scope 3 questions.

AI, digital & data impact

Methodology and governance thinking for AI-enabled media, cloud use, analytics, targeting and digital delivery - connecting measurement to practical client language.

Claims, narrative & commercial confidence

Helping teams turn technical sustainability work into clearer pitch, tender and credentials language - without overstating what is evidenced.



*"Our collaboration has been **transformative**, and we're excited to continue driving progress in partnership with ZeroBees."*

Rohan Mitchell
Group ESG Director, Gravity Media

A practical review of where your approach is strong, exposed and commercially useful.

Responsible Media Readiness Review

A focused sense-check for media owners, agencies and production companies who want a sharper view of carbon, claims, GMSF readiness, AI impact and client-facing language.

Typical Focus Areas

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| ■ Footprint robustness and scope 3 comparability | ■ Client team confidence and escalation routes |
| ■ GMSF-linked data requests and response processes | ■ AI, digital and production impacts |
| ■ Claims, proof points and greenwash exposure | ■ Practical next-step roadmap |

No heavy report. No generic checklist. Just a grounded view of what to improve first and how to explain it more clearly.

Want a second pair of eyes?

Book a 30-minute Responsible Media Readiness conversation.

Bring one current question, deck, footprint or client request. We will help you spot what is strong, what may be exposed, and what would be most useful to improve first.

Useful things to have to hand

- ➞ Latest footprint or emissions summary
- ➞ Recent client sustainability question
- ➞ Credentials deck, website page or pitch response
- ➞ Current AI or digital impact concern



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